

The World Conference on Tobacco Control 2025 - Dublin Declaration

Dublin, Ireland – 25th June 2025

The global tobacco epidemic continues to represent one of the biggest public health challenges of our times. The tobacco industry continues to market cigarettes and its other products aggressively, fight effective tobacco control policies, and is constantly introducing new harmful and addictive nicotine products, which threatens to undermine progress made in the 20 years since the WHO Framework Convention on Tobacco Control (WHO FCTC) entered into force.

Tobacco use continues to kill over 7 million people each year, the overwhelming majority of which are in low- and middle-income countries.¹ It costs the world's economies over US\$2 trillion annually in healthcare expenditure and lost productivity, undermines sustainable development, and exacerbates poverty, food insecurity and labour exploitation.²

Against the backdrop of global uncertainty and instability, we cannot afford to lose **tobacco control as a central, indispensable aspect of efforts to safeguard and improve global health, and efforts to reduce tobacco use must remain fully integrated into the global health and development agenda.** To this end, we, the delegates of the World Conference on Tobacco Control 2025, call upon the governments of the world's nations to accelerate the implementation of all measures in the WHO FCTC in order to end this epidemic by:

- 1. Prioritising the increase of excise taxes to decrease the affordability of all tobacco and non-medicinal nicotine products, establishing sustainable financing for tobacco control and other health promotion initiatives from revenue generated**
- 2. Recognising the tobacco industry as the biggest barrier to global progress in tobacco control. Reject engagements with organisations working with, or funded by, the tobacco industry. Hold the tobacco industry liable for the harms it causes, including seeking compensation through legal actions**
- 3. Strengthening the monitoring and enforcement of a comprehensive ban on all forms of tobacco advertising, promotion, and sponsorship, including the depiction of tobacco in entertainment and digital media**
- 4. Incorporating into tobacco control and environmental agendas the need to address the environmental consequences of tobacco cultivation, manufacturing, distribution, use, and post-consumption waste from tobacco and nicotine products**
- 5. Uniting with civil society, international organisations, and educational institutions to support the implementation of comprehensive tobacco control measures, guided by the fundamental human rights to the highest attainable standard of health.**

¹ WHO (2025). 'WHO report on the global tobacco epidemic 2025'.

² WHO (2021). 'WHO technical manual on tobacco tax policy and administration'. Available at: <https://www.who.int/publications/i/item/9789240019188>