



Dear Colleague,

Cancer organizations from around the world are coming together for a campaign to persuade governments to reduce cancer deaths by raising tobacco taxes. **This movement is called Prevent20, in recognition that more than 20% of all global cancer deaths are attributable to tobacco use – each completely avoidable.** Prevent20 will educate the cancer control community about how to promote tobacco taxation as a smart solution for cancer prevention.

Please join us to be part of this new movement, which is intended to supplement existing national efforts. Our goal is to get cancer control leaders from 100 countries to join. We are off to a great start with cancer groups small and large signing on from every region of the world. Members of our coalition have varying levels of knowledge and experience with regard to tobacco taxation. If you have questions about joining, we encourage you to read the Frequently Asked Questions on www.WeCanPrevent20.org, available shortly, or contact us for more detail.

I'm writing because the American Cancer Society has pledged to support this effort and we are actively working to attract other cancer organizations into the coalition. Prevent20 will launch publicly on World Cancer Day, February 4, 2017 and we would like to add your organization's name to the list of supporters.

Tobacco use is the largest single source of cancer deaths worldwide, and we believe that cancer groups must take up the call to reduce tobacco consumption and prevent potential new users from starting. Raising tobacco taxes is the single most effective way to accomplish both those goals and thereby prevent cancer. Together, cancer organizations can leverage our powerful and trusted voices to compel our governments to take action to substantially raise tobacco taxes, making tobacco products less affordable, and use the revenue generated to pay for cancer control priorities such as cancer screening and treatment.

In joining this coalition, we are asking three things from you at this time: that you allow us to use your organization's name and logo on our Prevent20 campaign website, that you designate a point person to receive news and communicate with other coalition members, and that you complete a brief survey to help us to understand your organization's needs as a member of the coalition. Coalition members can expect to receive a range of support and easy to use tools for engaging on this issue, such as sample opinion pieces, brief arguments to counter tobacco industry misinformation, and fact sheets about your country. Organizations that have the capacity to engage more deeply will have the opportunity to be paired with other coalition partners to provide direct technical assistance to you and your government around what a smart tax policy might look like.

We hope we have sparked your interest in this campaign and ask that you reply by signing the authorization to use your logo and filling our survey at bit.ly/Prevent20Survey. You can also request a meeting with the Prevent20 team.

Yours sincerely,

Jacqui Drope
Managing Director
Global Cancer Prevention
American Cancer Society

Let's work together to stop the #1 driver of preventable cancer: tobacco use.

Tobacco use is the single largest driver of cancer deaths, responsible for 20% of deaths. Each year, more than 1.9 million people die from cancers caused by tobacco smoking. Yet most governments fail to implement the best way to reduce tobacco use and cancer deaths – using smart tobacco tax policy to make tobacco products less affordable.

A global coalition of cancer groups called PREVENT20 is coming together to change that.

Every organization that joins the campaign will be involved in the launch, including previewing materials before they go public and helping us promote the campaign.

To join Prevent20:

1. Allow us to use your logo on campaign materials - reply via email or use the attached logo usage form.
2. Designate a point person within your organization
3. Help us learn more about your organization by filling in a brief survey. Click or visit bit.ly/Prevent20Survey

Working together, cancer organizations can advocate for high tobacco taxes and engage with governments in every country, making a meaningful difference to reducing tobacco use and the global burden of tobacco-related cancer.

Implementing high tobacco taxes is the most powerful, cost-effective and sustainable way of reducing tobacco consumption, discouraging youth from initiating smoking and encouraging current smokers to cut down and quit.

Prevent20 members will:

Learn more about the benefits of tobacco taxation in plain, non-technical language

Learn how to use persuasive arguments to counter tobacco industry claims

Leverage the experience of colleagues in the cancer community

See how tobacco taxation can contribute to attaining global NCD reduction targets

Taxing tobacco products to make them less affordable is a proven measure to prevent cancer.

