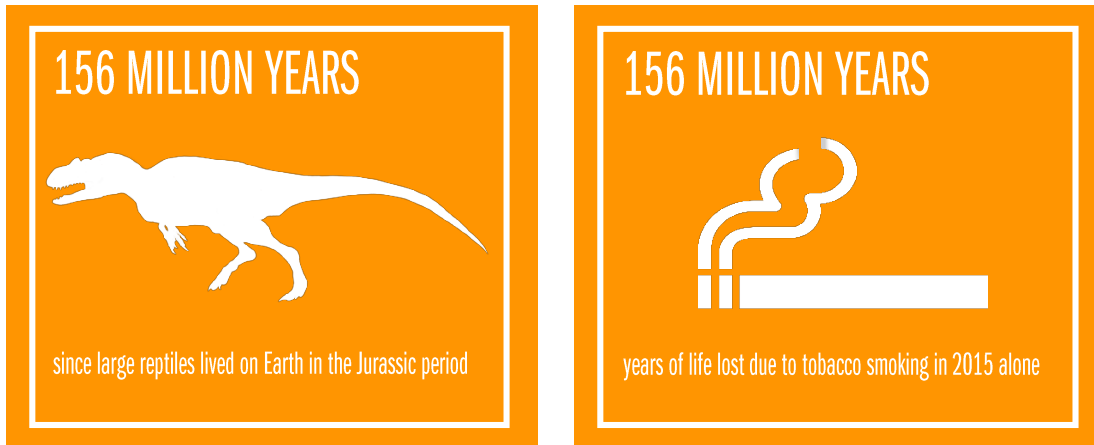


PREVENT20 TOBACCO TAXES: IMPROVING HEALTH AND ECONOMIES

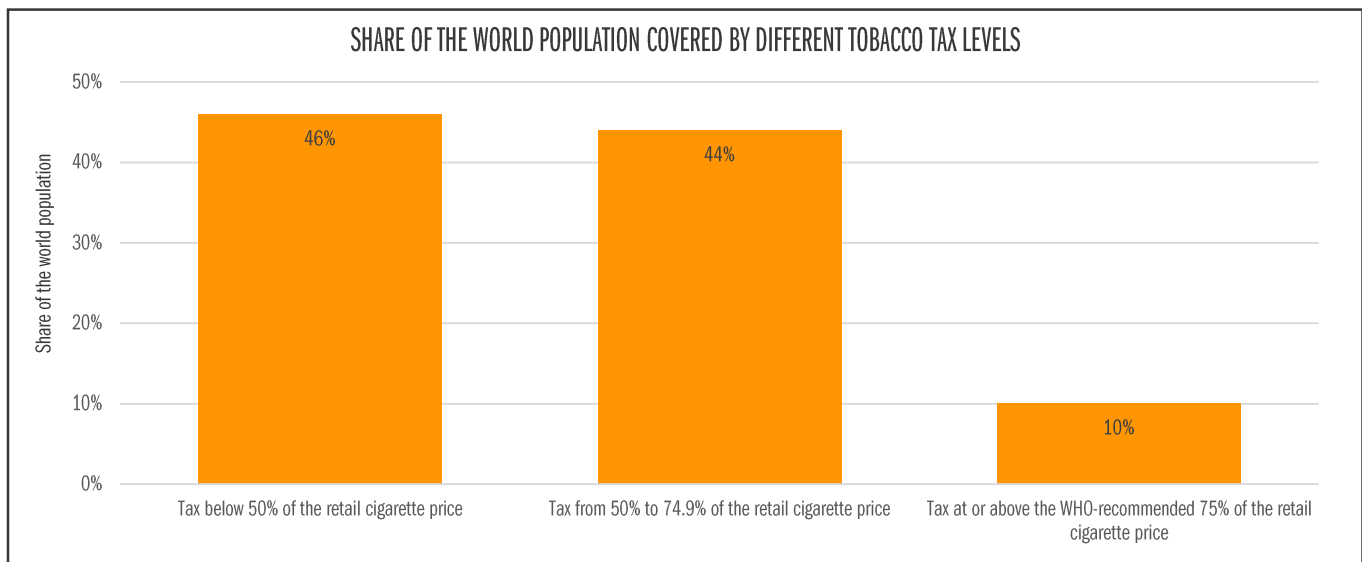
HOW TO REDUCE SMOKING PREVALENCE BY 30% GLOBALLY BY 2025



IT ISN'T AN ASTEROID THIS TIME.

TOBACCO USE – THE LARGEST SOURCE OF CANCER DEATH AND SUFFERING WORLDWIDE – CAN BE STOPPED. CANCER GROUPS MUST TAKE UP THE CALL TO REDUCE TOBACCO SMOKING AND PREVENT CANCER THROUGH RAISING TOBACCO TAXES, THE SINGLE MOST EFFECTIVE INTERVENTION.

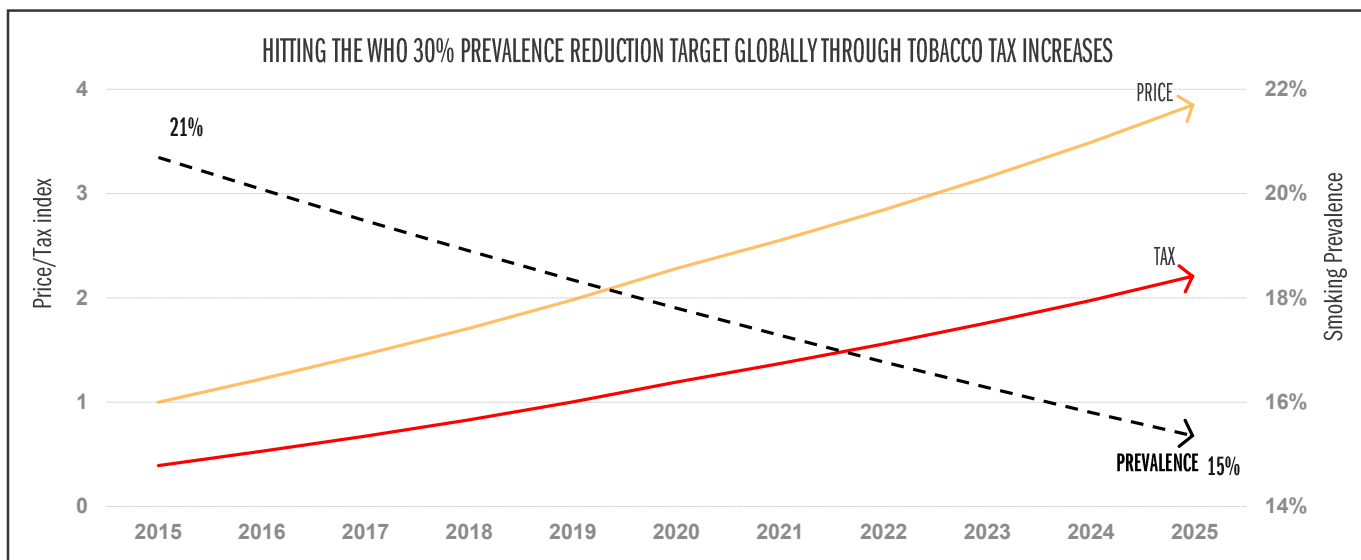
Each year, 1.93 million people die from cancers caused by tobacco smoking. This is more than 20% of all global cancer deaths. Because each of these deaths is completely avoidable, cancer organizations from around the world are coming together for the Prevent20 campaign to persuade governments to raise tobacco taxes. Tobacco tax increases are the most effective, yet the least utilized tobacco control measure.



COUNTRIES CAN ACHIEVE THE WORLD HEALTH ORGANIZATION TARGET OF A 30% RELATIVE REDUCTION IN SMOKING PREVALENCE BY 2025 BY RELYING ON TOBACCO TAX-INDUCED PRICE INCREASES.

The World Health Organization target is to reduce tobacco use prevalence 30% by 2025. In recent years, world smoking prevalence has reduced only slightly: from 22% in 2010, when the target was set, to 21% in 2015. To hit the target, the world adult smoking prevalence rate will need to fall to 15% by 2025. Following current trends, the world will not meet this target.

Tobacco taxes can help achieve this target. Significant tax hikes increase cigarette prices. With cigarettes becoming less affordable, many smokers buy less of them or they stop buying them altogether. To reach the WHO target, world average cigarette prices need to quadruple by 2025, requiring an average 7-fold excise tax increase. This scenario is attainable.



Source: ACS EHPR model based on the WHO data for 111 countries for which data was available

EFFECTS

- Hitting this target will result in at least 173 million fewer smokers by 2025 due to increased cessation and reduced initiation.
- This will lead to at least 38 million fewer deaths.
- Global tobacco tax revenue will increase on average by over 160% by 2025 to an estimated 0.8 trillion international dollars annually.

PREVENT 20

A global coalition of cancer groups is calling on governments to raise tobacco taxes, the single most effective tobacco control intervention. This movement is called Prevent20, in recognition of the more than 20% of all global cancer deaths that are attributable to tobacco use.

Prevent20 promotes tobacco taxes as a powerful solution for large-scale cancer prevention. It educates and activates cancer advocates to persuade their country governments to take up smart tax policy as a critical cancer prevention tool.

The Prevent20 team brings together a dynamic group of technical, advocacy and communications experts to offer tobacco taxation support and guidance to the cancer community as we unite together to Prevent20.

For more information, please contact Prevent20@cancer.org.