Tobacco use causes 20% of global cancer deaths, more than any other cause.

Using taxes to make tobacco products less affordable is the most effective strategy to reduce consumption.

Tobacco can cause at least 14 types of cancer:
- Mouth & Upper Throat
- Larynx
- Oesophagus
- Lung
- Liver
- Pancreas
- Stomach
- Kidney
- Bowel
- Ovaries
- Bladder
- Cervix
- Leukaemia

1 in 5 cancer deaths is caused by tobacco use.

Tobacco taxes: A WHO “best-buy” for health

**TOBACCO TAXES GO UP**
+ Less affordable

**TOBACCO CONSUMPTION GOES DOWN**
+ More difficult for youth to obtain
+ 10% increase in price can decrease consumption by up to 8%

Tobacco taxes are inexpensive to implement and raise government revenues that can even pay for other cancer control priorities such as cessation, vaccination, screening or treatment.

Cancer organizations have powerful and trusted voices to spread a simple message:

**TOBACCO TAXES PREVENT CANCER.**
A global coalition of cancer organizations working together to raise tobacco taxes and reduce cancer

Prevent20 represents a diverse community of cancer groups ranging from those just discovering the benefits of tobacco taxes as a key part of a prevention strategy to those already on the frontlines advocating for meaningful increases in their countries. The benefits of being part of Prevent20 include:

- A supportive community of cancer and tobacco control colleagues from around the world to share expertise and strategic advice on this policy issue
- Education and communications tools and resources to increase knowledge on the importance of tobacco taxes in cancer prevention
- Technical assistance and resources for effective advocacy and implementation:
  - Courses and materials on tobacco taxation in plain language
  - Country-level fact sheets
  - Persuasive arguments to counter tobacco industry claims
  - Access to high-level technical expertise on tobacco taxation and economics

PREVENT20 MEMBERS HAVE VARYING EXPERIENCE IN TOBACCO TAXATION.
From a nascent interest in making tobacco tax policy a part of their cancer prevention strategy to the frontline of tobacco tax advocacy in their country

Current Reach
Cancer groups that span:
- 6 continents
- 49 countries
- 43 member organizations
- 18 friends of the coalition

Members

NORTH AMERICA

SOUTH AMERICA

ASIA

AFRICA

OCEANIA

Friends

Advocacy Center LIFE
Association IDEES-Senegal
Club Universitaire UNESCO pour la Lutte Contre la Drogue (CLUCOD)
Coalition Camerounaise Contre le Tabac (C3T)
Drug Fight Malawi
European Association for Cancer Research (EACR)

Healthy Caribbean Coalition
InterAmerican Heart Foundation
Lithuanian National Tobacco & Alcohol Control Coalition
Movement Populaire pour la Santé Gabon
National Council Against Smoking (South Africa)
Nigerian Heart Foundation
ONG IECT Benin

Sierra Leone Alliance Against Hunger and Malnutrition
Smoke Free Partnership
SOS Tabagisme Niger
The Heart Foundation of Jamaica
Vital Strategies

Join Prevent20: wecanprevent20.org
Take the Prevent20 survey: bit.ly/Prevent20Survey
Write us a note to learn more: prevent20@cancer.org
Follow us on Twitter: @wecanprevent20