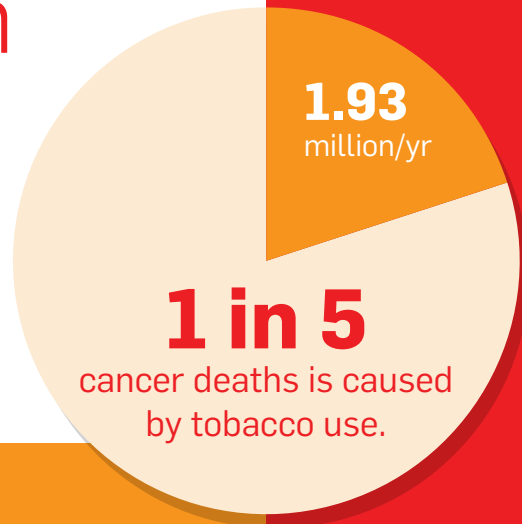


# Tobacco use causes 20% of global cancer deaths, more than any other cause.

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
- OEESOPHAGUS
- LUNG
- LIVER
- PANCREAS
- STOMACH
- KIDNEY
- BOWEL
- OVARIES
- BLADDER
- CERVIX
- LEUKAEMIA

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

### TOBACCO TAXES GO UP

+ Less affordable

+ More difficult for youth  
to obtain

### TOBACCO CONSUMPTION GOES DOWN

+ 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

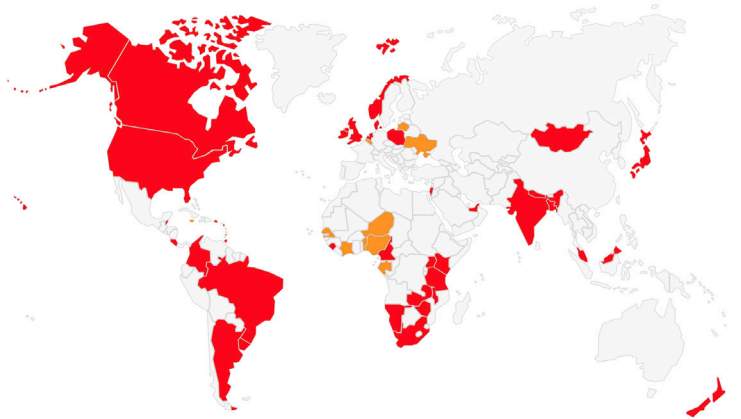
## PREVENT20 MEMBERS HAVE VARYING EXPERIENCE IN TOBACCO TAXATION.

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



#### EUROPE



#### AFRICA



#### SOUTH AMERICA



#### ASIA



#### 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  
 Mouvement Populaire pour la Santé Gabon  
 National Council Against Smoking (South Africa)  
 Nigerian Heart Foundation  
 ONG ICT Benin

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

**TAKE ACTION NOW**

Join Prevent20: [wecanprevent20.org](http://wecanprevent20.org)  
 Take the Prevent20 survey: [bit.ly/Prevent20Survey](http://bit.ly/Prevent20Survey)

Write us a note to learn more: [prevent20@cancer.org](mailto:prevent20@cancer.org)  
 Follow us on Twitter: [@wecanprevent20](https://twitter.com/wecanprevent20)