

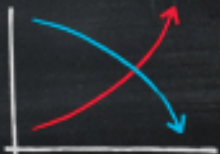
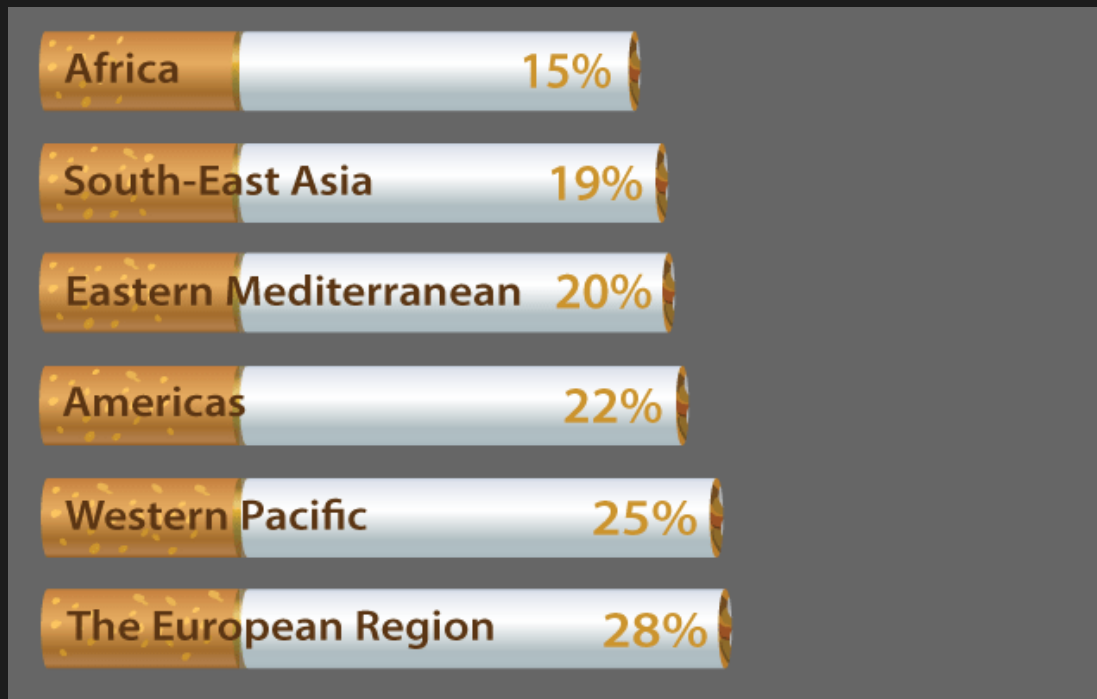
Tobacco kills nearly
6 million people
globally each year

1.6 million of these are in the
WHO European Region



RAISE TOBACCO TAX

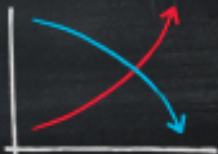
The WHO European Region has the highest proportion of tobacco-related deaths



RAISE TOBACCO TAX
LOWER DEATH AND DISEASE

Taxation works

- Raising taxes on tobacco is the most effective policy to reduce tobacco use and save lives.
- WHO encourages increases in taxes that increase prices above inflation.
- WHO recommends that the tax share should represent at least 75% of the retail price of the most popular brand of cigarettes.



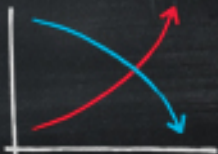
RAISE TOBACCO TAX

LOWER DEATH AND DISEASE

WORLD NO TOBACCO DAY, 31 MAY

Effect of taxation

- WHO global estimates show that if taxes were increased by 50% per pack, governments would earn an extra 101 billion US dollars in revenue – funds that could go towards combating cancers, cardiovascular diseases and other noncommunicable diseases.



RAISE TOBACCO TAX

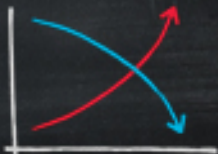
LOWER DEATH AND DISEASE

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Effect of taxation

If all countries increased the amount of excise they charge on cigarette packs by 50%:

- there would be 49 million fewer smokers
- at least 11 million smoking-attributable deaths would be averted.



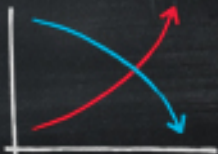
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LOWER DEATH AND DISEASE

WHO recommends a minimum 75% tax share of the retail price

This is now in place in 26 of the 53 countries in the WHO European Region:

Belgium, Bosnia and Herzegovina, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Greece, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Malta, Montenegro, Poland, Portugal, Serbia, Slovakia, Slovenia, Spain, Turkey and the United Kingdom.



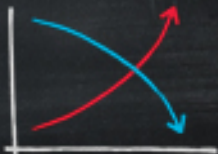
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“Taxes are never popular, yet they are our strongest ally in saving lives through tobacco control. In 26 of our 53 Member States tax represents 75% or more of the retail price of cigarettes, and we would urge the remaining 27 to follow suit. Taxing tobacco saves lives and generates income that a Member State can invest in public health: it’s a ‘win–win’ solution.”

Zsuzsanna Jakab, WHO Regional Director for Europe



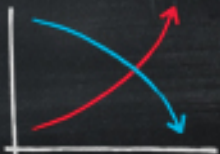
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Areas for improvement

- Minimize the price gap between the most sold and cheapest brands.
- Raise tobacco taxes and prices in a coordinated effort with neighbouring countries.
- Combine different types of tax to contribute effectively to increasing the retail price.
- Implement the WHO Framework Convention on Tobacco Control!



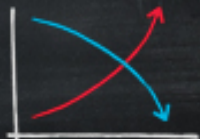
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Quickly measurable health benefits

- Only one year after cessation the ex-smoker's risk of coronary heart disease is about half that of a smoker.
- The risk of stroke is reduced to that of a non-smoker 5–15 years after quitting.
- After 10 years of cessation, the risk of lung cancer falls to about half that of a smoker, and the risk of cancers of the mouth, throat, oesophagus, bladder, cervix and pancreas decreases.

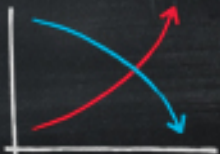


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- Raising taxes costs 20 times less to obtain the same health benefit than other measures.



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RAISE TOBACCO TAX

DEATH AND DISEASE

TOBACCO TAX

LOWER DEATH AND DISEASE

Higher tobacco taxes = fewer smokers, less death and healthier communities.

 World Health Organization

WORLD NO TOBACCO DAY, 31 MAY
www.who.int/world-no-tobacco-day

ADD HIGH RESOLUTION POSTER AND SHORT URL

<http://www.euro.who.int/en/health-topics/disease-prevention/tobacco/world-no-tobacco-day/2014-raise-taxes-on-tobacco>