WORLD NO TOBACCO DAY

Tobacco kills 1 person every 6 seconds in the world.

Worldwide, nearly 5.4 million active smokers and 600,000 people exposed to secondhand smoke die annually.

In the Americas, tobacco kills some 7 million people each year.

In poor families, tobacco spending can represent up to 10% of the family budget.

A third to one-half of all smokers will die from a disease caused by tobacco.

Cardiovascular Diseases
Chronic Respiratory Diseases
Cancer
Diabetes

Most cost-effective tobacco control measures:
- Reduce the accessibility and affordability of tobacco products by increasing taxes on tobacco
- Warn about the dangers of tobacco and secondhand smoke through effective health warnings and media campaigns
- Ban all forms of tobacco advertising, promotion and sponsorship

Illicit trade of tobacco products has harmful effects on health, the economy and security:
- Less revenues for governments
- Reduction in governance, development and healthcare
- No health warnings
- Less information about risks
- Greater tobacco consumption
- Especially in children and young people and in lower-income individuals

Illicit trade of tobacco products is the tool for achieving this:
- Less access to low-cost tobacco products
- Increased tax revenues for governments
- Reduced consumption of tobacco and fewer premature deaths

The Protocol to Eliminate Illicit Trade in Tobacco Products is the tool for achieving this:

Support the ratification of the Protocol to Eliminate Illicit Trade in Tobacco Products!

Only 8 States Parties have ratified the Protocol, 3 of them in the Americas:
- Nicaragua (January 2013)
- Uruguay (September 2014)

SUPPORT THE RATIFICATION OF THE PROTOCOL TO ELIMINATE ILICIT TRADE IN TOBACCO PRODUCTS!

www.paho.org/tobacco

NOTOBACCO

Effects of stopping the illicit tobacco trade:
- Less access to low-cost tobacco products
- Increased tax revenues for governments
- Reduced consumption of tobacco and fewer premature deaths

STopping the illicit tobacco trade is a health priority.

Support the ratification of the Protocol to Eliminate Illicit Trade in Tobacco Products!