

WORLD NO TOBACCO DAY



Tobacco kills **1 person** every **6 seconds** in the world



In the Americas, tobacco kills some **1 million** people each year

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



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



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

Tobacco use is top risk factor for the **4** major noncommunicable diseases that are responsible for **62%** of premature deaths in the Americas:



Cardiovascular Diseases



Chronic Respiratory Diseases



Cancer



Diabetes

MOST COST-EFFECTIVE TOBACCO CONTROL MEASURES



Pass laws making all public places and indoor workplaces smoke-free, including public transportation



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 health care



↓ No health warnings
Less information about risks



GREATER TOBACCO CONSUMPTION
Especially in children and young people and in lower-income individuals

STOPPING THE ILLICIT TOBACCO TRADE IS A HEALTH PRIORITY

EFFECTS



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



Only **8 States Parties** have ratified the Protocol, **2** of them in the Americas:

Nicaragua (January 2013)

Uruguay (September 2014)

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



Pan American Health Organization



World Health Organization
REGIONAL OFFICE FOR THE Americas

#NOTOBACCO

www.paho.org/tobacco