



Tobacco Tax Messaging Framework

Evidence: Raising tobacco taxes spurs smokers to smoke less or quit and prevents non-smokers - particularly youth - from starting to smoke.

Raising tobacco taxes to increase prices is a highly effective way to spur smokers to smoke less or quit, and prevent non-smokers - particularly youth -from starting.

Raising tobacco taxes is the single most effective way to reduce tobacco use and save lives.

A tax increase of that raises prices by ten percent can reduce tobacco consumption by about five percent in low- and middle-income countries.

Higher tobacco product prices prevent youth from starting to use tobacco products.

Raising tobacco taxes increases government revenue while also reducing consumption – a “win win.”

Increasing tobacco taxes to reduce tobacco use and generate revenue is often supported by a majority of the public, including most smokers – a “win win win!”