



Tobacco Tax Messaging Framework

Problem: Tobacco is a deadly product that kills up to half of its users and more than 8 million people each year.

Tobacco use costs the world more than 1.4 trillion USD in health care costs and lost productivity.

Rising incomes and steady prices have increased the affordability of tobacco products in many countries.

Weak tobacco taxation ensures that tobacco product prices remain affordable.

Affordable tobacco facilitates tobacco use.

Affordable tobacco makes it easy for youth to experiment with tobacco use.

Smokers who want to quit have difficulty when cigarettes are affordable.

Affordable tobacco products undermine prosperous futures for families and countries because of the devastating health and economic costs of tobacco use.

When tobacco products are inexpensive, the poor disproportionately bear a higher share of the health and economic costs of tobacco use.

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