



# Tobacco Tax Messaging Framework

**Solution: By increasing tobacco taxes to raise prices, governments can reduce tobacco use and save lives.**

Increasing tobacco taxes to raise prices is the single most effective way to reduce tobacco use and save lives.

Higher prices on tobacco products are particularly effective at reducing smoking among vulnerable populations such as youth, women, and the poor.

Well-designed tobacco taxes reduce the affordability of tobacco.

Well-designed tobacco taxes reduce tobacco use and increase government revenue.

Well-designed tobacco taxes provide for regular tax increases on products to ensure sustained reductions in affordability.

Simple tax structures reduce opportunities for tobacco companies to modify their products in order to pay lower taxes.

Simple tobacco tax structures that are uniform across all tobacco products types reduce opportunities for users to switch to more affordable products.

Raising tobacco taxes will help countries achieve a healthier future.