

# SAY NO TO TOBACCO



Tobacco control saves lives and reduces health inequalities. It can also break the cycle of poverty, contribute to ending hunger, promote sustainable agriculture and economic growth, and combat climate change.

#### Countries should:

strengthen implementation of the WHO FCTC and MPOWER measures to reduce tobacco use.

prioritize and accelerate tobacco control efforts as part of their responses to the 2030 Agenda for Sustainable Development. The aim of the Agenda is to ensure that "no one is left behind". Tobacco control is one of the most effective means to help reduce premature deaths from noncommunicable diseases, including heart attacks and stroke, cancers and lung disease by 30% by 2030.

increase taxes on tobacco products, to finance universal health coverage and other development programmes of the government.

## Countries and civil society should:

combat tobacco industry interference in political processes, in turn leading to stronger national tobacco control action.

### Public and partners should:

participate in national, regional and global efforts to develop and implement development strategies and plans and achieve goals that prioritize action on tobacco control.

#### Individuals should:

contribute to making a sustainable, tobacco-free world, either by committing to never taking up tobacco products, or by quitting the habit.

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