WHO has selected "Raise taxes on tobacco" as the theme for World No Tobacco Day 2014 to draw attention to the powerful impact of higher taxes, which:

bring revenue for the government and for health programmes

reduce tobacco use and prevent young people from starting to smoke

mean healthier communities and healthier economies.

Tobacco is the only legal consumer product that kills when used exactly as intended by the manufacturer. World No Tobacco Day will help to save more lives and to limit the damage caused by tobacco use.

The key messages of this year's World No Tobacco Day are that governments, policy-makers and civil society must work towards:

increasing existing tax rates

moving away from import duties

adopting a simple tax system

reducing tax differentials amongst tobacco products

cracking down on illicit trade by monitoring and controlling the supply side.

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