

Tobacco Control

Tobacco use is associated with 70% of all lung cancers, 20% of cancer deaths⁶, and is a known causal factor in over 10 cancer types - many of which could easily be prevented.

Target 3



Reduce exposure to cancer risk factors



The [Global Action Plan for the Prevention and Control of NCDs](#) calls for a 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years.

Tobacco control policies are cost-effective and are estimated to have contributed to substantial decreases in smoking and smoking-related deaths. Effective measures require strong multisectoral collaboration for successful national action.

Tobacco taxation has been identified as the **single most important population-wide measure that governments can take to reduce NCDs**. Taxation can simultaneously raise revenues for investment in cancer and NCDs, whilst reducing the long-term disease burden across all income settings.

87% of countries are working to implement tobacco taxes, in line with the provisions of the [WHO Framework Convention on Tobacco Control \(FCTC\)](#).

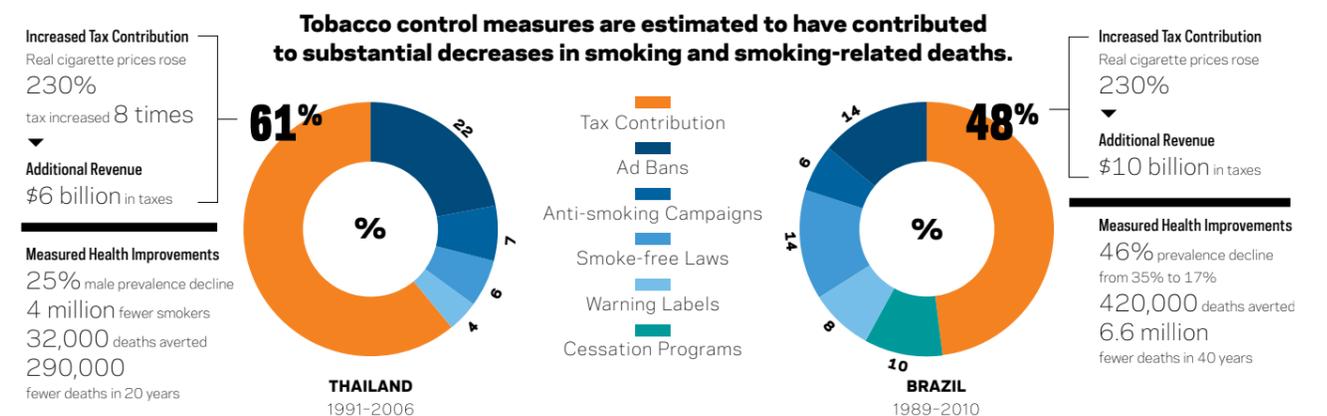
However, many of the 180 parties to the FCTC are facing significant challenges in implementation.



"The McCabe Centre offers a unique and highly successful international legal training programme which equips lawyers and policy makers with the skills and knowledge required to better tackle the legal issues relating to the prevention and control of cancer and other NCDs."

Jonathan Liberman, Director, McCabe Centre for Law and Cancer

Estimated contributions of tobacco control measures to declines in tobacco use



Getting involved: McCabe Centre for Law and Cancer

The [McCabe Centre for Law and Cancer](#) runs an international legal training programme that builds national capacity to support the prevention and control of cancer and other NCDs.

The course focuses on building coherence between health, trade, investment, human rights and sustainable development. The programme comprises a three-week intensive legal course run primarily for government lawyers from low- and middle-income countries, hosted in Melbourne, Australia twice per year, and shorter versions of the course run in other countries and regions.

Since October 2013, the McCabe Centre has trained over 200 government, intergovernmental, academic and NGO lawyers and policy experts from over 75 countries. Most of these training activities form part of the McCabe Centre's role as a WHO FCTC Knowledge Hub.



Getting involved: Global Task Force for Tobacco Free Portfolios

The [Global Taskforce for Tobacco Free Portfolios](#) is a global coalition working to encourage pension funds, sovereign wealth funds, insurers, banks and fund managers to implement investment strategies that are tobacco-free. **Many individuals and organisations are unknowingly contributing to the global tobacco epidemic via their finances**, undermining the excellent tobacco control advances that have been achieved by the global health sector and governments across the world. The Global Task Force for Tobacco Free Portfolios strives to disentangle the global finance sector from the tobacco industry.



"When it comes to tobacco control we must think big and aim high because the current status quo is a world that is on track for one billion tobacco related deaths this century."

Bronwyn King, CEO, Tobacco Free Portfolios

⁶ WHO IARC, World Cancer Report 2014 <http://publications.iarc.fr/Non-Series-Publications/World-Cancer-Reports/World-Cancer-Report-2014>