

QUIT SMOKING START HEALING

The benefits of quitting smoking



**20
MIN**

Heart rate and blood pressure are stabilised; you stop polluting the air



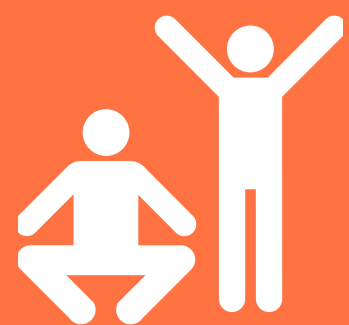
**24
HRS**

Smoker's breath disappears; oxygen levels normalise



**2-3
DAYS**

Sense of taste and smell improve; breathing is easier



**1-9
MOS**

Blood circulation and energy levels improve; exercising becomes easier



**1-5
YRS**

Lower risk of cancer, heart disease and stroke



**10
YRS**

Risk of lung cancer decreases by 30-50%

Five reasons your workplace should be **SMOKE-FREE**

01 **REDUCE SECOND HAND SMOKE**

A smoke-free environment protects nonsmokers from the side effects of secondhand smoke.



HELP SMOKERS QUIT

02

Being employed in a workplace where smoking is prohibited is associated with a reduction in the number of cigarettes smoked per day and an increase in the success rate of smokers who are attempting to quit.

03 **INCREASE PRODUCTIVITY**

Tobacco use burdens the global economy with an estimated US\$ 1.4 trillion in healthcare costs and lost productivity each year.



REDUCE NCD RATES

04

A smoke-free environment helps achieve public health targets of reducing rates of noncommunicable diseases.

05

SAFE AND HEALTHY WORKPLACE

A smoke-free environment helps create a safe and healthy workplace.



TOBACCO CONTROL

Marketing Tactics



8 MILLION PEOPLE

die from tobacco-related illnesses every year. yet millions more pick up smoking or start using a tobacco product every year.

US\$ 23 MILLION

Despite more restrictive tobacco marketing laws, Big Tobacco companies spend 23 million dollars every day on marketing campaigns.



25 BILLION

Social media influencers have been at the forefront of tobacco advertising campaigns, resulting in children and adolescents being exposed to social media messages on tobacco over 25 billion times.

WANT TO FIND OUT MORE?

VISIT US AT [UICC.ORG](https://uicc.org)

TOBACCO TAXATION

Increasing tobacco taxes to prevent cancer

TAXES GO UP, CONSUMPTION GOES DOWN

High tobacco taxes and prices that reduce affordability are proven to be the single most effective way of reducing tobacco use. A 10% increase in tobacco tax results in a 4-5 % reduction in tobacco demand.



ENCOURAGING PEOPLE TO QUIT

Tobacco Taxation encourages current smokers to cut down and quit, and deters youth from initiating smoking - but are the least well implemented.

HEALTHY ECONOMY

Tobacco use burdens the global economy with an estimated US\$ 1.4 trillion in healthcare costs and lost productivity each year.



TIME FOR ACTION

Tobacco taxes are the most effective but the least-used tobacco control tool. Large tax increases will, drive down tobacco initiation and consumption, reduce healthcare costs, and save lives.

Tobacco taxes as a cancer prevention tool

Read more at
uicc.org