

Working together for international tobacco control

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global cancer control

A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



“We unite and support the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda.”

Leading the

global fight

against cancer

About UICC

- Oldest and largest cancer fighting organisation globally, established in **1933**
- A team of **44 based in Geneva** and **experts around the world**
- **Around 1'200 members across 172 countries**

What makes us unique

- **Only global cancer organisation** representing all cancer types, across the continuum of cancer care (prevention, early detection, treatment and care, palliative care)
- Pressing for more cancer control around the world through **global advocacy & member's empowerment**
- Connecting the **most influential health leaders**, governments, civil society, policy makers and private sector through its platforms and activities
- A strong track record in **making change happen** and delivering impact on the ground



Access to a diverse network

Partnering to drive success in cancer control

- Official relations with **UN agencies: WHO, IARC, IAEA, UNODC** and consultative status at **ECOSOC**, NGO observer of the **WHO FCTC COP**
- More than **50** partners including cancer organisations, corporations and foundations
- Founding member of the **NCD Alliance, City Cancer Challenge Foundation, McCabe Centre and ICCP**



UICC's areas of focus



Convening

Connecting minds and voices for progress

Provide platforms for the entire cancer community to **join forces** and **drive change on a global scale**.



World Cancer Day
4 February



World Cancer Leaders' Summit



Capacity Building

Increasing our members' impact through capacity building

Innovative tools and skills to help organisations **do a better job tomorrow than they are already doing today**

- Leadership development (CEOs, young leaders)
- Peer to peer capacity building at global and regional levels
- Online education and resources
- Grants for fellowships, project improvement, workshops, change and innovation.



Knowledge, Advocacy and Policy

Bringing cancer to the attention of global leaders

Integrate cancer control in the **global health and development agenda**, working across the policy cycle to help bring together the evidence base for effective cancer control, develop tools to support national advocacy and share examples of successful policy change.



More information
www.uicc.org/annual-reports

Working together for international tobacco control

Why?

- 8 million deaths, 1.2 million from second-hand smoke, 3 million from cancer.
- 1.3 billion smokers, 80% tobacco users live in LMICs
- Social cost is really high. It increases poverty and discrepancies within and between countries
- UICC can rely on an active membership base in 173 countries
- Synergise our efforts

How ?

- Identify & engage all stakeholders (health community, governments, the public, and organisations beyond health...)
- Share knowledge and raise awareness
- Build communities and expertise in countries

What ?

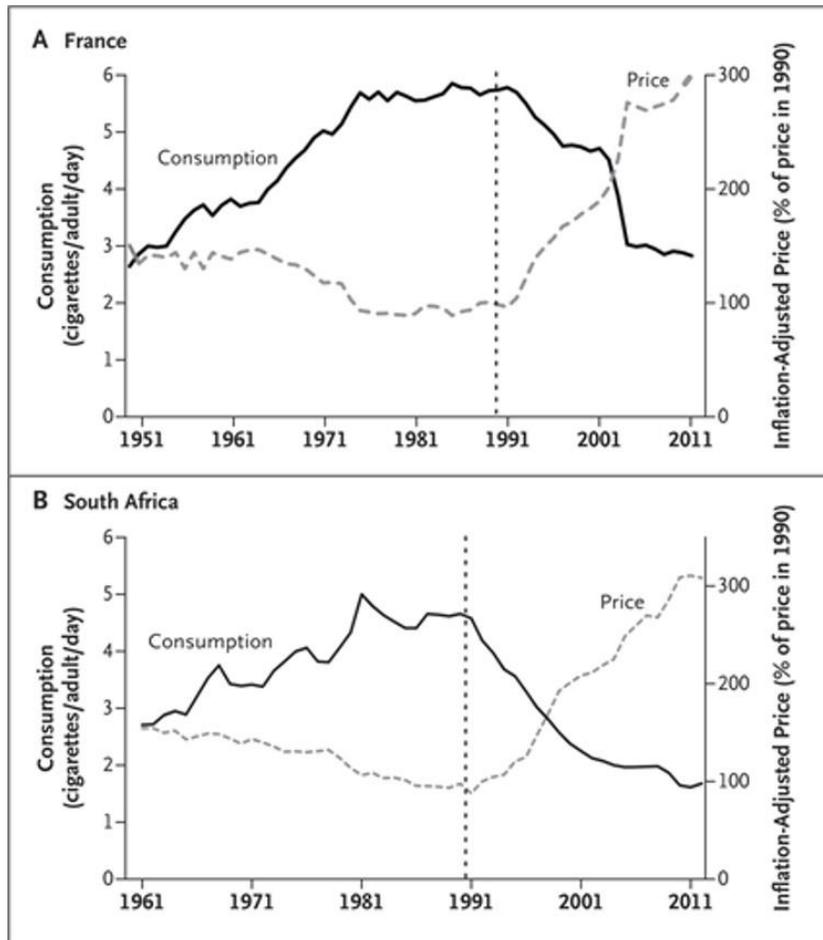
- Relay the COP information & advocate with governments to implement the FCTC measures
- Engage the public & policy makers
- Counter lobby from the tobacco industry
- Show benefits of tobacco control investments for countries

Three key approaches for our tobacco control work



Tobacco Control Three Areas of Focus

Tobacco taxation



Tobacco Advertising, Promotion & Sponsorship (TAPS)



Smoke-free environments



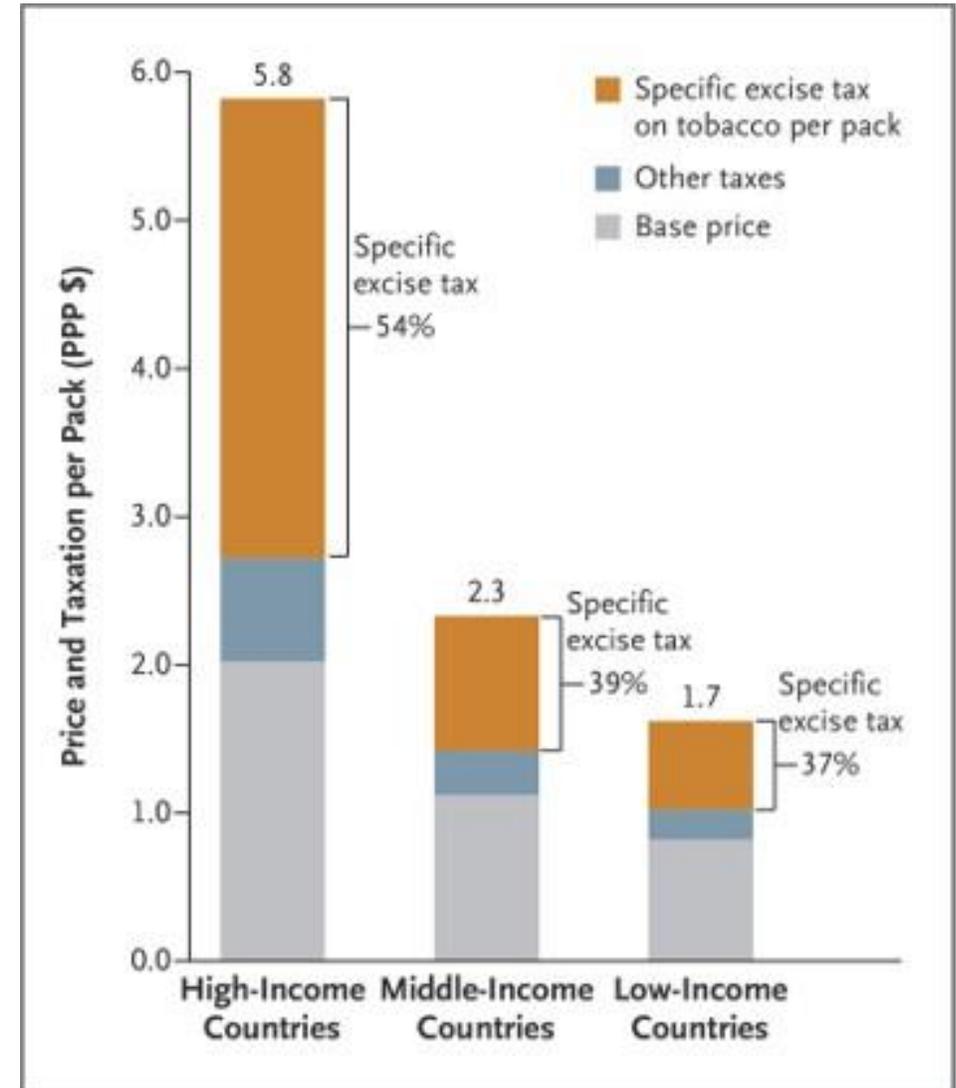
Why tobacco taxation?

Most cost-effective measure to reduce smoking

- A **10%** increase in taxes leads to **4-5%** decrease in cigarette demand (less affordable for low income settings)
- Tax **income** can serve to invest in **health systems and prevention** programmes (Win-Win for Health and Economy)

Challenges

- Only **38** countries apply the recommended **75%** excise tax (1 Billion people covered)
- The **tobacco industry** lobby suggest that tax increase will cause declines in revenues or an increase in illicit trade.

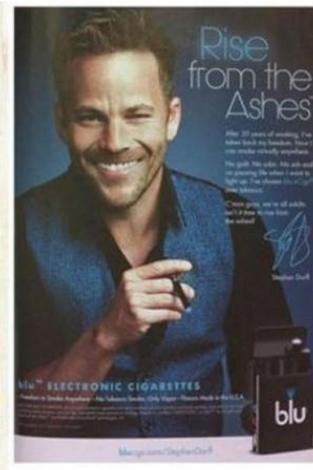


Why TAPS?

- Counter **misinformation** to the public
- **Prevent** the recruitment of new users (replacement generation)
- **Stop lobby government & decision makers** (Warn about the actions of Foundation for a Smoke-Free World, sponsored studies)
- Report **Corporate Social Responsibility** (e.g corona-washing)

The tobacco industry spent **US\$ 23 Million** in marketing per **DAY**

(source: PAHO)



Philip Morris International @InsidePMI · 22h
Receiving @CDP's prestigious "triple A" score is yet another example of how we set ourselves apart.
We're one of only 10 companies to be recognized for this.
Find out more spr.ly/6016HNfsa



Why promote a smoke-free environment?

1.2 million deaths due to second-hand smoke per year.

65'000 children die of second-hand smoke every year.

It also raises sudden deaths in infants and pregnancy complications for women.

Workplaces

Protect employees (i.e. restaurants or offices).

Public places

Protect the public, the children and vulnerable people.
It also encourages smokers to quit.

Avoid normalisation of tobacco use in public (especially for children & teenagers).

Only 22% of the world's population are protected by complete smoking bans in public places, workplaces and public transport.



UICC.org Share Knowledge, Resources and Connect

Infographics



World No Tobacco Day (WNTD) ready-made social media content

Globally 1.8 million deaths are caused by [#lungcancer](#) annually. [#Tobacco](#) smoking is the most common cause of lung [#cancer](#), contributing to roughly 1.2 million deaths per year. Quitting smoking can significantly reduce the risk of lung cancer. [#WNTD](#) [@uicc](#)



External resources

- [WHO Tobacco](#)
- [WHO Tobacco taxation](#)
- [WHO FCTC - Tobacco measures](#)
- [Tobacconomics](#)
- [Tobacco Tactics Industry monitoring](#)
- [Cancer Research UK](#)
- [McCabe Centre for Law and Cancer](#)
- [Prevent 20](#)
- [Tobacco Control Research Group](#)

Tobacco Atlas:

- [Tobacco Atlas website](#)
- [Smoke-free places map](#)
- [Advertising bans map](#)

Tobacco Advertising

- [Stanford University](#)
- [Truth Initiative](#)

Press & Media Content

[Budgetary impact from multiple perspectives of sustained antitobacco national media campaigns to reduce the harms of cigarette smoking – British Medical Journal](#) – May 2021

[Risk of smoking relapse with the use of electronic cigarettes: A systematic review with meta-analysis of longitudinal studies](#) – Tobacco Prevention and Cessation – April 2021

[Big tobacco, big conflict of interest](#) – University of Bath – 29 April 2021

Virtual Dialogues



Members' blogs



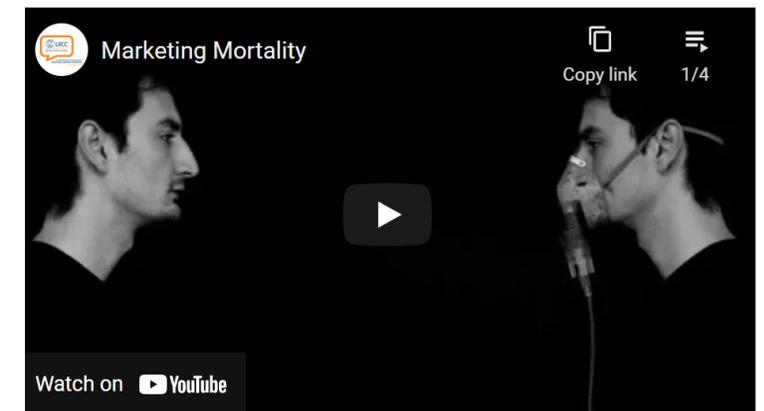
19 May 2021

[Blog](#)

Proven tobacco control tools are key to a healthy recovery

As the tobacco industry renews efforts to exert influence, Hayley Jones of the McCabe Centre for Law & Cancer emphasises the use of legal and regulatory tools such as the FCTC to fight the tobacco epidemic.

Videos



Cancer control and tobacco prevention interventions

**Understand
determinants of
tobacco
consumption**

**Engage stakeholders &
increase knowledge**

**Support policy
development**

**Implement cost-
effective and
efficient
measures**

**Decrease cancer
deaths and tobacco
associated diseases**

**Increase national health
and economic benefits**

**Invest in
prevention
measures**

**Increase
people's
health and
wealth**

**Relieve the
burden on
health systems**

A coordinated multisectoral, multi-stakeholder approach will be beneficial for the smokers, the public and the countries

Thank you

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