



# TOBACCO: THE WORLD'S GREATEST WEAPON OF MASS DESTRUCTION.

It's already the No. 1 cause of preventable death in the U. S. And by 2030, it's going to be the No. 1 cause of preventable death in the world.

The tobacco industry is spreading its tentacles into every corner of the globe to find new customers. Sub-Saharan Africa, China, Japan, Southeast Asia, Latin America, and North Africa are facing soaring rates of tobacco use.

That means a pandemic of tobacco-related death and disease is about to engulf the world. 500 million people alive today — including 250 million children — will be lost.

But the American Cancer Society is fighting back.

We're working with the World Health Organization and other public health agencies to develop a strong Framework Convention on Tobacco Control. It could be the world's first effective treaty to reduce tobacco use. The U. S. has a moral obligation to support it — and practical reasons, too. Rising rates of tobacco-related disease can cripple economic, social, and political development in emerging nations. That could undermine efforts to promote stability, democracy, and security throughout the world.

The American Cancer Society is also working with the International Union Against Cancer ([www.uicc.org](http://www.uicc.org)) to train and support tobacco control leaders in developing countries. And here at home, our Great American Smokeout® on Nov. 21 will help Americans to quit smoking for good.

We can avoid the tobacco cataclysm. Support the American Cancer Society and the UICC's fight to export health around the world — not tobacco addiction and disease.

**1-800-ACS-2345**  
**[www.cancer.org](http://www.cancer.org)**

