



TobTaxy

**CAPACITY BUILDING:
MAKING TOBACCO
TAX TRENDY**

Training on tobacco taxation and illicit trade

The [Smoke Free Partnership](#) is leading **TobTaxy**, a new **capacity building** project that aims to **train** the public health community on **tobacco taxation** and **smuggling** issues.

93 public health advocates from 31 European with be selected for training at **5 capacity building workshops across the European Union**. All training is fully funded under the project.

Taxation as a tobacco control tool

World Health Organization and World Bank evidence indicates that **price increases** is the most effective tobacco control measures, **reducing smoking prevalence and health inequalities**.

However, taxation is a complex topic and few understand the subject to advocate for tax increases at national level.



TobTaxy aims to address this imbalance.

For more information on TobTaxy, please visit:
www.smokefreepartnership.eu/-Tobtaxy-

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