American Cancer Society Statement on Philip Morris International Support of New Effort

Effort "a new twist out of the tobacco industry’s deadly playbook"

Below is a statement from the American Cancer Society in response to news that Philip Morris International (PMI) will fund a new effort called the Foundation for a Smoke-Free World.

> *“It’s a continuation of a decades-long effort to paint over tobacco’s role in spreading death and misery around the globe.”*

"This attempt by Philip Morris International to paint itself as a public health partner is manipulative and dangerous. It is a new twist out of the tobacco industry’s deadly playbook, but nobody should be fooled. It’s a continuation of a decades-long effort to paint over tobacco’s role in spreading death and misery around the globe.

"Their pledged support of $80 million per year over 12 years may sound sizable, but it is a drop in the bucket compared to the health costs of tobacco. In fact, it is a tiny fraction of the $300 billion in annual health and related costs due to tobacco in the United States.

"American Cancer Society policy prohibits partnering with any research or public health effort that takes tobacco industry support. It is unethical to take money earned off the top cause of preventable deaths in the world.

"If Philip Morris International is serious about ending the epidemic of smoking-caused illness, it has the power to do it: Stop selling cigarettes. Stop spending billions to market cigarettes. Stop suing governments around the world. And stop fighting every meaningful, evidence-based tobacco control effort."
