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CANCER  
DAY4FEB**

**WE CAN**



**MAKE THE CASE FOR INVESTING  
IN CANCER CONTROL**

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# WE CAN INSPIRE ACTION, TAKE ACTION



**The economic case is a vital piece of the puzzle to change mind-sets around the value of investing in cancer prevention, early detection and control.<sup>1</sup>**

There is already a compelling financial/economic argument for investing in the prevention of cancer. A case in point is tobacco control. While the annual economic costs of tobacco-related cancers exceed USD 200 billion, for the average low- and middle-income country, the amount necessary to deliver the four “best buy” tobacco control measures is approximately USD 0.11 per capita.<sup>2,3</sup> These four measures include: tobacco tax increases, smoke-free policies, graphic package warnings, and advertising bans.

Of these four measures, increasing excise taxes on tobacco products is widely accepted as one of the most effective and affordable tobacco control interventions<sup>4</sup>. The World Health Organization (WHO) estimates that raising tobacco taxes costs as little as USD 0.005 per person per year and can save millions of lives.<sup>4</sup> Additionally, it has been shown that raising tobacco taxes does not lead to a fall in government

revenues – evidence suggests that if countries increased tobacco tax by 50% per pack, governments around the world would earn an extra USD 101 billion in revenue.<sup>5</sup>

The cancer community is now drawing on its networks of experts to build the global evidence base on the economic costs and the return on investment (ROI) in taking on other proven strategies for cancer prevention, early detection and health systems strengthening. This includes the case for investment in radiotherapy, which is indicated to be a critical tool in the cure and palliation of more than half of cancer cases<sup>6</sup>. The Global Task Force on Radiotherapy for Cancer Control (GTRFCC) has provided compelling evidence to show that scaling-up investment in radiotherapy could enable treatment of large numbers of cancer cases to save lives, and at the same time deliver substantial economic benefits.<sup>7</sup>

**Building the economic case for investment in cancer can change mind-sets and allow governments to justify placing cancer control at the heart of their national health plans.**

**This factsheet is aimed at**



Healthcare professionals



Workplaces



Policy makers



Cities

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