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### **Pfizer Supports Historic World Health Organization Guidelines on Smoking Cessation and Tobacco Dependence Treatment**

NEW YORK, N.Y., November 20 -- Guidelines to assist parties to the World Health Organization's Framework Convention on Tobacco Control (FCTC) were unanimously approved in Uruguay today by the fourth Conference of the Parties (COP4). Pfizer Inc. supports this historic event which will have major impact on the treatment of this disease area around the world. The Article 14 guidelines advise governments to encourage better access to evidence-based treatment strategies and support.

The purpose of the tobacco cessation guidelines is to assist Parties to the FCTC in meeting their obligations relating to Article 14 of the treaty that deals with tobacco cessation and treatment. The FCTC is a global treaty negotiated under the auspices of the World Health Organization that provides an internationally coordinated response to combating tobacco dependence. Currently, 172 governments are Parties to the FCTC, covering more than 86 percent of the world's population, making it one of the most widely embraced treaties in United Nations history.

"Pfizer is committed to partnering with governments, civil society and health care professionals and to supporting the implementation of country-specific smoking cessation solutions and other provisions of the FCTC in order to help realize the full potential of this historic initiative," said Olivier Brandicourt, President and General Manager of Pfizer's Primary Care Business Unit. "A smoking cessation effort on this global scale is unprecedented and the comprehensive and flexible approach will offer opportunities to combat smoking in a way never before possible."

The guidelines encourage parties to take a holistic and comprehensive approach to strengthen or create a sustainable infrastructure for tobacco cessation and ensure that treatment is widely available, accessible and affordable. Specifically, the guidelines state that parties should: conduct a national situation analysis on tobacco control and cessation; create or strengthen national coordination; develop and disseminate a national cessation strategy and national treatment guidelines; address tobacco use by health-care workers and others involved in tobacco cessation; develop training capacity; make the recording of tobacco use in medical notes mandatory; encourage collaborative working; and establish a sustainable source of funding for cessation help.

Tobacco use is the leading cause of preventable death in the world, and is estimated to kill more than 5 million people each year worldwide. It is expected that by 2030, this number will increase to 8 million, with 80 percent of these premature deaths occurring in low- and middle-income countries.<sup>1</sup> There are more than 1.3 billion tobacco users in the world today. The World Bank has estimated that more than 180 million lives could be

saved in the first half of this century if the prevalence of current tobacco users were cut in half by 2020.<sup>2</sup>

There are 1.3 billion smokers globally<sup>3</sup> and about 15 billion cigarettes are sold daily – or 10 million every minute.<sup>4</sup> More than 5.4 million people die each year from smoking-related diseases.<sup>5</sup> and it may kill one billion people or more this century.<sup>1</sup>

### **Pfizer Inc.: Working Together for a Healthier World™**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com).

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