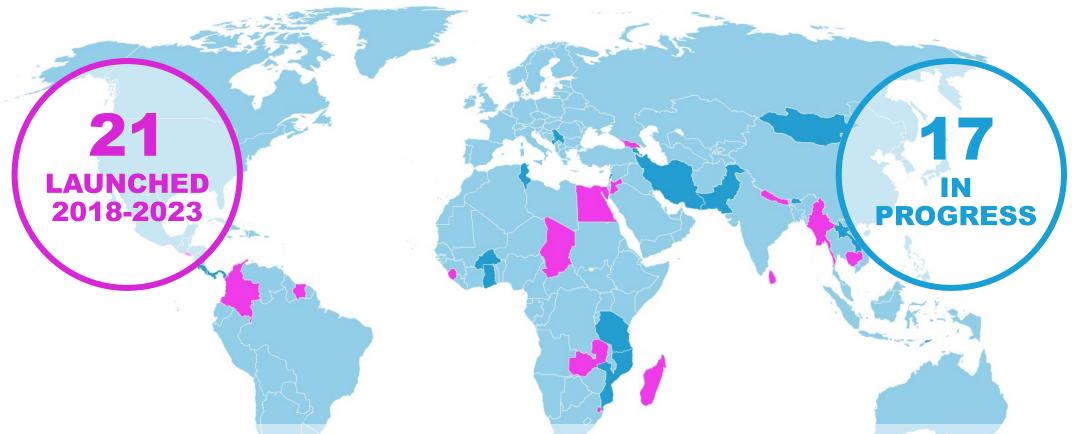


TOBACCO CONTROL INVESTMENT CASES



LAUNCHED: Armenia, Cabo Verde, Cambodia, Chad, Colombia, Egypt, El Salvador, Eswatini, Georgia, Ghana, Jordan, Lao PDR, Madagascar, Myanmar, Nepal, Samoa, Sierra Leone, Sri Lanka, Suriname, Tunisia, Zambia

LAUNCHING 2024: Bhutan, Burkina Faso, Costa Rica, Egypt, Fiji, Iran, Lebanon, Mongolia, Montenegro, Mozambique, North Macedonia, Palau, Pakistan, Panama, Tanzania, Serbia, Timor-Leste, Vanuatu



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Jordan















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Investment Case For Tobacco Control in Nepal

The Gas for investing in WHO ICTC implementation

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Short Progress Report (Smill)

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- THE CONTRACT OF STREET

Investment Case for Tobacco Control in

COSTA RICA

The case for scalingup WISO PCTC implementation











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THE CASE FOR DATEFUMENT IN PRESENTION AND CONTROL OF CON-COMMUNICATION DESIGNS IN Y

KINGDOM OF

SAUDI ARABIA



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Investment Case for Tobacco Control in

TUNISIA

The case for scaling up WHO PCIC implementation

Insurance Case for Tobacca Control in ESWATINI Serveling to







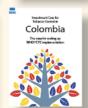














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THE CASE FOR INVESTMENT IN PREVENTION AND CONTROL OF

QATAR

















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TOBACCO CONTROL

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SUSTAINABLE DEVELOPMENT GOALS

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Investment Case for Tribucto Control in

Sierra Leone

The Gas to scaling up MHO RCIE implamentation

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MODELLING METHODOLOGY

Estimate economic burden of tobacco

Analyse the total costs of tobacco to society and economy

Estimate cost of interventions

Identify gaps in WHO FCTC implementation and analyse the cost of the measures to close them

Estimate impact of interventions

Incl. number of people, % reduction in mortality and disability

Quantify return on investment of interventions

Incl. medium- and longer-term

ECONOMIC BURDEN

HEALTHCARE EXPENDITURES

- Government
- Private
- Out-of-pocket



TOBACCO-ATTRIBUTABLE MORTALITY

Deaths due to tobacco



WORKPLACE LOSES

- Absenteeism (sick leave)
- Presenteeism (reduced productivity due to disease while at work)



WHO FCTC INTERVENTIONS MODELED

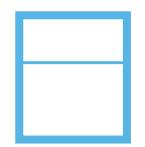


INCREASE TOBACCO TAXES





CREATE SMOKE-FREE PUBLIC PLACES AND WORKPLACES





PROVIDE CESSATION OF TOBACCO USE



LARGE GRAPHIC HEALTH WARNINGS



PROMOTE AND IMPLEMENT
STRENGTHEN PLAIN
AWARENESS OF PACKAGING

COMPEHENSIVE BAN ON TOBACCO ADVERTISEMENT, SPONSORSHIP, AND PROMOTION

STRENGTHEN
AWARENESS OF
TOBACCO CONTROL
ISSUES

21-COUNTRY AVERAGES



NEARLY **360,000** PEOPLE DIE EVERY YEAR FROM TOBACCO-RELATED ILLNESS, WHICH CAUSE AROUND

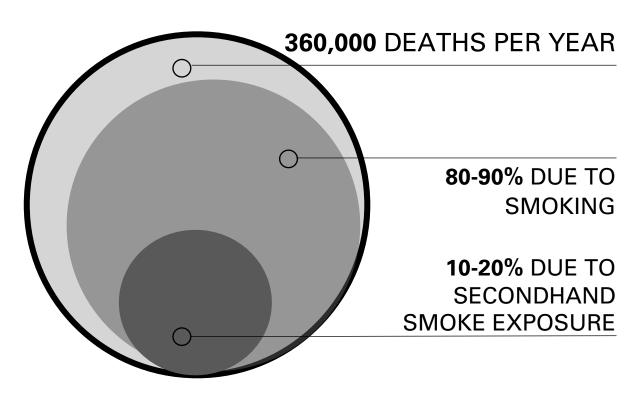
15%

OF ALL DEATHS IN THE COUNTRIES

59%

OF ALL DEATHS FROM TOBACCO ARE **PREMATURE** (BEFORE THE AGE OF 70)

TOBACCO RELATED DEATHS





AGGREGATE RESULTS: BURDEN

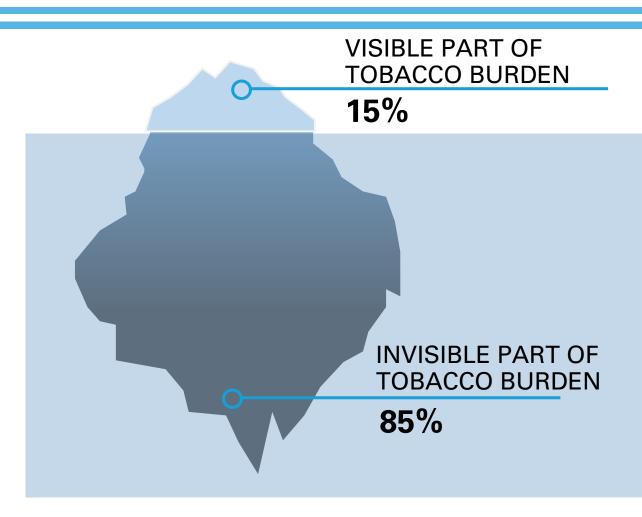


ECONOMIC BURDEN OF TOBACCO AMOUNTS TO

USD 24 billion

2.2% of GDP

IS LOST ON AVERAGE



AGGREGATE RESULTS: BENEFITS

INVESTING IN WHO FCTC IMPLEMENTATION WILL



PREVENT MORE THAN

1.4 MILLION DEATHS

AND AVERT OVER

USD 70 billion

IN ECONOMIC LOSSES
OVER 15-YEAR
PERIOD





RETURN ON INVESTMENT

INTERVENTION	AVERAGE ROI (15 YEARS)
TAX INCREASE	460
BANS ON TAPS	292
WARNING LABELS	232
SMOKE-FREE	121
PLAIN PACKAGING	121
PROMOTE AWARENESS OF TOBACCO CONTROL	87
CESSATION ADVICE	4

TAX INCREASES GENERALLY OFFER THE HIGHEST ROI

ALL MEASURES YIELD ROI > 1

Mongolia: Economic Benefits

Total estimated cost of policy & intervention packages over 15 years

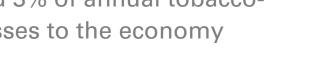
MNT 25 billion



Recovered economic output from the recommended measures after 15 years

MNT 2.4 trillion

equals around 3% of annual tobaccorelated losses to the economy









ESWATINI: ECONOMIC BENEFITS

Total estimated cost of policy & intervention packages over 15 years

SZL 183 million



equals 27% of yearly tobacco-related losses to the Eswatini economy



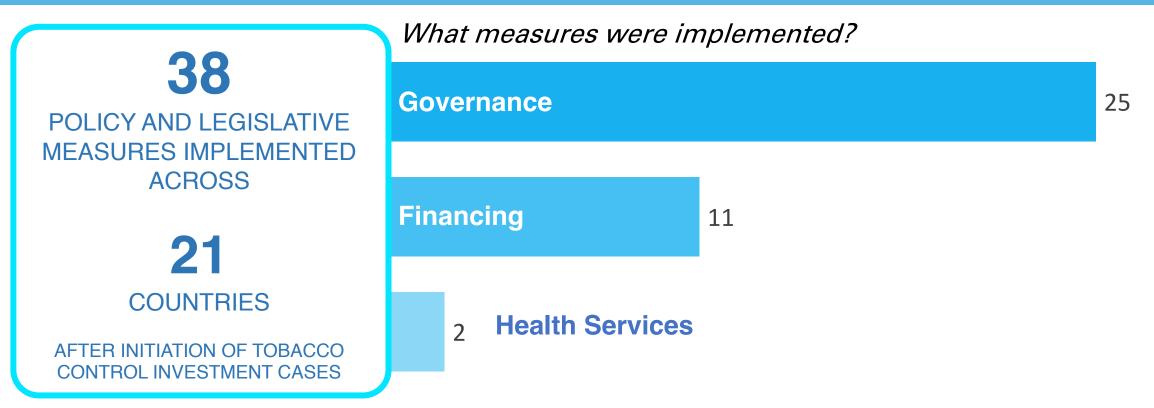
Recovered economic output & social value added from the recommended measures after 15 years

SZL 2.7 billion

equivalent to nearly 4.4 % of the national GDP in 2017



MEASURES ENACTED

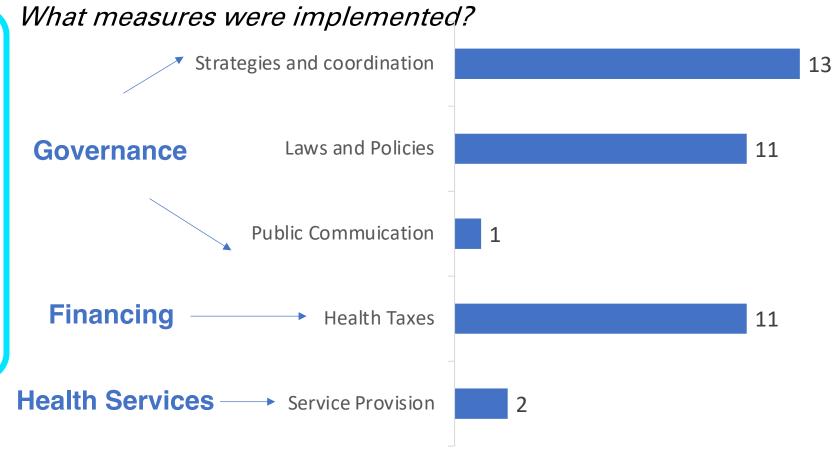


COUNTRIES THAT IMPLEMENTED MEASURES BY WHO REGION



MEASURES ENACTED







ADDITIONAL IMPACT: EXAMPLES



Georgia and Sierra Leone passed a strong landmark tobacco law



Cabo Verde established a smoking cessation program



Tunisia has implemented graphic health warning labels on tobacco packaging

THANK YOU



