

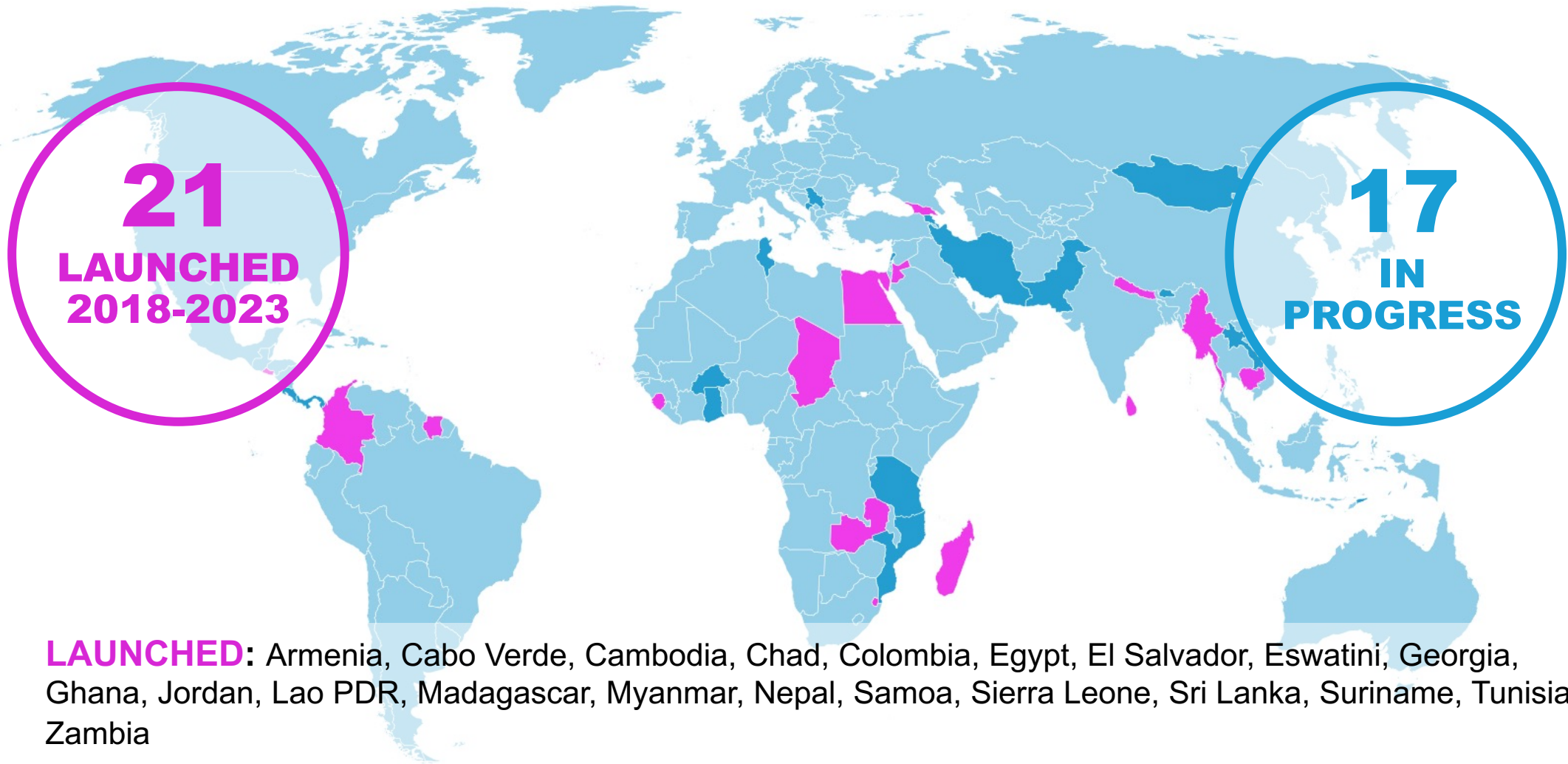


TOBACCO CONTROL INVESTMENT CASES

Rationale, results and impact
February 2024



TOBACCO CONTROL INVESTMENT CASES

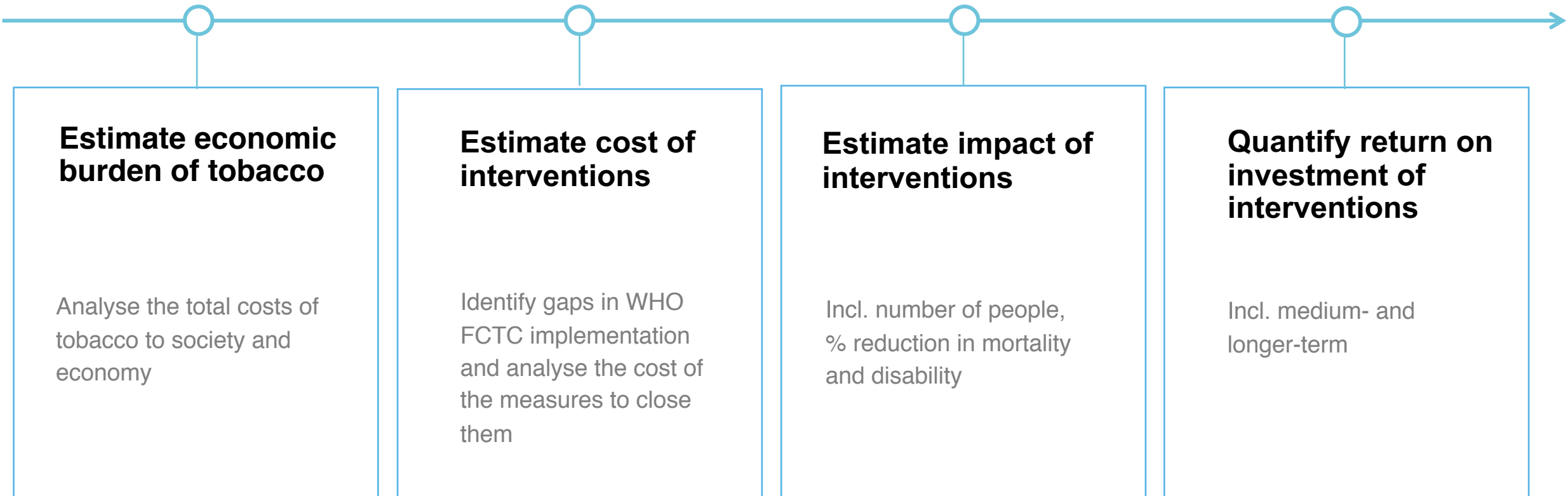


LAUNCHED: Armenia, Cabo Verde, Cambodia, Chad, Colombia, Egypt, El Salvador, Eswatini, Georgia, Ghana, Jordan, Lao PDR, Madagascar, Myanmar, Nepal, Samoa, Sierra Leone, Sri Lanka, Suriname, Tunisia, Zambia

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



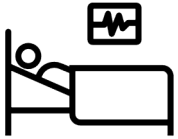
MODELLING METHODOLOGY



ECONOMIC BURDEN

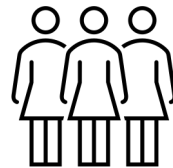
HEALTHCARE EXPENDITURES

- Government
- Private
- Out-of-pocket



TOBACCO-ATTRIBUTABLE MORTALITY

- Deaths due to tobacco

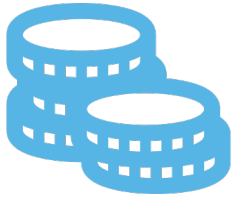


WORKPLACE LOSES

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



WHO FCTC INTERVENTIONS MODELED



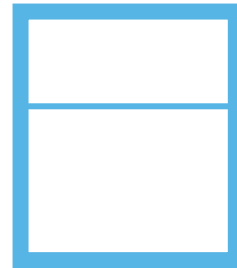
INCREASE
TOBACCO
TAXES



PROMOTE AND
STRENGTHEN
AWARENESS OF
TOBACCO CONTROL
ISSUES



CREATE SMOKE-
FREE PUBLIC
PLACES AND
WORKPLACES



IMPLEMENT
PLAIN
PACKAGING



PROVIDE
CESSATION OF
TOBACCO USE



COMPEHENSIVE BAN
ON TOBACCO
ADVERTISEMENT,
SPONSORSHIP, AND
PROMOTION



LARGE GRAPHIC
HEALTH
WARNINGS

21-COUNTRY AVERAGES



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

15%

OF ALL DEATHS IN THE COUNTRIES

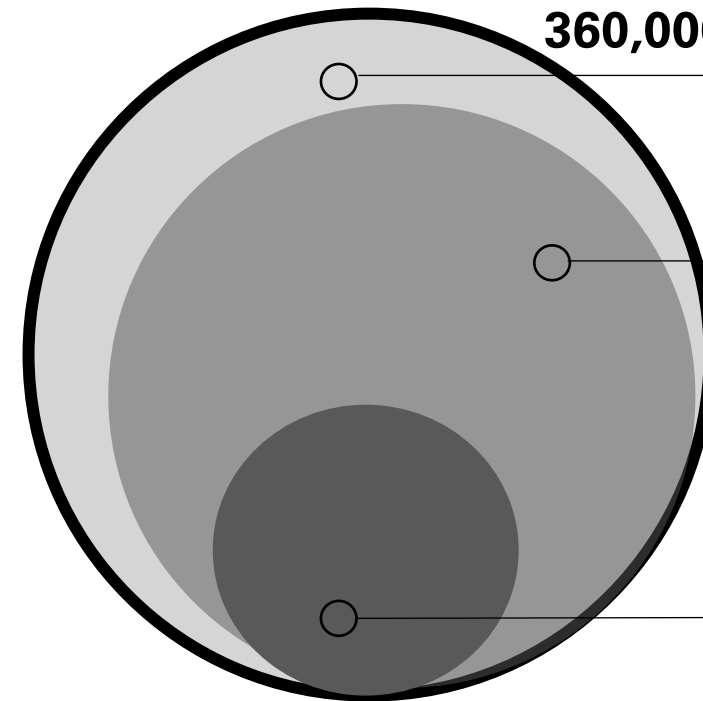
59%

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



TOBACCO RELATED DEATHS

360,000 DEATHS PER YEAR



80-90% DUE TO SMOKING

10-20% DUE TO SECONDHAND SMOKE EXPOSURE

AGGREGATE RESULTS: BURDEN

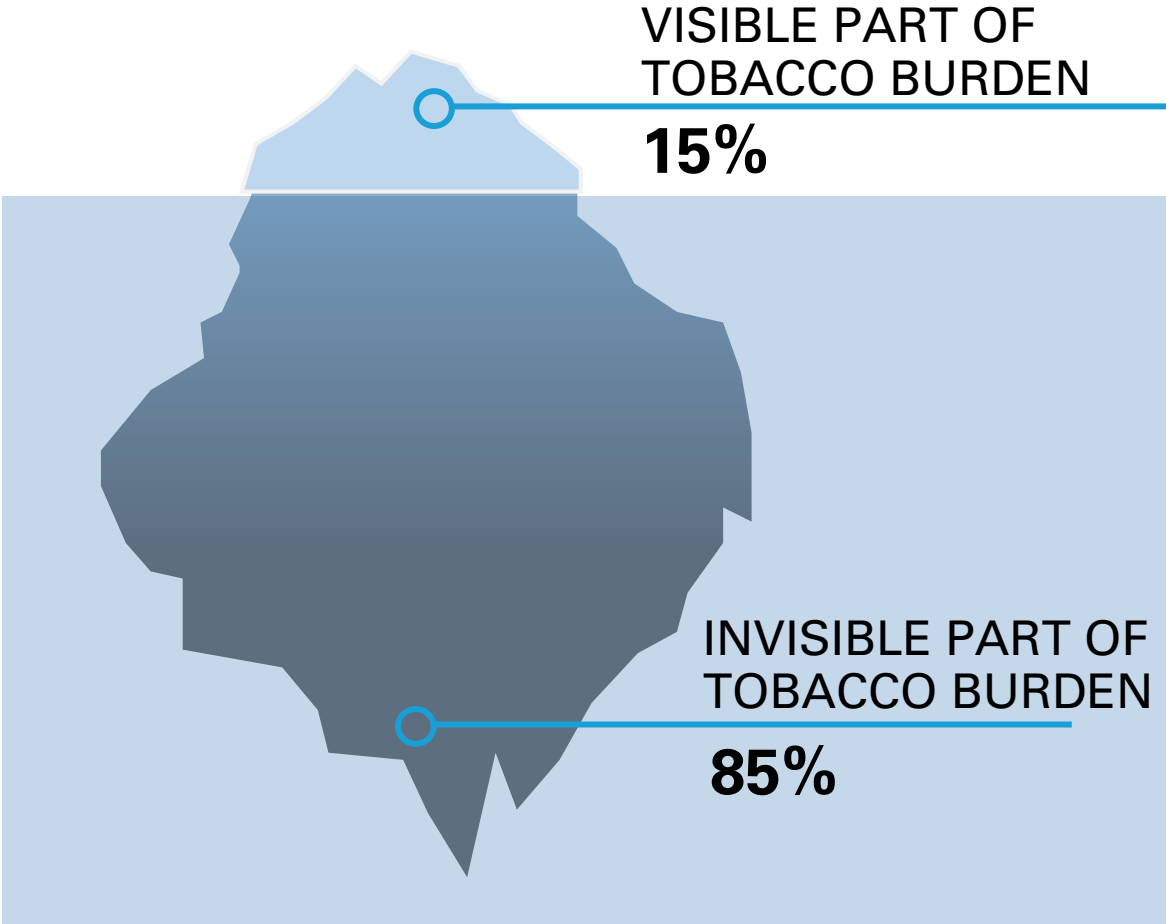


ECONOMIC BURDEN OF TOBACCO AMOUNTS TO

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

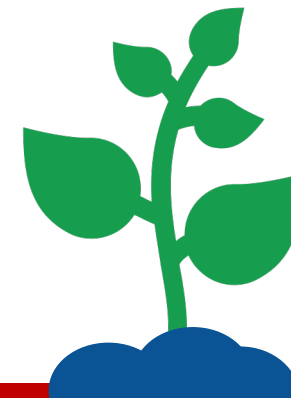
equals around 3% of annual tobacco-related losses to the economy



Recovered economic output from the recommended measures after 15 years

MNT 2.4 trillion

equivalent to around 6.8% of the national GDP



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

What measures were implemented?

38

POLICY AND LEGISLATIVE
MEASURES IMPLEMENTED
ACROSS

21

COUNTRIES

AFTER INITIATION OF TOBACCO
CONTROL INVESTMENT CASES

Governance

25

Financing

11

Health Services

2

COUNTRIES THAT IMPLEMENTED MEASURES BY WHO REGION



MEASURES ENACTED

38

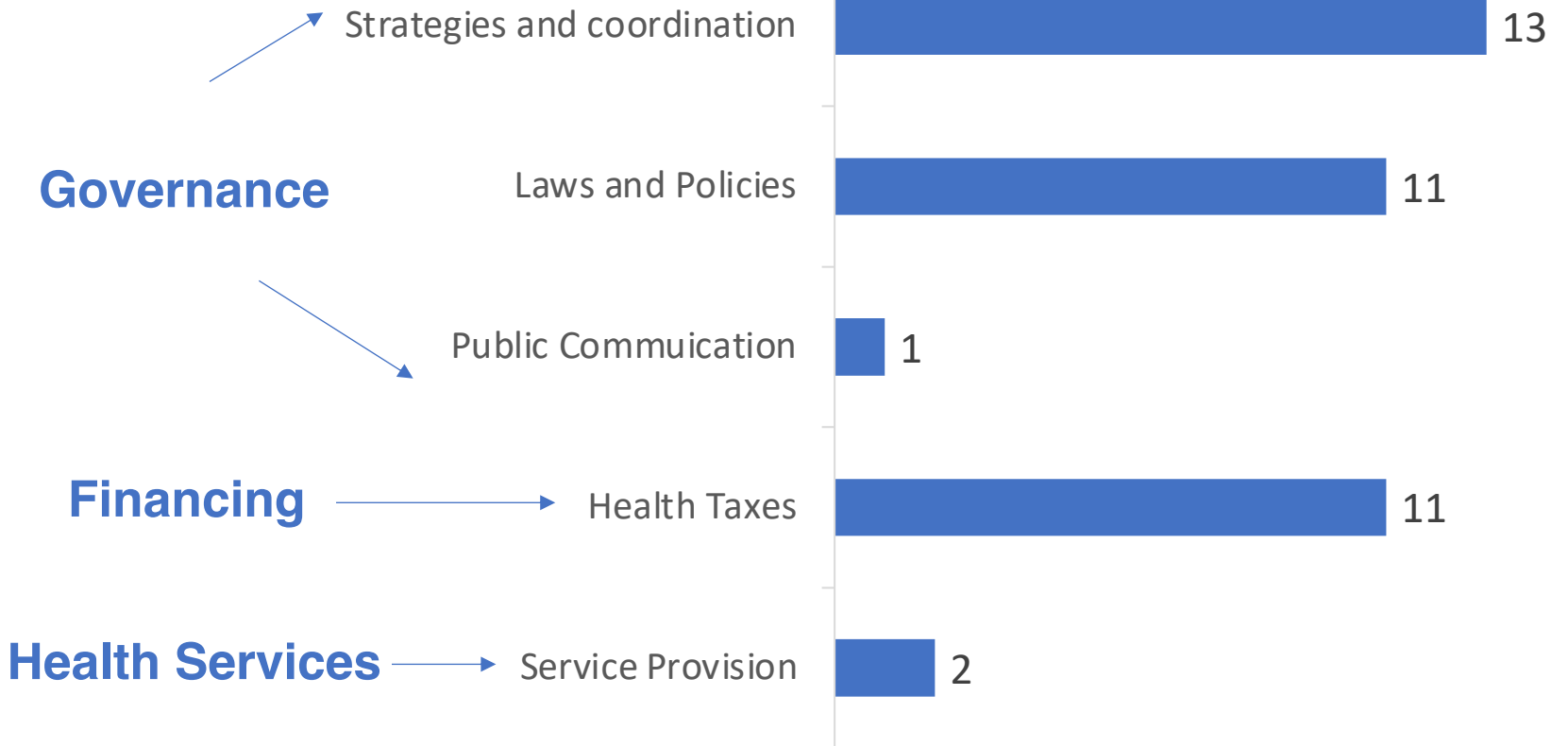
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COUNTRIES

AFTER INITIATION OF TOBACCO
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What measures were implemented?





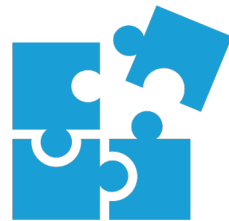
ADDITIONAL IMPACT: EXAMPLES



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



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT

