

THE Tobacco ATLAS



DR JUDITH MACKAY & DR MICHAEL ERIKSEN



WORLD HEALTH ORGANIZATION

The Tobacco Atlas

“When one has a thorough knowledge of both the enemy and oneself, victory is assured. When one has a thorough knowledge of both heaven and earth, victory will be complete.”

— General Sun Tzu

The Art of War: A Treatise on Chinese Military Science
c. 500 B.C.



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The Tobacco Atlas

Dr Judith Mackay
and Dr Michael Eriksen



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FOREWORD

A message from

Dr Gro Harlem Bruntland
Director-General
World Health Organization



“More people smoke today than at any other time in human history. One person dies every ten seconds due to smoking-related diseases.

Research evidence in the past five years shows a bleaker picture of the health danger of smoking than previously realised. Tobacco is the biggest killer, much bigger in dimension than all other forms of pollution.

Children are the most vulnerable. Habits start in youth. The tobacco industry knows it and acts accordingly. This is a medical challenge, but also a cultural challenge. Let us all speak out: tobacco is a killer. It should not be advertised, subsidised or glamourised.

Adolescents should not be allowed to mortgage their lives to the seductive advertisements of the industry. Girls and women are being targeted all over the world by expensive and seductive tobacco advertising images of freedom, emancipation, slimness, glamour and wealth. Tobacco companies should be accountable for the harm caused by tobacco use.

The day I took office I launched the Tobacco Free Initiative (TFI) to spearhead the struggle to reverse the worsening trends in health caused by tobacco and to add momentum to a critical public health struggle. The initiative aims at heightening global awareness of the need to address tobacco consumption. It also seeks to build new partnerships and strengthen existing partnerships for action against tobacco; to commission policy research to fill gaps; and, to accelerate national and global policy to implement strategies.

The way it works illustrates the way we wish WHO to work in the future making the most of our own resources and knowledge and drawing heavily on the knowledge and experience of others.

Our goals are to:

- build “a vibrant alliance” between WHO, UNICEF, the World Bank, and “partnerships with a purpose” with non governmental organisations, the private sector, academic/research institutions and donors.
- try to get more people to work on and support tobacco control activities and ensure that more resources are committed to tobacco research, policy and control.
- develop the Framework Convention on Tobacco Control (FCTC), the world's first public health treaty. The treaty will only be effective if it works in conjunction with, and builds upon, sound domestic interventions.

The good news is that the epidemic does not have to continue this way. There is a political solution to tobacco – a solution routed through ministries of finance and agriculture as well as health and education.

We know that tobacco control measures can lead to a reduction in smoking as witnessed among some member states. WHO, the World Bank and public health experts have identified a combination of the following as having a measurable and sustained impact on tobacco use:

- increased excise taxes;
- bans on tobacco advertising, sponsorship and

marketing;

• controls on smoking in public places and workplaces;

• expanded access to effective means of quitting;

• tough counteradvertising;

• tight controls on smuggling.

These must all be implemented if the predicted expansion of the epidemic as outlined in this atlas is to be prevented.

The picture is far from bleak. Globally, we have seen a sea change over the past few years. A groundswell of local, national and global actions is moving the public health agenda ahead.

DR GRO HARLEM BRUNTLAND

Geneva

June 2002

PREFACE

“When I was young, I kissed my first woman and smoked my first cigarette on the same day. Believe me, never since have I wasted any more time on tobacco.”

— Arturo Toscanini (1867-1957)

This book is intended for anyone concerned with personal or political health, governance, politics, economics, big business, corporate behaviour, smuggling, tax, religion, internet, allocation of resources, human development and the future.

The atlas maps the history, current situation and some predictions for the future of the tobacco epidemic up to the year 2050.

It illustrates how tobacco is not just a simple health issue, but involves economics, big business, politics, trade and crimes such as smuggling, litigation and deceit.

The atlas also shows the importance of a multifaceted approach to reducing the epidemic – by WHO, other UN agencies, NGOs, the private sector and, in fact, the whole of civil society.

The publication of this atlas marks a critical time in the epidemic. We stand at a crossroads, with the future in our hands. We can choose to stand aside; or to take weak and ineffective measures; or to implement robust and enduring measures to protect the health and wealth of nations.

JUDITH MACKAY, Hong Kong

MICHAEL ERIKSEN, Geneva

June 2002

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Boy smoking, Seychelles

Credit: Harry Anenden © WHO

back cover:

Boy in the road selling packs to drivers and passengers, Philippines

Credit: Daniel Tan

Woman tobacco worker, Vietnam

Credit: Judith Mackay

Men smoking water pipes, Saudi Arabia

Photo: Garrett Mehl

Part 1 Prevalence and Health

Man and child smoking, China

Credit: Carol Betson

Part 2 The Cost of Tobacco

Tobacco leaves, Thailand

Credit: Judith Mackay

Part 3 The Tobacco Trade

Woman tagging tobacco, tobacco factory, Virginia, USA

Credit: Ken Hammond © USDA

Part 4 Promotion

Boy in the road selling packs to drivers and passengers, Philippines

Credit: Daniel Tan

Part 5 Taking Action

“Smoking is Ugly” poster, created by Christy Turlington and reprinted courtesy of the Centers for Disease Control and Prevention (CDC)

Part 6 World Tables

Old Man, Sri Lanka

Credit: Garrett Mehl

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ABOUT THE AUTHORS



Dr Judith Mackay is a medical doctor and Senior Policy Advisor to the World Health Organization. She is based in Hong Kong where she is the Director of the Asian Consultancy on Tobacco Control. After an early career as a hospital physician, she became a health advocate. She is a Fellow of the Royal Colleges of Physicians of Edinburgh and London and the Hong Kong Academy of Medicine and author of *The State of Health Atlas* and *The Penguin Atlas of Human Sexual Behavior*. Dr Mackay has received many international awards including the WHO Commemorative Medal, the Fries Prize for Improving Health, the Luther Terry Award for Outstanding Individual Leadership, the International Partnering for World Health Award, and the Founding International Achievement Award from the Asia Pacific Association for the Control of Tobacco.



Dr Michael Eriksen is former Director of the U.S. Office on Smoking and Health and is currently a Distinguished Consultant at the Centers for Disease Control and Prevention in Atlanta. Since 2000, Dr. Eriksen has served as an Advisor to the World Health Organization in Geneva. He is a recipient of the WHO Commemorative Medal. He is a Past President and Distinguished Fellow of the Society for Public Health Education and is a thirty-year member of the American Public Health Association.

The History of Tobacco

"In ancient times, when the land was barren and the people were starving, the Great Spirit sent forth a woman to save humanity. As she travelled over the world everywhere her right hand touched the soil, there grew potatoes. And everywhere her left hand touched the soil, there grew corn. And in the place where she had sat, there grew tobacco." Huron Indian myth

"The Spaniards upon their journey met with great multitudes of people, men and women with firebrands in their hands and herbs to smoke after their custom." Christopher Columbus' journal, 6 November 1492

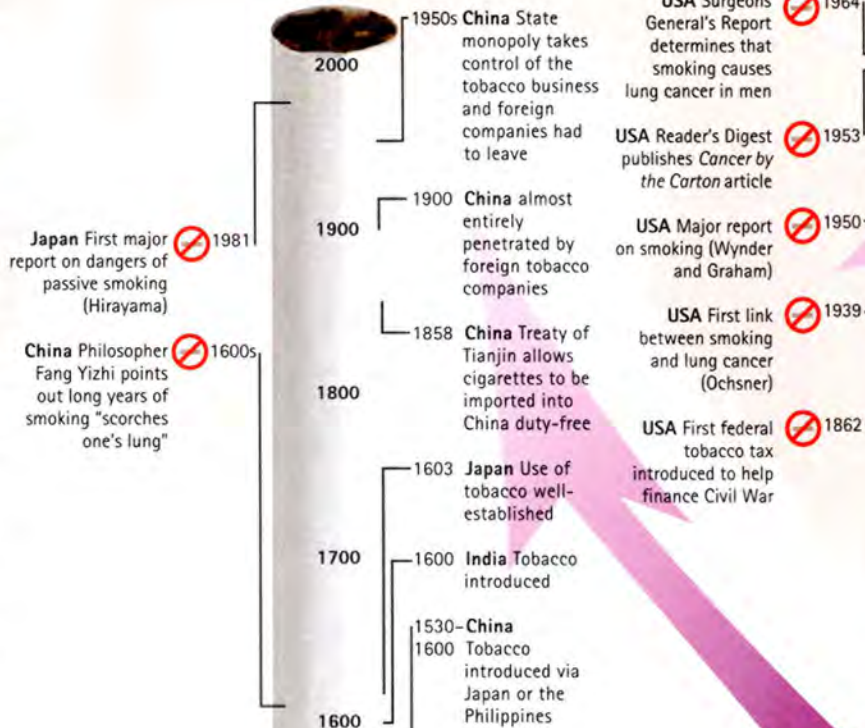
"Smoking is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black, stinking fume thereof nearest resembling the horrible Stygian smoke of the pit that is bottomless." James I of England *A Counterblast to Tobacco* 1604

"I say, if you can't send money, send tobacco." first US President George Washington's request to help finance the American Civil War, 1776

Within 150 years of Columbus's finding "strange leaves" in the New World, tobacco was being used around the globe. Its rapid spread and widespread acceptance characterise the addiction to the plant *Nicotina tabacum*. Only the mode of delivery has changed. In the 18th century, snuff held sway; the 19th century was the age of the cigar; the 20th century saw the rise of the manufactured cigarette, and with it a greatly increased number of smokers. At the beginning of the 21st century about one third of adults in the world, including increasing numbers of women, used tobacco.

Despite thousands of studies showing that tobacco in all its forms kills its users, and smoking cigarettes kills non-users, people continue to smoke, and deaths from tobacco use continue to increase.

Asia



1964 USA Surgeons General's Report determines that smoking causes lung cancer in men

1953 USA Reader's Digest publishes *Cancer by the Carton* article

1950 USA Major report on smoking (Wynder and Graham)

1939 USA First link between smoking and lung cancer (Ochsner)

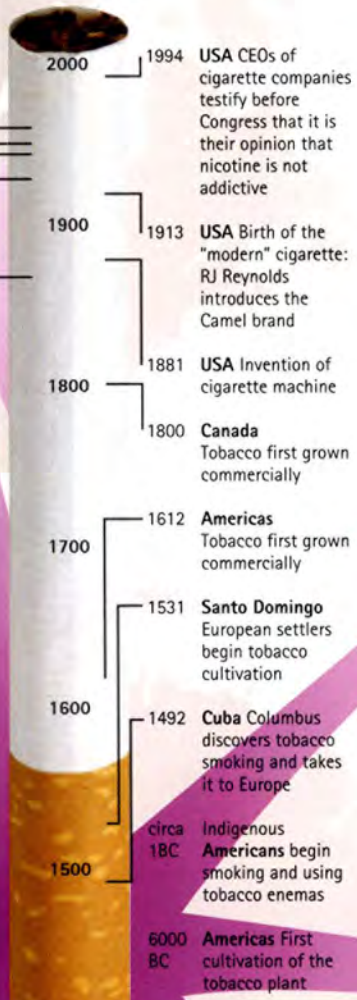
1862 USA First federal tobacco tax introduced to help finance Civil War

Oceania



Europe and Middle East

Americas



UK First Report of the British Royal College of Physicians of London *Smoking and Health* 1962

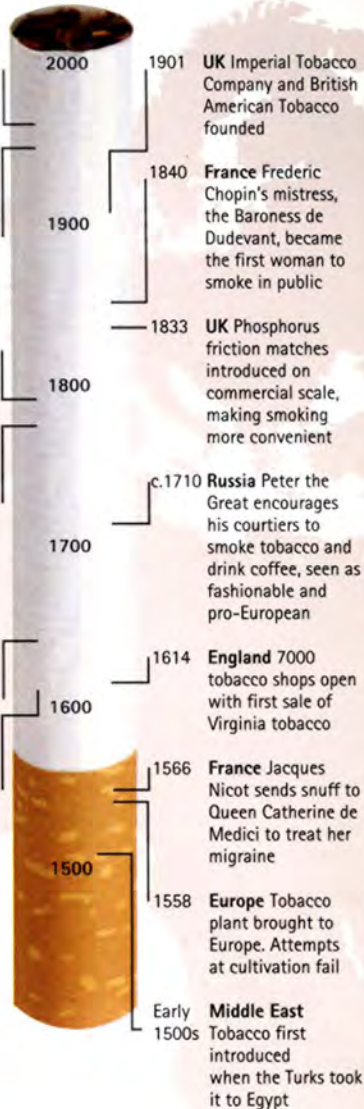
UK First major reports on smoking (Doll and Hill) 1950

Germany Samuel Thomas von Soemmering reports cancers of the lip in pipe smokers 1795

England First study of effects of tobacco (John Hill); snuff users warned they risk nasal cancers 1761

Turkey Death penalty for smoking 1633

England King James I writes *A Counterblaste to Tobacco* 1604



Africa

Africa provides global leadership in drafting a WHO Framework Convention on Tobacco Control 2002

South Africa passes Tobacco Products Control Amendment Act 1993





PREVALENCE AND HEALTH



“... tobacco is the only legally available consumer product which kills people when it is entirely used as intended.”

The Oxford Medical Companion, 1994

Smoking tobacco

Manufactured cigarettes consist of shredded or reconstituted tobacco processed with hundreds of chemicals. Often with a filter, they are manufactured by a machine, and are the predominant form of tobacco used worldwide.

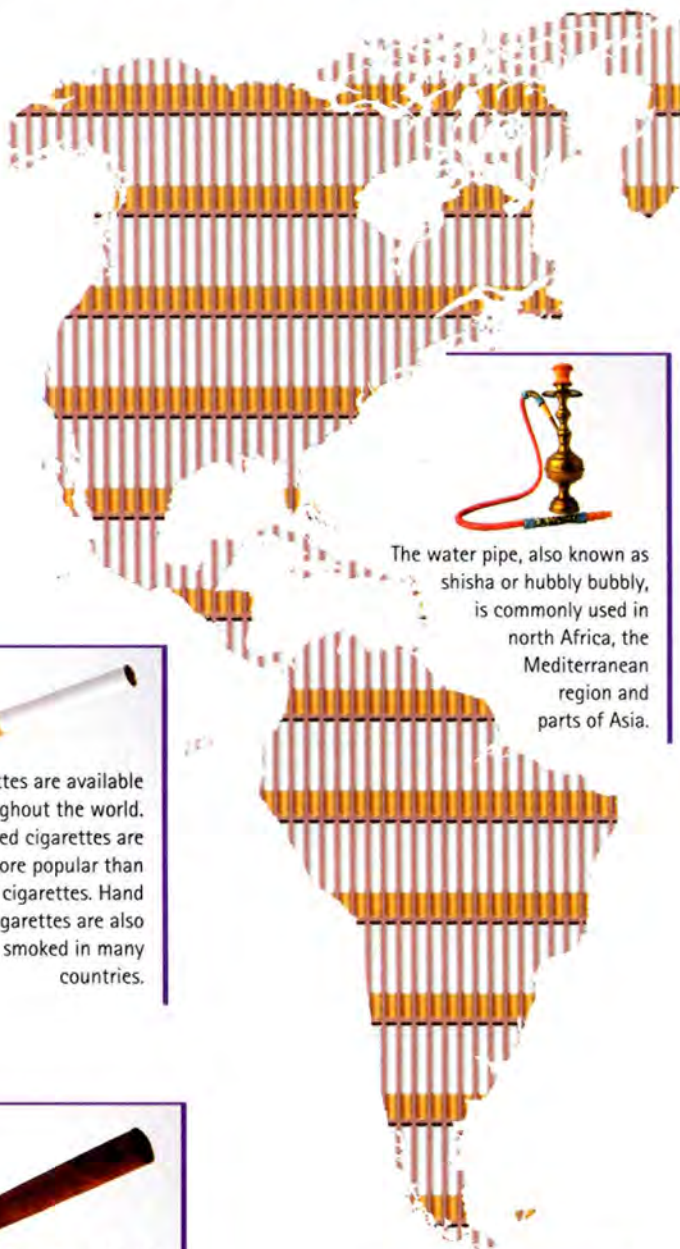
Bidis consist of a small amount of tobacco, hand-wrapped in dried temburni leaf and tied with string. Despite their small size, their tar and carbon monoxide deliveries can be higher than manufactured cigarettes because of the need to puff harder to keep bidis lit.

Cigars are made of air-cured and fermented tobaccos with a tobacco wrapper, and come in many shapes and sizes, from cigarette-sized cigarillos, double coronas, cheroots, stumpen, chuttas and dhumtis. In reverse chutta and dhumti smoking, the ignited end of the cigar is placed inside the mouth. There was a revival of cigar smoking at the end of the 20th century, among both men and women.

Kreteks are clove-flavoured cigarettes. They contain a wide range of exotic flavourings and eugenol, which has an anaesthetising effect, allowing for deeper smoke inhalation.

Pipes are made of briar, slate, clay or other substance – tobacco is placed in the bowl and inhaled through the stem, sometimes through water.

Sticks are made from sun-cured tobacco known as brus and wrapped in cigarette paper.



The water pipe, also known as shisha or hubbly bubbly, is commonly used in north Africa, the Mediterranean region and parts of Asia.



Cigarettes are available throughout the world. Filter-tipped cigarettes are usually more popular than unfiltered cigarettes. Hand rolled cigarettes are also widely smoked in many countries.



Cigars are smoked throughout the world. Regional variations include cheroots and stumpen (western and central Europe) and dhumtis (conical cheroots) used in India.



Tobacco is used orally throughout the world, but principally in Southeast Asia. In Mumbai, India, 56% of women chew tobacco.

Whether it is inhaled, sniffed, sucked or chewed, or whether it is mixed with other ingredients, there is no safe way of using tobacco.



Other tobacco

Chewing tobacco is also known as plug, loose-leaf, and twist.

Pan masala, or betel quid consists of tobacco, areca nuts and staked lime wrapped in a betel leaf. They can also contain other sweetenings and flavouring agents. Varieties of pan include kaddipudi, hogesoppu, gundi, kadapam, zarda, pattiwala, kiwam, mishri, and pills.

Moist snuff is taken orally. A small amount of ground tobacco is held in the mouth between the cheek and gum. Increasingly manufacturers are pre-packaging moist snuff into small paper or cloth packets, to make the product easier to use. Other products include khaini, shammaah and nass or naswa.

Dry snuff is powdered tobacco that is inhaled through the nose or taken by mouth. Once widespread, its use is now in decline.

Male Smoking

Smoking has been portrayed by its sellers as a manly, masculine habit, linked to health, happiness, fitness, wealth, power and sexual success. In reality, it leads to sickness, premature death and sexual problems.

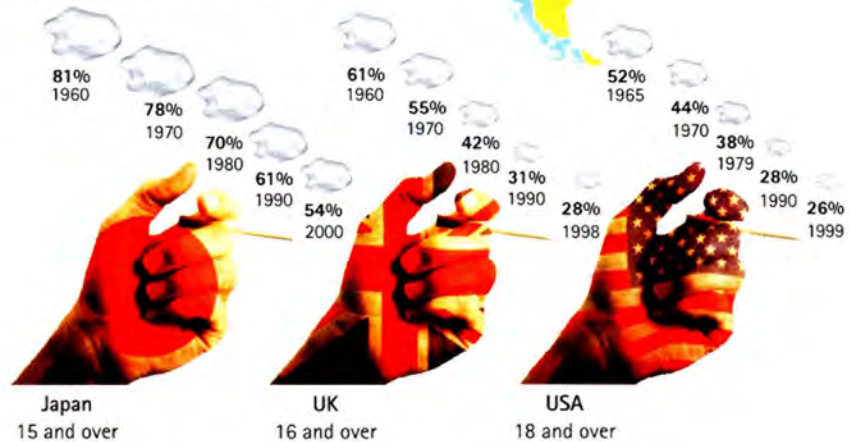
Almost one billion men in the world smoke – about 35 percent of men in developed countries and 50 percent of men in developing countries. Trends in both developed and developing countries show that male smoking rates have now peaked and, slowly but surely, are declining. However, this is an extremely slow trend over decades, and in the meantime men are dying in their millions from tobacco. In general, the educated man is giving up the habit first, so that smoking is becoming a habit of poorer, less educated males.

China deserves special mention because of the enormity of the problem. Comprising over 300 million male smokers, this huge market is, according to Philip Morris, “the most important feature on the landscape.”



over
300
million
men in China
– equal to the
entire population
of the USA –
are smokers

Smoking trends
percentage of male smokers
1960–2000 selected countries

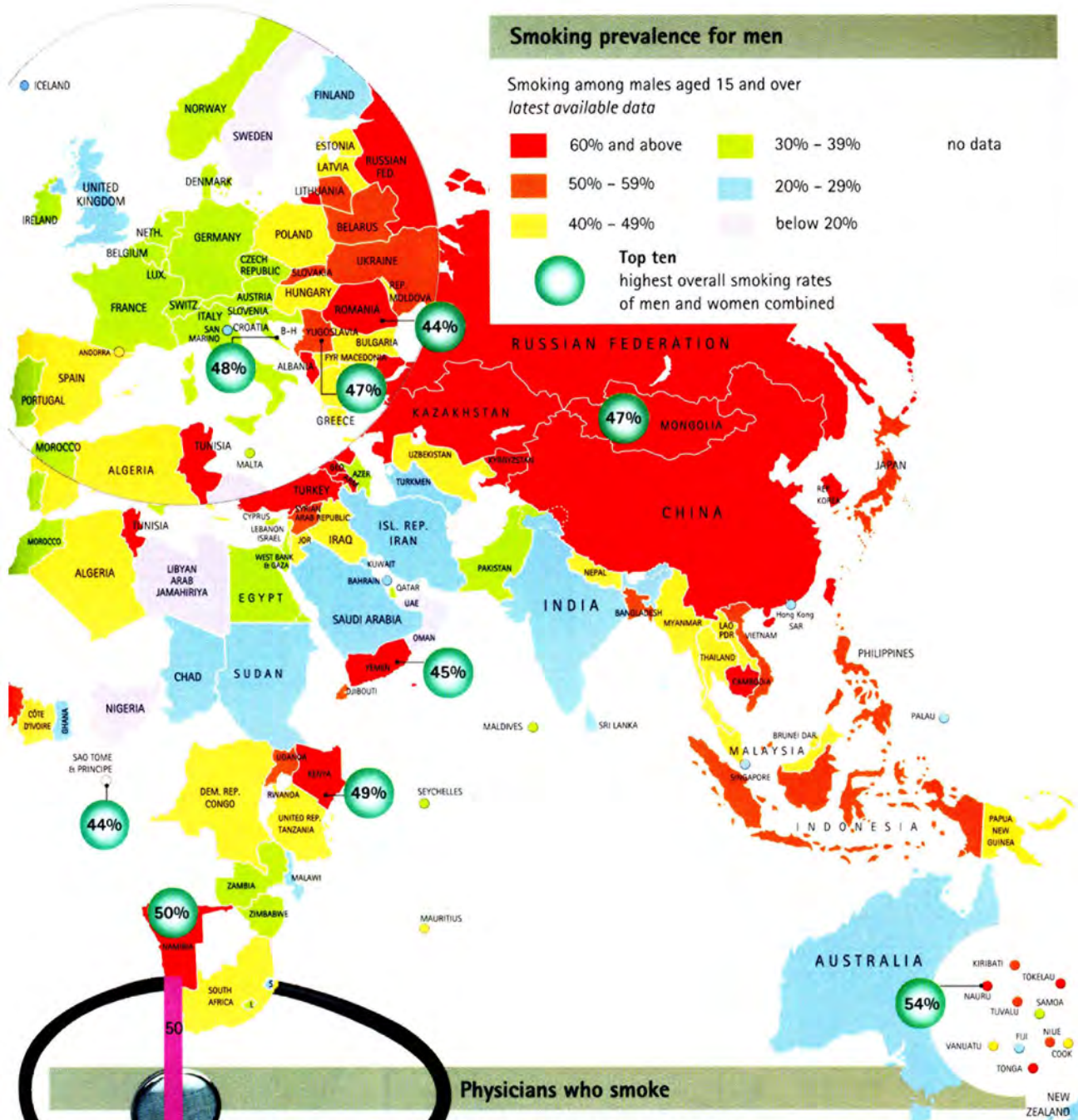


Smoking prevalence for men

Smoking among males aged 15 and over
latest available data

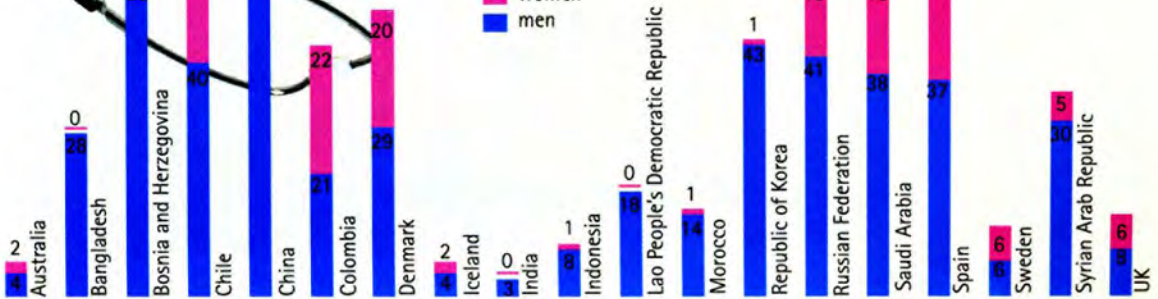
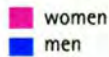


Top ten
highest overall smoking rates
of men and women combined



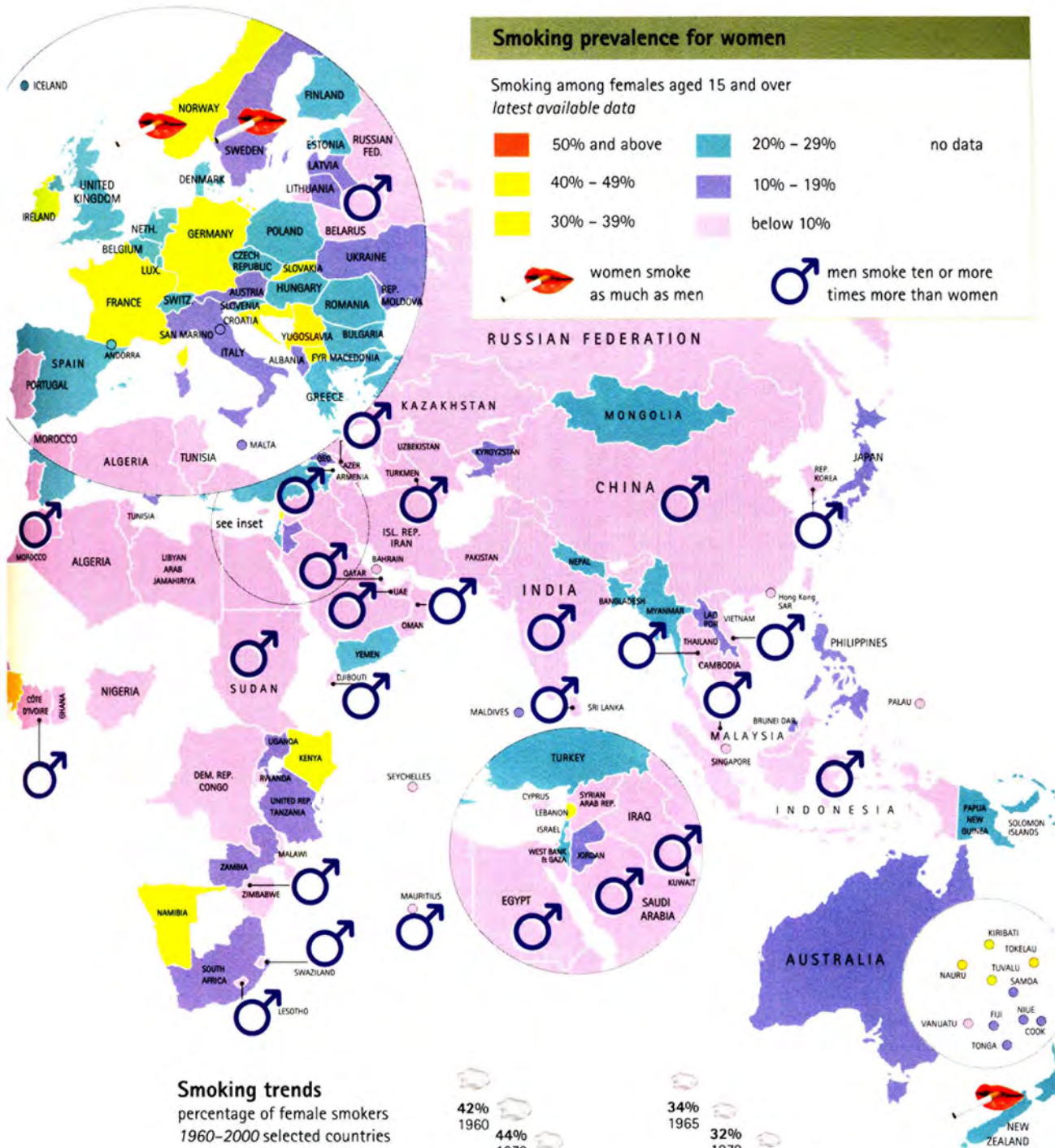
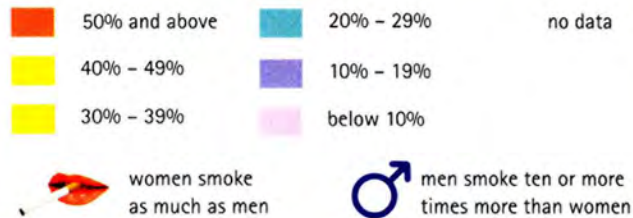
Physicians who smoke

Smoking prevalence among physicians
2000 or latest available data
selected countries
percentages



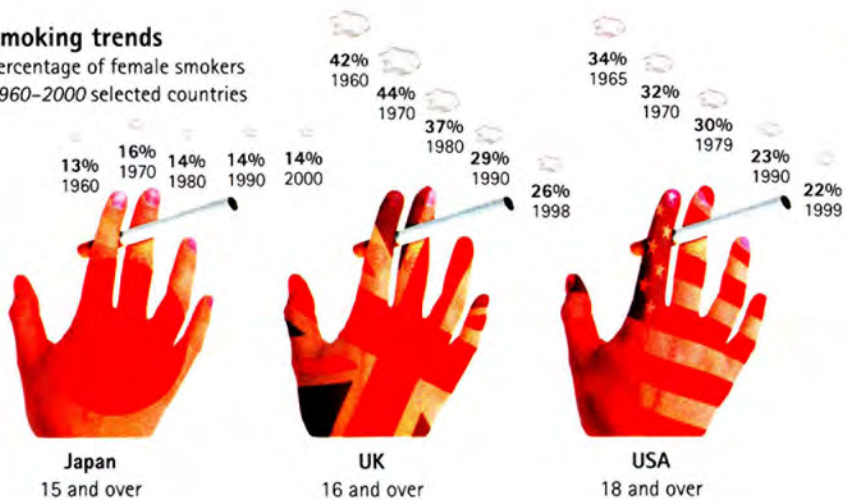
Smoking prevalence for women

Smoking among females aged 15 and over
latest available data



Smoking trends

percentage of female smokers
1960-2000 selected countries



"If younger adults turn away from smoking, the industry will decline, just as a population which does not give birth will eventually dwindle."
RJ Reynolds researcher, 1984

The overwhelming majority of smokers begin tobacco use before they reach adulthood. Among those young people who smoke, nearly one-quarter smoked their first cigarette before they reached the age of ten.

Several factors increase the risk of youth smoking. These include tobacco industry advertising and promotion, easy access to tobacco products, and low prices. Peer pressure plays an important role through friends' and siblings' smoking. Other risk factors associated with youth smoking include having a lower self-image than peers, and perceiving that tobacco use is normal or "cool". Many studies show that parental smoking is associated with higher youth smoking.

While the most serious effects of tobacco use normally occur after decades of smoking, there are also immediate negative health effects for young smokers. Most teenage smokers are already addicted while in adolescence. The younger a person begins to smoke, the greater the risk of eventually contracting smoking-caused diseases such as cancer or heart disease.

The highest youth smoking rates can be found in Central and Eastern Europe, sections of India, and some of the Western Pacific islands.

Fewer than 5% of young people in Bahamas, Barbados, Costa Rica, Indonesia, Malawi, Montserrat, Poland, Russia, Singapore, Ukraine and Venezuela think girls who smoke look more attractive.

Over 40% of young people in Fiji, Ghana, Malawi, Nigeria, South Africa, Sri Lanka and Zimbabwe think boys who smoke have more friends.

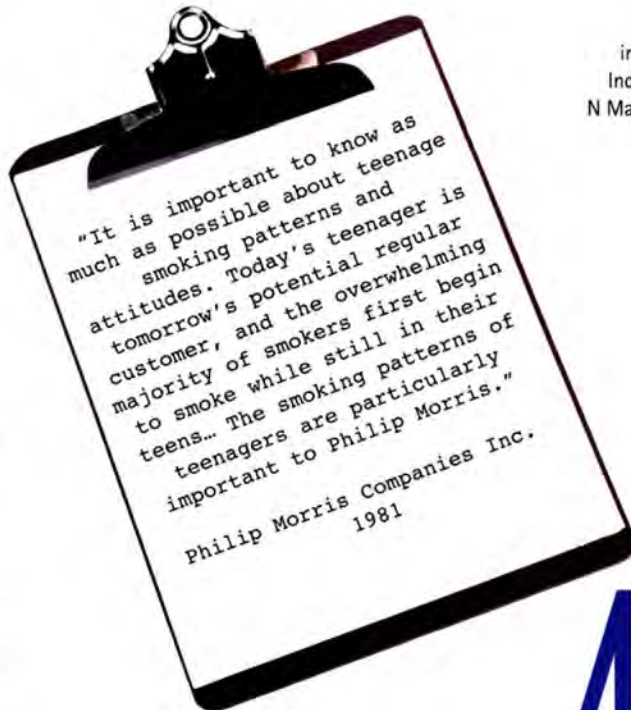
50%

of young people who continue to smoke will die from smoking



Early smokers

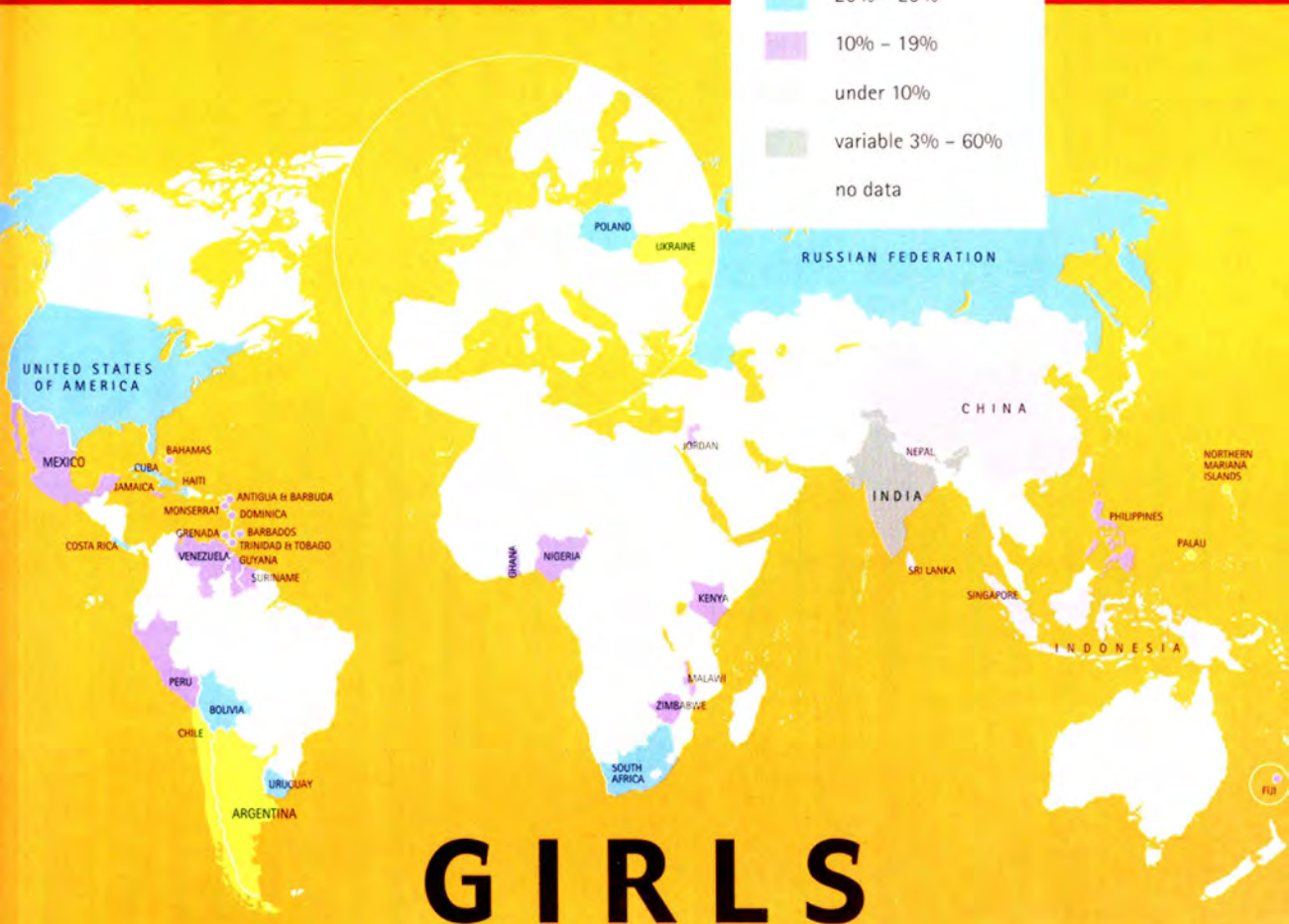
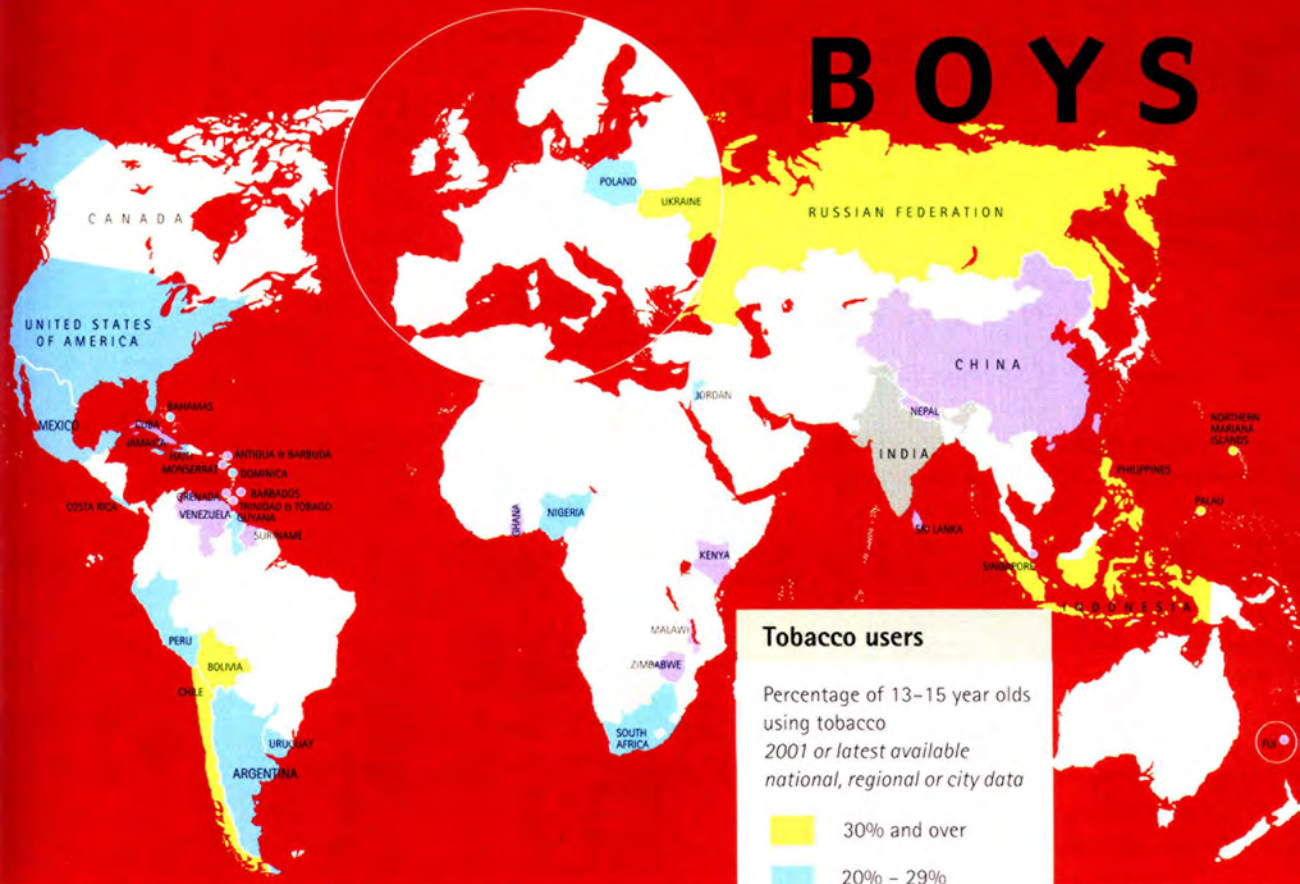
Over 30% of children smoked their first whole cigarette before age 10 in Ghana, Grenada, Guyana, India, Jamaica, Palau, Poland, N Mariana Islands and St Lucia.



40%

of children worldwide are exposed to passive smoking at home

BOYS



GIRLS

Cigarette Consumption

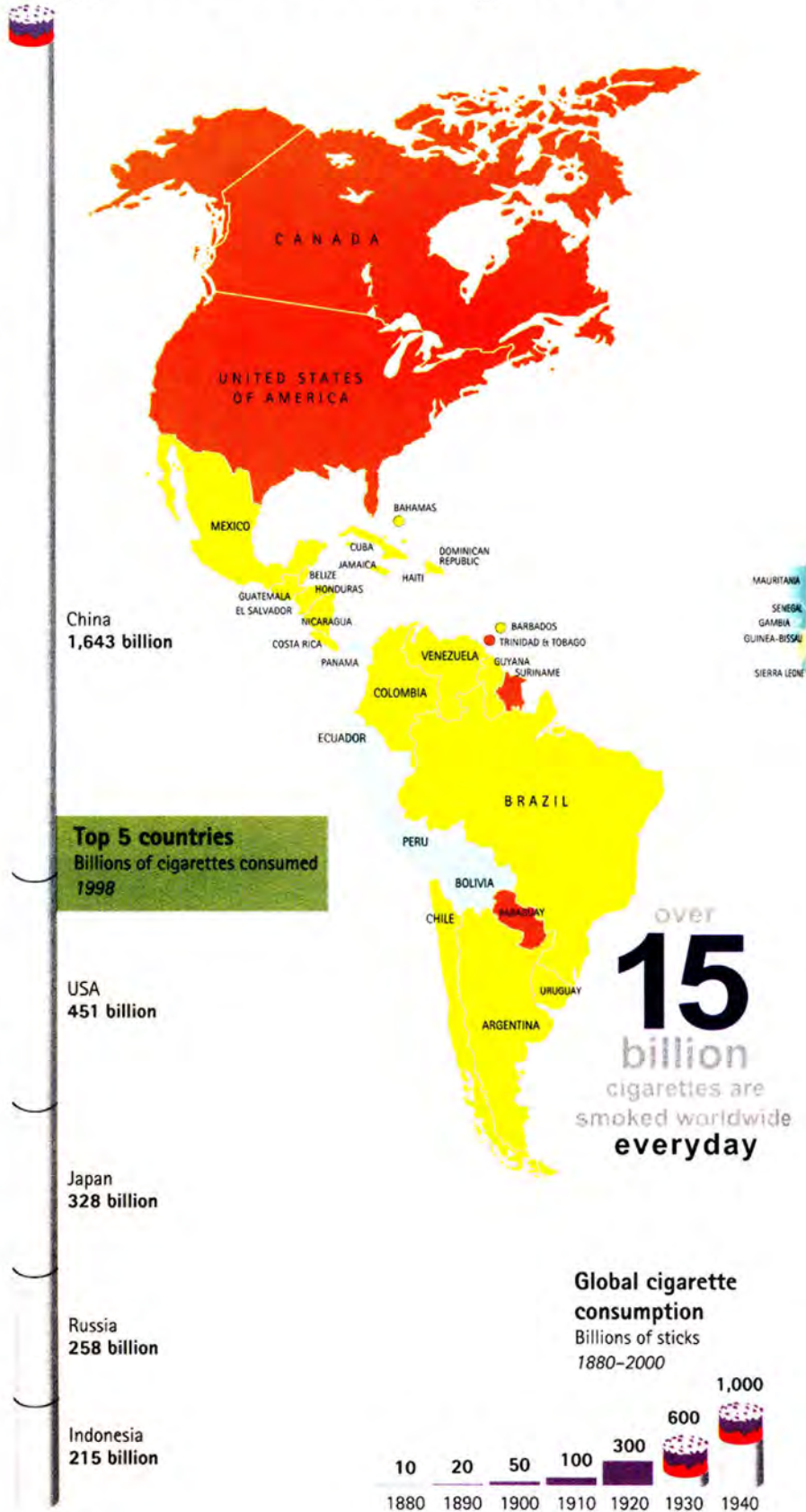
"Short, snappy, easily attempted, easily completed or just as easily discarded before completion – the cigarette is the symbol of the machine age."
New York Times, 1925

Global consumption of cigarettes has been rising steadily since manufactured cigarettes were introduced at the beginning of the 20th century. While consumption is levelling off and even decreasing in some countries, worldwide more people are smoking, and smokers are smoking more cigarettes.

The numbers of smokers will increase mainly due to expansion of the world's population. By 2030 there will be at least another 2 billion people in the world. Even if prevalence rates fall, the absolute number of smokers will increase. The expected continuing decrease in male smoking prevalence will be offset by the increase in female smoking rates, especially in developing countries.

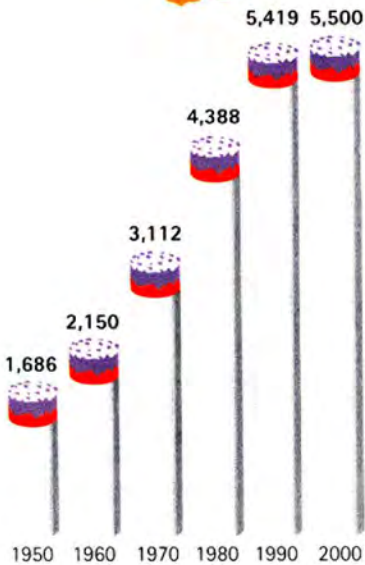
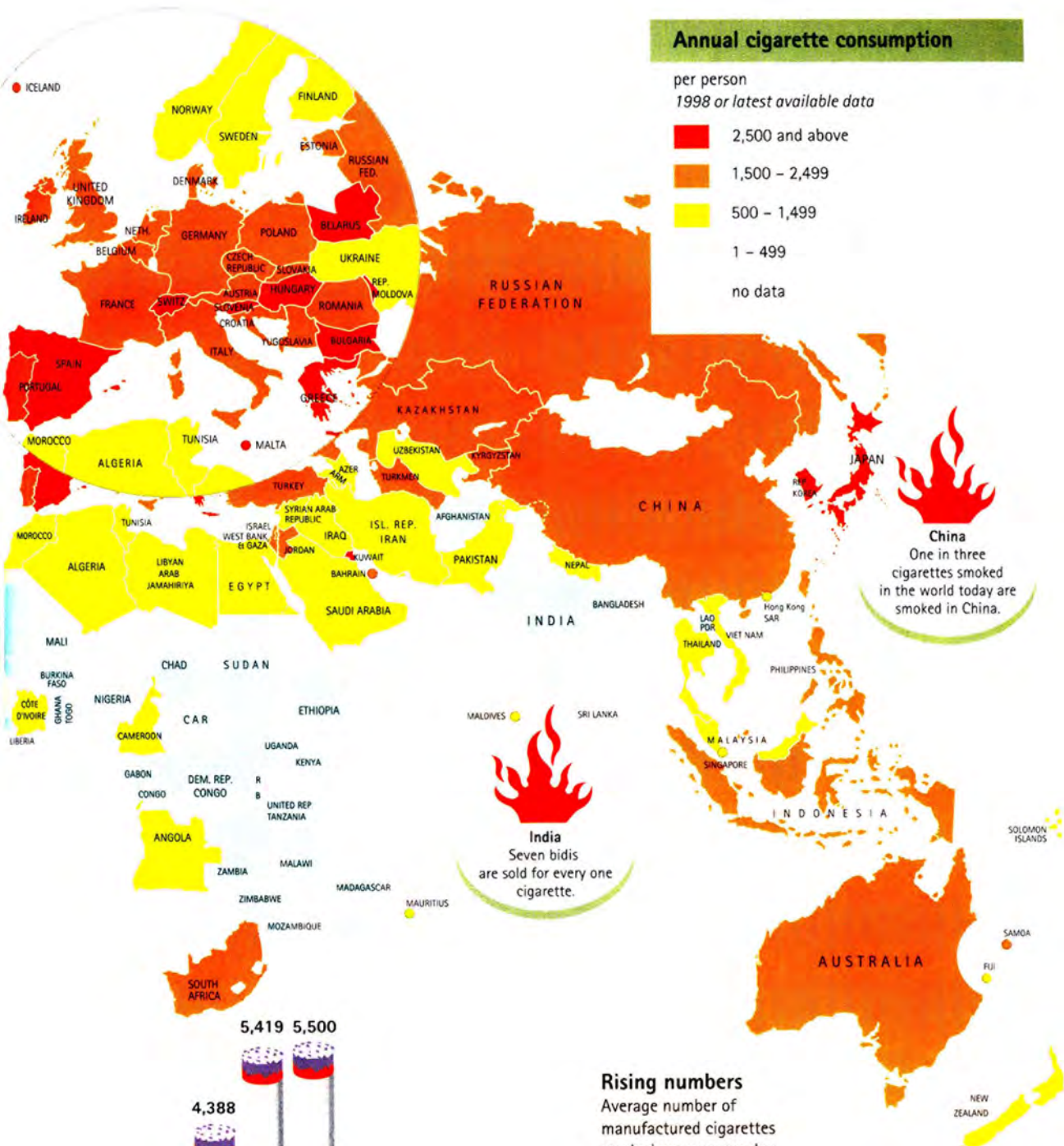
The consumption of tobacco has reached the proportions of a global epidemic. Tobacco companies are cranking out cigarettes at the rate of five and a half trillion a year – nearly 1,000 cigarettes for every man, woman, and child on the planet.

Cigarettes account for the largest share of manufactured tobacco products, 96 percent of total value sales. Asia, Australia and the Far East are by far the largest consumers (2,715 billion cigarettes), followed by the Americas (745 billion), Eastern Europe and Former Soviet Economies (631 billion) and Western Europe (606 billion).

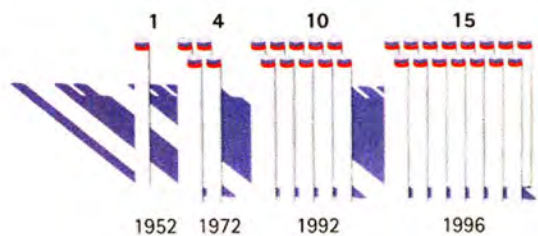


Annual cigarette consumption

per person
1998 or latest available data



Rising numbers
Average number of manufactured cigarettes smoked per man per day in China
1996



Tobacco is packed with harmful and addictive substances.

Scientific evidence has shown conclusively that all forms of tobacco cause health problems throughout life, frequently resulting in death or disability.

Smokers have markedly increased risks of multiple cancers, particularly lung cancer, and are at far greater risk of heart disease, strokes, emphysema and many other fatal and non-fatal diseases. If they chew tobacco, they risk cancer of the lip, tongue and mouth.

Women suffer additional health risks. Smoking in pregnancy is dangerous to the mother as well as to the foetus, especially in poor countries where health facilities are inadequate.

Maternal smoking is not only harmful during pregnancy, but has long-term effects on the baby after birth. This is often compounded by exposure to passive smoking from the mother, father or other adults smoking.

While tobacco kills millions more than it helps, research is underway examining any possible health benefits of nicotine and also trying to find a safe use for tobacco, particularly in the field of genetic modification. The aim is to produce vaccines or human proteins for medical use, or even to clean up soil that has been contaminated with explosives.

Babes in the womb Smoking in pregnancy

Increased risks:

- Spontaneous abortion / miscarriage
- Ectopic pregnancy
- Abruptio placentae
- Placenta praevia
- Premature rupture of the membranes
- Premature birth

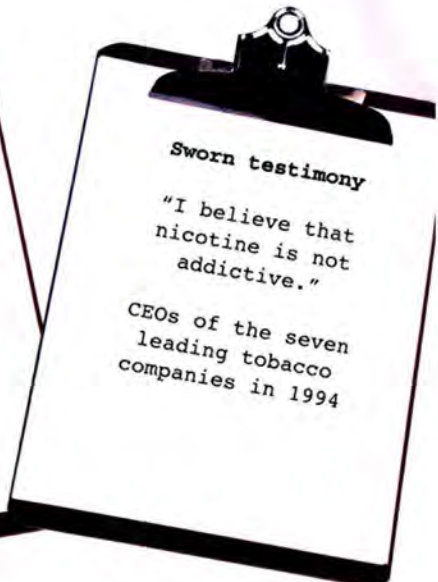
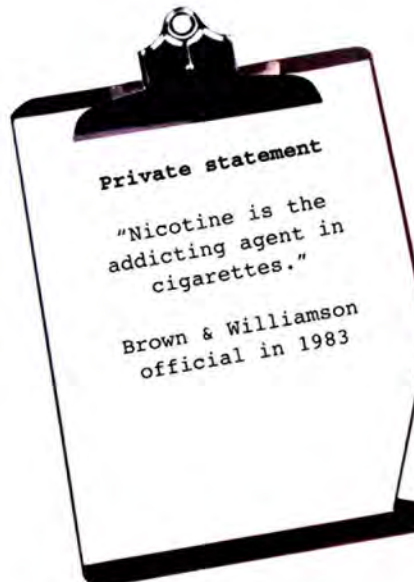
Foetus:

- Smaller infant (for gestational age)
- Stillborn infant
- Birth defects, eg congenital limb reduction
- Increased nicotine receptors in baby's brain
- Increased likelihood of infant smoking as a teenager
- Possible physical and mental long-term effects

Deadly chemicals

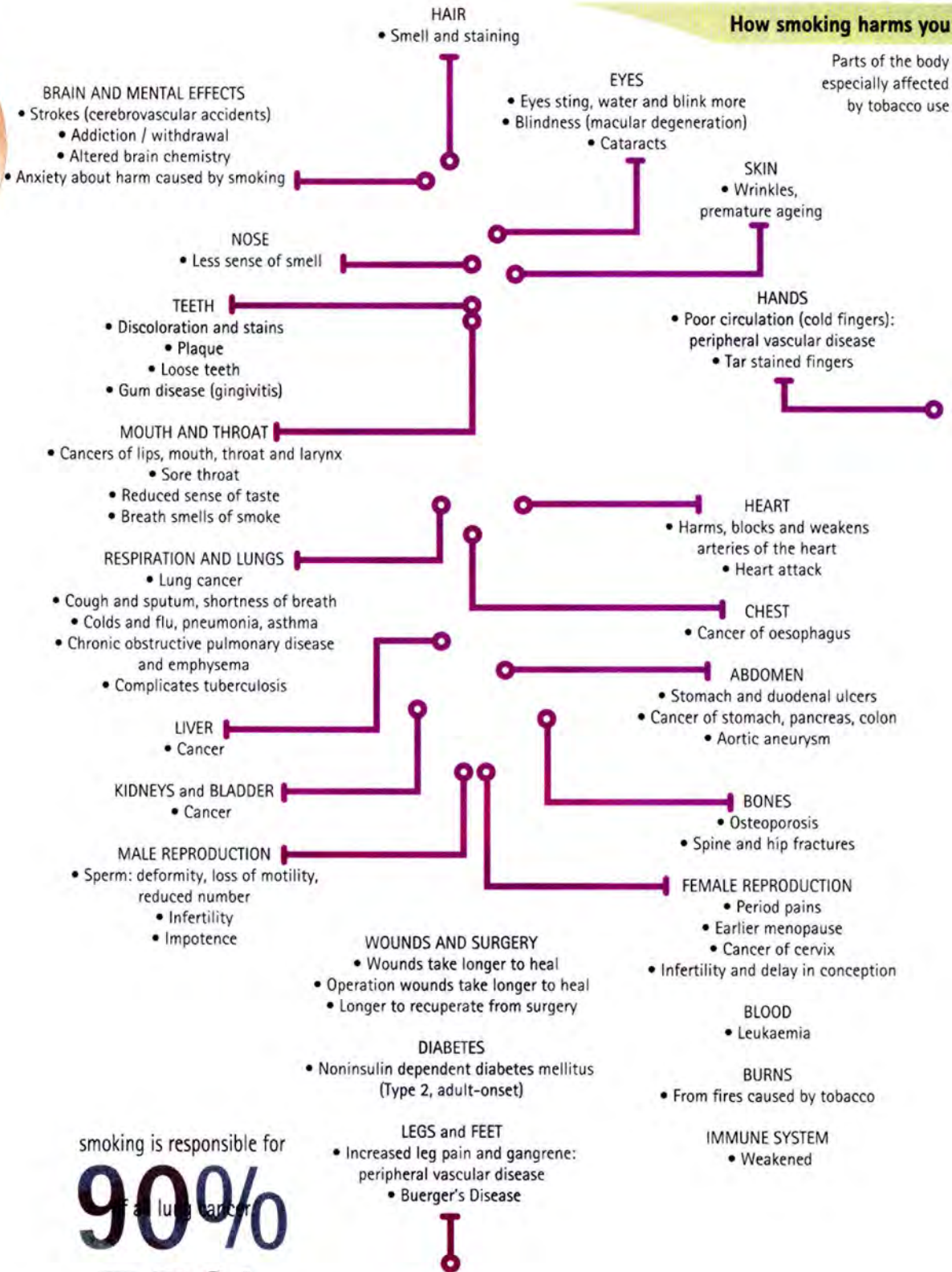
Tobacco smoke contains over 4,000 chemicals, some of which have marked irritant properties and some 60 are known or suspected carcinogens.

Tobacco smoke includes	as found in
Acetone	paint stripper
Ammonia	floor cleaner
Arsenic	ant poison
Butane	lighter fuel
Cadmium	car batteries
Carbon monoxide	car exhaust fumes
DDT	insecticide
Hydrogen cyanide	gas chambers
Methanol	rocket fuel
Napthalene	moth balls
Toluene	industrial solvent
Vinyl chloride	plastics



How smoking harms you

Parts of the body especially affected by tobacco use



smoking is responsible for

90%
of all lung cancer

of chronic bronchitis and emphysema

75%

of cases of ischaemic heart disease

25%

Passive Smoking

"An hour a day in a room with a smoker is nearly a hundred times more likely to cause lung cancer in a non-smoker than 20 years spent in a building containing asbestos." Sir Richard Doll, 1985

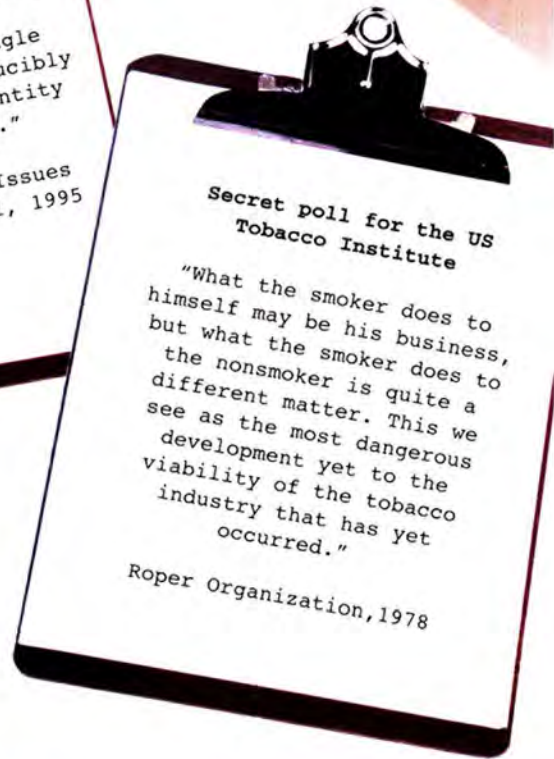
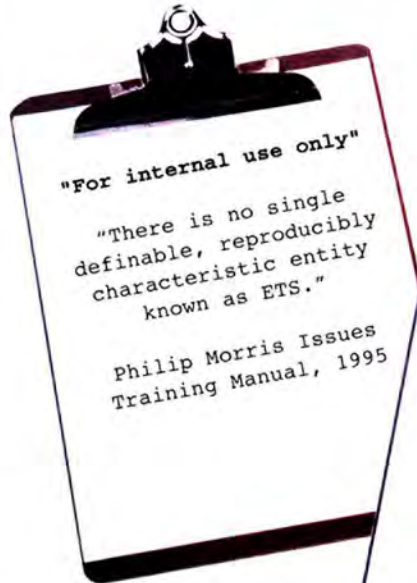
The first conclusive evidence on the danger of passive smoking came from Takeshi Hirayama's study in 1981 on lung cancer in non-smoking Japanese women married to men who smoked. Although the tobacco industry immediately launched a multi-million dollar campaign to discredit the evidence, dozens of further studies have confirmed the link. Research then broadened into other areas and new scientific evidence continues to accumulate.

A complex mixture of chemicals is generated from the burning and smoking of tobacco. As a passive smoker, the non-smoker breathes "sidestream" smoke from the burning tip of the cigarette and "mainstream" smoke that has been inhaled and then exhaled by the smoker.

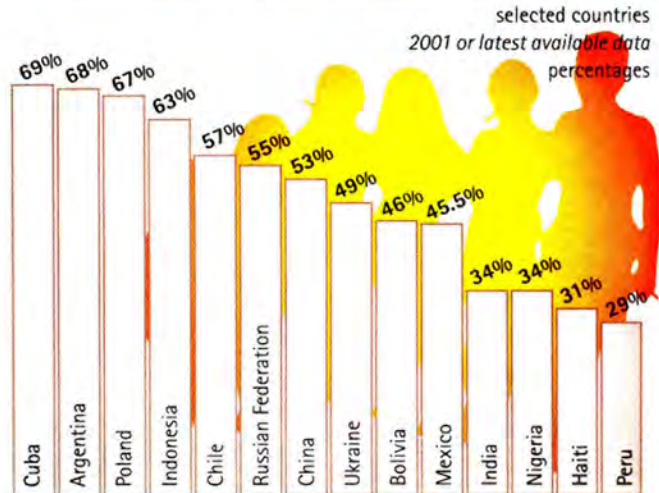
The risk of lung cancer in non-smokers exposed to passive smoking is increased by between 20 and 30 percent, and the excess risk of heart disease is 23 percent.

Children are at particular risk from adults' smoking. Adverse health effects include pneumonia and bronchitis, coughing and wheezing, worsening of asthma, middle ear disease, and possibly neuro-behavioural impairment and cardiovascular disease in adulthood.

A pregnant woman's exposure to other people's smoking can harm her foetus. The effects are compounded when the child is exposed to passive smoking after birth.

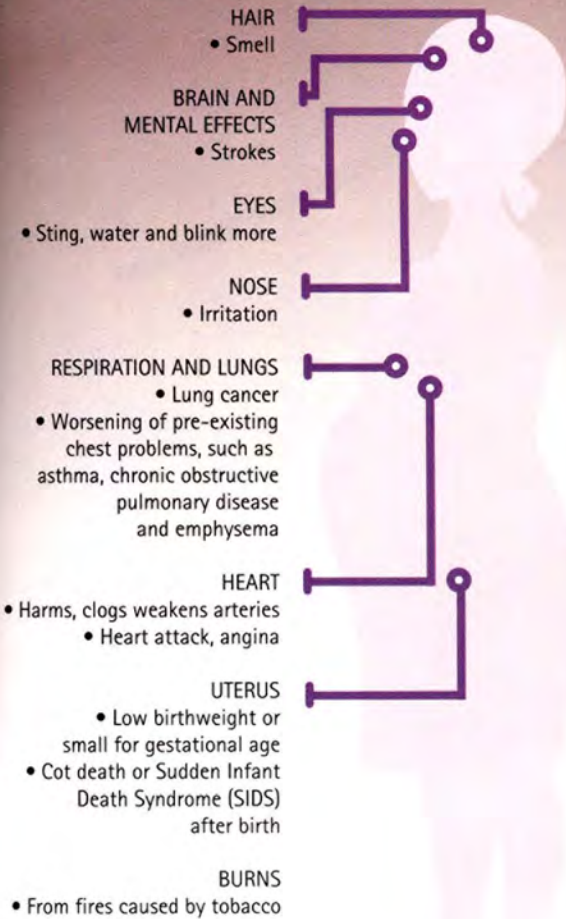


Children exposed to passive smoking at home



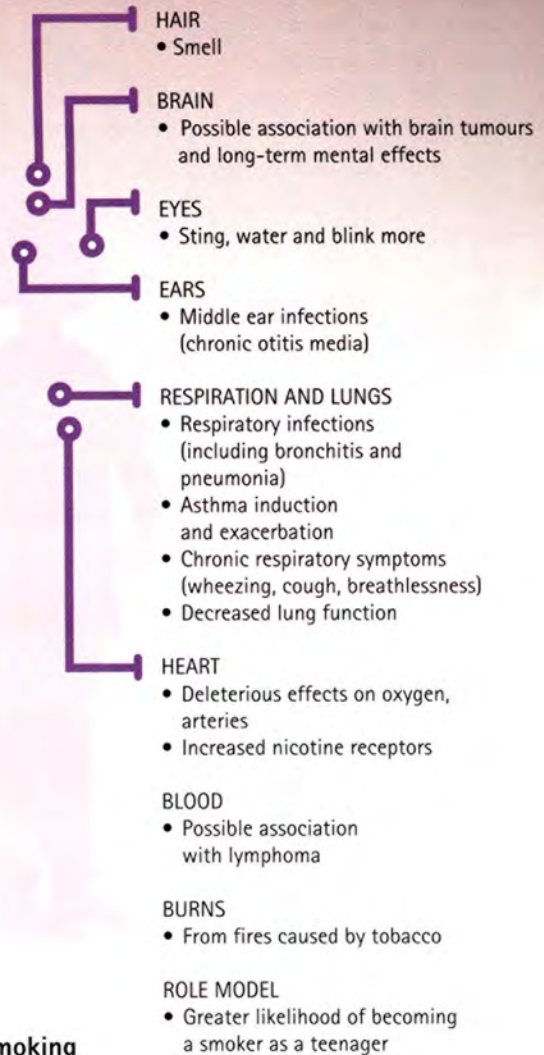
Harm caused by passive smoking

Health effects on adults



Harm caused by passive smoking

Health effects on children



Numbers affected by passive smoking in the USA annual 1990s

Lung cancer 3,000
Ischaemic heart disease 35,000 to 62,000

Infants and children

Low birthweight 9,700 to 18,600
Cot death (SIDS) 1,900 to 2,700
Bronchitis or pneumonia in infants 150,000 to 300,000

Respiratory effects in children

Middle ear infection 700,000 to 1,600,000
Asthma induction (new cases) 8,000 to 26,000
Asthma exacerbation 400,000 to 1,000,000

Cigarettes kill half of all lifetime users. Half die in middle age – between 35 and 69 years old.

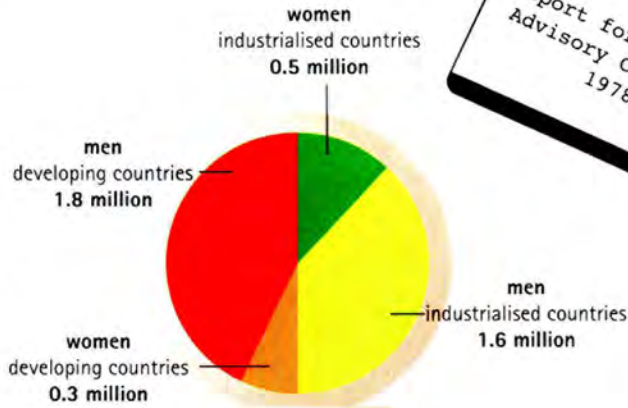
No other consumer product is as dangerous, or kills as many people. Tobacco kills more than AIDS, legal drugs, illegal drugs, road accidents, murder, and suicide combined.

Tobacco already kills more men in developing countries than in industrialised countries, and it is likely that deaths among women will soon be the same.

While 0.1 billion people died from tobacco use in the 20th century, ten times as many will die in the 21st century. Maternal smoking during pregnancy is responsible for many foetal deaths and is also a major cause of Sudden Infant Death Syndrome.

Passive smoking in the home, workplace, or in public places also kills, although in lower numbers. However, those killed do not die from their own habit, but from someone else's.

Children are at particular risk from adults smoking, and even smoking by other adults around a pregnant woman has a harmful effect on a foetus.



Total deaths

Premature deaths
from tobacco
worldwide
2000

total deaths
4.2 million

men
3.4 million

women
0.8 million

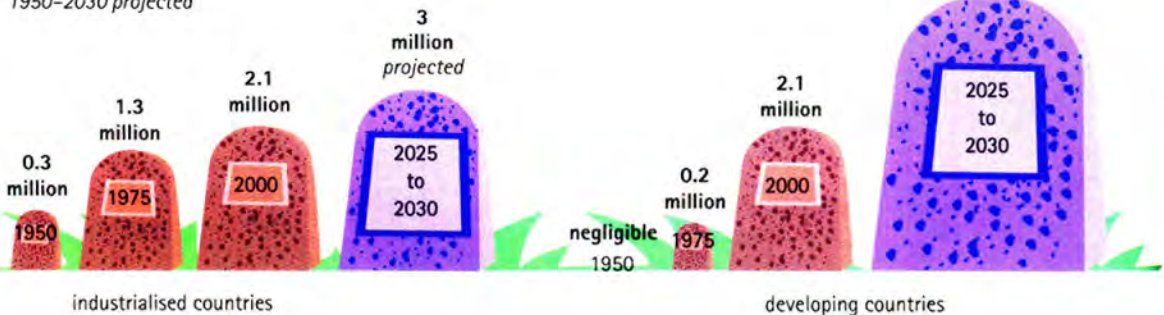
of everyone alive today

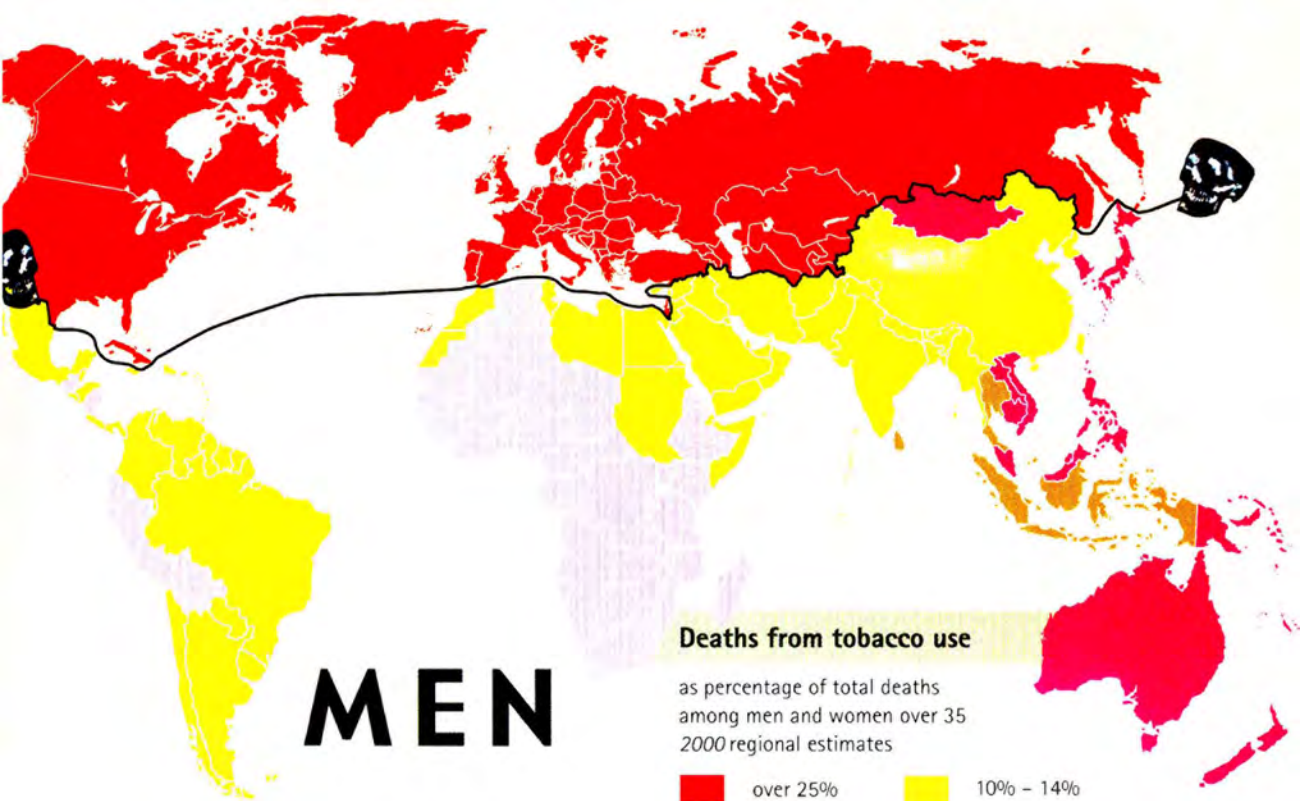
500,000,000

will eventually be killed by tobacco

Past and future

Annual deaths due to tobacco
estimated worldwide
1950–2030 projected



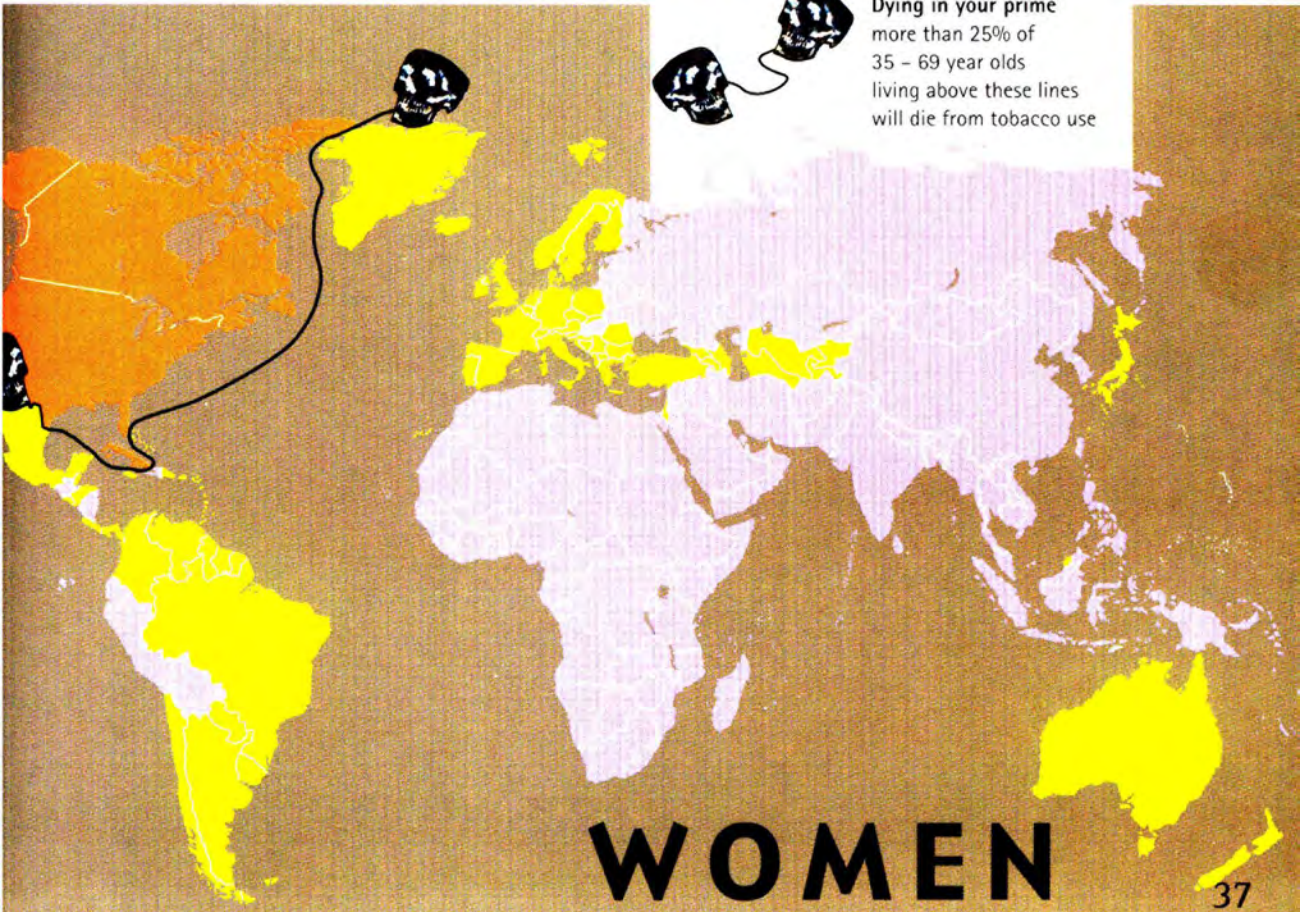


MEN

Deaths from tobacco use

as percentage of total deaths among men and women over 35
2000 regional estimates

- | | |
|--|--|
| ■ over 25% | ■ 10% - 14% |
| ■ 20% - 24% | ■ 5% - 9% |
| ■ 15% - 19% | ■ under 5% |

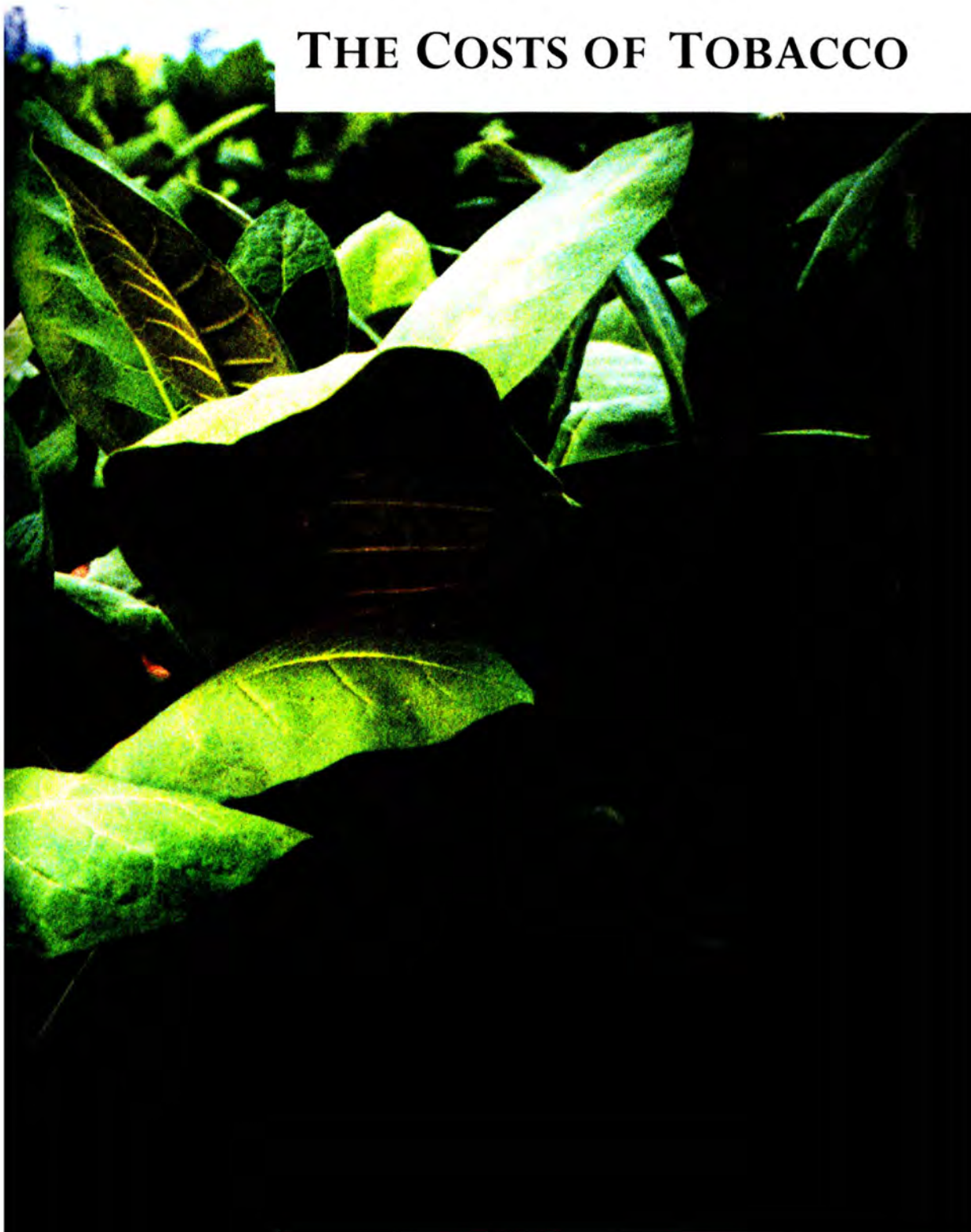


Dying in your prime
more than 25% of
35 - 69 year olds
living above these lines
will die from tobacco use

WOMEN



THE COSTS OF TOBACCO



“I’ll tell you why I like the cigarette business. It costs a penny to make. Sell it for a dollar. It’s addictive. And there’s fantastic brand loyalty.”

Warren Buffet, investor, 1990s

Costs to the Economy

The tobacco industry uses economic arguments to persuade governments, the media and the general population that smoking benefits the economy. It claims that if tobacco control measures are introduced, tax revenues will fall, jobs will be lost and there will be great hardship to the economy.

But the industry greatly exaggerates the economic losses, if any, which tobacco control measures will cause and they never mention the economic costs which tobacco inflicts upon every country.

Tobacco's cost to governments, to employers and to the environment includes social, welfare and health care spending, loss of foreign exchange in importing cigarettes; loss of land that could grow food; costs of fires and damage to buildings caused by careless smoking; environmental costs ranging from deforestation to collection of smokers' litter, absenteeism, decreased productivity, higher numbers of accidents and higher insurance premiums.

Smoking accounted for over

6%

of total health care expenses in the USA in 1999

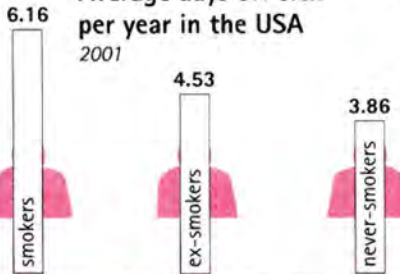
Canada \$1.6 billion

USA \$76 billion

Health-care costs

Health care costs attributable to tobacco 2002 or latest available estimates selected countries

Average days off sick per year in the USA 2001



Trash collected in the USA

43 states 1996

cigarette butts 20%

other 80%

"...reflecting 5.23 years of life lost for the average smoker - indirect positive effects [are that] public finance benefits from smoking indirectly, via savings on the health care costs - in pensions - and public housing costs savings."

Report on the Czech Republic, commissioned by Philip Morris, 2001

"Philip Morris Apologizes for Report Touting Benefits of Smokers's Deaths."
Wall Street Journal headline, 2001

UK \$2.25 billion

Germany \$14.7 billion

China 1987:
World's worst
forest fire
caused by
cigarettes
300 killed
5,000 made homeless
1.3 million hectares of
land destroyed

China \$3.5 billion

Philippines
\$600 million

Australia \$6 billion

New Zealand \$84 million

Every year
1,000,000
fires are started by
children using
cigarette lighters

Workplace
smoking costs
the USA

\$47
billion
every year

Cost of fires caused by smoking
annual global estimates
2000

- percentage of all fire deaths: 10%
- total killed by fires caused by smoking: 300,000
- total cost of fires caused by smoking: US\$27 billion

Annual cost of loss
from time off work

\$16.5 million

Telecom Australia
employees
1994
Australian \$

\$5.5 million




tobacco

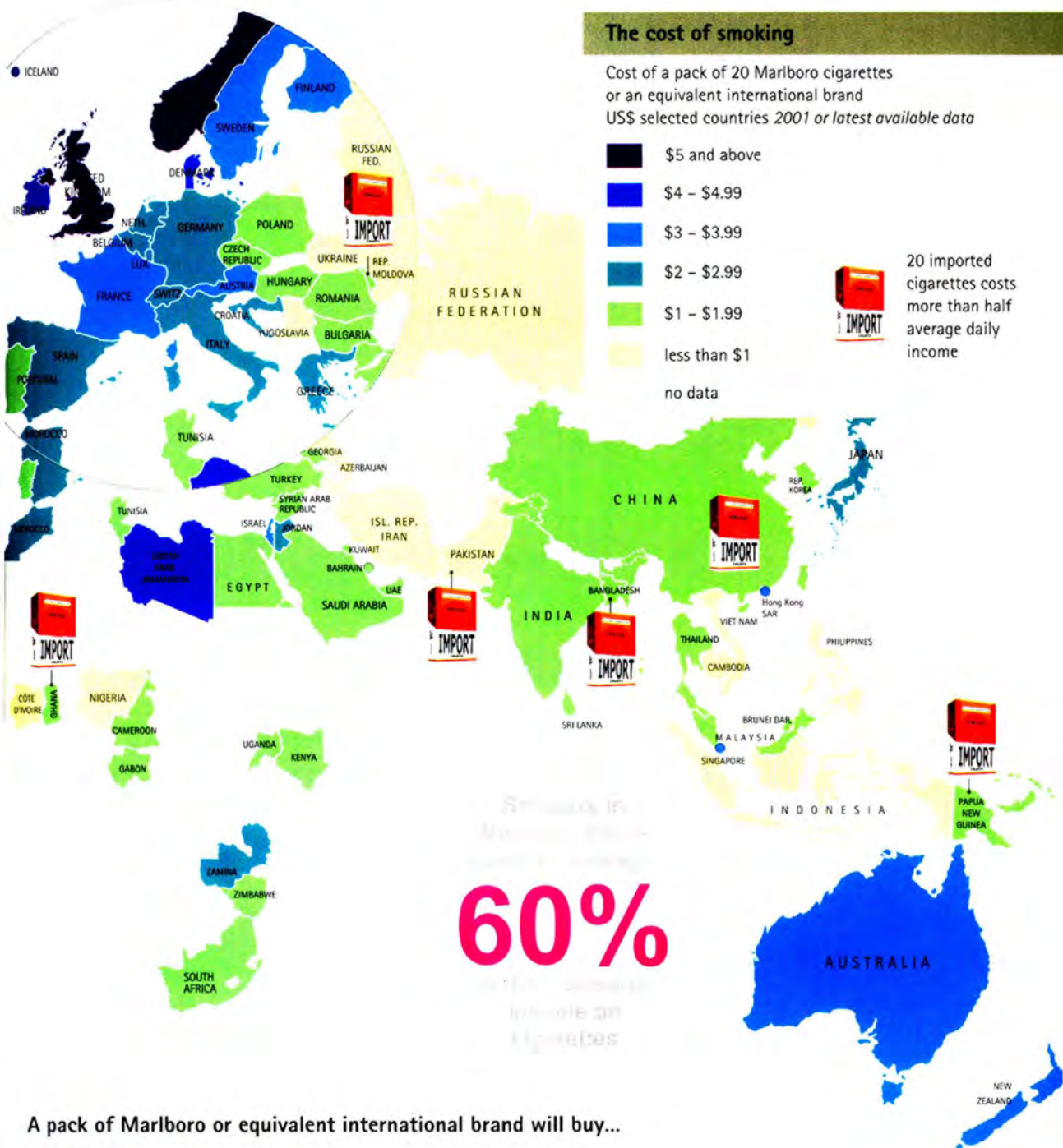
alcohol

The cost of smoking

Cost of a pack of 20 Marlboro cigarettes or an equivalent international brand
US\$ selected countries 2001 or latest available data

-  \$5 and above
-  \$4 - \$4.99
-  \$3 - \$3.99
-  \$2 - \$2.99
-  \$1 - \$1.99
-  less than \$1
-  no data

 20 imported cigarettes costs more than half average daily income



60%

A pack of Marlboro or equivalent international brand will buy...



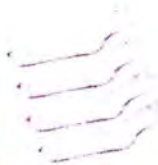
For the price of 20 Marlboro you could buy...



...one and a half kilograms of cucumbers in Georgia...



...a dozen eggs in Panama...



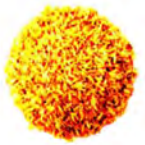
...four pairs of cotton socks in China...



...a dozen coconuts in Papua New Guinea...



...one kilogram of fish in France, Ghana or Moldova...



...six kilograms of rice in Bangladesh.



THE TOBACCO TRADE



“Lying is done with words and also with silence.”

Adrienne Rich, 1975

Growing Tobacco

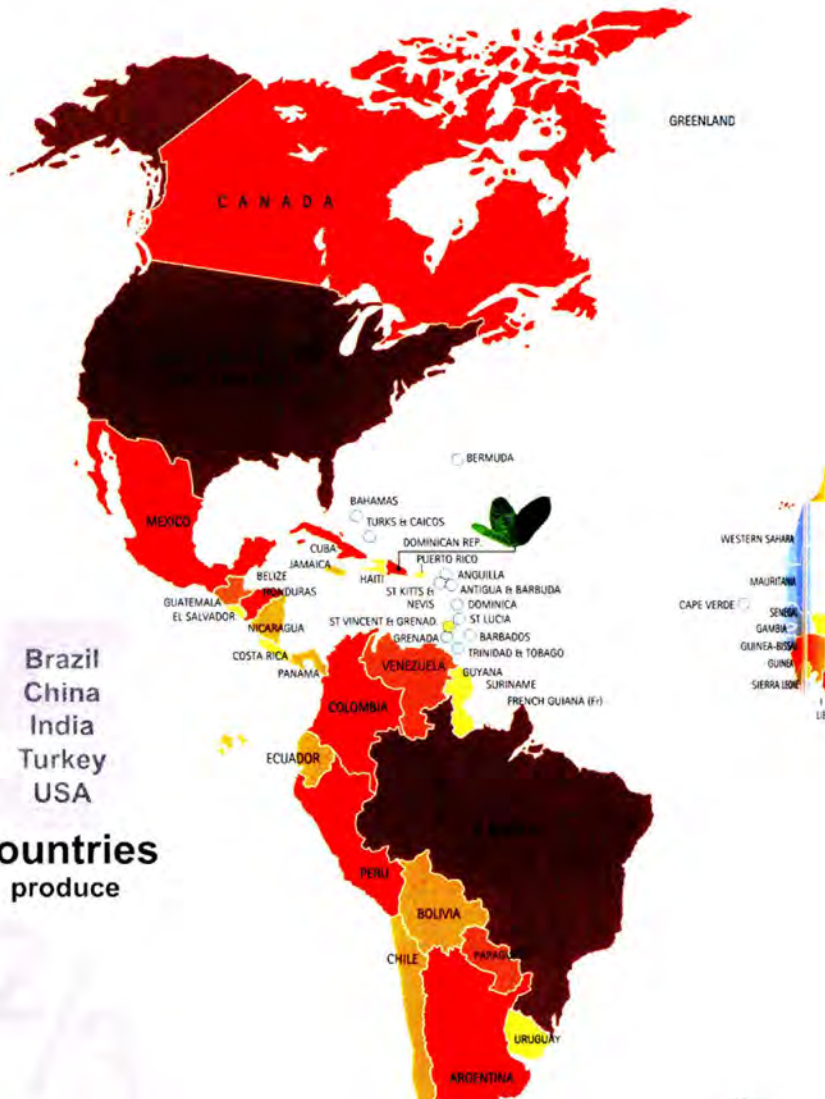
Tobacco is grown in over 125 countries, on over 4 million hectares of land, a third of which is in China alone. The global tobacco crop is worth approximately US\$20 billion, a small fraction of the total amount generated from the sale of manufactured tobacco products.

Tobacco is grown on less than one percent of the world's agricultural land, and on a wide variety of soils and climates. Since the 1960s, the bulk of production has moved from the Americas to Africa and Asia: land devoted to tobacco growing has been halved in the USA, Canada and Mexico, but has almost doubled in China, Malawi and United Republic of Tanzania.

The production of tobacco leaves has more than doubled since the 1960s, totalling nearly 7 million metric tons in 2000.

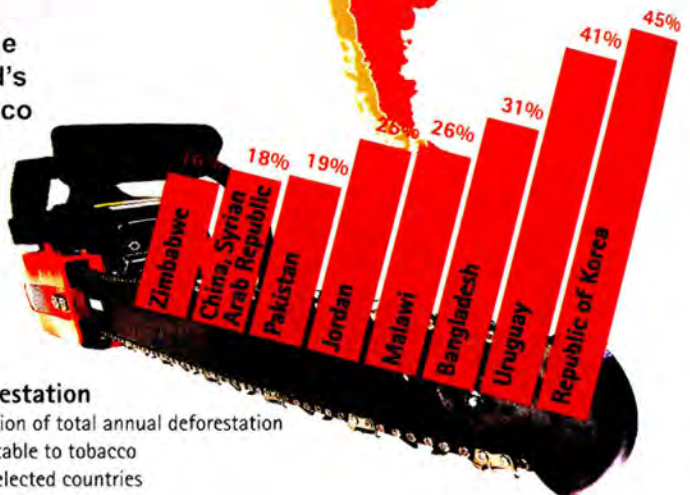
The greater use of fertilisers and pesticides, as well as the increased mechanisation, that have produced these higher yields are environmentally damaging. The problem does not end with growing tobacco: the processes used in curing tobacco leaves cause massive deforestation.

There are millions of tobacco farmers worldwide. The tobacco industry exploits them by contributing to their debt burden, while using their economic plight to argue against efforts to control tobacco. In the USA, the bond between the tobacco industry and the tobacco farmer finally is beginning to break down, and partnerships are developing between the farmers and the public health community.



Brazil
China
India
Turkey
USA
**countries
produce**

**of the
world's
tobacco**



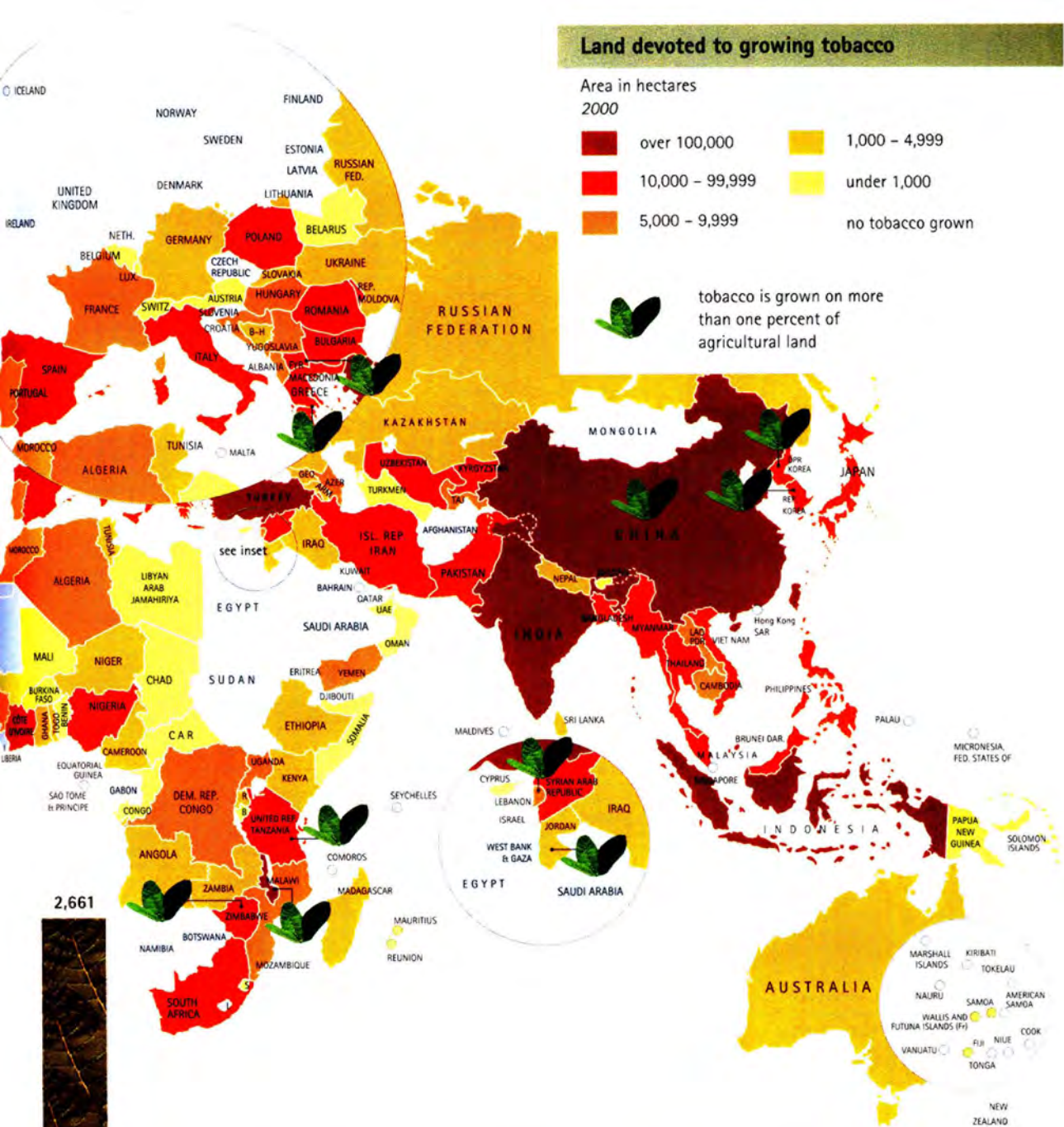
Deforestation
Proportion of total annual deforestation attributable to tobacco 1999 selected countries

Land devoted to growing tobacco

Area in hectares
2000



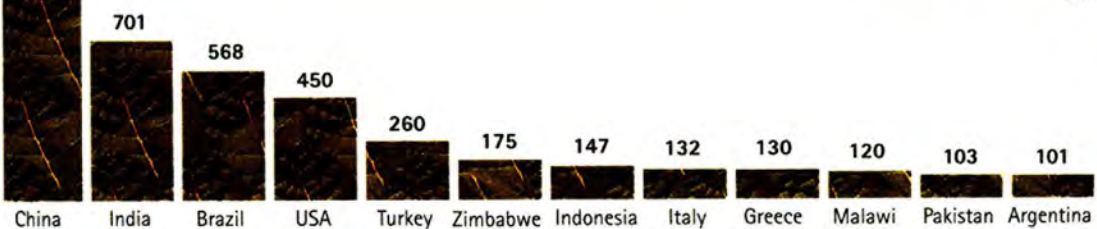
tobacco is grown on more than one percent of agricultural land



2,661

Leading producers of tobacco leaves

Thousands of metric tons
2001



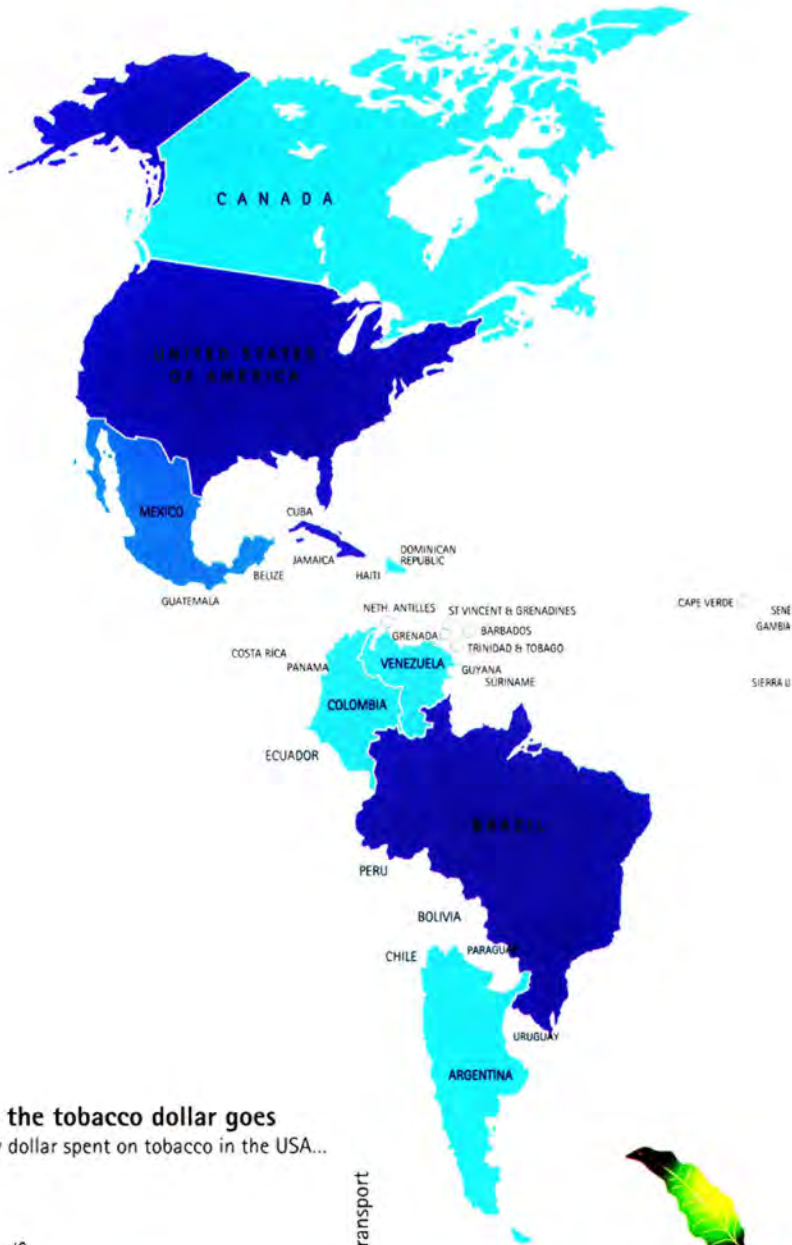
Manufacturing Tobacco

Each year, over five trillion cigarettes are manufactured. China is by far the largest cigarette manufacturer, followed by the USA. Chinese cigarette production increased from 225 billion cigarettes annually in 1960 to 1.7 trillion a year in 1995, a seven-fold increase. The economic value of tobacco products is vast, totalling hundreds of billions of US dollars a year. Very little of this money is spent on tobacco itself. More is spent on paper, filters, and packaging than on tobacco.

Nearly 2 million people are employed in the manufacture of tobacco products, two-thirds of whom are working in China, India and Indonesia. Job losses which would result from a reduction in tobacco consumption are estimated to be fairly small. Technological advances in both farming and manufacturing have a much larger impact on jobs than tobacco control efforts.


Hundreds of chemicals are added to tobacco in the manufacture of cigarettes. Additives make smoke easier to inhale into the lungs and allow for less tobacco to be used in each cigarette. Today's cigarettes are highly engineered, exquisitely designed "nicotine delivery devices".

Besides using less tobacco per cigarette, the composition of the cigarette is also changing. Manufacturers are using more reconstituted tobacco, which makes it easier to add chemicals and to include leaf stems and dust which had previously been discarded.



Where the tobacco dollar goes

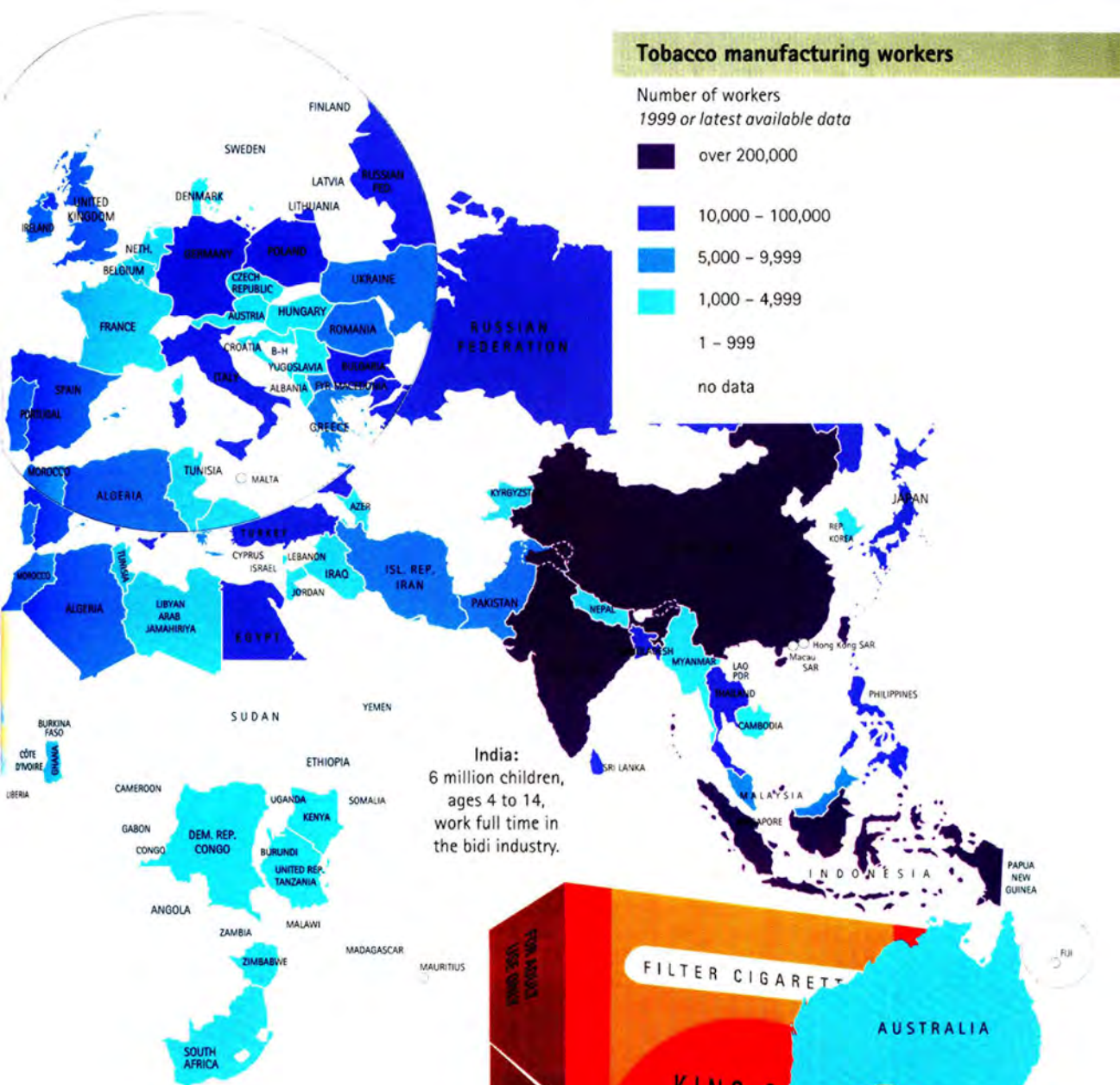
For every dollar spent on tobacco in the USA...

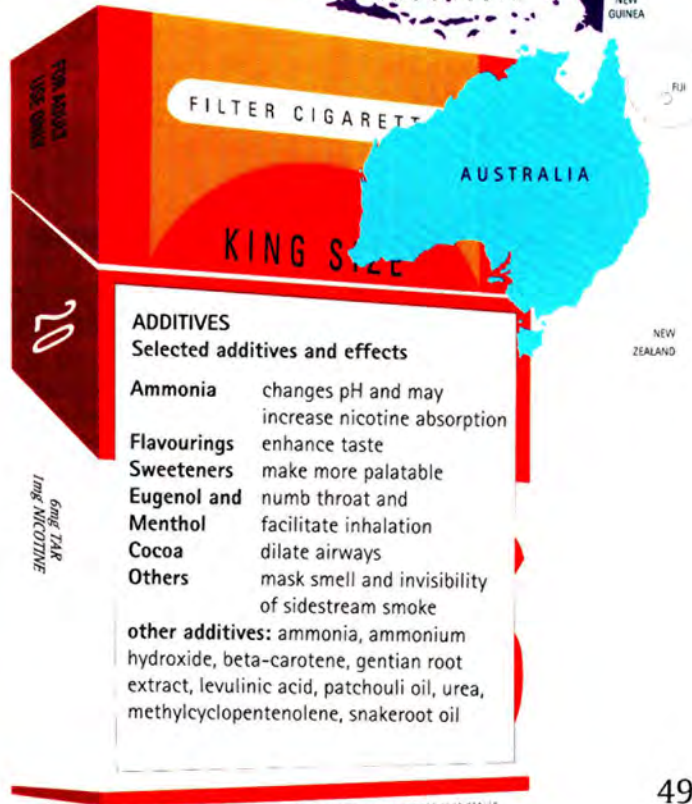
Because of the use of additives and other technologies, such as "fluffing" and the use of reconstituted tobacco, tobacco companies use less and less tobacco per cigarette.

Tobacco manufacturing workers

Number of workers
1999 or latest available data

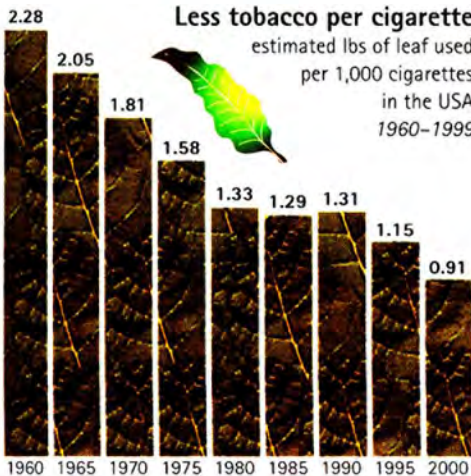


India:
6 million children,
ages 4 to 14,
work full time in
the bidi industry.



Less tobacco per cigarette

estimated lbs of leaf used per 1,000 cigarettes in the USA 1960–1999



Tobacco Companies

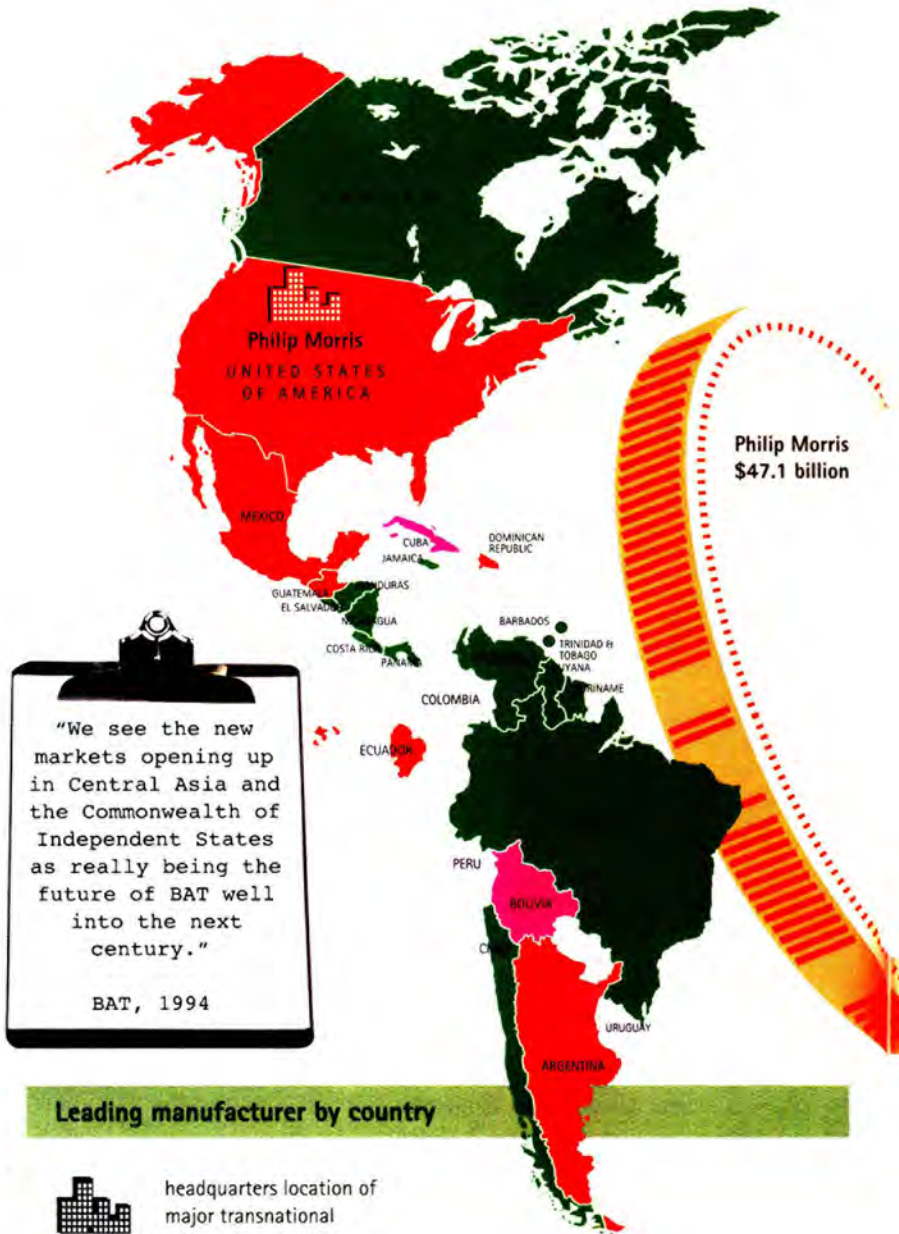
Philip Morris is the world's largest transnational tobacco company, whose Marlboro brand is the world leader. In 1999 the company had sales of over US\$47 billion. However, excluding the US domestic market, BAT sells the most cigarettes worldwide and has the largest network in the most countries.

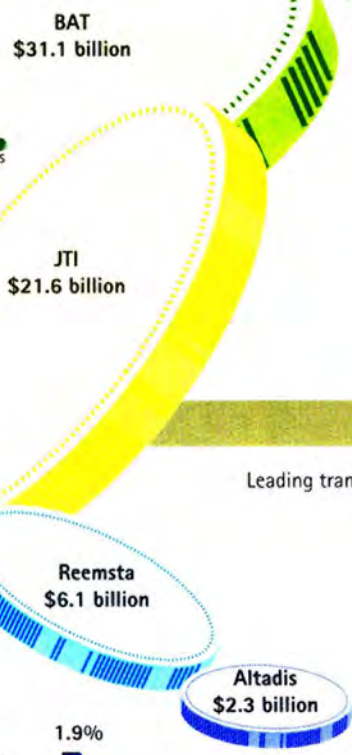
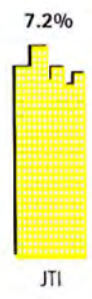
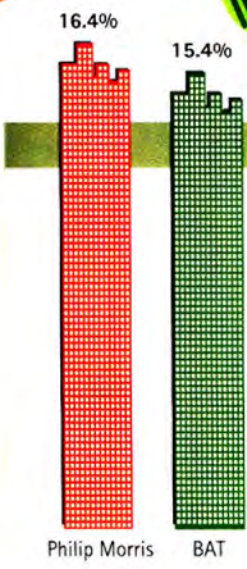
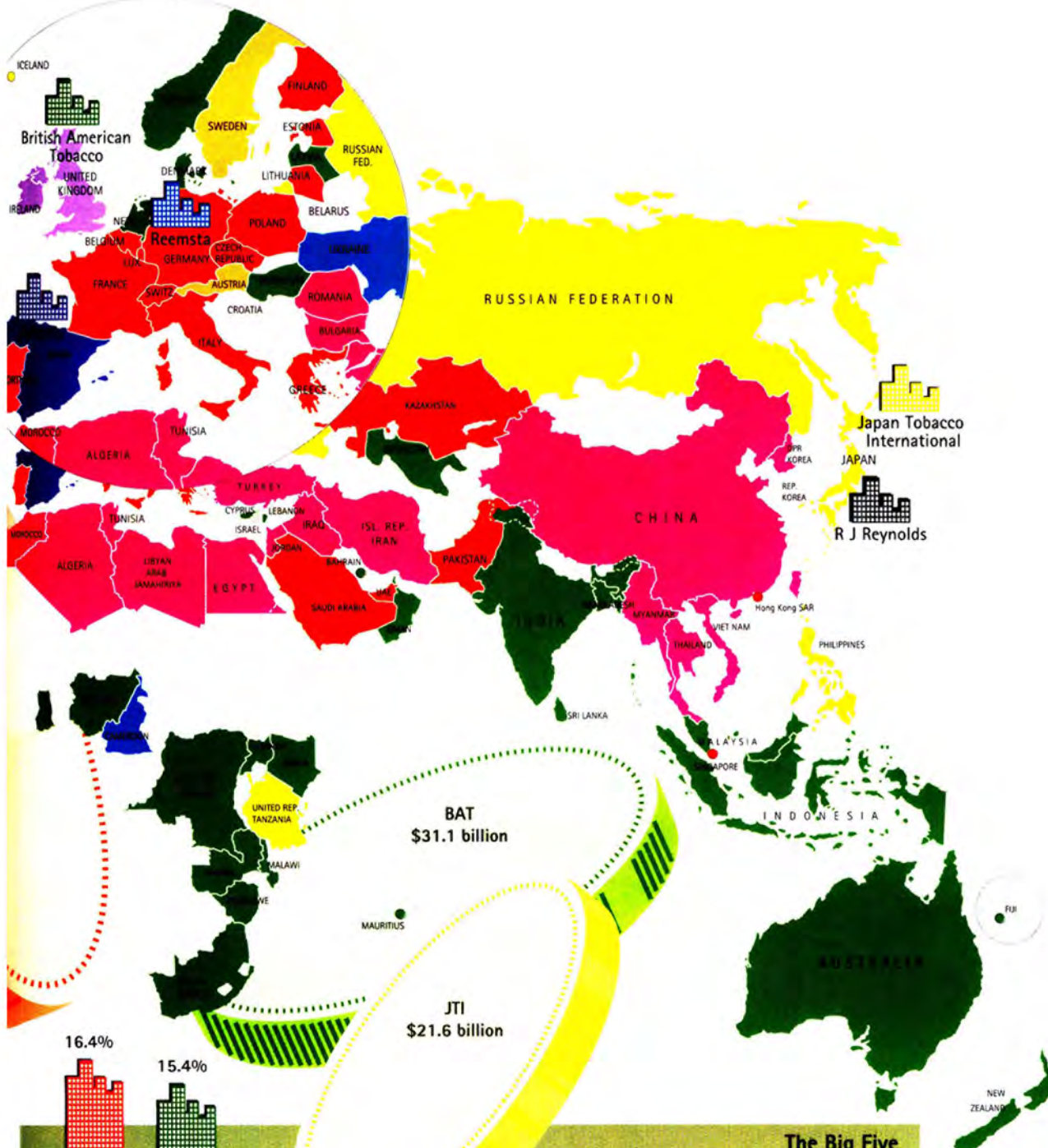
The tobacco industry is a mixture of some of the most powerful transnational commercial companies in the world. Tobacco companies, which frequently merge, own other huge industries and run an intricate variety of joint ventures.

State tobacco monopolies have been in decline since the 1980s. About 7,000 medium to large state-owned enterprises were privatised in the 1980s and a further 60,000 in the 1990s after the collapse of the former Soviet Union. From the late 1990s, the IMF has pressurised countries such as the Republic of Korea, the Republic of Moldova, Thailand and Turkey to privatise their state tobacco industry as a condition of loans.

The remaining monopolies represent a combined consumption of 2 billion cigarettes or 40 percent of the world's total cigarette consumption.

Since the early 1990s, the cigarette companies have massively increased their manufacturing capacity in developing countries and eastern Europe. Where once the rich countries exported "death and disease", increasingly these are manufactured locally.





The Big Five

Leading transnational tobacco companies 1999

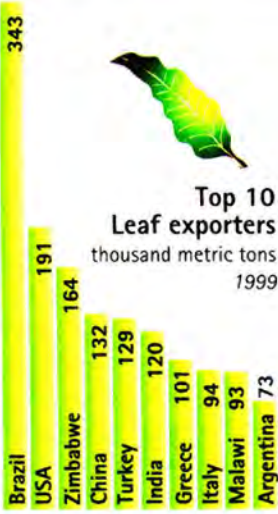


Tobacco Trade



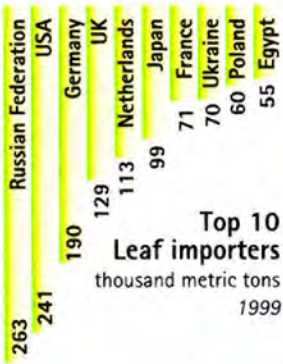
Top 10 Leaf exporters

thousand metric tons
1999



Top 10 Leaf importers

thousand metric tons
1999



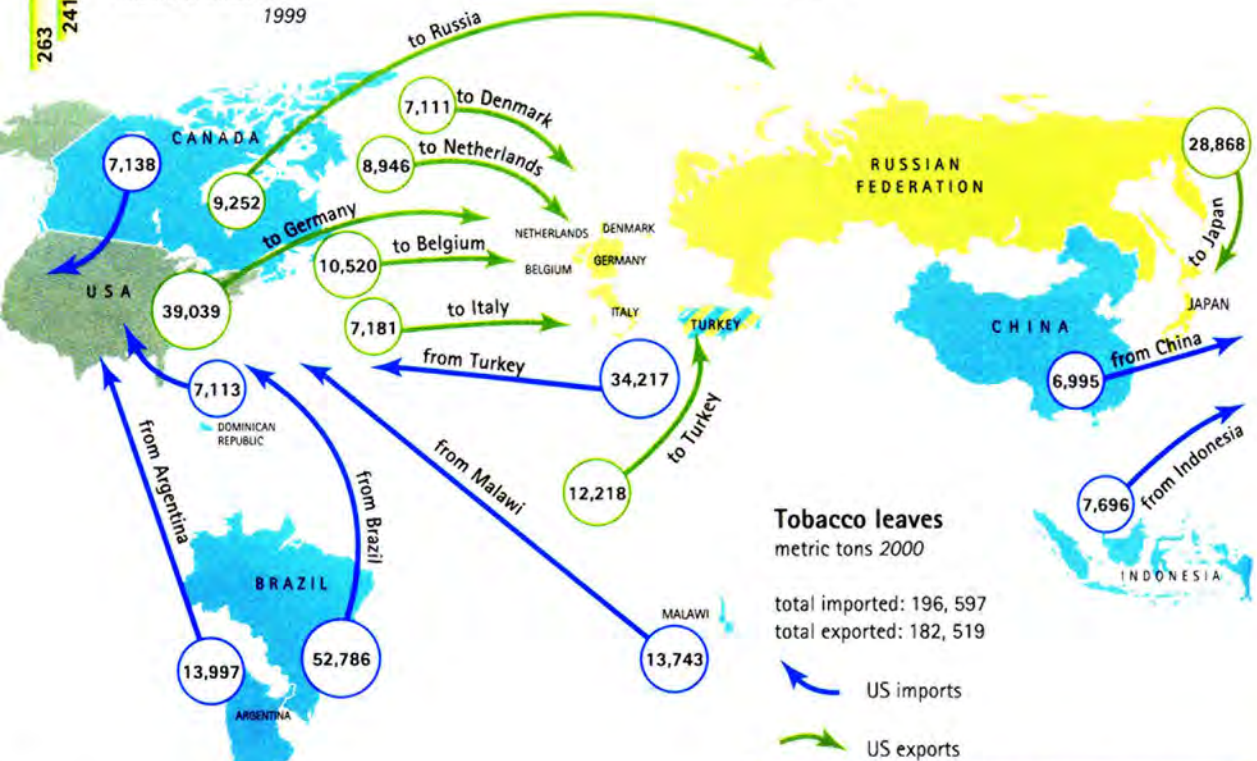
Tobacco trade is big business, for both the raw material (tobacco leaves) and the finished product (manufactured cigarettes).

Brazil is the largest exporter of tobacco leaf, and the Russian Federation and the USA are the largest importers. Some countries that grow tobacco, such as the USA, also import foreign tobacco as well as exporting their own tobacco leaves. Interestingly, the USA exports approximately the same amount of tobacco that it imports. Because US tobacco is popular globally, and tends to be more expensive than tobacco from other countries, the value of US tobacco leaf exports are about double that of the same quantity of imports.

Manufactured cigarettes are also traded globally. Again, the USA is the largest exporter of manufactured cigarettes, accounting for nearly 20 percent of the world total. Japan is the largest importer of cigarettes.

According to government reports, 846 billion cigarettes were exported, but only 619 billion were reported to be imported. Statistics such as these provide a sense of the size of the cigarette smuggling problem.

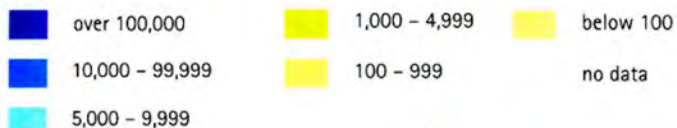
China is quietly emerging as a significant cigarette exporter, increasing from virtually no exports in 1980 to over 20 billion cigarettes exported in 2001, worth about US\$320 million. In 2005 the value of China's export trade in cigarettes is predicted to be US\$600 million.



US imports and exports

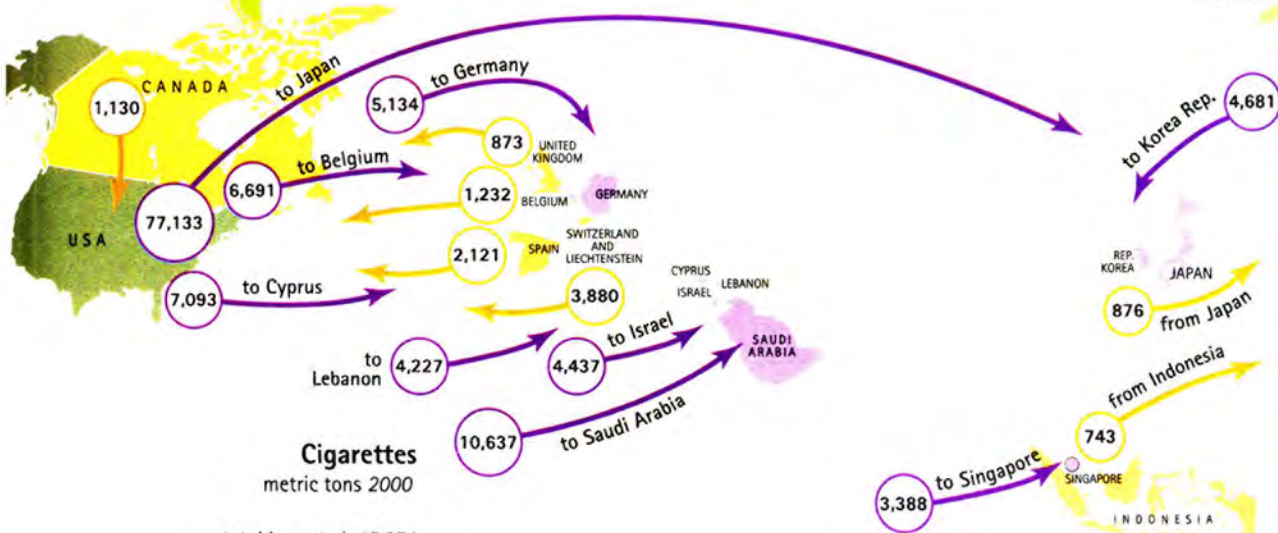
Cigarette exports

million of cigarettes 2000



Cigarette imports

Top 10 cigarette importing countries 2000 numbers of cigarettes



Cigarettes

metric tons 2000

total imported: 15,274
total exported: 148,533

 US imports
 US exports

Smuggling

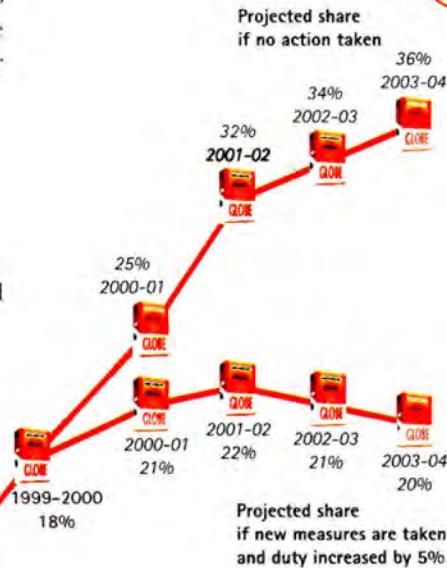
"...price is only one of many factors that influence smuggling rates. Other more important factors include: the tobacco industry's own role in facilitating smuggling; the lack of appropriate controls on tobacco products in international trade; and the existence of entrenched smuggling networks, unlicensed distribution, lax anti-smuggling laws, weak enforcement and official corruption." WHO, 2000

Between 300 and 400 billion cigarettes were smuggled in 1995, equal to about one third of all the legally imported cigarettes.

Cigarettes are the world's most widely smuggled legal consumer product. They are smuggled across almost every national border by constantly changing routes.

Cigarette smuggling causes immeasurable harm. International brands become affordable to low-income consumers and to image-conscious young people in developing countries. Illegal cigarettes evade legal restrictions and health regulations, and while the tobacco companies reap their profits, governments lose tax revenue.

Some governments are now suing tobacco companies for revenue lost due to smuggling activities allegedly condoned by the companies. Measures needed to control smuggling should include monitoring cigarette routes, using technologically sophisticated tax-paid markings on tobacco products, printing unique serial numbers on all packages of tobacco products, and increasing penalties.



Tackling tobacco smuggling

Cigarettes smuggled into the UK as percentage of market share 1996 - 2004 projected

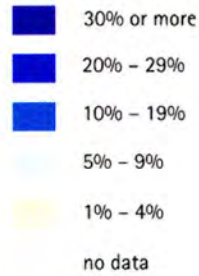
Lost revenue

Tax revenue lost for each lorry load smuggled into the European Union US\$ 1997

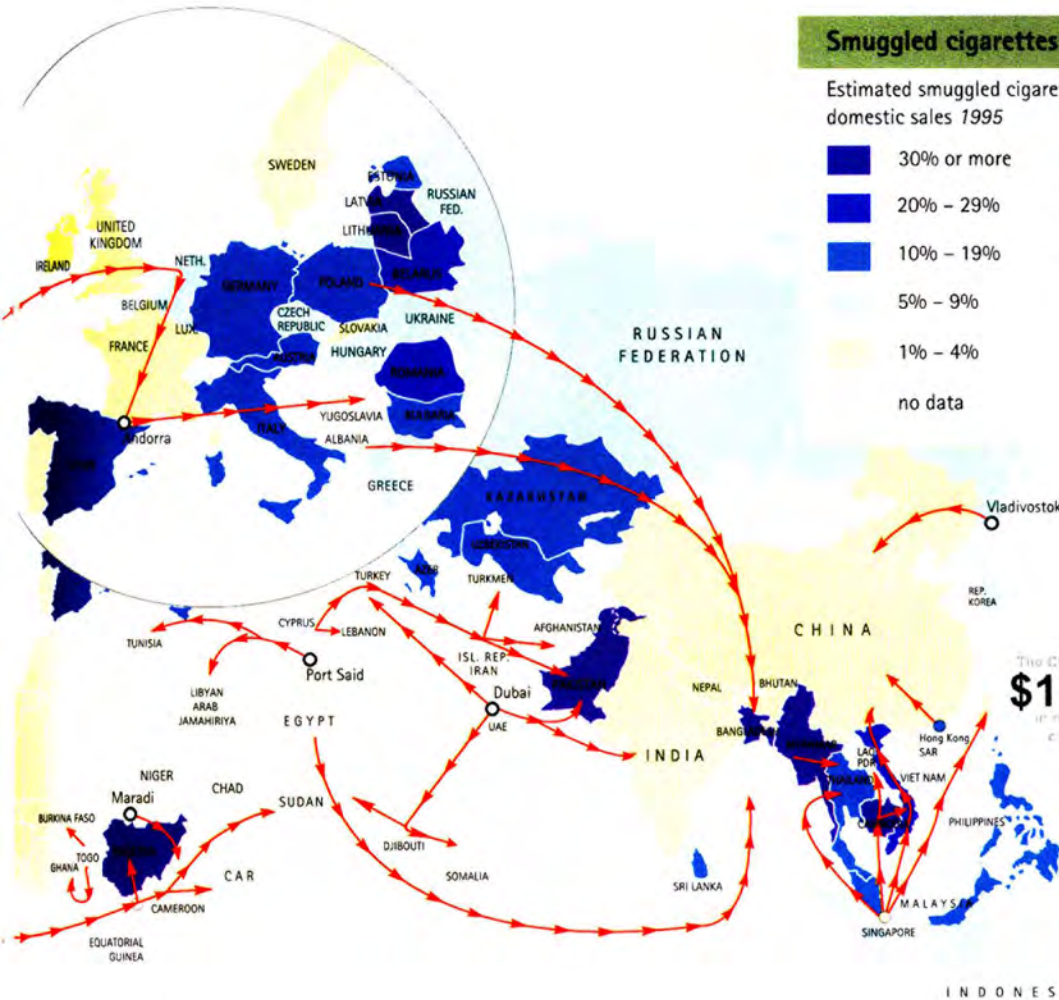


Smuggled cigarettes

Estimated smuggled cigarettes as percentage of domestic sales 1995



→→→
recent or current
smuggling routes
where known



The Chinese government loses
\$1.8 billion
in revenue each year from
cigarette smuggling

"...transit...is essentially the illegal import of brands...upon which no duty has been paid."
BAT, 1989

Global smuggling

Numbers of smuggled cigarettes 1993
6% of world cigarette sales are smuggled



For every
20
cigarettes
sold
1
is smuggled

Meat / butter
\$54,000



Alcohol
\$480,000



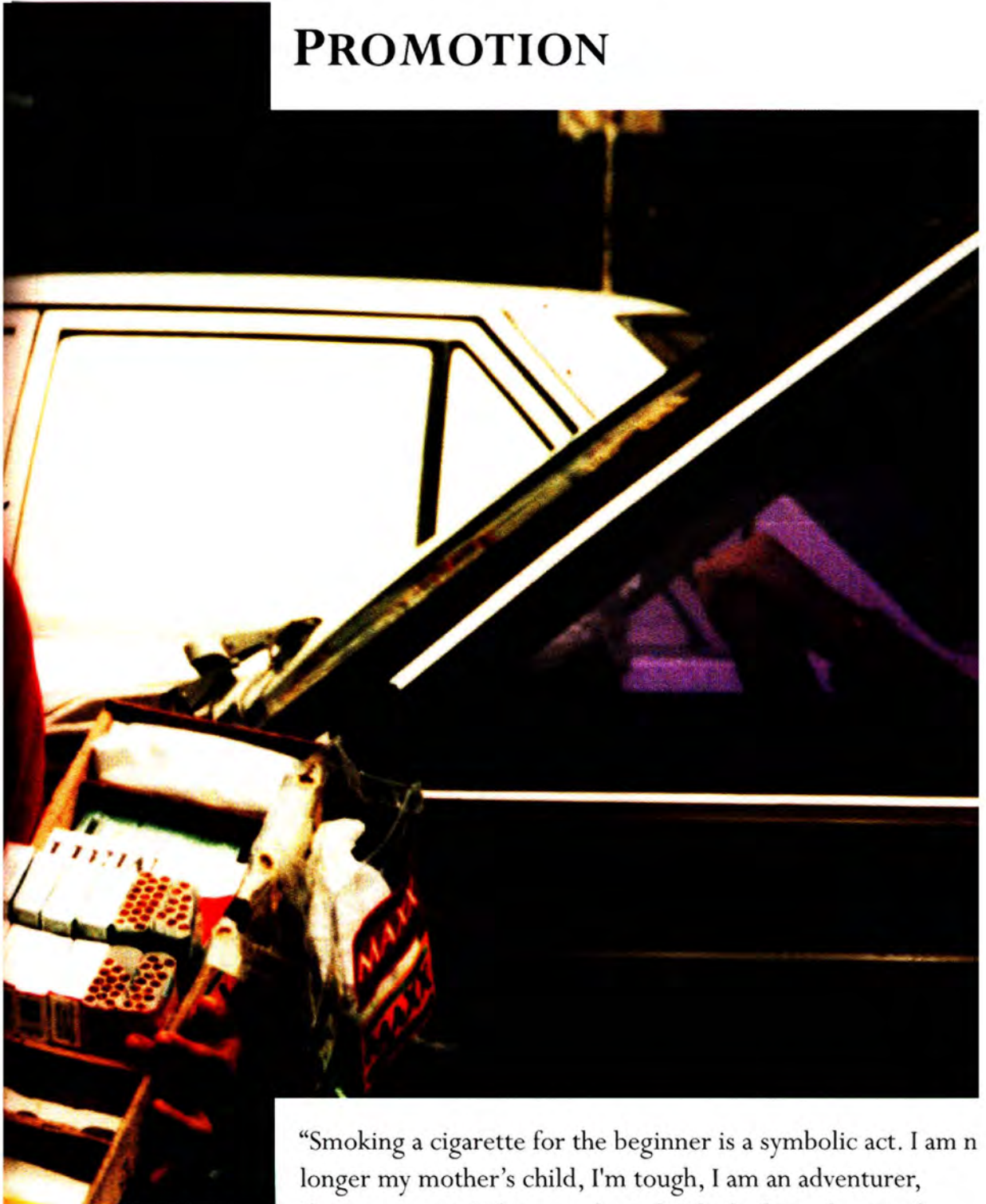
Cigarettes
\$1,200,000





LEVI'S
SINCE 1853
QUALITY ATTITUDE

PROMOTION



Tom Osdene,
“Why one smokes”,
quoted in *How Do You Sell Death*,
Campaign for Tobacco Free Kids,
Washington DC, 2001

“Smoking a cigarette for the beginner is a symbolic act. I am no longer my mother’s child, I’m tough, I am an adventurer, I’m not square. Whatever the individual talent, the act of smoking remains a symbolic declaration of personal identity.. As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit.”

Cigarettes are possibly the most marketed product in the world. While there is no reliable estimate of global cigarette marketing expenditures, it is clearly in the tens of billions of US dollars a year.

In the USA alone over \$10 billion is spent a year on marketing cigarettes, and this at a time when advertising is prohibited on television and radio, when there are limitations on certain types of outdoor advertising and sponsorship, and when cigarette sales are falling. Annual marketing expenditure is over \$200 per smoker, and over 46 cents for every pack sold. Promotional allowances, that is payments made to retailers to facilitate sales, account for 41 percent of the total expenditure on cigarette marketing.

Cigarette marketing is bolder and more aggressive in developing countries than it is in the developed world. Cigarette advertising on television and radio is common, and a variety of other venues are exploited. These include sports, arts, pop, fashion and street events, adventure tours, contests, give-aways and the internet.

There are also the hidden advertisements such as the placement of cigarette smoking and tobacco products in films. In addition there is sponsorship of universities, good-will donations for community events, and advertising of other goods and products bearing the cigarette name. Such marketing is seen throughout both the developed and the developing world.

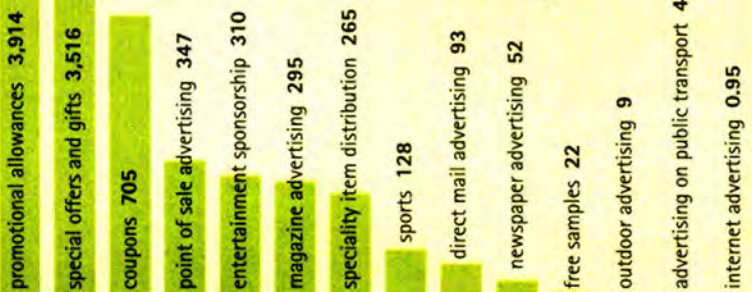


"Sponsorship is a form of advertising which enables us to introduce glamour and excitement."

Michael Whitbread,
Gallaher
International,
Hong Kong, 1986

How the marketing dollar is spent in the USA

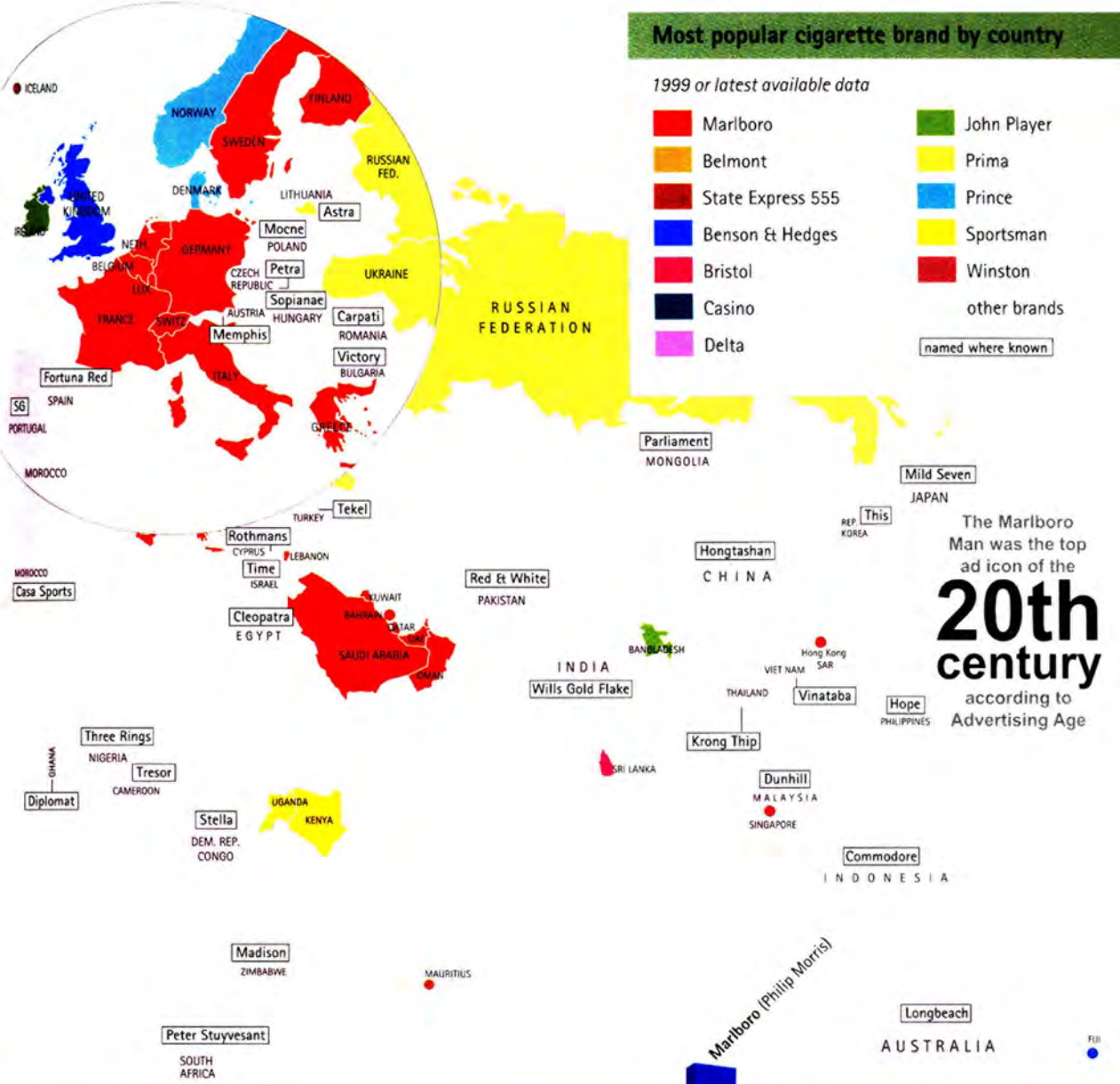
2000
US\$ million



Most popular cigarette brand by country

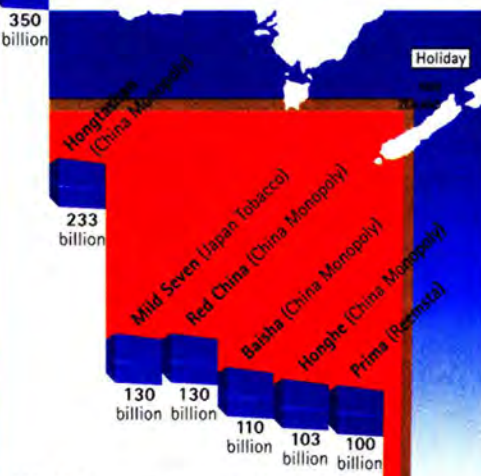
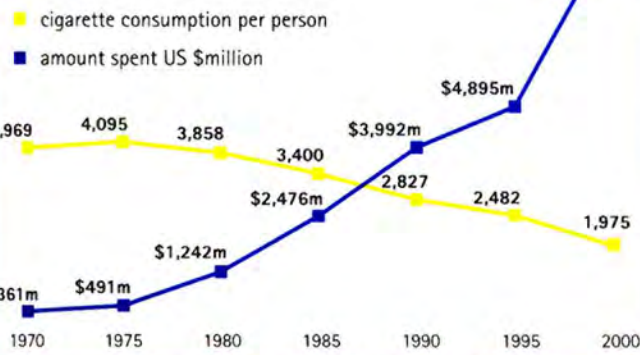
1999 or latest available data

- Marlboro
- John Player
- Belmont
- Prima
- State Express 555
- Prince
- Benson & Hedges
- Sportsman
- Bristol
- Winston
- Casino
- other brands
- Delta
- named where known



The Marlboro Man was the top ad icon of the **20th century** according to Advertising Age

Changes in cigarette marketing expenditure in the USA 1970-99



World's most popular brands 1999

"The ideal product to sell online would be easy to pack and ship, be much cheaper than what's charged at the retail counter, and be craved by tens of millions of people every day. Cigarettes, the internet was made for you." David Streitfeld, *Washington Post*, 2000

Cigarette vendors are very easy to locate online by the simplest search mechanisms.

This mode of purchase translates into global penetration of tobacco products, unprecedented access of cigarettes to minors, cheap cigarettes through tax avoidance and smuggling, and unfettered advertising, marketing and promotion.

It is often impossible to identify the country of origin of such vendors. The majority appear to be in Europe and the USA, but countries as varied as Cyprus and Panama also offer internet sales. Strangely, some vendors take credit card details from prospective purchasers but then neither charge nor dispatch any cigarettes.

The internet is also used by tobacco interests to undertake sophisticated public relations, to denigrate pro-health organisations and individuals, to undermine the science of tobacco, and to attack tobacco control legislation (see map 20). Legislation has not yet caught up with this new threat to health.

Sales of cigarettes and other forms of tobacco over the internet started in earnest in the mid-1990s, and are predicted to rise in future.

WHERE ARE THE GOODS?

Test ordering from **12** websites which claim to offer low price cigarettes to the UK market 2001

- 3** sites sent cigarettes
- 1** site charged but did not send cigarettes
- 8** sites took no money and sent no cigarettes

Prices quoted for 200 cigarettes

£10 - £27

Retail price in UK

£38.60

Price in UK if intercepted by Customs

£38.15

"Most sites offering cheap cigarettes are a rip off. All cigarettes bought via the Internet must bear UK taxes. There are no allowances or loopholes. Cigarettes bought from sites that do not arrange payment of UK taxes are liable to forfeiture. In the last year Customs have destroyed over 10 million such cigarettes."

"Philip Morris admits being behind Wavesnet website, an internet company set up to run fashion parades and rave parties where cigarettes are sold at a discount."

Australian Associated Press, 2000

HM Customs and Excise, UK 2000



INTERNET CIGARETTE SEARCH Google, 2002

Search term	Results found
<i>discount cigarette</i>	9,070
<i>cheap cigarette</i>	5,510
<i>tax free cigarette</i>	1,540
<i>mail order cigarette</i>	374

INTERNET CIGARETTE VENDORS, USA 2000

internet cigarette vendor sites	88
sites with Surgeon-General's warning	24%
sites selling bidis	8%
sites with special promotions	33%
sites with age warning	81%
types of age verification required:	
customer self-reporting they are over 18	49%
typing in a birth date	15%
entering driving license information	9%
US teenagers with internet access	over 50%

"Wow!!!!!!!!!!!!!!!"

What a great website for cigs. I can't believe I have been looking all over the web for cheap cigs and here you were all the time.....with a complete list of companies. Thanks a lot!"

User comment posted on discount cigarette site, 2002

The tobacco industry spends millions of dollars trying to influence public policy. It makes major contributions to elected officials and political parties, payments to governments to support infrastructure such as mass transit and large investments in sophisticated public relations campaigns. The industry also gives money to civic, educational and charitable organisations and a host of others.

Since 1995 US tobacco companies have donated more than \$32 million in political contributions to state and federal candidates and political parties in the USA, with over 80 percent of this paid to influence federal elections and officeholders. From 1995 to 2000 current members of

the US Congress have received over \$5 million in contributions from tobacco companies, and nearly six out of ten have accepted tobacco money.

The tobacco industry sought to delay, and eventually defeat, the EC directive on tobacco advertising and sponsorship by seeking the aid of figures at the highest levels of European politics while at times attempting to conceal the industry's role. Parliamentarians in Europe have accepted money and even senior positions in tobacco companies.

Tobacco companies also attempt to influence the political process, by subsidising the air travel of candidates and their staff, funding political conventions and inaugurations, and hosting

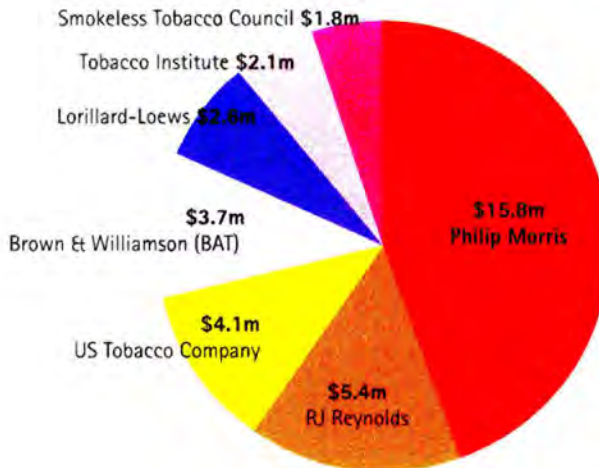
fundraisers. As well as campaign contributions, tobacco companies conduct direct lobbying and sophisticated public relations campaigns, including paid media, to influence the opinions of political decision-makers.

Comprehensive tobacco legislation was defeated in the US Senate in 1998. Those who voted against the legislation had received on average, nearly four times as much money from the tobacco industry in the two years before their last election, as those who voted in favour of the bill.

Buying influence and favours through political contributions is common practice; however, most countries do not require mandatory reporting.

Buying influence

Expenditure on lobbying by
US tobacco companies
USA 1997



"Unless countervailing steps are taken (such as lobbying), public decision-making will march with public opinion."
RJ Reynolds, 1978

"What are we trying to accomplish? Prevent further deterioration of overall social, legislative and regulatory climate, and ultimately, actually improve the climate for the marketing and use of tobacco products."
Philip Morris, 1990

"Small shopkeepers were enlisted to write protests to members of Parliament; the letters 'some with deliberate typographical errors to create the aura of authenticity,' were prepared by the (tobacco) industry for the shopkeepers."

Philip Morris, 1990

"We have got the unions to support industry in several countries. Prominent have been the efforts they have made on the tax issues in the UK where they were very involved in a letter writing campaign to Members of Parliament."

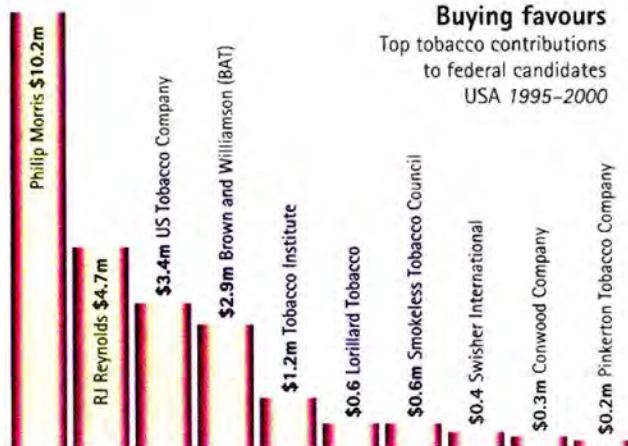
Philip Morris, 1985

"Philip Morris and the industry are positively impacting the government decisions of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE through the creative use of market specific studies, position papers, well briefed distributors who lobby, media owners and consultants..."

Philip Morris, 1987

"Turning now to primary and passive smoking...To get more favorable press, we are contemplating organizing another journalists' conference similar to the one we put together in Madrid for Latin American journalists in 1984."

Philip Morris, 1985



"The International Tobacco Growers Association could 'front' for our third world lobby activities at WHO, and gain support from nations hostile to multinational corporations..."

INFOTAB,
(tobacco industry pressure group), 1988

Smokers' Rights Organisations

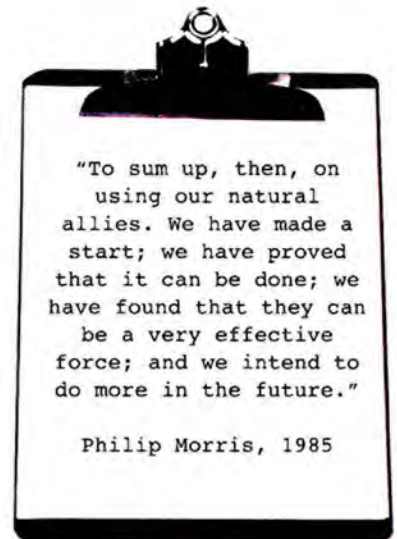


The tobacco industry has long appreciated the importance and difficulty of mobilising smokers to speak out on behalf of smokers' rights. Consequently the tobacco companies have investigated ways that they could "stimulate" the development of groups of smokers, so as to have the support, or at least the appearance of support from smokers and other "natural or third party allies".

There are fewer than two dozen smokers' rights organisations in the world, and all are in the developed world. The tobacco industry documents illustrate that while many of these organisations purport to be independent of the tobacco industry, at least some are dependent on tobacco

company funding. In a 1988 document, the head of Philip Morris said, "Should we strive to set up FOREST type organisations throughout our regions?"

At the request of Philip Morris the public relations firm of Burson-Marsteller formed the National Smokers Alliance, a smokers rights group, in 1993. Philip Morris initially provided the National Smokers Alliance with \$4 million in seed funding. Documents show that Philip Morris formed similar groups throughout Europe. These "grassroots" groups, with their facades of "independence" from the industry, allowed them to do and say things publicly that tobacco companies could not.



Smokers' Rights Organisations

2002 where known

FOREST: Freedom Organisation for the Right to Enjoy Smoking Tobacco

FORCES: Fight Ordinances Et Restrictions to Control Et Eliminate Smoking



"First we must work harder at getting smokers to help the industry. If we are to have any success at changing the climate of opinion, we have to get the smokers more on our side, or at least enough of them to start to make a difference."

Philip Morris, 1985

"We try to keep Philip Morris out of media issues like taxation, smoking bans and marketing restrictions. Instead, we try to provide the media with statements in support of our positions from third party sources, which carry more credibility than our company and have no apparent vested interest."

Philip Morris, 1993

"Smokers are not a constituency that can be easily rallied. They are defensive, often self-deprecating, somewhat shamed. May see themselves engaged in a habit they wish they could quit. They are a passive group. Expressing very little anger or resentment. There is no sign among them of any significant determination to assert their rights as smokers."

RJ Reynolds, 1978

"In Australia too, through FOREST, we have awakened the public in the tax area, with carefully orchestrated campaigns."

Philip Morris, 1985



New Zealand
• FORCES
New Zealand
• Smokers of the World Unite

NEW ZEALAND

"On May 12, 1994, an unsolicited box of what appeared to be tobacco company documents was delivered to Professor Stanton Glantz...The documents in the box dated from the early 1950's to the early 1980's. They consisted primarily of confidential internal memoranda related to B&W and BAT. Many of the documents contained internal discussions of the tobacco industry's public relations and legal strategies over the years, and they were often labelled "confidential" or 'privileged.' The return address on the box was simply 'Mr Butts'."

So starts *The Cigarette Papers*, the first report chronicling the release of previously secret tobacco industry documents. Public release of these documents clearly illustrated their power in exposing tobacco industry corporate behaviour, and they profoundly influenced public opinion.

Following the release of the BAT documents and as a result of litigation and legal settlement agreements in the USA, documents introduced through legal discovery have had to be made publicly available by the tobacco industry in physical depositories in Minneapolis, USA and Guildford, UK.

As a result of the 1998 Master Settlement Agreement between 46 states and the tobacco industry, the documents of the Minnesota Depository are to be duplicated online via searchable websites maintained by each of the companies.

"Our work in Senegal resulted in a new advertising decree which reversed a total advertising ban."

Philip Morris, 1986

"Work to develop a system by which Philip Morris can measure trends on the issue of Smoking and Islam. Identify Islamic religious leader who oppose interpretations of the Quran which would ban the use of tobacco and encourage support for these leaders."

Philip Morris, 1987

"A law prohibiting tobacco advertising was passed in Ecuador but, after a mobilization of journalists from throughout Latin America and numerous international organizations, it was vetoed by the President."

Philip Morris, 1986

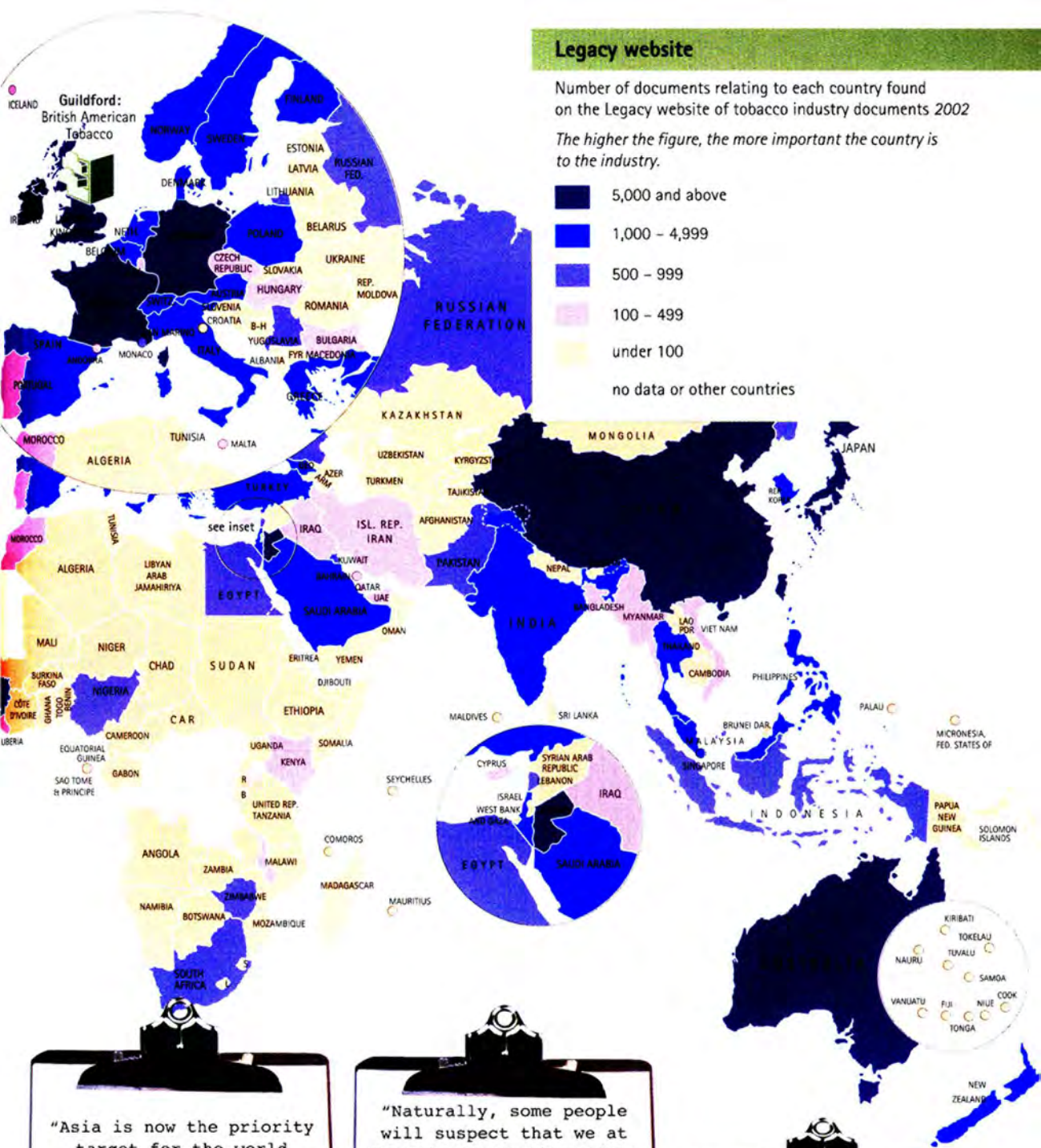
40
million
pages
of once secret
internal tobacco
industry
documents are
now in the public
domain



Legacy website

Number of documents relating to each country found on the Legacy website of tobacco industry documents 2002

The higher the figure, the more important the country is to the industry.



"Asia is now the priority target for the world anti-tobacco movement. We should remember that as U.S. cigarette exports to Asia account for close to 70% of our volume and 97% of our profits... The implications for our business...should this league be successful, are significant."

Philip Morris, 1989

"Naturally, some people will suspect that we at the Tobacco Institute have spent so long fighting the cigarette controversy that we have become a little paranoid. But let me assure you that paranoia is justified. They are out there; they are out to get us."

Tobacco Institute, USA, 1979

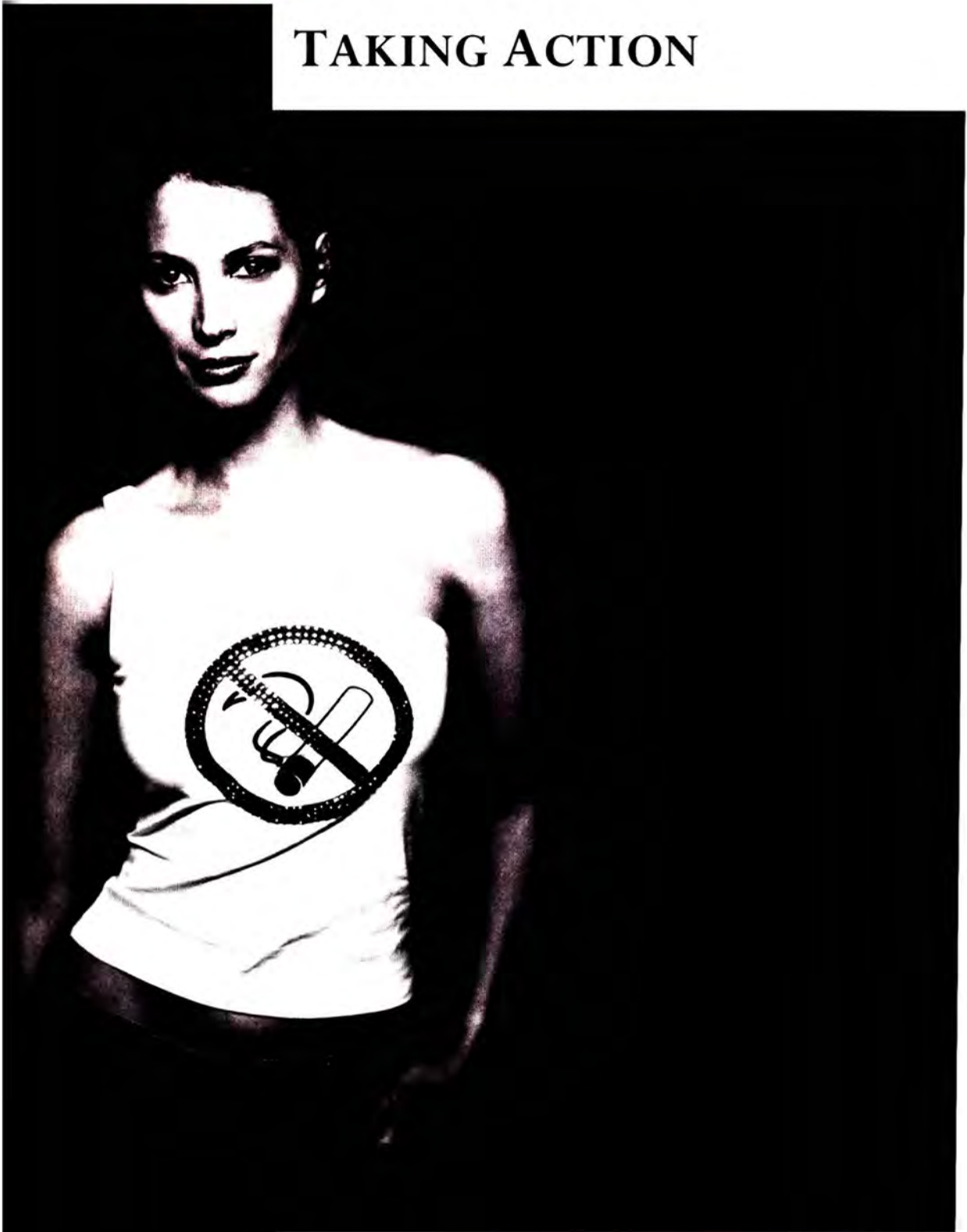
"document retention policy."

BAT's description of the policy under which thousands of incriminating documents were destroyed.

Australia, 2002

ต้นฉบับไม่มีหน้านี้

TAKING ACTION



“One never notices what has been done; one can only see what remains to be done.”

Marie Curie (1867-1934)

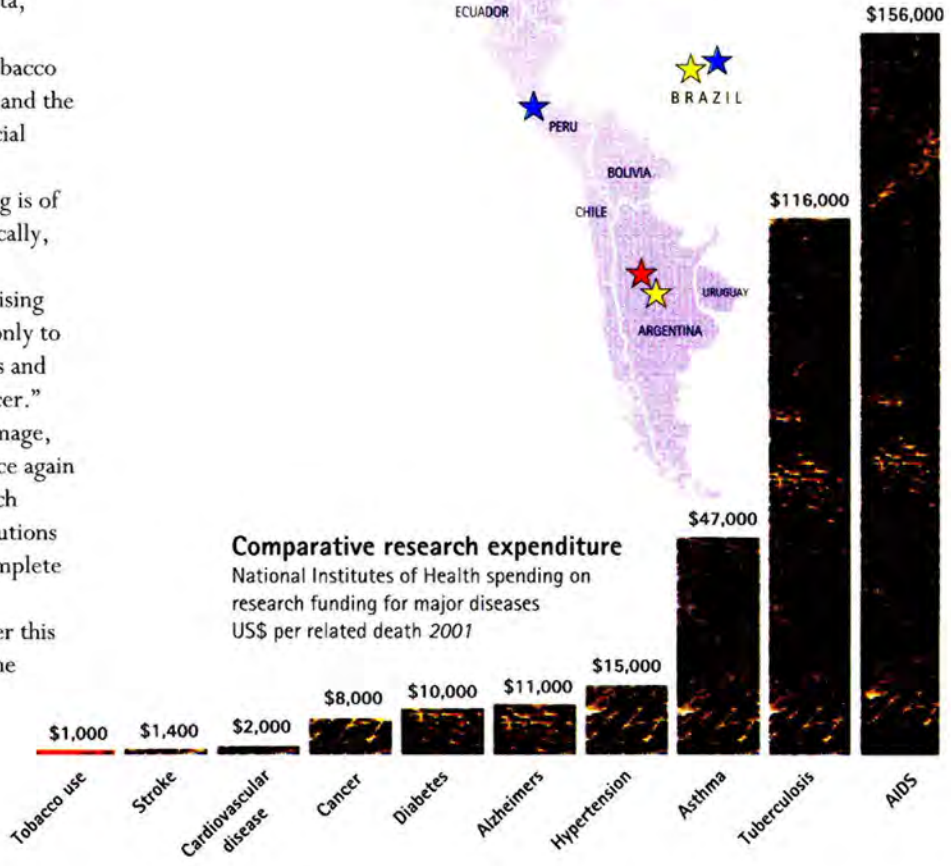
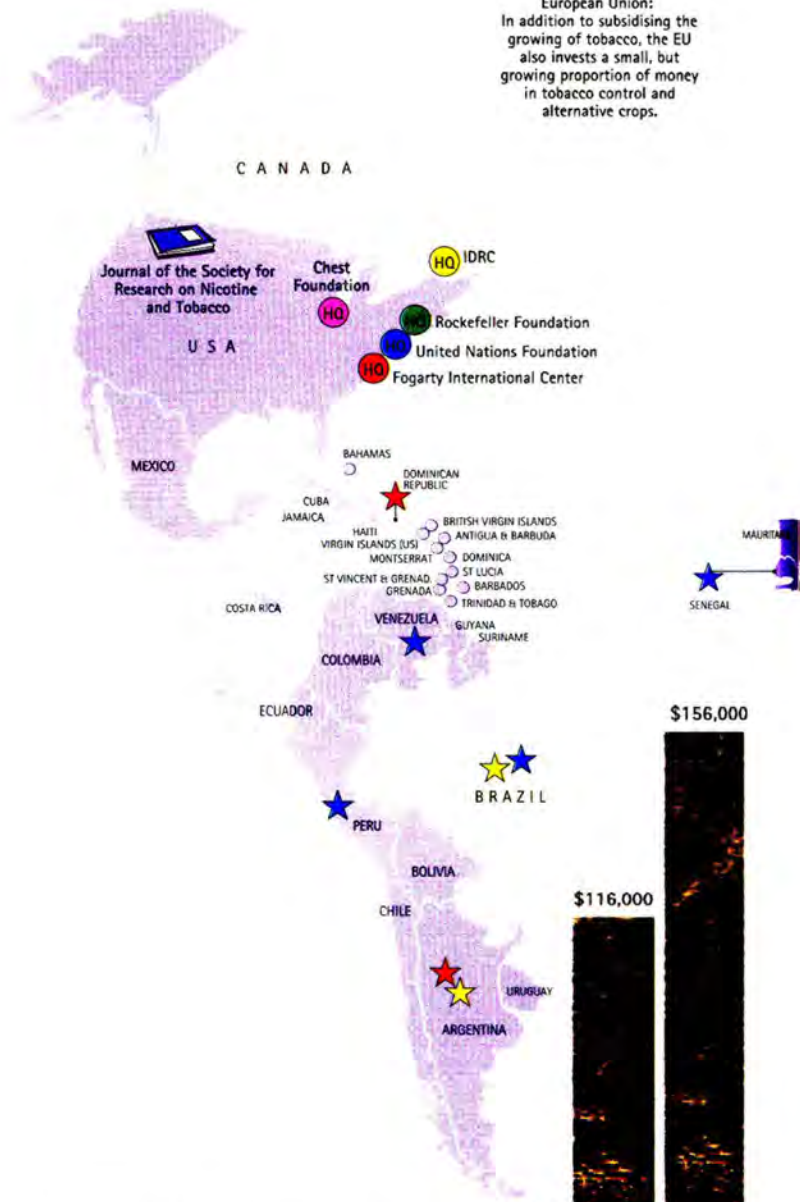
Basic scientific epidemiological research over the last 50 years has proved the harmfulness of tobacco.

Reducing tobacco use requires knowing what works, and applying this information systematically. Building the scientific base is a prerequisite for progress. In developed countries, there has been no shortage of data on tobacco use. Thanks in part to investments by international development agencies and foundations, tobacco control research in the developing world is also beginning to flourish.

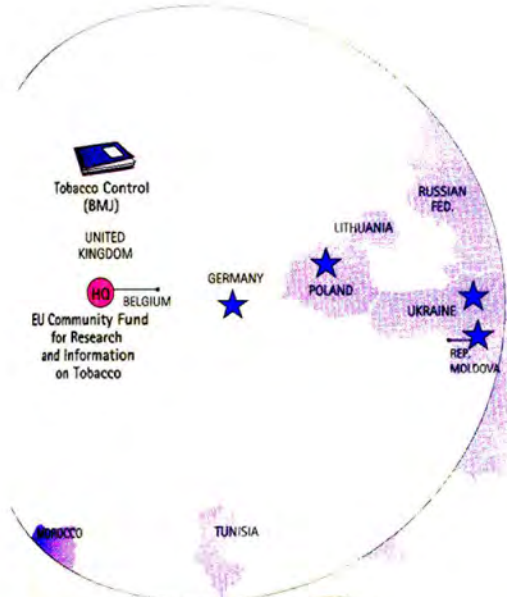
While increased funding is important, barriers continue to exist. A recent report highlighted recurring research themes for developing countries, including the lack of standardised data, absence of a network for communication, lack of tobacco control research capacity, and the need for human and financial resources.

The source of the funding is of equal importance. Historically, tobacco companies have sponsored research, promising complete independence, only to bury unfavourable findings and delete words such as "cancer." To improve their public image, tobacco companies are once again offering substantial research funding to academic institutions worldwide, promising complete independence. Academic researchers should consider this option cautiously, given the history of misuse of scientific findings.

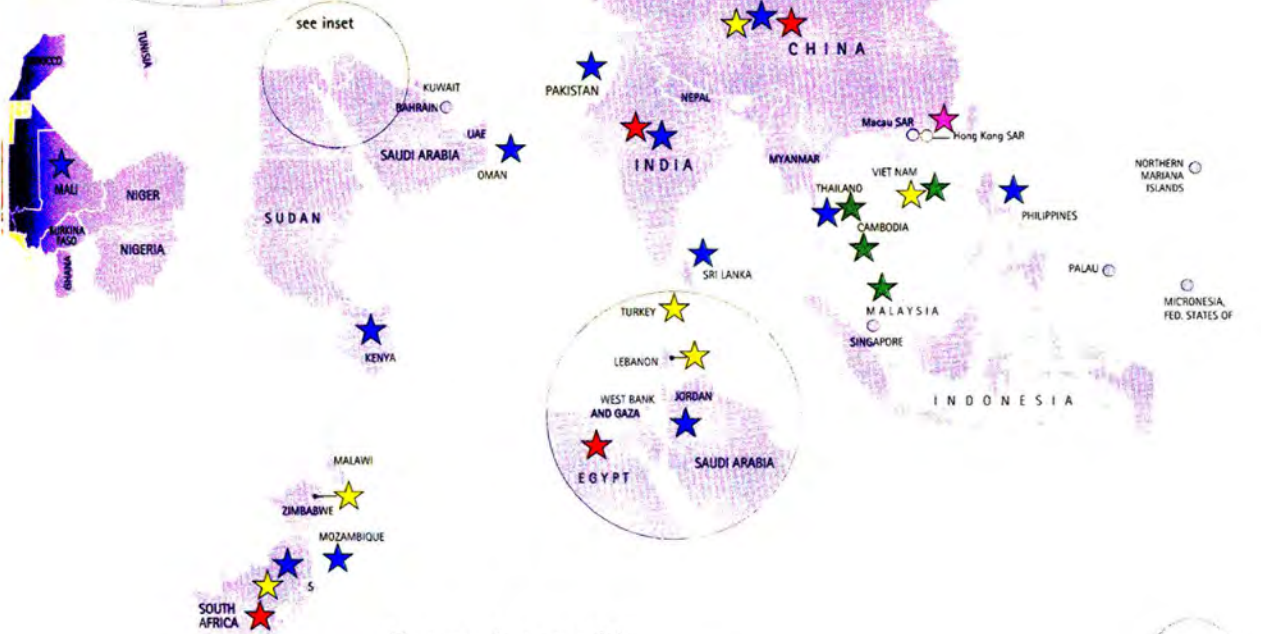
European Union: In addition to subsidising the growing of tobacco, the EU also invests a small, but growing proportion of money in tobacco control and alternative crops.



Tobacco control research projects



- completed Global Youth Tobacco Surveys (GYTS) nationally or in at least one site 2002
- Current foundation grant recipients *selected countries*
 - International Development Research Centre – Research for International Tobacco Control
 - United Nations Foundation
 - Rockefeller Foundation
 - Fogarty International Center
 - other foundations
- journals devoted to tobacco control



How much research?

Number of times keywords found in search of 45,000 medical research papers April 2002

Alcohol 437,672

Diabetes 176,783

Stem cell 108,242

AIDS 106,704

Smoking 84,303

Parasites 75,837

Narcotics 57,150

Cocaine 18,268

Cancer 1,401,520



Tobacco Control Organisations

"To be sure of victory the wise in warfare see to it that they first have a strong moral cause and that the army is well disciplined."

General Sun Tzu, *The Art of War: A Treatise on Chinese Military Science*, c.500BC

"Tobacco is a killer. We need a broad alliance against tobacco, calling on a wide range of partners to halt the relentless increase in global tobacco consumption."

Dr Gro Harlem Brundtland,
Director General, WHO, 1998

The tobacco control network is committed and far-reaching. The World Health Organization's Tobacco Free Initiative (TFI) is conducted from headquarters in Geneva and the regional and national offices around the world. There is now a WHO Focal Point on Tobacco or Health in all countries, and the TFI is supported by a number of other international agencies such as Unicef, the World Bank, IARC and the UN Foundation.

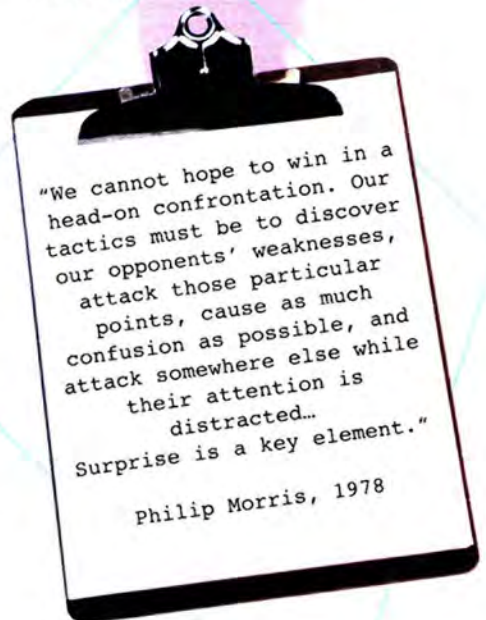
The non-governmental organisations (NGOs) highlighted on this map are those whose remit is 100 percent tobacco-related. There are dozens more international NGOs which address tobacco control as part of their activities, ranging from the World Medical Association to Consumers International. Academia is also a valuable partner, as many universities carry out research and promote policy initiatives in tobacco control.

There are also many national tobacco control organisations whose impact is not restricted to that country but also felt worldwide. These include ASH in the UK, ThaiHealth in Thailand, and the Campaign for Tobacco Free Kids in the USA. In addition, many national NGOs work part

time on tobacco issues.

Numerous other partners include organisations involved with women, youth, environment, law, economics, human rights, religion and development.

Most tobacco control organisations are seriously underfunded given the scope of the tobacco epidemic. The better financed, such as ThaiHealth, are funded by a percentage of tobacco tax.



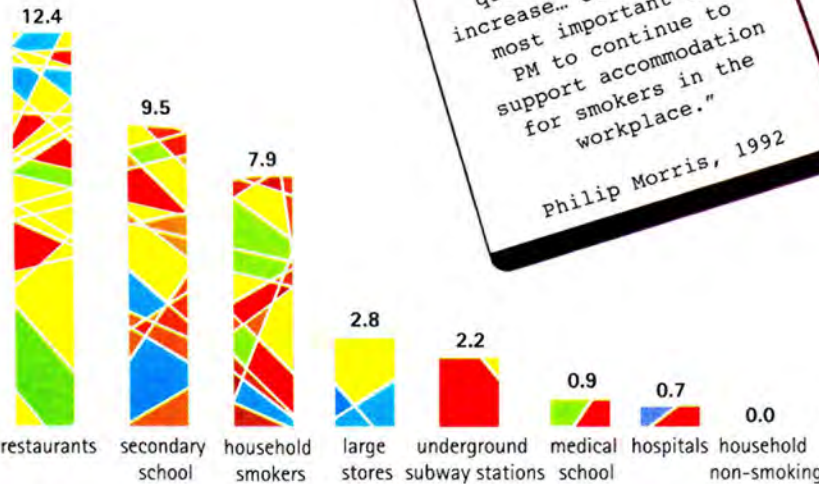
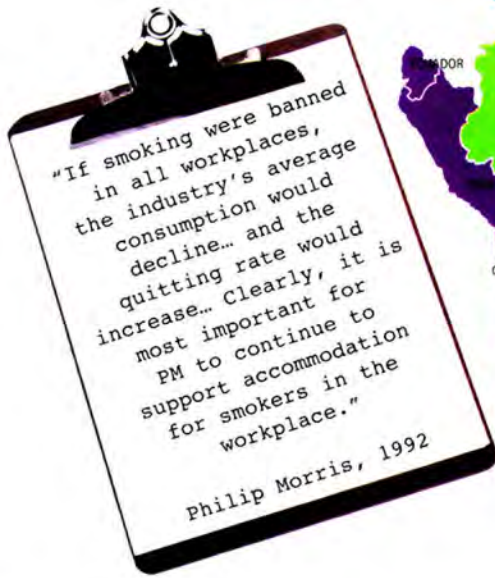
Legislation: Smoke-free Areas

Banning smoking in public places is a sound public health measure to protect the health of non-smokers.

The issue of workplace bans is primarily one of labour legislation to protect the health of workers, who are exposed to passive smoking for long periods during their work shifts, whether this be in public or office buildings, restaurants or public transport.

Workplace smoking bans are effective in reducing exposure to passive smoking. Smokers who are employed in workplaces with smoking bans are likely to consume fewer cigarettes per day, are more likely to consider quitting, and quit at a greater rate, than smokers employed in workplaces with no or weaker policies.

A total ban works better than a partial ban. Most airlines are now smoke-free and the global trend is towards a safer, cleaner indoor environment in the home and in public and work places.



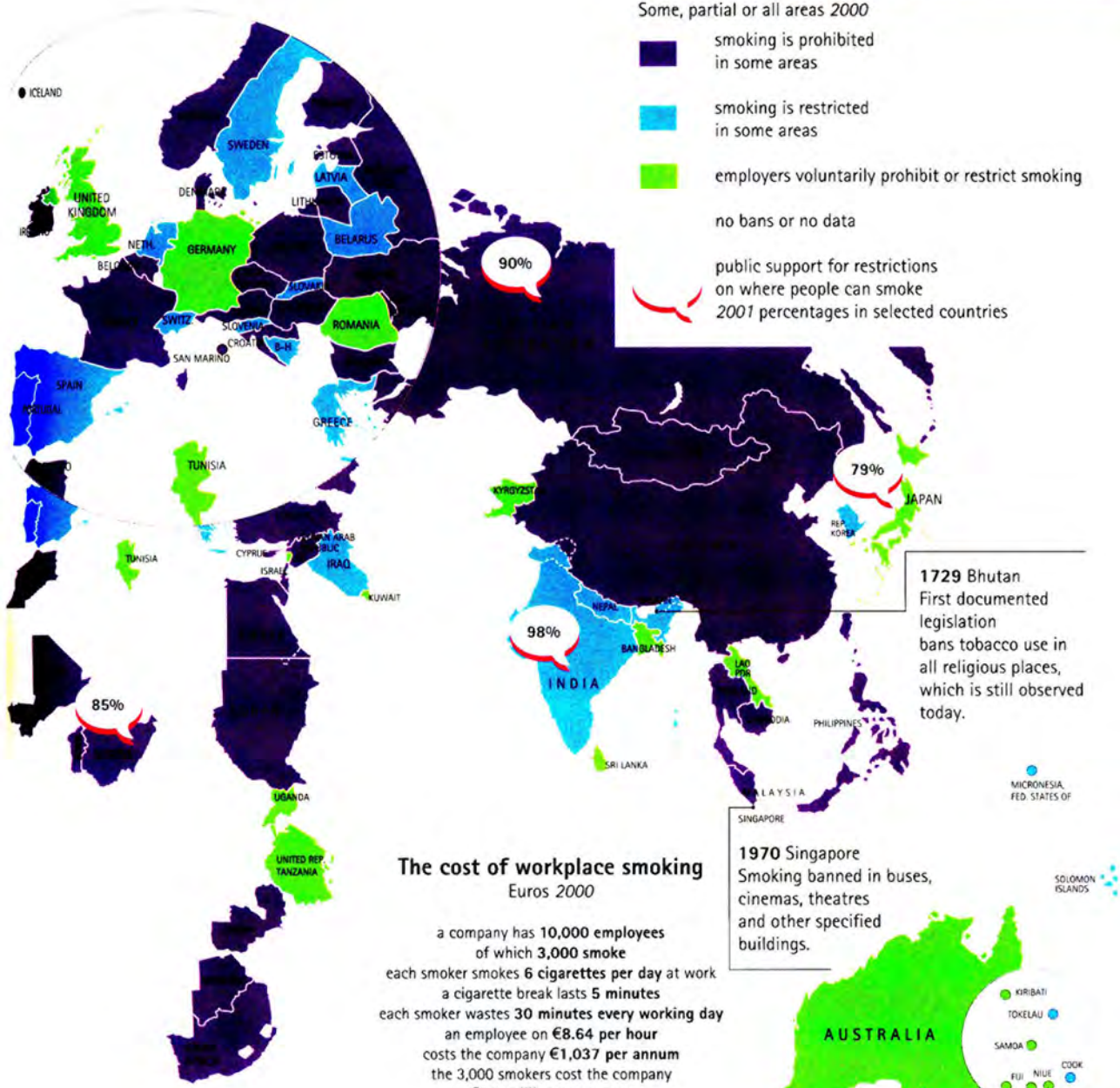
Polluted spaces
Nicotine concentration in public places
Barcelona, Spain 2000
micrograms per cubic metre



Smoke-free areas at work

Some, partial or all areas 2000

-  smoking is prohibited in some areas
 -  smoking is restricted in some areas
 -  employers voluntarily prohibit or restrict smoking
 -  no bans or no data
-  public support for restrictions on where people can smoke
2001 percentages in selected countries



1729 Bhutan
First documented legislation bans tobacco use in all religious places, which is still observed today.

1970 Singapore
Smoking banned in buses, cinemas, theatres and other specified buildings.

The cost of workplace smoking Euros 2000

a company has 10,000 employees
of which 3,000 smoke
each smoker smokes 6 cigarettes per day at work
a cigarette break lasts 5 minutes
each smoker wastes 30 minutes every working day
an employee on €8.64 per hour
costs the company €1,037 per annum
the 3,000 smokers cost the company
€3.1 million per annum



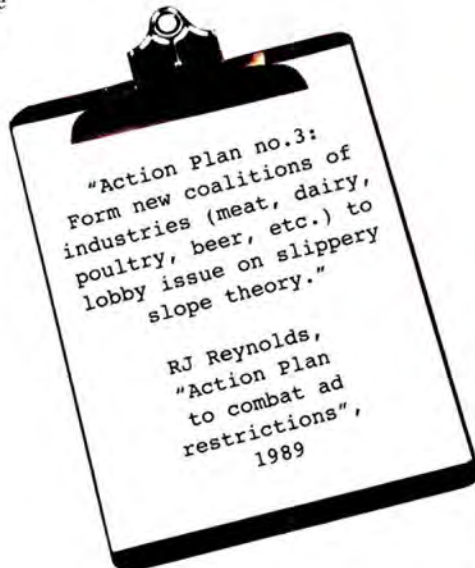
No loss of restaurant and bar sales

First quarter sales before and after smoking bans in restaurants and bars serving food and alcohol
California 1992-2001
US\$ billions



The tobacco industry denies that advertising plays a role in encouraging people to smoke or increasing the amount smoked, but the research suggests otherwise. As governments acknowledge the harm caused by tobacco and the need to discourage its use, restrictions and outright bans on tobacco advertising are becoming common. Partial restrictions are notorious for leading to other forms of marketing supplanting the restriction. Because of the shift of marketing dollars from one medium to another, the evidence suggests that comprehensive bans on all forms of tobacco promotion can be effective in reducing tobacco use, while partial restrictions have limited or no effect.

Cigarette packaging plays an increasingly important role as advertising restrictions are implemented. Packet design plays an important role in establishing brand imagery and competing for potential customers. Many countries are advocating plain packaging. Some also propose the banning of certain words such as "Light" or "Mild" as these may convey the impression that the cigarettes are less harmful or contain fewer harmful constituents.





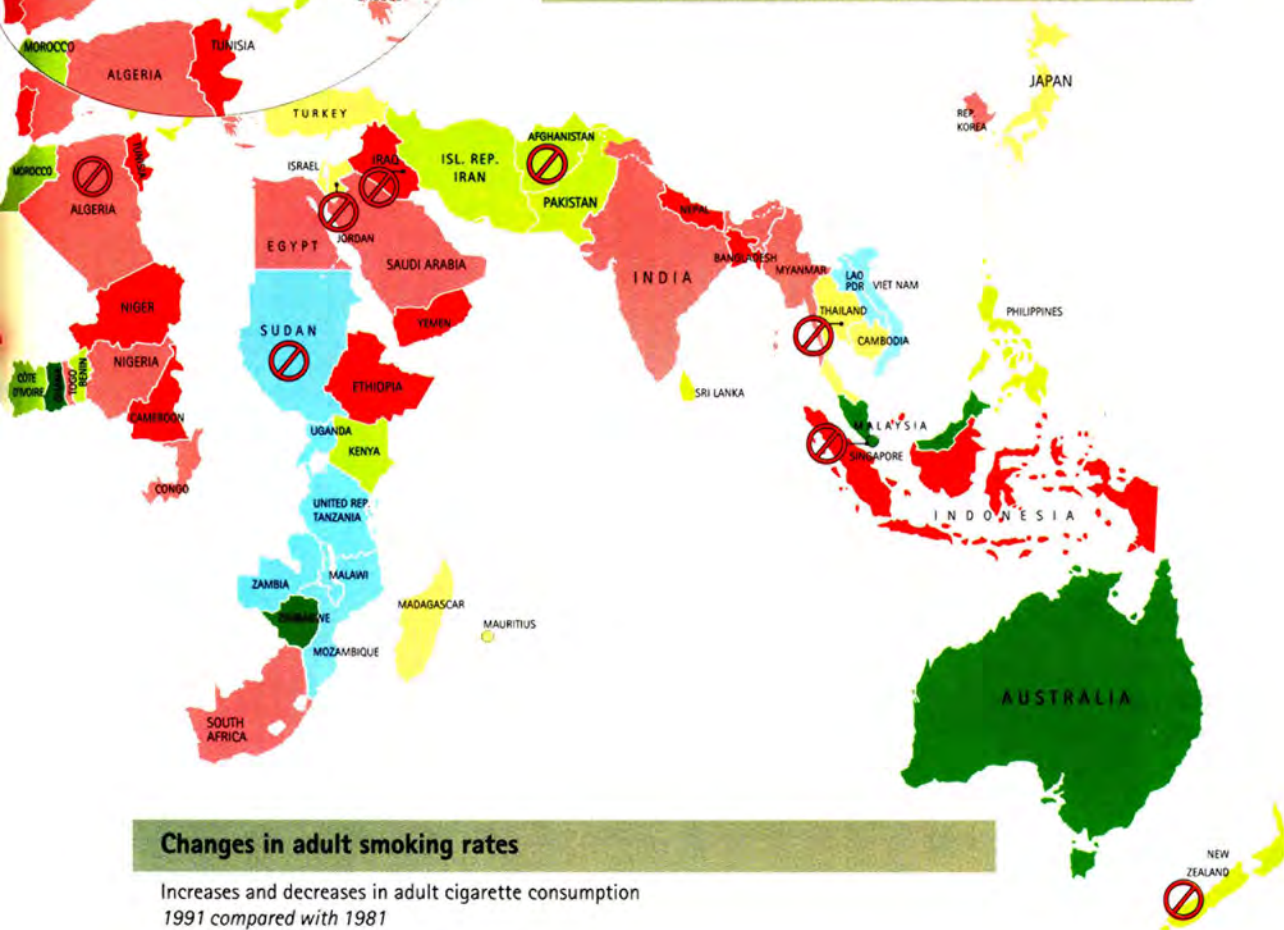
6.3%
comprehensive set
of advertising bans

2.0%
p.a.

anti-tobacco
advertising messages
15% of total tobacco
advertising messages

Percentage reduction
in smoking
2000

Effect of Ad bans



Changes in adult smoking rates

Increases and decreases in adult cigarette consumption
1991 compared with 1981

Decreases

- more than 20% decrease
- 10% – 20% decrease
- less than 10% decrease
- no change

Increases

- less than 10% increase
- more than 10% increase
- no data

- comprehensive advertising bans
during this period

"Plain packaging is important because it eliminates the positive imagery associated with the brand and potentially disrupts the process of smoking initiation whereby child smokers become brand loyal."

Rob Cunningham and
Ken Kyle, 1995

Health warnings about tobacco have been in existence for four hundred years, starting with King James I in England and Fang Yizhi in China, both in the 17th century (see map 1).

Cigarette packs first carried health warnings in the 1960's following scientific reports on the hazards of smoking in the USA and the UK. These early warnings were weak and inconspicuous. Contemporary Canadian warnings are the most vivid in the world and are serving as the model for other countries, such as Brazil. While many countries have some type of health warning on the pack, these are not universal and many that do exist are not as unequivocal, simple and stark as is necessary; some are not in the local language nor on all tobacco products.

Reports from Canada and Australia suggest that plain packaging may increase both prominence and believability of health warnings. That is, no use of colour, logo or graphic design, but simply a generic pack of cigarettes, with the brand name.

Health authorities now recommend that cigarette packages should not contain tar and nicotine levels as measured by smoking machines, as these do not reflect the actual inhalation of tar and nicotine due to cigarette design (primarily ventilation holes), and individual smoker behaviour (a tendency for

smokers to compensate to get more nicotine from each cigarette) and are thus misleading. Others suggest that a range of values should be presented that better resembles how smokers actually smoke, and

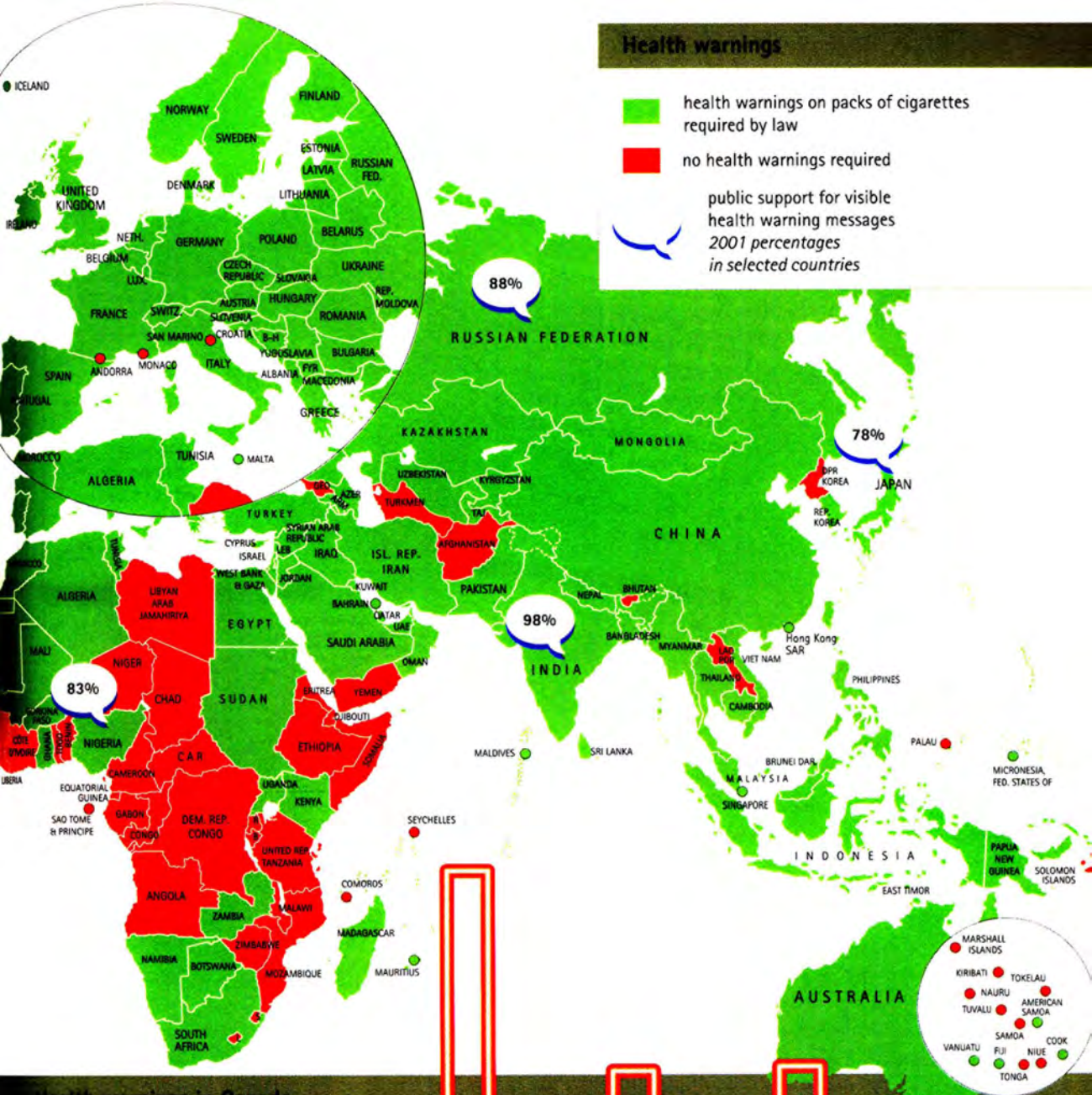
to include this information on the pack of cigarettes in a section on toxic constituents, which also includes levels of carcinogens and carbon monoxide exposure.



Health warnings

- health warnings on packs of cigarettes required by law
- no health warnings required

public support for visible health warning messages
2001 percentages
in selected countries



Health warnings in Canada

Impact on smokers of the new Canadian health warnings 2002

Canadian warnings are the most vivid in the world and serve as the model for other countries

90%

noticed the new warnings

43%

were more concerned about health effects of smoking

44%

felt increased motivation to quit smoking

21%

resisted temptation to smoke on one occasion or more



Health Education

Education is essential for sustained progress in tobacco control. Many legislative or tax interventions will not be effective if there is no public understanding, support and demand for such changes. People support tax increases when they understand that the rationale is to reduce youth smoking: an average of 87 percent of respondents in Argentina, India, Japan, Nigeria, and the Russian Federation were in favour of international efforts to create a set of rules and regulations to curb tobacco use.

Schools can provide an ideal venue not only to teach about the harmful effects of smoking, but also to teach students refusal skills and an understanding of the behaviour of the tobacco industry. This includes analysing the manipulation of young people by marketing which equates smoking with growing up, freedom and being cool.

The first step with school programmes is to increase knowledge about the harm caused by smoking and to change beliefs, attitudes and intentions. This alone is not sufficient to change behaviour. A school tobacco control programme must also incorporate prohibiting tobacco use at all school facilities and events, helping students and staff

to quit smoking, and ideally making the course part of a coordinated school health programme, reinforced by community-wide efforts.

To improve its public image, the tobacco industry has recently become active in smoking prevention programmes for young people. These programmes portray smoking as an adult decision, and that young people should wait until they are grown up to decide to smoke. Since young people aspire to be young adults, this type of message may actually make smoking more appealing to youth.



World No Tobacco Day: 31st May annual themes

1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Tobacco or Health: Choose Health	Women and Tobacco	Growing up without Tobacco	Tobacco in Public Places and on Public Transport	Tobacco at the Workplace	Health Services, including Health Personnel, against Tobacco	The Media against Tobacco	The Economics of Tobacco	Sports and The Arts without Tobacco	The United Nations and Specialized Agencies Against Tobacco "United for a Tobacco-Free World"	Growing up without tobacco

Anti-tobacco campaigns

2002

Countries participating in :

- World No Tobacco Day
- Quit & Win as well as World No Tobacco Day

The Quit & Win programme, in addition to helping smokers quit, is also an excellent vehicle for communicating the hazards of smoking, and often serves as an opportunity for public advocacy against smoking.



1999	2000	2001	2002
Cessation	The Entertainment Industry	Secondhand smoke kills. Let's clear the air	Tobacco Free Sports: Play it clean

"Every nicotine patch sold means 200 cigarettes not sold." Clive Bates, ASH UK, 2002

The main dangers of smoking decrease when smokers quit, even in those who have smoked for 30 or more years.

Smokers move through stages in relation to quitting: of pre-contemplation, contemplation, readiness then action, followed by maintenance or relapse. Many move through this cycle several times before they finally quit, while others report they found it easier to quit than they expected. These stages are influenced by increased costs from tax increases or reduction of smuggling, illness in the smoker, family or friends dying from tobacco, the media, health profession, bans on promotion, creation of smoke-free areas and, while most smokers still quit on their own, availability of support and treatment.

There are now techniques to assist those who want to quit smoking, although these are not

available in all parts of the world: social support, clinics, quitlines, internet sites; skills training; nicotine replacement therapy (NRT) and other pharmaceutical treatments.

If interventions only focus on prevention of initiation, and do not address cessation, then 160 million additional smokers will die before 2050 (see below).

In the UK, NRT is available to all citizens under the National Health Service and is reimbursed as any other medicine.



Quitting Calendar

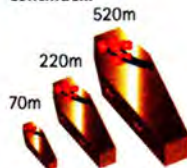
The benefits of stopping smoking

1 day later	Heart, blood pressure, and the blood show improvements
1 year later	Excess risk of coronary heart disease is half that of a continuing smoker
5 to 15 years later	Risk of a stroke is reduced to that of never-smokers
10 years later	Risk of lung cancer is reduced to less than half that of continuing smokers; risks of many other cancers decrease
15 years later	Risk of coronary heart disease is similar to that of never-smokers, and the overall risk of death almost the same, especially if the smoker quits before illness develops

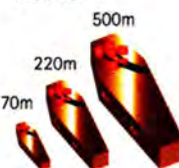
Effects of starting and quitting smoking on deaths

Total accumulated tobacco deaths 2000, 2025 and 2050 projected millions

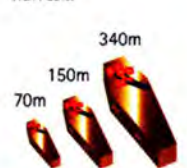
if present smoking patterns continue...



if youth uptake halves...

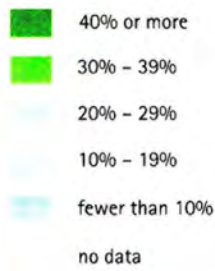


if adult consumption halves...

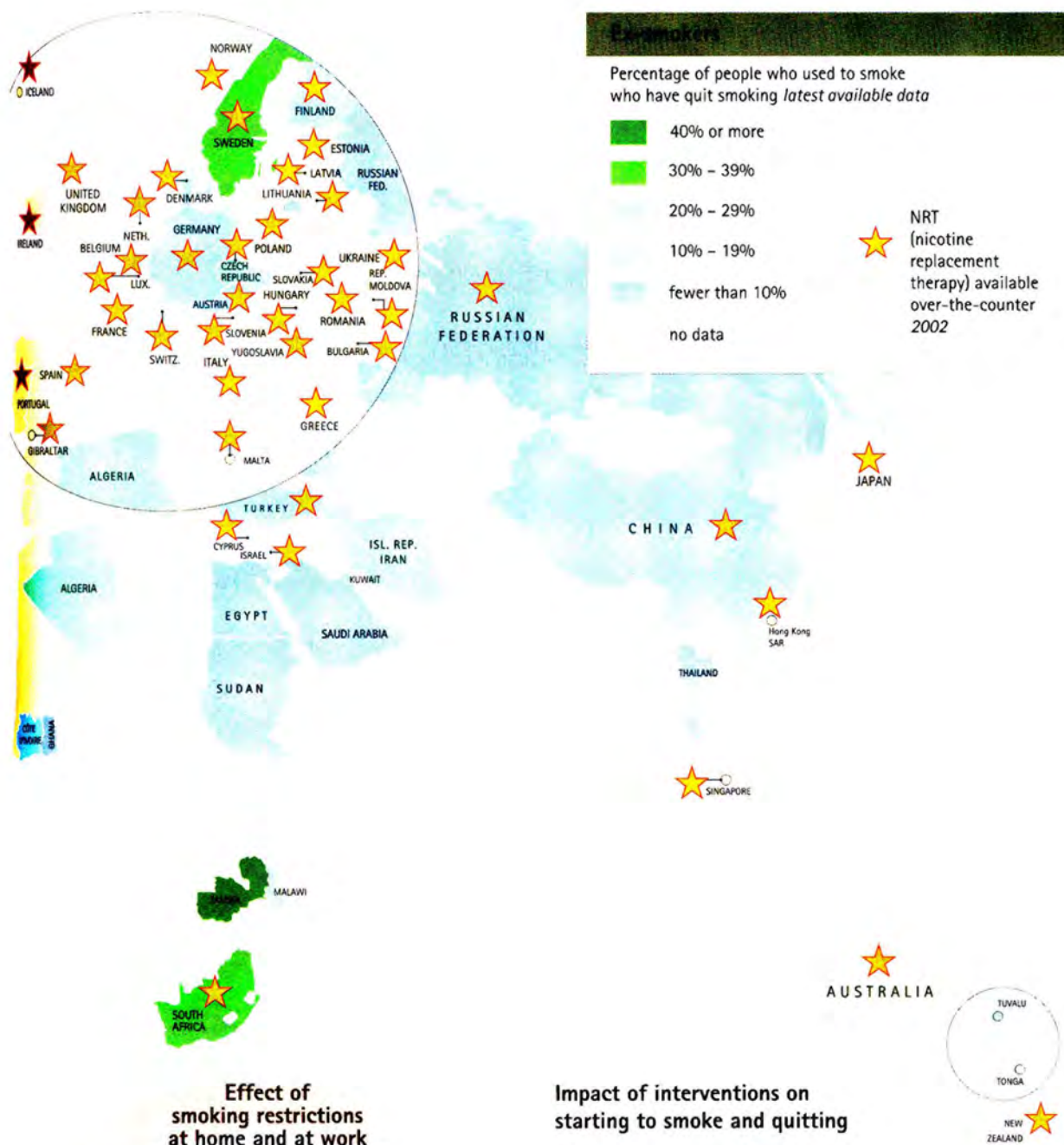


Quitters

Percentage of people who used to smoke who have quit smoking *latest available data*



★ NRT (nicotine replacement therapy) available over-the-counter 2002



Effect of smoking restrictions at home and at work

USA 1992-93 percentages

attempted quitting
 still not smoking six months later



Impact of interventions on starting to smoke and quitting

Type of intervention	Quitting
More than 10% price increase	3% increase in quitting
Anti-smoking media	Increased number of attempts and success
Bans on promotion	Complete ban reduces consumption by 6%
Restrictions on youth access	<i>no evidence</i>
Smoking restrictions	Work and household restrictions most effective
NRT	Higher number of attempts to quit



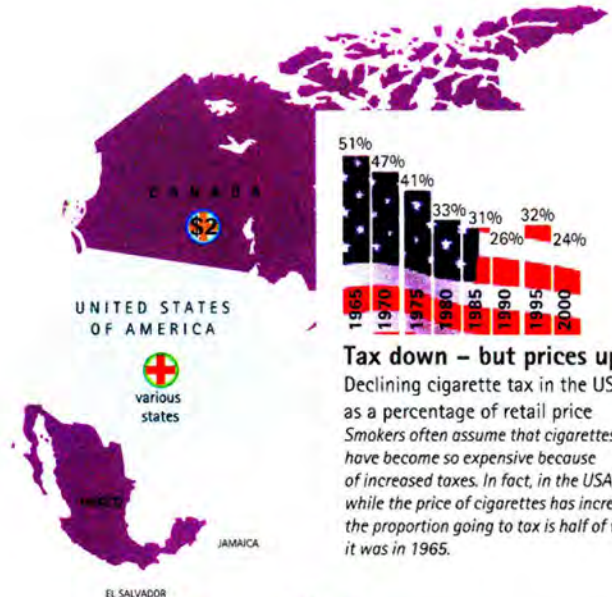
"Sugar, rum and tobacco are commodities which are nowhere necessities of life, which are become objects of almost universal consumption, and which are therefore extremely proper subjects of taxation."
 Adam Smith *An Inquiry into the Nature and Causes of the Wealth of Nations* 1776

The price of tobacco is the single largest factor influencing short term consumption patterns. More importantly, price plays a major role in determining how many young people will start smoking, and thus profoundly influences longterm consumption trends.

There is a clear inverse relationship between tobacco taxes and tobacco consumption. For every 10 percent increase in cigarette taxes, there is on average a four percent reduction in consumption. Youth, minorities, and low-income smokers are two to three times more likely to quit or smoke less than other smokers in response to price increases.

Tobacco taxes are an important source of revenue for countries, but the percentage of total government revenues accounted for by tobacco taxes is relatively

small, less than 10 percent in all countries, and less than 2 percent in most countries. Higher tobacco taxes are also easy to implement, and nearly always provide more government revenue, despite the fact that people are smoking less.



Tax down – but prices up

Declining cigarette tax in the USA as a percentage of retail price. Smokers often assume that cigarettes have become so expensive because of increased taxes. In fact, in the USA, while the price of cigarettes has increased, the proportion going to tax is half of what it was in 1965.

Smoking goes down as prices go up


Real cigarette prices and cigarette consumption in the UK 1971–95


expenditure on cigarettes in millions of pounds sterling



Tax as a proportion of cigarette price

2000 or latest available data


 75% or more


 50% - 74%

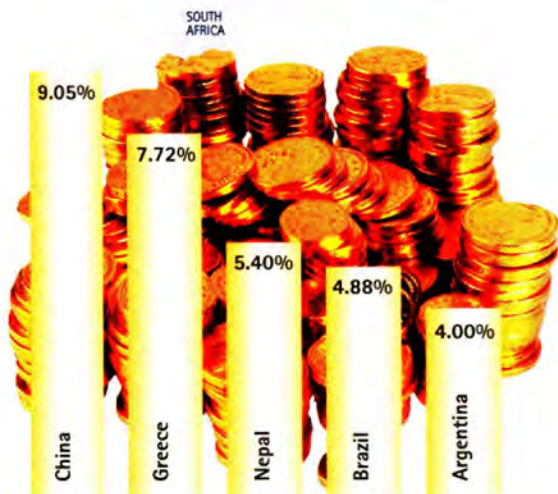
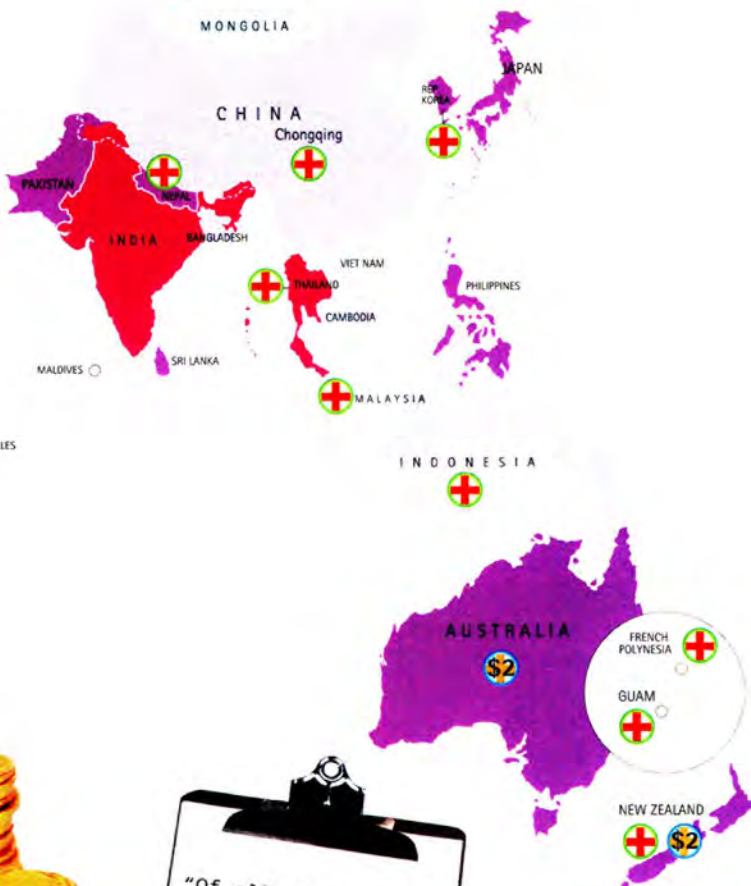
25% - 49%

24% or less

no data

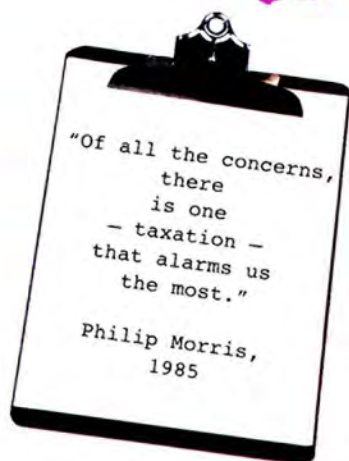
 countries or states with tobacco taxes dedicated to tobacco control, health promotion or general health care

 countries with tax of \$2 or more for 20 cigarettes



Government income from tobacco

Countries with the highest percentage of tobacco tax as a proportion of total government revenue 2000



30 Litigation

"Litigation will keep coming until the industry goes belly-up."

Professor Richard Daynard,
Northeastern University, USA, 2002

Tobacco litigation began with a personal injury lawsuit in the USA in 1954. For more than 40 years, the tobacco industry boasted it had not lost a single case, but this has changed. One case in Minnesota that began in 1994 ruled that millions of pages of internal tobacco industry documents (see map 21) be put into the public domain. These showed that the industry has concealed information on the true harmfulness of smoking and misled governments, the media and their clients – smokers.

Litigation has put the industry on the political defensive, forced tobacco companies to the bargaining table, and has resulted in some large settlements, with the industry paying US states billions of dollars a year.

Outside the USA, tobacco litigation is a new phenomenon, and clear patterns do not yet exist. However, some recent cases show the potential for litigation to advance tobacco control. Australia has seen a major ruling on the dangers of passive smoking. Public interest writ litigation in India has prompted the Supreme Court of India to require nationwide implementation of broad restrictions on public smoking.

Cases now vary from smokers and non-smokers filing for damage to health; public interest law suits seeking to force the industry or government to comply with legal or



BAT
faced

4,419

lawsuits
in the USA alone
at the end of 2001






constitutional requirements; governments suing for tobacco-attributable health care costs or for lost taxation due to smuggling; to cases brought by the tobacco industry against individuals, organisations or even governments.

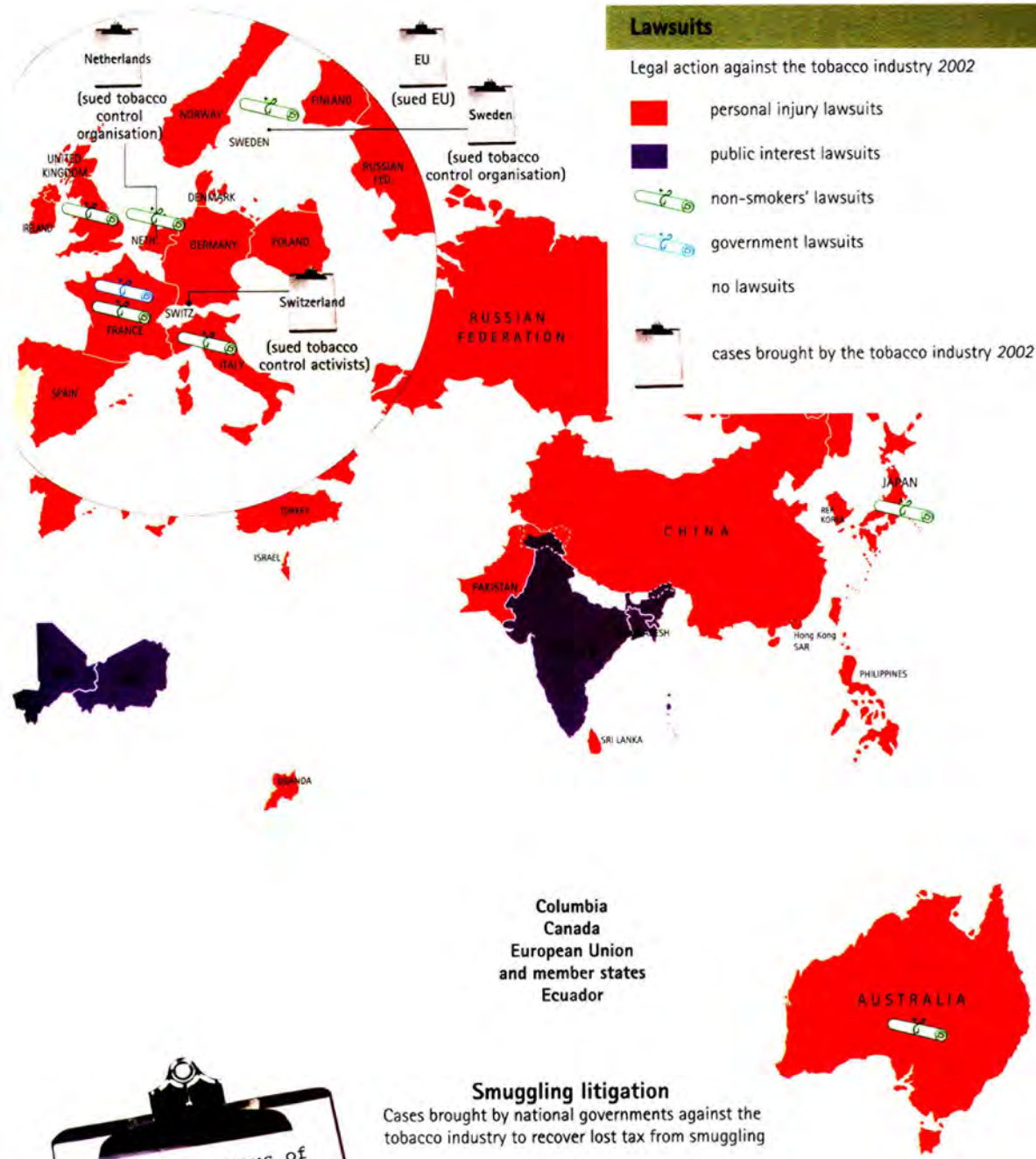
The judge in an Australian lawsuit against BAT in 2002 found "that given the fact that not a single document was in fact

discovered in that category (pharmacological effects of nicotine) the implication seems overwhelming that discovery has been fundamentally thwarted under this category by virtue of the 1998 destruction programme."

Lawsuits

Legal action against the tobacco industry 2002

- personal injury lawsuits
- public interest lawsuits
-  non-smokers' lawsuits
-  government lawsuits
- no lawsuits
-  cases brought by the tobacco industry 2002



Columbia
Canada
European Union
and member states
Ecuador

Smuggling litigation

Cases brought by national governments against the tobacco industry to recover lost tax from smuggling

"...keep the focus of the trial on the personal choices and responsibility of the plaintiff and away from the conduct of the industry."

advice to Philip Morris from law firm Shook, Hardy and Bacon, 1986

Projections by Industry

The tobacco industry predicts a global expansion of the tobacco epidemic in the next few years. The increases in consumption lie principally in the developing nations, while consumption in the industrialised countries will be static or in decline.

In all the countries surveyed, the biggest growth between 1998 and 2008 is expected to be in Zimbabwe, followed by Côte d'Ivoire, Brazil, Morocco, Venezuela, Pakistan, United Republic of Tanzania and Bangladesh.

The greatest decline is expected in New Zealand, followed by the UK, South Africa, Hong Kong, Australia, Singapore and Finland.

In Africa, only the South African market is expected to decrease.

In the Americas, growth in Latin America is expected to compensate for declines in the USA and Canada, with the greatest increases in Brazil, Venezuela, Mexico, Peru, Chile and Uruguay.

In Europe, the forecast is mixed, with increases in some markets and decreases in others. The biggest increase is expected in Norway, and the greatest decline in the UK.

In the Middle East region, the highest growth is expected for Morocco, followed by Pakistan and Tunisia. No country in this region is expected to experience a decline in consumption.

In South East Asia, Bangladesh will see the highest growth, followed by Thailand, while consumption remains static in India.

In the Western Pacific, Vietnam



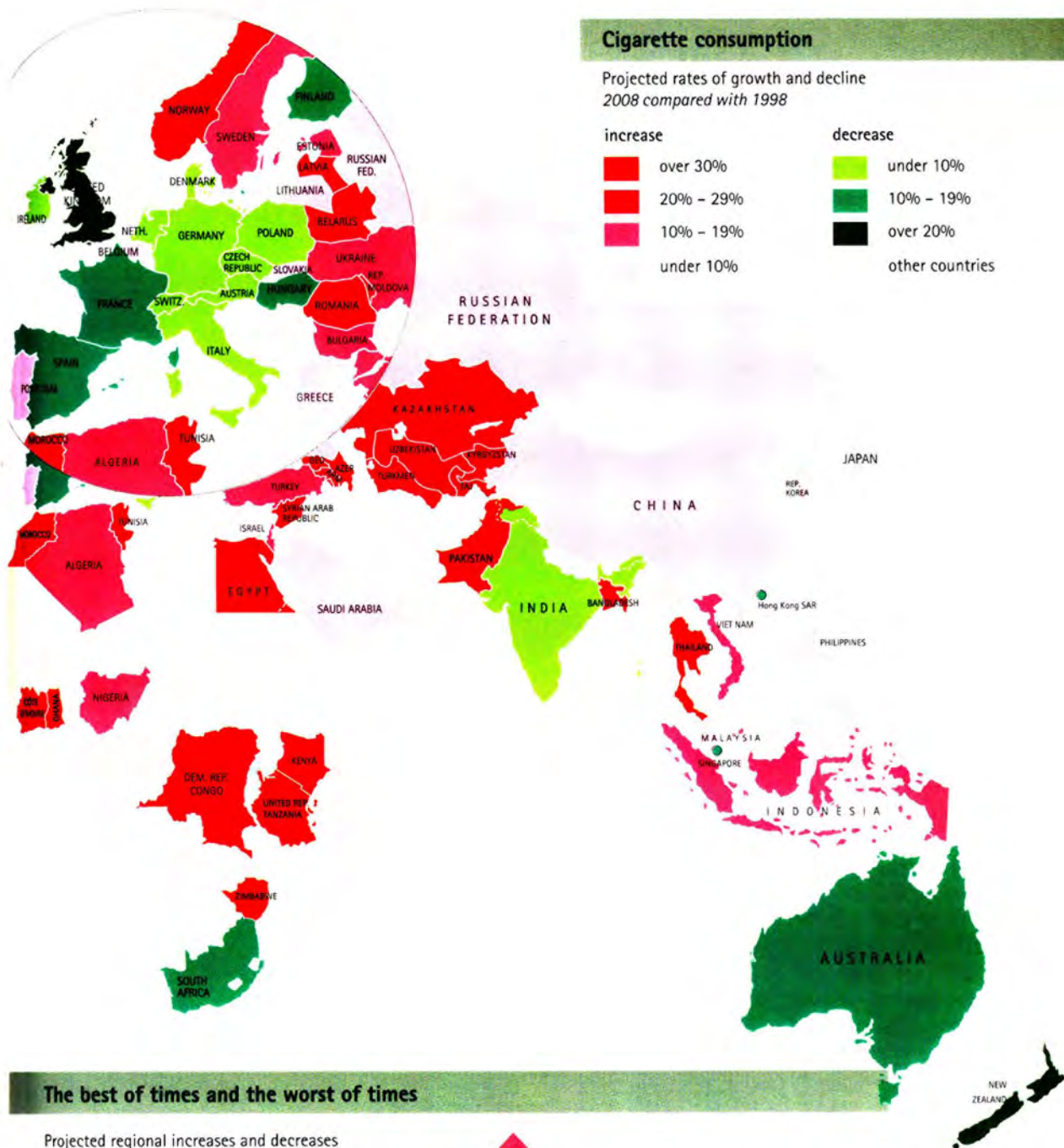
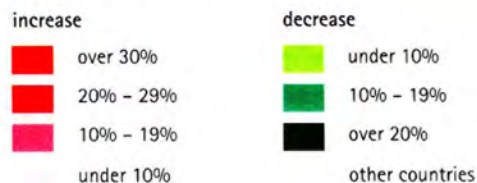
tops the growth charts, while New Zealand, Hong Kong, Australia and Singapore show the greatest decline.

This transfer of the epidemic from rich to poor countries, with its health and economic consequences, is one that developing countries can ill afford. As long ago as 1986, the World Health Organization predicted that the differential in wealth between rich and poor countries would widen further as a result of tobacco, leading to compromise in sustainable development.

These projections are not inevitable; tobacco control interventions can make a difference.

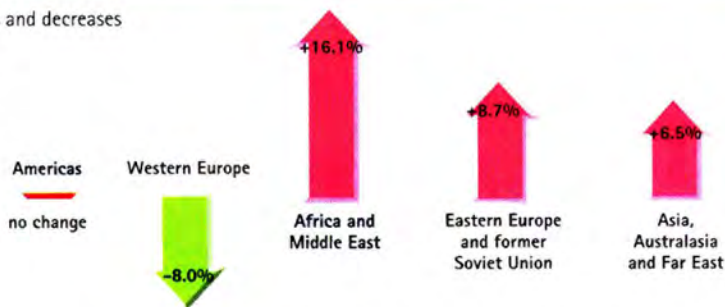
Cigarette consumption

Projected rates of growth and decline
2008 compared with 1998



The best of times and the worst of times

Projected regional increases and decreases
for cigarette consumption
2008 compared with 1998
percentages



Largest predicted regional increase / decrease

Brazil +40.2%
USA -13.0%

Norway +30.5%
UK -21.6%

Zimbabwe 55.7%
South Africa -17.3%

Latvia +26.5%
Czech Republic -2.5%

Pakistan +35.9%
New Zealand -24.9%

The Future

2000–2010

2010–2020

"The use of tobacco, which has made its way thanks to the spirit of imitation, as well as to its peculiar effects, has vanquished humanity and will continue to reign until the end of the world."

Louis Lewin, *Phantastica: Narcotic and Stimulating Drugs*, 1924

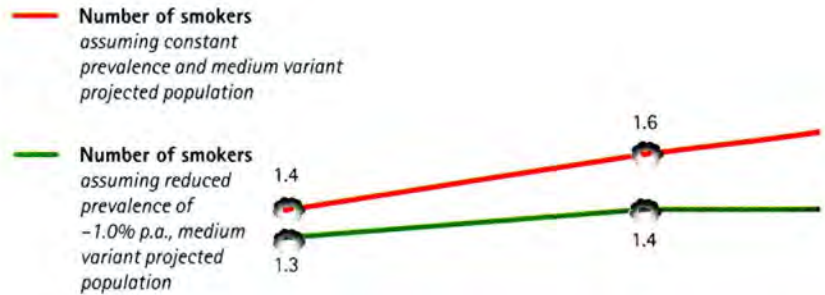
"There will be 1 billion deaths from tobacco in the 21st century unless strong and sustained action is taken now."

Richard Peto and Alan Lopez, 2002

Future predictions are by their nature speculative but some things are certain: the tobacco epidemic, with its attendant health and economic burden, is both increasing and also shifting from developed to developing nations; and more women are smoking.

The industry is consolidating, and also shifting from the west to developing regions, where there may be less government control and public debate about the role of transnational tobacco companies.

The future looks bleak; the global tobacco epidemic is worse today than it was 50 years ago. And it will be even worse in another 50 years unless an extraordinary effort is made now. Several countries have already shown that smoking rates can be reduced. These successes can be reproduced by any responsible nation, but only through immediate, determined, and sustained governmental and community action. The future epidemic depends on understanding of the issue, and policies, politics and actions taken today.

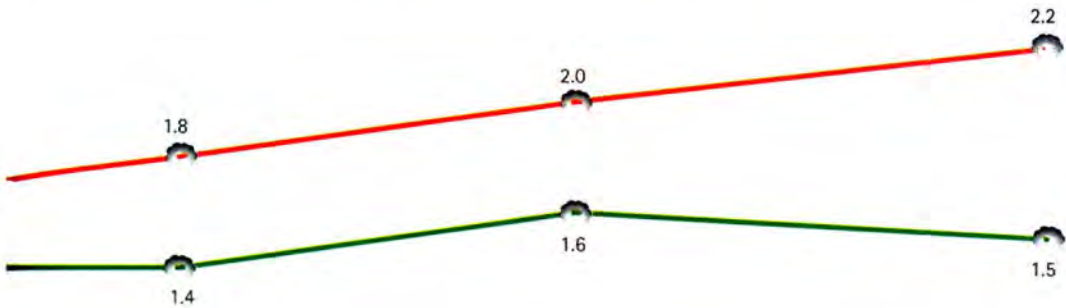


Health	<p>Tobacco's share of global death and disability is 3%.</p> <p>700 million children exposed to passive smoking at home.</p> <p>82% of smokers live in developing countries.</p>	<p>Individuals genetically prone to tobacco-related diseases can be identified at birth.</p> <p>Cancers, currently untreatable, could be treated.</p> <p>New technology for diagnosis and treatment will be expensive and have little impact on global mortality statistics.</p>
Economics	<p>Global annual economic costs of tobacco: US\$500 billion a year by 2010.</p>	<p>Tobacco-related illnesses rise to top health expenditure in many countries.</p> <p>Many governments conclude the economic costs of tobacco outweigh any benefit.</p> <p>A severe economic depression and/or a major international security crisis cause tobacco issues to temporarily diminish in importance.</p>
Tobacco industry	<p>Attempts to produce genetically modified tobacco with lower nicotine.</p> <p>Some tobacco companies buy pharmaceutical companies.</p> <p>The industry tries to re-position its public image as a responsible corporation.</p> <p>The industry seeks regulation on its own terms.</p>	<p>Industry consolidation leads to 2 or 3 huge conglomerates accounting for the bulk of global sales.</p> <p>Continued privatisation sees end of state-run tobacco companies.</p> <p>Niche markets still exist for smaller players (e.g. cigars, snuff).</p> <p>Liberalisation of global trade rules welcomed by the industry.</p> <p>Smuggled cigarettes overtake legal sales.</p>
Action taken	<p>Framework Convention on Tobacco Control ratified.</p> <p>Some countries ban smoking.</p> <p>Incentives for quitting include monetary savings through rebates and lower health insurance premiums.</p> <p>Doubts about new "less hazardous" products increases.</p> <p>In developed countries, there is a gradual shift in the perception of smoking as it comes to be seen as anti-social.</p>	<p>Elimination of tobacco advertising and promotion worldwide.</p> <p>Vaccine produced to switch off nicotine receptors.</p> <p>Medical schools globally introduce systematic teaching on tobacco.</p> <p>Smoke-free areas will be exchanged for non-smoking being the norm.</p> <p>Cigarette packets will be plain black and white and contain only brand name and explicit health warnings.</p> <p>Tobacco dependent economies are assisted in diversifying.</p> <p>Nicotine Replacement Therapy sold over the counter worldwide.</p>

2020–2030

2030–2040

2040–2050



Tobacco's share of global death and disability increases to 9%.

85% of smokers live in poor countries.

Spectacular advances in investigation, diagnosis and treatment of tobacco-related diseases, but unlikely to affect global mortality.

New global virus pandemic temporarily pushes tobacco issues completely off the agenda.

770 million children exposed to passive smoking at home.

Number of cumulative deaths from tobacco:

- if present trends continue: 520 million
- if proportion of young adults taking up smoking halves by 2020: 500 million
- if adult consumption halves by 2020: 340 million

The gap between rich and poor countries grows as health services in poor countries collapse under the strain of tobacco disease and deaths.

Global annual economic costs of tobacco: US\$1 trillion a year.

Much of the developed world moves to a managed tobacco industry, with tobacco-attributable health care costs reimbursed and compensation paid to individual smokers and non-smokers harmed by tobacco.

Cigarettes only available on prescription in rich countries.

The tobacco industry is fully regulated, with licensing of nicotine as an addictive drug, and manufacture, promotion and sale under strict regulatory control by government agencies.

Huge advances are made in genetics. The tobacco plant becomes key to producing vaccines and other beneficial medical products.

World's top tobacco companies now based in Asia.

Almost no tobacco is grown in the USA.

New, commercially profitable uses of tobacco are found.

Tobacco control funded from a percentage of tobacco tax in many countries.

"Duty Free" tobacco no longer exists.

Health education messages are more skilful, hard-hitting, and disseminated more effectively.

In every country tax on tobacco is 75% of retail price.

The future is uncertain... Some of these events may never occur...



WORLD TABLES



“And make not your own hands contribute to your destruction.”

Qur'an (2:195)

Table A The Demographics of Tobacco

Countries	1	2			3		
	Population	Adult smoking			Youth tobacco use		
	thousands	total	percentages		total	percentages	
		male	female		male	female	
Afghanistan	21,765	-	-	-	-	-	-
Albania	3,134	39.0%	60.0%	18.0%	-	-	-
Algeria	30,291	25.2%	43.8%	6.6%	-	-	-
Andorra	86	35.9%	43.7%	28%	-	-	-
Angola	13,134	-	-	-	-	-	-
Antigua and Barbuda	65	-	-	-	13.0%	13.8%	11.8%
Argentina	37,032	40.4%	46.8%	34.0%	28.1%	25.7%	30.0%
Armenia	3,787	32.5%	64.0%	1.0%	-	-	-
Australia	19,138	19.5%	21.1%	18.0%	-	-	-
Austria	8,080	24.5%	30.0%	19.0%	-	-	-
Azerbaijan	8,041	15.7%	30.2%	1.1%	-	-	-
Bahamas	304	11.5%	19.0%	4.0%	16.0%	20.0%	12.6%
Bahrain	640	14.6%	23.5%	5.7%	-	-	-
Bangladesh	137,439	38.7%	53.6%	23.8%	-	-	-
Barbados	267	9.0%	-	-	16.9%	15.9%	17.7%
Belarus	10,187	29.8%	54.9%	4.6%	-	-	-
Belgium	10,249	28.0%	30.0%	26.0%	-	-	-
Belize	226	-	-	-	-	-	-
Benin	6,272	37.0%	-	-	-	-	-
Bhutan	2,085	-	-	-	-	-	-
Bolivia	8,329	30.4%	42.7%	18.1%	26.4%	31.0%	22.0%
Bosnia and Herzegovina	3,977	48.0%	-	-	-	-	-
Botswana	1,541	21.0%	-	-	-	-	-
Brazil	170,406	33.8%	38.2%	29.3%	-	-	-
Brunei Darussalam	328	27.0%	40.0%	14.0%	-	-	-
Bulgaria	7,949	36.5%	49.2%	23.8%	-	-	-
Burkina Faso	11,535	-	-	-	-	-	-
Burundi	6,356	-	-	-	-	-	-
Cambodia	13,104	37.0%	66.0%	8.0%	-	-	-
Cameroon	14,876	35.7%	-	-	-	-	-
Canada	30,757	25.0%	27.0%	23.0%	-	-	-
Cape Verde	427	-	-	-	-	-	-
Central African Rep.	3,717	-	-	-	-	-	-
Chad	7,885	-	24.1%	-	-	-	-
Chile	15,211	22.2%	26.0%	18.3%	37.9%	34.0%	43.4%
China	1,282,437	35.6%	66.9%	4.2%	10.8%	14.0%	7.0%
Colombia	42,105	22.3%	23.5%	21.0%	-	-	-
Comoros	706	-	-	-	-	-	-
Congo	3,018	-	-	-	-	-	-
Congo, Dem. Rep.	50,948	-	-	5.5%	-	-	-
Cook Islands	20	28.5%	40.0%	17.0%	-	-	-
Costa Rica	4,024	17.6%	28.6%	6.6%	20.8%	20.6%	21.0%
Côte d'Ivoire	16,013	22.1%	42.3%	1.8%	-	-	-
Croatia	4,654	33.0%	34.0%	32.0%	-	-	-
Cuba	11,199	37.2%	48.0%	26.3%	19.2%	18.0%	20.0%
Cyprus	784	23.1%	38.5%	7.6%	-	-	-
Czech Republic	10,272	29%	36.0%	22.0%	-	-	-
Denmark	5,320	30.5%	32.0%	29.0%	-	-	-

4 Youth exposed to passive smoking at home ¹ percentages	5 Cigarette consumption annual per person	6 Quitting percentages of people who quit smoking by 2002	Countries
-	98	-	Afghanistan
-	-	-	Albania
-	1,021	29%	Algeria
-	-	-	Andorra
-	571	-	Angola
17.4%	-	-	Antigua and Barbuda
68.2%	1,495	-	Argentina
-	1,095	-	Armenia
-	1,907	-	Australia
-	2,073	18%	Austria
-	1,150	-	Azerbaijan
28.7%	613	15%	Bahamas
-	2,179	-	Bahrain
-	245	-	Bangladesh
22.9%	542	-	Barbados
-	2,571	-	Belarus
-	2,428	-	Belgium
-	1,092	-	Belize
-	-	-	Benin
-	-	-	Bhutan
46.0%	274	-	Bolivia
-	-	-	Bosnia and Herzegovina
-	-	-	Botswana
-	858	-	Brazil
-	-	-	Brunei Darussalam
-	2,574	-	Bulgaria
-	221	-	Burkina Faso
-	86	-	Burundi
-	-	-	Cambodia
-	652	-	Cameroon
-	1,976	-	Canada
-	-	-	Cape Verde
-	329	-	Central African Rep.
-	160	-	Chad
57.0%	1,202	35%	Chile
53.0%	1,791	10%	China
-	521	-	Colombia
-	-	-	Comoros
-	476	-	Congo
-	135	-	Congo, Dem. Rep.
-	-	-	Cook Islands
32.8%	690	-	Costa Rica
-	580	11%	Côte d'Ivoire
-	1,995	-	Croatia
68.9%	1,343	-	Cuba
-	-	11%	Cyprus
-	2,306	24%	Czech Republic
-	1,919	20%	Denmark

¹ In some countries, data are based on youth surveys in major cities or provinces, and are not necessarily representative of the entire country.

Table A The Demographics of Tobacco

Countries	1	2			3		
	Population	Adult smoking			Youth tobacco use ¹		
	thousands	total	percentages male	female	total	percentages male	female
Djibouti	632	31.1%	57.5%	4.7%	-	-	-
Dominica	71	-	-	-	19.3%	23.8%	14.5%
Dominican Republic	8,373	20.7%	24.3%	17.1%	-	-	-
East Timor	--	-	-	-	-	-	-
Ecuador	12,646	31.5%	45.5%	17.4%	-	-	-
Egypt	67,884	18.3%	35.0%	1.6%	-	-	-
El Salvador	6,278	25.0%	38.0%	12.0%	-	-	-
Equatorial Guinea	457	-	-	-	-	-	-
Eritrea	3,659	-	-	-	-	-	-
Estonia	1,393	32.0%	44.0%	20.0%	-	-	-
Ethiopia	62,908	15.8%	-	-	-	-	-
Fiji	814	20.5%	24.0%	17.0%	15.1%	19.3%	10.9%
Finland	5,172	23.5%	27.0%	20.0%	-	-	-
France	59,238	34.5%	38.6%	30.3%	-	-	-
Gabon	1,230	-	-	-	-	-	-
Gambia	1,303	17.8%	34.0%	1.5%	-	-	-
Georgia	5,262	37.5%	60.0%	15.0%	-	-	-
Germany	82,017	35.0%	39.0%	31.0%	-	-	-
Ghana	19,306	16.0%	28.4%	3.5%	16.8%	16.2%	17.3%
Greece	10,610	38.0%	47.0%	29.0%	-	-	-
Grenada	94	-	-	-	14.4%	17.0%	11.9%
Guatemala	11,385	27.8%	37.8%	17.7%	-	-	-
Guinea	8,154	51.7%	59.5%	43.8%	-	-	-
Guinea-Bissau	1,199	-	-	-	-	-	-
Guyana	761	-	-	-	15.3%	21.6%	11.1%
Haiti	8,142	9.7%	10.7%	8.6%	20.7%	21.0%	20.0%
Honduras	6,417	23.5%	36.0%	11.0%	-	-	-
Hungary	9,968	35.5%	44.0%	27.0%	-	-	-
Iceland	279	24.0%	25.0%	23.0%	-	-	-
India	1,008,937	16.0%	29.4%	2.5%	variable	variable	variable
Indonesia	212,092	31.4%	59.0%	3.7%	22.0%	38.0%	5.3%
Iran, Isl. Rep.	70,330	15.3%	27.2%	3.4%	-	-	-
Iraq	22,946	22.5%	40.0%	5.0%	-	-	-
Ireland	3,803	31.5%	32.0%	31.0%	-	-	-
Israel	6,040	28.5%	33.0%	24.0%	-	-	-
Italy	57,530	24.9%	32.4%	17.3%	-	-	-
Jamaica	2,576	14.6%	-	-	19.3%	24.4%	14.5%
Japan	127,096	33.1%	52.8%	13.4%	-	-	-
Jordan	4,913	29.0%	48.0%	10.0%	20.6%	27.0%	13.4%
Kazakhstan	16,172	33.5%	60.0%	7.0%	-	-	-
Kenya	30,669	49.4%	66.8%	31.9%	13.0%	16.0%	10.0%
Kiribati	83	42.0%	56.5%	32.3%	-	-	-
Korea, Republic of	46,740	35.0%	65.1%	4.8%	-	-	-
Korea, Dem. People's Rep. of	22,268	-	-	-	-	-	-
Kuwait	1,914	15.6%	29.6%	1.5%	-	-	-
Kyrgyzstan	4,921	37.8%	60.0%	15.6%	-	-	-
Lao People's Dem. Rep.	5,279	38.0%	41.0%	15.0%	-	-	-
Latvia	2,421	31.0%	49.0%	13.0%	-	-	-

4 Youth exposed to passive smoking at home ² percentages	5 Cigarette consumption annual per person	6 Quitting percentages of people who quit smoking by 2002	Countries
-	-	-	Djibouti
27.40%	-	-	Dominica
-	754	11%	Dominican Republic
-	-	-	East Timor
-	232	31%	Ecuador
-	1,275	5%	Egypt
-	429	-	El Salvador
-	-	-	Equatorial Guinea
-	-	-	Eritrea
-	1,983	-	Estonia
-	87	-	Ethiopia
49.40%	976	-	Fiji
-	1,351	16%	Finland
-	2,058	-	France
-	487	-	Gabon
-	171	-	Gambia
-	-	-	Georgia
-	1,702	18%	Germany
22.20%	161	3%	Ghana
-	4,313	-	Greece
28.9%	-	-	Grenada
-	609	-	Guatemala
-	-	-	Guinea
-	90	-	Guinea-Bissau
31.6%	590	-	Guyana
31.3%	172	-	Haiti
-	595	40%	Honduras
-	3,265	-	Hungary
-	1,915	-	Iceland
34.3%	129	-	India
63.0%	1,742	-	Indonesia
-	765	20%	Iran, Isl. Rep.
-	1,430	-	Iraq
-	2,236	-	Ireland
-	2,162	10%	Israel
-	1,901	-	Italy
30.8%	735	-	Jamaica
-	3,023	-	Japan
67.4%	1,832	-	Jordan
-	2,160	-	Kazakhstan
29.5%	200	-	Kenya
-	-	-	Kiribati
-	2,918	-	Korea, Republic of
-	-	-	Korea, Dem. People's Rep. of
-	3,062	9%	Kuwait
-	1,886	-	Kyrgyzstan
-	400	-	Lao People's Dem. Rep.
-	-	-	Latvia

² For some countries, data are based on youth surveys in major cities or provinces, and are not necessarily representative of the entire country.

Table A The Demographics of Tobacco

Countries	1	2			3		
	Population	Adult smoking			Youth tobacco use ⁽¹⁾		
	thousands	total	male	female	total	male	female
Lebanon	3,496	40.5%	46.0%	35.0%	-	-	-
Lesotho	2,035	19.8%	38.5%	1.0%	-	-	-
Liberia	2,913	-	-	-	-	-	-
Libyan Arab Jamahiriya	5,290	4.0%	-	-	-	-	-
Lithuania	3,696	33.5%	51.0%	16.0%	-	-	-
Luxembourg	437	33.0%	39.0%	27.0%	-	-	-
Macedonia, Former Yugosl. Rep. of	2,034	36.0%	40.0%	32.0%	-	-	-
Madagascar	15,970	-	-	-	-	-	-
Malawi	11,308	14.5%	20.0%	9.0%	16.8%	18.0%	15.0%
Malaysia	22,218	26.4%	49.2%	3.5%	-	-	-
Maldives	291	26.0%	37.0%	15.0%	-	-	-
Mali	11,351	-	-	-	-	-	-
Malta	390	23.9%	33.1%	14.6%	-	-	-
Marshall Islands	51	-	-	-	-	-	-
Mauritania	2,665	-	-	-	-	-	-
Mauritius	1,161	23.9%	44.8%	2.9%	-	-	-
Mexico	98,872	34.8%	51.2%	18.4%	21.7%	27.9%	16.0%
Micronesia, Federated States of	123	-	-	-	-	-	-
Moldova, Republic of	4,295	32.0%	46.0%	18.0%	-	-	-
Monaco	33	-	-	-	-	-	-
Mongolia	2,533	46.7%	67.8%	25.5%	-	-	-
Morocco	29,878	18.1%	34.5%	1.6%	-	-	-
Mozambique	18,292	-	-	-	-	-	-
Myanmar	47,749	32.9%	43.5%	22.3%	-	-	-
Namibia	1,757	50.0%	65.0%	35.0%	-	-	-
Nauru	12	54.0%	61.0%	47.0%	-	-	-
Nepal	23,043	38.5%	48.0%	29.0%	7.8%	12.0%	6.0%
Netherlands	15,864	33.0%	37.0%	29.0%	-	-	-
New Zealand	3,778	25.0%	25.0%	25.0%	-	-	-
Nicaragua	5,071	-	-	-	-	-	-
Niger	10,832	-	-	-	-	-	-
Nigeria	113,862	8.6%	15.4%	1.7%	18.1%	22.0%	16.0%
Niue	2	37.5%	58.0%	17.0%	-	-	-
Norway	4,469	31.5%	31.0%	32.0%	-	-	-
Oman	2,538	8.5%	15.5%	1.5%	-	-	-
Pakistan	141,256	22.5%	36.0%	9.0%	-	-	-
Palau	19	15.1%	22.3%	7.9%	58.5%	55.0%	62.0%
Panama	2,856	38.0%	56.0%	20.0%	-	-	-
Papua New Guinea	4,809	37.0%	46.0%	28.0%	-	-	-
Paraguay	5,496	14.8%	24.1%	5.5%	-	-	-
Peru	25,662	28.6%	41.5%	15.7%	19.5%	22.0%	15.0%
Philippines	75,653	32.4%	53.8%	11.0%	23.3%	31.2%	17.2%
Poland	38,605	34.5%	44.0%	25.0%	24.4%	29.0%	20.0%
Portugal	10,016	18.7%	30.2%	7.1%	-	-	-
Qatar	565	18.8%	37.0%	0.5%	-	-	-
Romania	22,438	43.5%	62.0%	25.0%	-	-	-
Russian Federation	145,491	36.5%	63.2%	9.7%	35.1%	40.9%	29.5%
Rwanda	7,609	5.5%	7.0%	4.0%	-	-	-

4 Youth exposed to passive smoking at home ² percentages	5 Cigarette consumption annual per person	6 Quitting percentages of people who quit smoking by 2002	Countries
-	-	-	Lebanon
-	-	-	Lesotho
-	89	-	Liberia
-	1,482	-	Libyan Arab Jamahiriya
-	-	-	Lithuania
-	-	-	Luxembourg
-	-	-	Macedonia, Former Yugosl. Rep. of
-	315	-	Madagascar
-	123	11%	Malawi
-	910	-	Malaysia
-	1,441	-	Maldives
60.5%	223	-	Mali
-	2,668	-	Malta
-	-	-	Marshall Islands
-	317	-	Mauritania
-	1,284	-	Mauritius
45.5%	754	15%	Mexico
-	-	-	Micronesia, Federated States of
-	2,640	-	Moldova, Republic of
-	-	-	Monaco
-	-	-	Mongolia
-	800	-	Morocco
-	432	-	Mozambique
-	-	-	Myanmar
-	-	-	Namibia
-	-	-	Nauru
37.8%	619	-	Nepal
-	2,323	-	Netherlands
-	1,213	-	New Zealand
-	793	-	Nicaragua
-	-	-	Niger
34.3%	189	-	Nigeria
-	-	-	Niue
-	725	-	Norway
-	-	-	Oman
-	564	-	Pakistan
46.0%	-	-	Palau
-	244	-	Panama
-	-	-	Papua New Guinea
-	1,748	-	Paraguay
29.0%	195	12%	Peru
58.2%	1,849	-	Philippines
67.0%	2,061	-	Poland
-	2,079	-	Portugal
-	-	-	Qatar
-	1,676	-	Romania
55.3%	1,702	1%	Russian Federation
-	135	-	Rwanda

² For some countries, data are based on youth surveys in major cities or provinces, and are not necessarily representative of the entire country.

Table A The Demographics of Tobacco

Countries	1	2			3		
	Population	Adult smoking			Youth tobacco use ¹		
	thousands	total	percentages male	female	total	percentages male	female
Saint Kitts and Nevis	38	-	-	-	-	-	-
Saint Lucia	148	-	-	-	-	-	-
Saint Vincent and Grenadines	113	15%	26.4%	3.5%	-	-	-
Samoa	159	23.3%	33.9%	12.7%	-	-	-
San Marino	27	22.5%	28.0%	17.0%	-	-	-
Sao Tome and Principe	138	44.1%	-	-	-	-	-
Saudi Arabia	20,346	11.5%	22.0%	1.0%	-	-	-
Senegal	9,421	4.6%	-	-	-	-	-
Seychelles	80	22.0%	37.0%	6.9%	-	-	-
Sierra Leone	4,405	18.5%	-	-	-	-	-
Singapore	4,018	15.0%	26.9%	3.1%	9.1%	10.5%	7.5%
Slovakia	5,399	42.6%	55.1%	30.0%	-	-	-
Slovenia	1,988	25.2%	30.0%	20.3%	-	-	-
Solomon Islands	447	-	-	23.0%	-	-	-
Somalia	8,778	-	-	-	-	-	-
South Africa	43,309	26.5%	42.0%	11.0%	24.3%	29.0%	20.8%
Spain	39,910	33.4%	42.1%	24.7%	-	-	-
Sri Lanka	18,924	13.7%	25.7%	1.7%	9.9%	13.7%	5.8%
Sudan	31,095	12.9%	24.4%	1.4%	-	-	-
Suriname	417	-	-	-	14.3%	18.5%	10.1%
Swaziland	925	13.4%	24.7%	2.1%	-	-	-
Sweden	8,842	19.0%	19.0%	19.0%	-	-	-
Switzerland	7,170	33.5%	39.0%	28.0%	-	-	-
Syrian Arab Republic	16,189	30.3%	50.6%	9.9%	-	-	-
Tajikistan	6,087	-	-	-	-	-	-
Tanzania, United Republic of	35,119	31.0%	49.5%	12.4%	-	-	-
Thailand	62,806	23.4%	44.1%	2.6%	-	-	-
Togo	4,527	-	-	-	-	-	-
Tonga	99	38.3%	62.4%	14.2%	-	-	-
Trinidad and Tobago	1,294	25.1%	42.1%	8.0%	14.2%	17.9%	10.2%
Tunisia	9,459	34.8%	61.9%	7.7%	-	-	-
Turkey	66,668	44.0%	60-65%	20-24%	-	-	-
Türkmenistan	4,737	14.0%	27.0%	1.0%	-	-	-
Tuvalu	10	41.0%	51.0%	31.0%	-	-	-
Uganda	23,300	34.5%	52.0%	17.0%	-	-	-
Ukraine	49,568	35.3%	51.1%	19.4%	34.6%	37.7%	30.8%
United Arab Emirates	2,606	9.0%	18.3%	<1.0%	-	-	-
United Kingdom	59,415	26.5%	27.0%	26.0%	-	-	-
United States of America	283,230	23.6%	25.7%	21.5%	25.8%	27.5%	24.2%
Uruguay	3,337	23.0%	31.7%	14.3%	23.9%	22.0%	24.0%
Uzbekistan	24,881	29.0%	49.0%	9.0%	-	-	-
Vanuatu	197	27.0%	49.0%	5.0%	-	-	-
Venezuela	24,170	40.5%	41.8%	39.2%	14.8%	15.3%	13.9%
Viet Nam	78,137	27.1%	50.7%	3.5%	-	-	-
Yemen	18,349	44.5%	60.0%	29.0%	-	-	-
Yugoslavia	10,552	47.0%	52.0%	42.0%	-	-	-
Zambia	10,421	22.5%	35.0%	10.0%	-	-	-
Zimbabwe	12,627	17.8%	34.4%	1.2%	18.3%	19.0%	17.0%

¹ For some countries, data are based on youth surveys in major cities or provinces, and are not necessarily representative of the entire country.

4 Youth exposed to passive smoking at home ² percentages	5 Cigarette consumption annual per person	6 Quitting percentages of people who quit smoking by 2002	Countries
-	-	-	Saint Kitts and Nevis
26.9%	-	-	Saint Lucia
32.5%	-	-	Saint Vincent and Grenadines
-	1,509	-	Samoa
-	-	-	San Marino
-	-	-	Sao Tome and Principe
-	810	9%	Saudi Arabia
-	340	-	Senegal
-	-	-	Seychelles
-	465	-	Sierra Leone
35.1%	1,230	-	Singapore
-	2,282	-	Slovakia
-	2,917	-	Slovenia
-	678	-	Solomon Islands
-	-	-	Somalia
43.6%	1,516	35%	South Africa
-	2,779	-	Spain
55.8%	374	-	Sri Lanka
30.5%	77	1%	Sudan
56.6%	1,930	-	Suriname
-	-	-	Swaziland
-	1,202	33%	Sweden
-	2,720	-	Switzerland
-	1,283	-	Syrian Arab Republic
-	-	-	Tajikistan
-	177	-	Tanzania, United Republic of
-	1,067	1%	Thailand
-	306	-	Togo
-	-	5%	Tonga
37.2%	2,180	13%	Trinidad and Tobago
-	1,341	-	Tunisia
-	2,394	10%	Turkey
-	2,307	-	Turkmenistan
-	-	5%	Tuvalu
-	180	-	Uganda
49.0%	1,456	-	Ukraine
-	-	-	United Arab Emirates
-	1,748	-	United Kingdom
42.1%	2,255	42%	United States of America
-	1,396	16%	Uruguay
-	1,104	-	Uzbekistan
-	-	-	Vanuatu
43.5%	1,079	7%	Venezuela
-	1,025	-	Viet Nam
-	-	-	Yemen
-	1,548	-	Yugoslavia
-	408	72%	Zambia
35.6%	399	-	Zimbabwe

² For some countries, data are based on youth surveys in major cities or provinces, and are not necessarily representative of the entire country.

Table B The Business of Tobacco

Countries	1 Growing Tobacco			2 Tobacco Trade			
	Land devoted to growing tobacco	Agricultural land devoted to tobacco farming	Tobacco produced	Cigarettes exports millions	Cigarettes imports millions	Tobacco leaf exports metric tons	Tobacco leaf imports metric tons
	hectares	percentage of total	metric tons				
Afghanistan	-	-	-	-	1,500	-	-
Albania	7,300	0.88%	8,000	4,000	-	1,500	34
Algeria	5,700	0.03%	7,153	-	-	-	18,000
Andorra	-	-	-	-	-	-	-
Angola	3,100	0.11%	3,000	-	400	-	180
Antigua and Barbuda	-	-	-	-	-	-	-
Argentina	57,300	0.18%	114,156	2,400	2,400	72,580	6,803
Armenia	2,528	0.04%	4,577	-	2,200	319	2,537
Australia	3,185	0.01%	7,762	4,000	1,600	1,803	14,355
Austria	111	0.01%	230	11,803	1,681	931	10,404
Azerbaijan	7,789	0.51%	17,258	500	3,400	11,870	-
Bahamas	-	-	-	-	-	-	55
Bahrain	-	-	-	-	-	-	40
Bangladesh	31,161	0.44%	35,000	-	400	892	2,839
Barbados	-	-	-	55	20	-	4
Belarus	800	0.01%	1,400	-	4,000	-	10,347
Belgium	*380	0.05%	*1,300	*14,000	*8,200	*16,666	*41,014
Belize	-	-	-	20	155	-	84
Benin	917	0.03%	702	-	500	-	50
Bhutan	110	0.07%	160	-	-	-	4
Bolivia	1,060	0.05%	975	-	-	-	530
Bosnia and Herzegovina	2,000	0.25%	3,600	-	1,000	550	890
Botswana	-	-	-	-	900	56	618
Brazil	309,989	0.45%	578,451	700	-	343,029	2,647
Brunei Darussalam	-	-	-	-	800	-	-
Bulgaria	42,000	0.32%	70,000	8,728	1,000	21,000	7,400
Burkina Faso	800	0.03%	400	-	-	-	590
Burundi	360	0.04%	350	-	-	1	1,084
Cambodia	9,669	0.35%	7,665	-	-	1,051	890
Cameroon	3,400	0.03%	4,700	100	5	220	2,400
Canada	25,000	0.08%	71,000	1,600	396	23,075	3,297
Cape Verde	-	-	-	-	-	-	40
Central African Rep.	600	0.04%	500	-	-	140	350
Chad	145	<0.1%	210	-	55	-	100
Chile	3,508	0.16%	10,521	230	135	915	1,837
China	1,441,147	1.1%	2,563,510	41,566	47,740	131,980	27,018
Colombia	18,250	0.3%	33,216	5,500	13,260	10,217	3,331
Comoros	-	-	-	-	-	-	-
Congo	280	0.19%	100	3	30	-	270
Congo, Dem. Rep.	7,700	0.09%	3,600	-	-	-	680
Cook Islands	-	-	-	-	-	-	-
Costa Rica	108	0.20%	200	-	-	960	890
Côte d'Ivoire	20,000	0.28%	10,000	400	500	70	2,300
Croatia	6,100	0.55%	8,600	5,545	15	5,899	3,032
Cuba	45,785	0.85%	30,562	100	-	6,400	4,000
Cyprus	76	0.05%	374	3,550	-	147	420
Czech Republic	-	0.06%	-	16,500	4,000	761	20,242
Denmark	-	-	-	6,000	2,000	1,550	16,050

3 Manufacturing		4 Costs				5 Tax		6	Countries
Number of workers	Cigarettes manufactured millions	Malboro or equivalent international brand USD per pack	Local brand	Labour needed to buy a pack of Marlboro or equivalent international brand city minutes	Tax as a proportion of cigarette price percentages	Tobacco excise tax revenue as a proportion of total tax revenue percentages	Tobacco industry documents on the Legacy website		
0	-	-	-	-	-	-	7	Afghanistan	
1,946	-	-	-	-	70%	-	10	Albania	
6,096	-	-	-	-	-	-	52	Algeria	
-	-	-	-	-	-	-	133	Andorra	
478	-	-	-	-	-	-	15	Angola	
-	-	-	-	-	-	-	9	Antigua and Barbuda	
4,650	39,800	1.70	1.50	Buenos Aires	20.5	70%	4.34%	1,931	Argentina
0	-	-	-	-	-	50%	-	6	Armenia
1,569	32,000	3.46	3.20	Sydney	28.4	65%	3.38%	10,472	Australia
1,756	-	3.31	3.04	Vienna	21.8	73%	0.16%	2,907	Austria
1,751	-	0.88	0.33	-	-	-	-	1	Azerbaijan
0	-	-	-	-	-	-	-	153	Bahamas
0	-	1.32	-	Manama	17.6	-	-	212	Bahrain
32,829	-	1.26	0.83	-	-	30%	-	101	Bangladesh
75	-	-	-	-	-	-	-	45	Barbados
-	-	-	-	-	-	-	-	1	Belarus
4,400	*20,750	2.93	2.93	Brussels	22	75%	-	2,502	Belgium
116	-	-	-	-	-	-	-	5	Belize
-	-	-	-	-	-	-	-	13	Benin
0	-	-	-	-	-	-	-	1	Bhutan
197	-	-	-	-	-	61%	-	140	Bolivia
849	-	-	-	-	-	-	-	2	Bosnia and Herzegovina
0	-	-	-	-	-	-	-	32	Botswana
18,807	175,000	0.85	0.80	Rio de Janeiro Sao Paulo	21.8 17.2	75%	7.37%	2,492	Brazil
-	-	1.70	-	-	-	-	-	48	Brunei Darussalam
15,800	55,400	1.13	-	-	-	42%	3.63%	305	Bulgaria
195	-	-	-	-	-	-	-	11	Burkina Faso
180	-	-	-	-	-	-	-	5	Burundi
2,126	-	0.90	-	-	-	20%	-	8	Cambodia
436	-	1.42	0.99	-	-	-	-	53	Cameroon
4,600	58,000	3.40	2.88	Montreal Toronto	19.4 20.7	51%	-	11,851	Canada
47	-	-	-	-	-	-	-	1	Cape Verde
-	-	-	-	-	-	-	-	1	Central African Rep.
-	-	-	-	-	-	-	-	38	Chad
535	-	1.69	1.43	Santiago de C.	38.4	70%	4.10%	980	Chile
297,472	1,748,500	1.57	1.40	Shanghai	61.8	38%-40%	2.79%	9,047	China
1,243	-	1.03	0.64	Bogota	24.9	45%	0.91%	647	Colombia
-	-	-	-	-	-	-	-	3	Comoros
194	-	-	-	-	-	-	-	21	Congo
1,243	-	-	-	-	-	-	-	-	Congo, Dem. Rep.
-	-	-	-	-	-	-	-	1	Cook Islands
576	-	0.75	0.75	-	-	75%	1.58%	573	Costa Rica
555	-	0.92	0.71	-	-	-	-	10	Côte d'Ivoire
2,050	-	2.06	1.33	-	-	-	0.82%	62	Croatia
44,970	16,000	-	-	-	-	-	-	142	Cuba
272	-	-	-	-	-	-	-	429	Cyprus
2,000	0	1.42	1.13	-	-	58%	-	355	Czech Republic
1,415	-	4.00	4.00	Copenhagen	23	84%	2.03%	1,681	Denmark

Table B The Business of Tobacco

	1 Growing Tobacco			2 Tobacco Trade			
	Land devoted to growing tobacco hectares	Agricultural land devoted to tobacco farming percentage of total	Tobacco produced metric tons	Cigarettes exports millions	Cigarettes imports millions	Tobacco-leaf exports metric tons	Tobacco-leaf imports metric tons
Djibouti	-	-	-	-	-	-	80
Dominica	-	-	-	-	-	-	30
Dominican Republic	13,250	1.28%	17,229	40	-	14,640	-
East Timor	-	-	-	-	-	-	-
Ecuador	1,725	0.02%	3,461	100	-	883	246
Egypt	-	-	-	1,400	500	-	55,040
El Salvador	600	0.10%	1,100	-	-	84	448
Equatorial Guinea	-	-	-	-	-	-	-
Eritrea	-	-	-	-	-	-	-
Estonia	-	-	-	-	600	-	4
Ethiopia	4,500	0.05%	3,000	-	200	-	200
Fiji	180	0.07%	150	12	14	-	130
Finland	-	-	-	193	1,700	1,307	3,904
France	9,254	0.05%	25,534	23,300	67,571	46,023	70,528
Gabon	-	-	-	-	-	-	100
Gambia	-	-	-	-	-	116	793
Georgia	1,801	0.11%	1,855	-	1,500	-	2,000
Germany	3,000	0.03%	8,500	90,637	33,604	41,430	189,669
Ghana	4,200	0.06%	2,500	-	35	255	56
Greece	62,917	1.65%	136,593	17,000	11,000	100,889	19,554
Grenada	-	-	-	-	-	-	30
Guatemala	8,374	0.43%	18,630	1,900	600	9,043	643
Guinea	2,000	0.13%	1,800	-	20	-	70
Guinea-Bissau	-	-	-	-	-	-	-
Guyana	100	0.02%	90	-	-	-	-
Haiti	400	0.05%	550	-	20	-	660
Honduras	11,214	0.47%	4,318	236	-	2,547	3,205
Hungary	5,764	0.14%	10,485	3,500	500	759	17,539
Iceland	-	-	-	-	600	-	-
India	463,200	0.23%	701,700	1,500	200	119,643	1,500
Indonesia	223,000	0.72%	145,000	17,500	140	37,097	40,913
Iran, Isl. Rep.	20,000	0.07%	21,000	-	8,000	1,516	842
Iraq	2,400	0.04%	2,250	-	-	-	2,400
Ireland	-	-	-	2,000	450	83	5,650
Israel	-	0.05%	-	200	2,400	10	4,700
Italy	46,900	0.46%	132,200	193	56,475	93,862	38,830
Jamaica	1,175	0.44%	1,800	40	1,780	130	450
Japan	23,991	0.6%	60,803	13,961	83,478	31	98,919
Jordan	3,099	1.06%	2,667	300	200	483	1,400
Kazakhstan	4,500	0.01%	9,000	12,600	3,000	7,521	6,129
Kenya	4,500	0.19%	7,000	550	50	4,423	50
Kiribati	-	-	-	-	-	-	-
Korea, Republic of	24,300	1.62%	68,198	6,712	9,378	5,618	12,781
Korea, Dem. People's Rep. of	44,000	2.10%	63,000	-	-	5,000	576
Kuwait	-	-	-	-	1,000	-	-
Kyrgyzstan	14,465	0.64%	34,613	-	1,000	35,000	6
Lao People's Dem. Rep.	6,700	0.87%	33,400	-	-	-	260
Latvia	-	-	-	-	1,000	-	1,544

3 Manufacturing		4 Costs			5 Tax		6		
Number of workers	Cigarettes manufactured millions	Malboro or equivalent international brand	Local brand	Labour needed to buy a pack of Marlboro or equivalent international brand	Tax as a proportion of cigarette price	Tobacco excise tax revenue as a proportion of total tax revenue	Tobacco industry documents on the Legacy website		
		US\$ per pack		city minutes	percentages	percentages			
-	-	-	-	-	-	-	-	29	Djibouti
-	-	-	-	-	-	-	-	35	Dominica
1,480	-	-	-	-	-	-	-	239	Dominican Republic
-	-	-	-	-	-	-	-	-	East Timor
361	-	1.90	1.30	-	-	-	-	617	Ecuador
17,469	40,000	1.16	1.16	-	-	57%	1.34%	629	Egypt
0	-	-	-	-	-	42%	-	310	El Salvador
-	-	-	-	-	-	-	-	0	Equatorial Guinea
-	-	-	-	-	-	-	-	1	Eritrea
-	-	-	-	-	-	70%	1.29%	20	Estonia
898	-	-	-	-	-	-	-	9	Ethiopia
98	-	-	-	-	-	-	-	58	Fiji
700	-	3.73	3.35	Helsinki	28.7	73%	2.03%	4,856	Finland
4,400	48,000	3.13	2.75	Paris	20.5	75%	0.37%	5,298	France
50	-	1.32	1.22	-	-	-	-	16	Gabon
0	-	-	-	-	-	-	-	18	Gambia
-	-	1.00	-	-	-	-	-	1,732	Georgia
15,455	205,500	2.81	2.75	Berlin Frankfurt	18.4 17.3	72%	1.38%	9,489	Germany
1,121	-	1.40	-	-	-	-	-	40	Ghana
9,943	28,200	2.05	1.64	Athens	24	73%	8.69%	1,228	Greece
19	-	-	-	-	-	-	-	18	Grenada
556	-	1.29	0.97	-	-	-	-	628	Guatemala
-	-	-	-	-	-	-	-	2,025	Guinea
-	-	-	-	-	-	-	-	3	Guinea-Bissau
193	-	-	-	-	-	-	-	22	Guyana
350	-	-	-	-	-	-	-	87	Haiti
-	-	-	-	-	-	-	-	163	Honduras
2,750	30,000	1.09	0.77	Budapest	71.4	42%	0.02%	480	Hungary
-	-	4.43	4.53	-	-	-	-	235	Iceland
537,692	90,000	1.24	0.91	Mumbai	102.5	75%	2.43%	1,447	India
237,401	190,000	0.62	0.62	Jakarta	61.7	30%	3.38%	834	Indonesia
7,197	-	0.96	0.46	-	-	-	-	289	Iran, Isl. Rep.
1,000	-	-	-	-	-	-	-	129	Iraq
1,279	-	4.47	4.47	Dublin	30.6	75%	-	6,605	Ireland
600	-	3.22	1.91	Tel Aviv	29.3	-	-	3,277	Israel
13,330	55,300	2.70	1.93	Milan	26	73%	-	2,165	Italy
750	-	-	-	-	-	42%	-	227	Jamaica
14,200	265,000	2.34	2.09	Tokyo	8.9	60%	0.02%	17,611	Japan
1,051	-	2.04	0.98	-	-	-	-	5,954	Jordan
-	-	-	-	-	-	-	-	33	Kazakhstan
1,701	-	1.55	0.90	Nairobi	157.6	-	0.09%	169	Kenya
-	-	-	-	-	-	-	-	0	Kiribati
3,600	84,600	1.50	1.26	Seoul	26.6	60%	3.46%	***1,717	Korea, Republic of
-	-	-	-	-	-	-	-	***1,717	Korea, Dem. People's Rep. of
0	-	1.10	-	-	-	-	-	571	Kuwait
1,294	-	-	-	-	-	-	-	1	Kyrgyzstan
500	-	-	-	-	-	-	-	30	Lao People's Dem. Rep.
286	-	-	-	-	-	-	-	13	Latvia

***continues total for Democratic People's Republic of Korea and Republic of Korea

Table B The Business of Tobacco

Countries	1 Growing Tobacco			2 Tobacco Trade			
	Land devoted to growing tobacco	Agricultural land devoted to tobacco farming	Tobacco produced	Cigarettes exports	Cigarettes imports	Tobacco leaf exports	Tobacco leaf imports
	hectares	percentage of total	metric tons	millions	millions	metric tons	metric tons
Lebanon	9,700	2.02%	13,500	-	1,400	3,100	270
Lesotho	-	-	-	-	-	-	-
Liberia	-	-	-	-	200	-	-
Libyan Arab Jamahiriya	650	0.03%	1,500	-	2,200	-	3,100
Lithuania	-	-	-	-	1,500	-	2,915
Luxembourg	*380	-	*1,300	*14,000	*8,200	*16,666	*41,014
Macedonia, Former Yugosl. Rep. of	25,000	1.66%	32,000	-	500	9,900	2,200
Madagascar	2,110	0.11%	2,000	-	1	40	362
Malawi	113,823	6.18%	120,000	30	80	93,000	800
Malaysia	12,500	0.14%	7,260	10,609	1,037	274	19,974
Maldives	-	-	-	-	-	-	70
Mali	230	0.02%	180	-	-	-	60
Malta	-	-	-	250	50	1	7
Marshall Islands	-	-	-	-	-	-	-
Mauritania	-	-	-	-	-	-	800
Mauritius	440	0.63%	700	-	-	-	89
Mexico	22,674	0.06%	45,205	20	5	10,509	8,623
Micronesia, Federated States of	-	-	-	-	-	-	-
Moldova, Republic of	18,608	0.92%	22,407	5,300	400	21,811	2,652
Monaco	-	-	-	-	-	-	-
Mongolia	-	-	-	-	-	-	-
Morocco	3,500	0.03%	3,500	-	3,100	-	8,021
Mozambique	7,000	0.08%	9,470	-	40	-	600
Myanmar	30,000	0.31%	46,260	800	800	-	622
Namibia	-	-	-	-	-	-	-
Nauru	-	-	-	-	-	-	-
Nepal	4,283	0.20%	3,809	-	-	-	3,100
Netherlands	-	-	-	101,550	14,725	19,630	112,607
New Zealand	-	-	-	75	20	36	3,930
Nicaragua	1,395	0.05%	2,000	-	-	1,243	775
Niger	1,000	0.03%	850	-	800	413	100
Nigeria	22,000	0.07%	9,200	-	8,500	180	1,500
Niue	-	-	-	-	-	-	-
Norway	-	-	-	50	1,000	364	6,480
Oman	270	0.18%	1,300	-	-	514	327
Pakistan	56,400	0.22%	107,700	400	4,000	2,446	180
Palau	-	-	-	-	-	-	-
Panama	1,100	0.17%	1,800	-	100	152	2
Papua New Guinea	-	-	-	-	5	-	140
Paraguay	7,000	0.2%	11,000	2,500	2,500	4,625	5,500
Peru	13,500	0.06%	17,231	-	10	144	628
Philippines	40,869	0.59%	49,493	3,105	2,614	17,639	26,790
Poland	14,057	0.13%	29,545	7,716	104	4,955	60,288
Portugal	2,132	0.07%	6,193	3,800	1,606	3,505	7,840
Qatar	-	-	-	-	-	-	20
Romania	10,970	0.1%	14,800	-	5,500	838	25,257
Russian Federation	1,700	<0.1%	1,600	900	15,000	420	263,129
Rwanda	2,800	0.24%	3,800	-	30	-	30

3 Manufacturing		4 Costs				5 Tax		6	Countries
Number of workers	Cigarettes manufactured millions	Malboro or equivalent international brand	Local brand	Labour needed to buy a pack of Marlboro or equivalent international brand		Tax as a proportion of cigarette price	Tobacco excise tax revenue as a proportion of total tax revenue	Tobacco industry documents on the Legacy website	
		USD per pack		city	minutes	percentages	percentages		
3,800	-	-	-	-	-	-	-	610	Lebanon
-	-	-	-	-	-	-	-	6	Lesotho
91	-	-	-	-	-	-	-	105	Liberia
1,251	-	4.55	1.82	-	-	-	-	24	Libyan Arab Jamahiriya
418	-	-	-	-	-	-	0.16%	44	Lithuania
-	*20,750	2.24	1.90	Luxembourg	12	-	-	495	Luxembourg
5,604	-	-	-	-	-	-	-	24	Macedonia, Former Yugos. Rep. of
814	-	-	-	-	-	-	-	14	Madagascar
74	-	-	-	-	-	-	-	421	Malawi
9,873	-	1.13	1.08	Kuala Lumpur	20.7	33%	-	1,429	Malaysia
-	-	-	-	-	-	-	-	3	Maldives
-	-	-	-	-	-	-	-	31	Mali
158	-	-	-	-	-	-	-	140	Malta
-	-	-	-	-	-	-	-	-	Marshall Islands
-	-	-	-	-	-	-	-	-	Mauritania
207	-	-	-	-	-	-	-	60	Mauritius
5,122	46,500	1.55	1.24	Mexico City	49.4	60%	1.41%	2,121	Mexico
-	-	-	-	-	-	-	-	2	Micronesia, Federated States of
-	-	1	-	-	-	-	-	2	Moldova, Republic of
-	-	-	-	-	-	-	-	767	Monaco
0	-	-	-	-	-	-	-	8	Mongolia
2,301	-	2.63	1.36	-	-	-	-	179	Morocco
-	-	-	-	-	-	-	-	32	Mozambique
2,059	-	-	-	-	-	-	-	440	Myanmar
0	-	-	-	-	-	-	-	1	Namibia
-	-	-	-	-	-	-	-	1	Nauru
3,142	-	-	-	-	-	73%	6.37%	39	Nepal
4,739	90,000	2.80	2.56	Amsterdam	18.5	72%	1.44%	1,956	Netherlands
450	-	3.71	3.69	Auckland	35.3	68%	-	2,353	New Zealand
-	-	-	-	-	-	-	-	82	Nicaragua
-	-	-	-	-	-	-	-	29	Niger
0	-	0.86	0.86	-	-	-	-	529	Nigeria
-	-	-	-	-	-	-	-	1	Niue
-	-	6.48	6.48	Oslo	38.5	78%	1.76%	2,755	Norway
0	-	-	-	-	-	-	-	87	Oman
5,701	36,644	0.83	0.53	-	-	73%	0.11%	634	Pakistan
-	-	-	-	-	-	-	-	5	Palau
177	-	1.20	1.20	Panama	81.4	-	-	1,220	Panama
617	-	1.85	1.85	-	-	-	-	60	Papua New Guinea
250	-	1.10	0.93	-	-	-	-	168	Paraguay
470	-	1.42	1.34	-	-	-	-	440	Peru
14,682	74,400	0.67	0.51	Manila	41.8	63%	-	1,907	Philippines
12,440	110,000	1.51	1.13	Warsaw	55.7	39%	3.26%	2,169	Poland
1,193	-	1.86	1.77	Lisbon	26.2	81%	-	495	Portugal
-	-	-	-	-	-	-	-	101	Qatar
7,500	21,000	1.01	0.88	-	-	-	0.20%	90	Romania
17,600	**293,000	0.98	0.59	Moscow	71.3	-	-	503	Russian Federation
0	-	-	-	-	-	-	-	1	Rwanda

** data for Former Soviet Union

Table B The Business of Tobacco

Countries	1 Growing Tobacco			2 Tobacco Trade			
	Land devoted to growing tobacco	Agricultural land devoted to tobacco farming	Tobacco produced	Cigarettes exports	Cigarettes imports	Tobacco leaf exports	Tobacco leaf imports
	hectares	percentage of total	metric tons	millions	millions	metric tons	metric tons
Saint Kitts and Nevis	-	-	-	-	-	-	-
Saint Lucia	-	-	-	-	-	-	20
Saint Vincent and Grenadines	70	0.55%	85	-	-	-	30
Samoa	40	0.03%	135	3,250	25	-	-
San Marino	-	-	-	-	-	-	-
Sao Tome and Principe	-	-	-	-	-	-	-
Saudi Arabia	-	-	-	150	20,000	2	622
Senegal	-	-	-	3	500	366	1,647
Seychelles	-	-	-	-	15	-	40
Sierra Leone	40	0.11%	20	200	13	100	500
Singapore	-	0.30%	-	58,745	49,350	2,266	12,158
Slovakia	1,134	0.47%	1,870	50	900	1,775	5,674
Slovenia	-	-	-	-	-	750	8,500
Solomon Islands	100	0.16%	85	-	25	-	20
Somalia	250	0.02%	100	-	-	-	130
South Africa	14,100	0.09%	29,700	1,926	324	15,905	6,930
Spain	13,450	0.09%	42,250	5,133	25,175	25,615	53,895
Sri Lanka	4,780	0.45%	6,000	400	50	2,374	3,825
Sudan	-	-	-	-	700	-	70
Suriname	-	-	-	-	20	-	420
Swaziland	194	0.04%	71	-	-	2	7
Sweden	-	-	-	400	2,000	1,653	10,789
Switzerland	651	0.17%	1,182	23,400	200	7,372	31,486
Syrian Arab Republic	16,726	0.25%	26,112	500	2,000	2,315	-
Tajikistan	5,200	0.54%	13,500	-	1,000	-	7,000
Tanzania, United Republic of	40,000	1.06%	26,670	12,265	-	21,350	250
Thailand	51,800	0.21%	74,200	1,500	8,000	25,025	10,177
Togo	4,000	0.16%	2,000	-	1,000	-	3
Tonga	-	-	-	-	-	-	-
Trinidad and Tobago	-	0.04%	-	-	2	-	2,065
Tunisia	3,100	0.08%	3,400	-	2,000	278	8,013
Turkey	290,000	0.77%	260,000	111,006	30	129,284	48,846
Turkmenistan	800	0.07%	2,000	-	1,500	-	800
Tuvalu	-	-	-	-	-	-	-
Uganda	7,500	0.11%	10,000	-	-	4,714	144
Ukraine	4,300	0.02%	3,000	-	20,000	1,579	70,000
United Arab Emirates	50	0.07%	608	-	8,000	60	236
United Kingdom of Gr. Br. Et N Ir.	-	-	-	2	45,018	9,945	128,569
United States of America	191,176	0.15%	477,630	148,261	15,064	190,538	241,062
Uruguay	830	0.06%	2,800	22,950	40	74	8,954
Uzbekistan	10,500	0.17%	19,000	15	7,500	-	5,450
Vanuatu	-	-	-	-	-	-	-
Venezuela	6,000	0.23%	11,288	250	50	186	10,507
Viet Nam	24,400	0.41%	27,200	-	2,000	96	16,000
Yemen	5,209	0.26%	12,581	2,000	150	14	8,502
Yugoslavia	9,858	0.26%	11,341	3,250	14,500	3,710	2,700
Zambia	2,900	0.06%	3,200	-	-	3,600	1,100
Zimbabwe	90,769	2.56%	227,726	2,000	-	163,933	6,723

3 Manufacturing		4 Costs				5 Tax		6	Countries
Number of workers	Cigarettes manufactured millions	Malboro or equivalent international brand	Local brand	Labour needed to buy a pack of Marlboro or equivalent international brand		Tax as a proportion of cigarette price	Tobacco excise tax revenue as a proportion of total tax revenue	Tobacco industry documents on the Legacy website	
		US\$ per pack		city	minutes	percentages	percentages		
-	-	-	-	-	-	-	-	14	Saint Kitts and Nevis
0	-	-	-	-	-	-	-	10	Saint Lucia
20	-	-	-	-	-	-	-	362	Saint Vincent and Grenadines
0	-	-	-	-	-	-	-	7	Samoa
-	-	-	-	-	-	-	3.35%	5	San Marino
-	-	-	-	-	-	-	-	27	Sao Tome and Principe
-	-	1.30	0.93	-	-	-	-	1,806	Saudi Arabia
400	-	0.71	0.28	-	-	-	-	89	Senegal
-	-	-	-	-	-	44%	3.71%	14	Seychelles
194	-	-	-	-	-	-	-	27	Sierra Leone
0	-	3.92	3.52	Singapore	42.6	-	-	1,969	Singapore
0	-	-	-	-	-	34%	-	17	Slovakia
-	-	-	-	-	-	63%	-	36	Slovenia
-	-	-	-	-	-	-	-	7	Solomon Islands
526	-	-	-	-	-	-	-	65	Somalia
3,110	37,795	1.34	1.34	Johannesburg	19.5	33%	1.15%	624	South Africa
9,277	79,000	2.16	1.15	Barcelona	21.1	72%	2.37%	3,183	Spain
23,114	-	1.78	1.66	Madrid	21.4	24%	-	66	Sri Lanka
497	-	-	-	-	-	-	-	87	Sudan
80	-	-	-	-	-	-	-	17	Suriname
0	-	-	-	-	-	-	-	21	Swaziland
560	-	3.75	3.64	Stockholm	27.6	69%	1.63%	3,512	Sweden
-	39,515	2.80	2.80	Geneva	12.5	52%	1.69%	4,734	Switzerland
-	-	1.12	0.56	Zurich	11.1	-	-	71	Syrian Arab Republic
-	-	-	-	-	-	-	-	1	Tajikistan
4,551	-	-	-	-	-	-	-	53	Tanzania, United Republic of
24,033	47,000	1.08	0.69	Bangkok	35	62%	-	1,240	Thailand
-	-	-	-	-	-	-	-	23	Togo
0	-	-	-	-	-	-	-	4	Tonga
166	-	-	-	-	-	-	-	157	Trinidad and Tobago
3,554	-	1.96	-	-	-	-	-	65	Tunisia
21,504	-	1.23	0.89	Istanbul	30	42%	0.21%	1,033	Turkey
-	-	-	-	-	-	-	-	0	Turkmenistan
-	-	-	-	-	-	-	-	0	Tuvalu
719	-	1.89	-	-	-	-	-	33	Uganda
7,000	-	0.80	-	-	-	-	-	29	Ukraine
0	-	1.77	0.29	Abu Dhabi	19.7	-	-	144	United Arab Emirates
6,450	114,300	6.24	6.25	London	39.7	78%	3.23%	9,181	United Kingdom of Gr. Br. & N Ir.
27,300	716,500	3.71	3.60	Chicago	18	24%	0.44%	78,615	United States of America
396	-	3.14	1.42	Los Angeles	20	60%	2.64%	300	Uruguay
-	-	-	1.11	-	-	-	-	29	Uzbekistan
-	-	-	-	-	-	-	-	0	Vanuatu
2,581	-	1.42	1.28	Caracas	28.5	50%	2.30%	1,145	Venezuela
-	-	0.72	0.57	-	-	36%	-	329	Viet Nam
961	-	-	-	-	-	-	-	28	Yemen
4,900	0	0.94	0.28	-	-	-	-	522	Yugoslavia
503	-	2.03	-	-	-	30%	0.04%	73	Zambia
4,290	-	1.15	0.85	-	-	80%	1.17%	864	Zimbabwe

GLOSSARY OF TERMS USED IN *THE TOBACCO ATLAS*

Advertising – Any commercial effort to promote, including the use of sponsorship activities, the use, image or awareness of a tobacco product, its trade marks, brand name or manufacturer.

Areca nut – The fruit of the Areca Catechu tree. Areca nut is commonly combined with betel leaves, slaked lime, and tobacco and chewed as betel-quid, particularly in areas of Southeast Asia. In Northeast India, the use of fermented areca nut (tamol) is common.

Betel-quid – A mixture which typically consists of areca nut, tobacco, slaked lime and sweetening or flavouring agents, wrapped in a betel leaf. Betel-quid is chewed in many countries in Asia, such as India, Sri Lanka, Bangladesh, Cambodia and Malaysia.

Bidis – Consist of a small amount of tobacco, hand-wrapped in dried temburni leaf and tied with string. Despite their small size, their tar and carbon monoxide deliveries can be higher than manufactured cigarettes because of the need to puff harder to keep bidis lit. Bidis are used extensively in areas of Southeast Asia and are the most commonly smoked tobacco product in India.

Chilum – A straight, conical pipe made of clay. Chilum smoking is practiced mostly among males in the northern rural areas of India. The pipe is held vertically, and to prevent the tobacco from entering the mouth, a pebble or stopper is inserted into the top of the chilum. The entire pipe is usually filled with tobacco, and the mouth-piece is wrapped with a wet piece of cloth to protect the mouth from the heat and to serve as a filter.

Cigars – Made of air-cured and fermented tobaccos with a tobacco wrapper, they come in many shapes and sizes, from cigarette-sized cigarillos, double coronas, cheroots, stumphen, chuttas and dhumtis. In reverse chutta and dhumti smoking the ignited end of the cigar is placed inside the mouth.

Clove cigarettes – *see* **Kreteks**

Consumption – Total cigarette consumption is the number of cigarettes sold annually in a country, usually in millions of sticks. Total cigarette consumption is

calculated by adding a country's cigarette production and imports and subtracting exports. "Per adult" cigarette consumption is calculated by dividing total cigarette consumption by the total population of those who are 15 years and older. Smuggling may account for inaccuracies in these estimates.

Excess mortality – The amount by which death rates for a given population group (e.g. smokers) exceed that of another population group chosen as a reference or standard (e.g. non-smokers).

Health warnings – Verbal, written or visual warnings, required by governments on packets or advertisements of all tobacco products.

Hookah – *see* **Water pipe**

Ingredients – Every component of the product that is smoked or chewed, including all additives and flavourings, contents such as paper, ink and filters, and materials used in the manufacturing process (such as adhesives etc.) present in the finished product in burnt or unburned form, and whether the tobacco has been genetically modified.

Kreteks – Clove-flavoured cigarettes. They contain a wide range of exotic flavourings and eugenol, which has an anaesthetising effect, allowing for greater and deeper inhalation.

Manufactured cigarettes – Consist of shredded or reconstituted tobacco, processed with hundreds of chemicals, wrapped in paper, and often with a filter and manufactured by a machine. They are the predominant form of tobacco used worldwide.

Nicotine – nicotinic alkaloids.

Nicotine replacement therapy (NRT) – A type of pharmacological treatment used as an aid to smoking cessation. It includes devices such as transdermal patches, nicotine gum, nicotine nasal sprays and inhalers.

Pan masala – Pan masala or betel quid consists of four main ingredients: tobacco, areca nuts and slaked lime wrapped in a betel leaf. It can also contain other

sweetenings and flavouring agents. Varieties of pan include kaddipudi, hogesoppu, gundi, kadapam, zarda, pattiwala, kiwam, mishri, and pills. It is commonly chewed in parts of Southeast Asia, especially in rural India.

Passive smoking – Inhaling cigarette, cigar, or pipe smoke produced by another individual. It is composed of second-hand smoke (exhaled by the smoker), and sidestream smoke (which drifts off the tip of the cigarette or cigar or pipe bowl).

Pipes – Made of briar, slate, clay or other substance. Tobacco is placed in a bowl and smoke is inhaled through the stem, sometimes through water.

Prevalence – Smoking prevalence is the percentage of smokers in the total population. Adult smoking is usually defined as aged 15 years and above.

Promotion – A representation about a product or service by any means, whether directly or indirectly, including any communication of information about a product or service and its price and distribution, that is likely to influence and shape attitudes, beliefs and behaviours about the product or service.

Retailer – A person who is engaged in a business that includes the sale of a tobacco product to consumers.

Risk – The likelihood of incurring a particular event or circumstance (e.g. risk of disease measures the chances of an individual contracting a disease).

Smoke-free areas – Areas where smoking or holding a lighted cigarette, cigar or pipe is banned.

Smoker – Someone who, at the time of the survey, smokes any tobacco product either daily or occasionally.

Snuff – Moist snuff is taken orally. A small amount of ground tobacco is held in the mouth between the cheek and gum. Increasingly, manufacturers are pre-packaging moist snuff into small paper or cloth packets to make use of the product easier and neater. Other products include khaini, shammaah, nass/naswa. Dry snuff is powdered tobacco that is inhaled through the nasal passages or taken orally.

Tar – The raw anhydrous nicotine-free condensate of smoke.

Tar and nicotine yield – The amount of tar and nicotine in milligrams in one cigarette, as determined by a machine designed to measure smoke. Machine yields of tar and nicotine levels are not necessarily what smokers actually inhale.

Tobacco attributable health care costs – Health costs calculated on the average proportion of particular diseases attributable to tobacco use.

Direct costs include: costs related to the average proportion of the occurrence of disease attributable to tobacco; health services costs such as hospital services, physician and outpatient services, prescription drugs, nursing home services, home healthcare, allied healthcare; changed expenditures from increased utilisation of services.

Indirect costs include: costs imposed on a household from tobacco-related illness or premature death; loss of production and earnings; household health; psychological costs, such as the effects of grief.

Tobacco attributable mortality – The number of deaths attributable to tobacco use within a specific population.

Tobacco control organisation – A non-profit organisation whose purpose is to reduce tobacco consumption and protect nonsmokers from the effects of involuntary smoking.

Tobacco industry documents – Previously secret, internal industry papers that have now been placed in the public domain as a result of court rulings.

Tobacco taxes – Taxes levied on tobacco products. There are two basic methods of tobacco taxation:

- nominal or specific taxes – taxes based on a set amount of tax per cigarette or gram of tobacco.
- *Ad valorem* taxes – taxes assessed as a percentage mark-up on the retail selling price of tobacco products.

Total tobacco tax refers to a combination of both methods plus any value added tax (VAT) where applicable.

Tobacco product – Any product manufactured wholly or partly from tobacco and intended for use by smoking, inhalation, chewing, sniffing or sucking, with the exception of medicinal preparations containing nicotine.

Tobacco production – Tobacco leaf production in metric tons refers to the actual tobacco leaves harvested from the field, excluding harvesting and threshing losses and any part of the tobacco crop not harvested for any reason.

Tobacco use – The consumption of tobacco products by burning, chewing, inhalation, or other forms of ingestion.

Water pipe – A water pipe, or hookah, consists of a receptacle for water which has an opening on the top to which a long wooden stem is fixed, the lower end being below water level. At the top of this stem, a small bowl is attached for tobacco. The tobacco is drawn through the water and inhaled through a long tube fixed to an outlet on the side of the receptacle. Cut, shredded tobacco moistened with molasses or other sweeteners, is kept in the bowl and burned with charcoal.

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Part One:

PREVALENCE AND HEALTH

2 Types of Tobacco Use

MAIN MAP

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3 Male Smoking

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Part Six:

WORLD TABLES

Table A The Demographics of Tobacco

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2. ADULT SMOKING

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3. YOUTH SMOKING

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4. YOUTH EXPOSED TO PASSIVE SMOKING AT HOME

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5. CIGARETTE CONSUMPTION

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6. QUITTING

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1. GROWING TOBACCO

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2. TOBACCO TRADE

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columns 3 & 4: see sources for Map 15, Tobacco Leaves inset

3. MANUFACTURING TOBACCO

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4. COSTS

columns 1 & 2: see sources for Map 11, Main Map

columns 3 & 4: see sources for Map 11, A Hard Day's Smoke

5. TAX

column 1: see sources for Map 29, Main Map

column 2: see sources for Map 29, Government income from Tobacco

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www.infact.org

Quit&Win

<http://www.quitandwin.org>

Repace's site, especially on passive smoking (Jim Repace)

<http://www.repace.com/>

Smokescreen Action Network (Michael Tacoslosky)

<http://www.smokescreen.org>

Society for Research on Nicotine and Tobacco (SRNT)

<http://www.srnt.org/>

Tobacco BBS (Gene Borio)

<http://www.tobacco.org>

Tobacco Control Journal

<http://www.tobaccocontrol.com>

Tobacco Control Resource Center/Tobacco Products Liability Project (TCRC/TPLP)

<http://tobacco.neu.edu/>

Tobacco Control Resource Centre (TCRC), BMA, UK

<http://www.tobacco-control.org/>

Tobacco Control Supersite (Simon Chapman)

<http://www.health.usyd.edu.au/tobacco/>

Tobacopedia

<http://TobaccoPedia.org>

Treatobacco Database & Educational Resource for Treatment of Tobacco Dependence

<http://www.treatobacco.net/>

12th World Conference on Tobacco or Health, Helsinki, 3-8 August 2003

<http://www.wctoh2003.org>

Regional Organisations

European Medical Association on Smoking and Health (EMASH)

<http://emash.globalink.org/>

European Network for Smoke-free Hospitals (ENSH)

<http://ensh.free.fr/>

European Network for Smoking Prevention (ENSP)

<http://www.ensp.org>

European Network of Young People and Tobacco

<http://www.ktl.fi/enypat/>

European Network of Quitlines

<http://www.quitlines-conference.com/>

Southeast Asian Tobacco Control Alliance

<http://www.tobaccofreeasia.net/>

Tobacco Free Forum, South Asia Association for Regional Cooperation

<http://wbb.globalink.org>

These web and email addresses were accurate in mid-2002. There are, in addition, many other organisations, wholly or partly working on tobacco issues, too numerous to include here. These can be contacted through INGCAT (the International Non Governmental Coalition Against Tobacco) or WHO. If any would like to be included in future editions, or on a website, please contact the authors.

In addition, we were unable to include any national and sub-national organisations.

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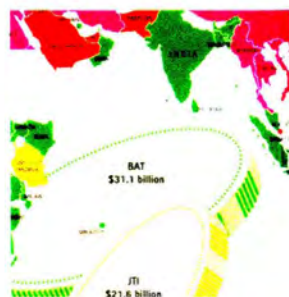
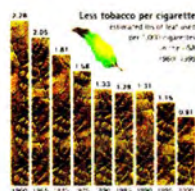
"The Tobacco Atlas highlights, in an educational and creative fashion, diverse features of this important global epidemic."

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Full-colour maps and graphics illustrate in a clear and accessible format the wide range of tobacco issues, revealing similarities and differences between countries, and exposing the behaviour of the tobacco companies. It also examines solutions and predicts the future course of the epidemic.

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quitting
price and tax, litigation
the future of the epidemic



Front cover photograph:
Boy smoking, Seychelles /
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Back cover photographs:
Boy in the road selling packs
to drivers and passengers,
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