

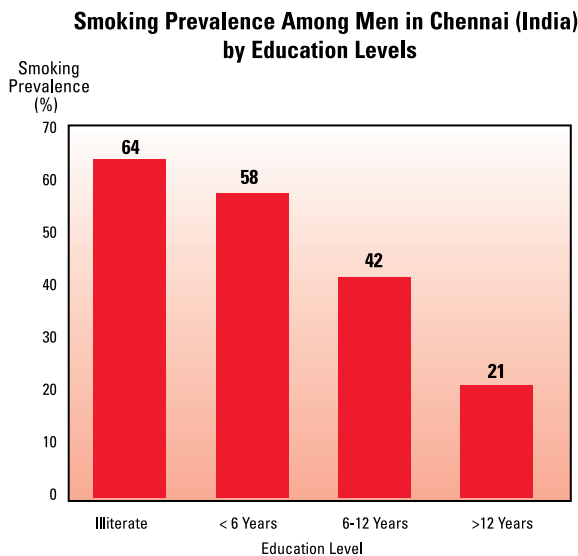
# Tobacco Control in Developing Countries



## Smoking and Smoking Deaths are More Common Among the Poor

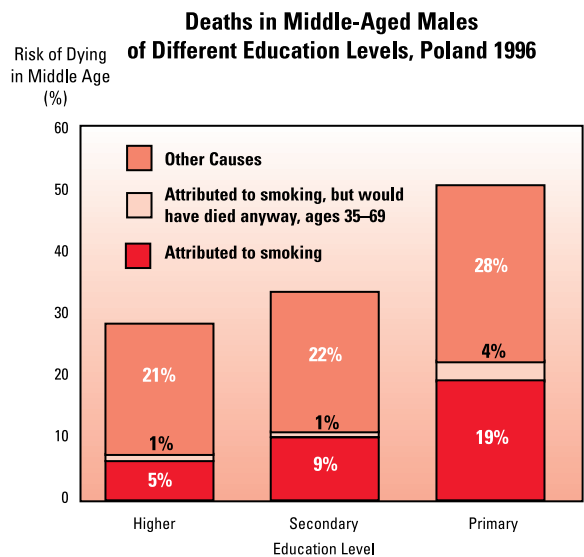
- About 80% of the world’s smokers live in low- and middle-income countries. On current trends, by the year 2030, these countries will experience 7 million tobacco-related deaths a year – 70% of the global total.
- Within all countries, poor or uneducated men are more likely to smoke than men with higher incomes or education. The situation for women is more complex.

Figure 5.1 Smoking is More Common Among the Less Educated



- Among male smokers in England and Wales, Poland, Canada, and the United States, smoking accounted for at least half of the differences in risk of death in middle age between men from low and higher economic groups.
- Smokers who live in low- and middle-income countries quit less often. While in most high-income countries, about 30% of men are former smokers, only 2% of men in China had quit in 1993 and only 5% of men in India. In Viet Nam, only 10% of men had given up smoking in 1997. Many did so because they became ill from smoking.

Figure 5.2 Education and the Risk of Smoking-attributable Death



- Since the poor are more responsive to price increases, they are more likely to stop smoking if cigarette prices go up. And the financial benefits of quitting are greater for those on low incomes – accounting for a proportionately larger increase in overall disposable income. However, among the poor who continue to smoke, higher cigarette taxes will impose a disproportionately high financial burden.
- Use of the revenues from higher cigarette taxes for health services targeted to the poorest socio-economic groups could produce “double health gains” – reduced tobacco consumption and increased access/wider use of health services.
- In China, for example, it is estimated that a 10% increase in cigarette taxes would cut consumption by 5% and increase revenue by 5% – enough to finance a package of essential health services for one-third of China’s poorest 100 million people.
- Government subsidies for nicotine replacement therapy targeted to the poor could be used. But targeting the poorest would be very difficult.

The 512-page book, *Tobacco Control in Developing Countries*, is an authoritative and comprehensive study that examines such key issues as poverty and smoking, rationale for government intervention, taxation, advertising and promotion bans, smuggling, trade and the supply side impact of control policies. Building on the comparative advantages of WHO and the World Bank in epidemiology and health economics, an international team of 40 professionals from 13 countries, under the guidance of Dr Prabhat Jha and Dr Frank Chaloupka, prepared this book over a period of three years. It is targeted primarily at ministries, academics and health professionals engaged in tobacco control.

The book is available in English only; Price: US\$ 49.50 paperback ISBN 0192632469. For more details or to place your order, please contact:

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