

KEY GRAPHICS: Tobacco Control in Developing Countries

Figure 1: Smoking Starts Early in Life

Source: Chapter 2

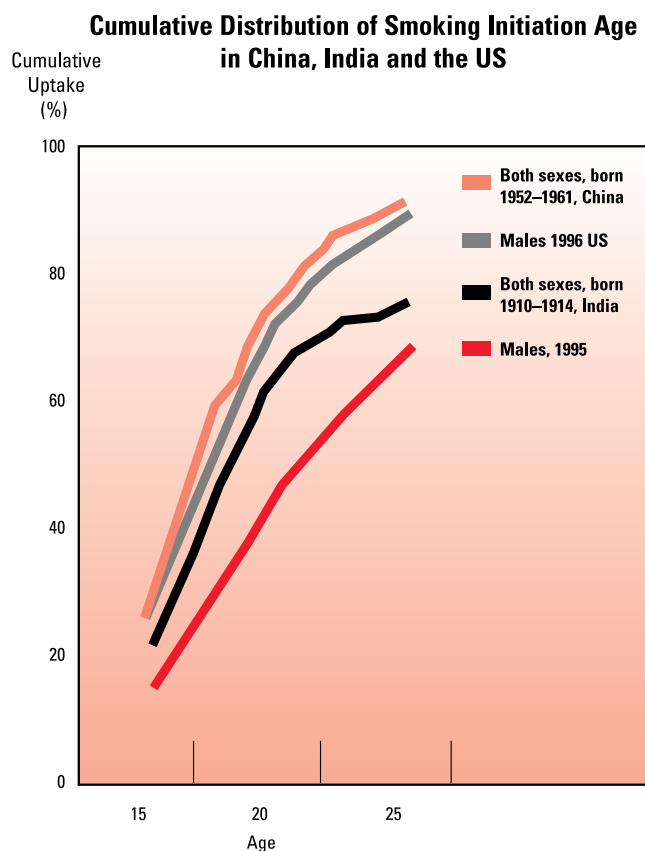
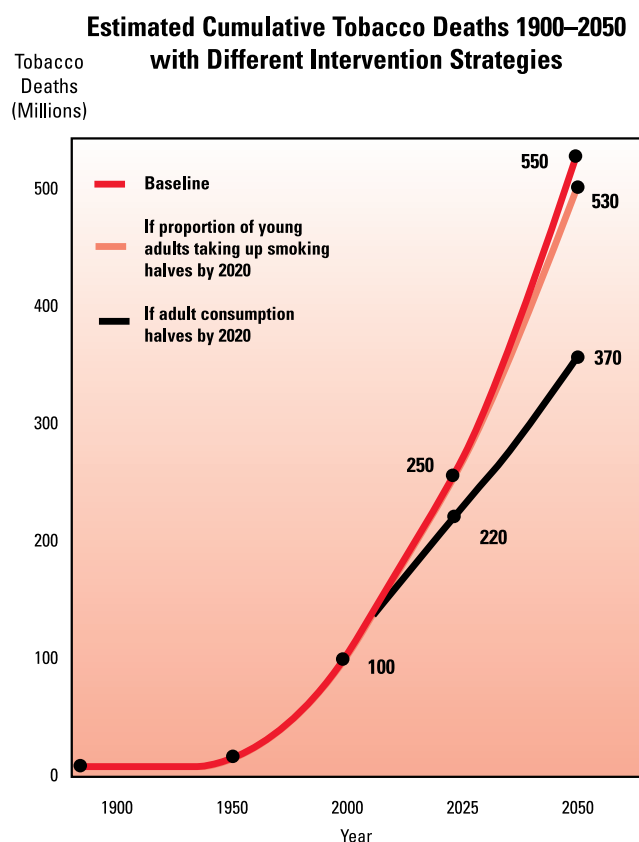


Figure 2: Unless Current Smokers Quit, Tobacco Deaths Will Rise Steeply in the Next 50 Years

Source: Chapter 17



Note: Peto and others estimate 60 million smoking deaths occurred between 1950 and 2000 in developed countries. Based on recent data from China and India, it appears likely that there were at least 15 to 30 million deaths from tobacco use over the same time period in developing countries. We estimate an additional 5 to 15 million deaths worldwide between 1900 and 1950. Projections for deaths from 2000 to 2050 are based on Peto and Lopez (in press).

KEY GRAPHICS: Tobacco Control in Developing Countries (cont.)

Figure 3: Smoking is More Common Among the Less Educated

Source: Chapter 2

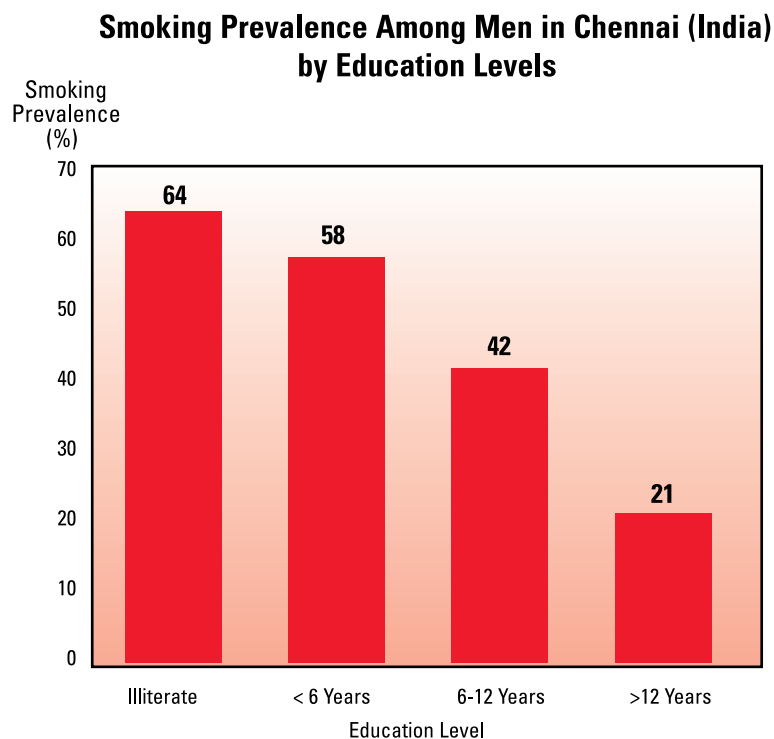
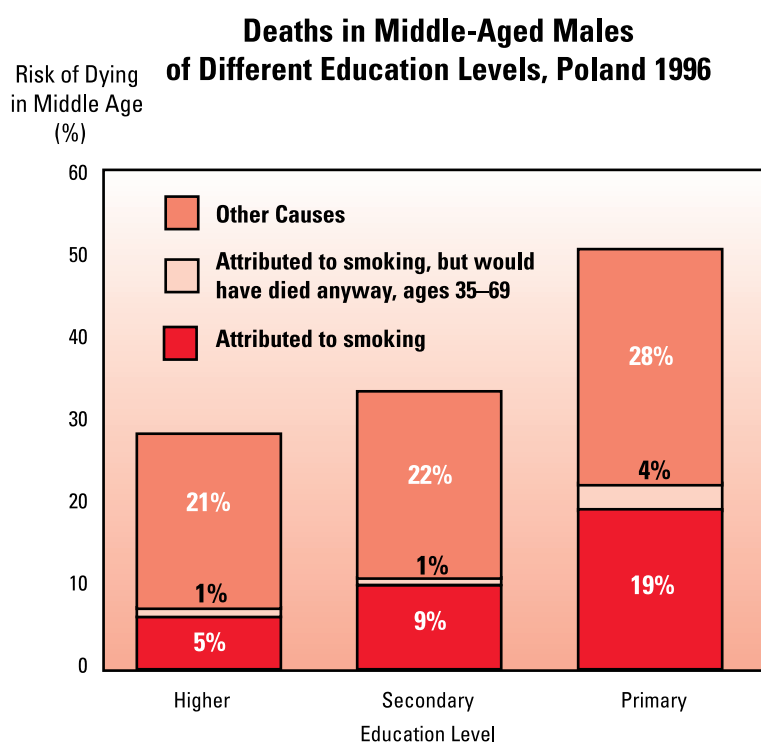


Figure 4: Education and the Risk of Smoking-attributable Deaths

Source: Chapter 3



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Figure 5: Consumption Goes Down as Price Goes Up

Source: Chapter 10

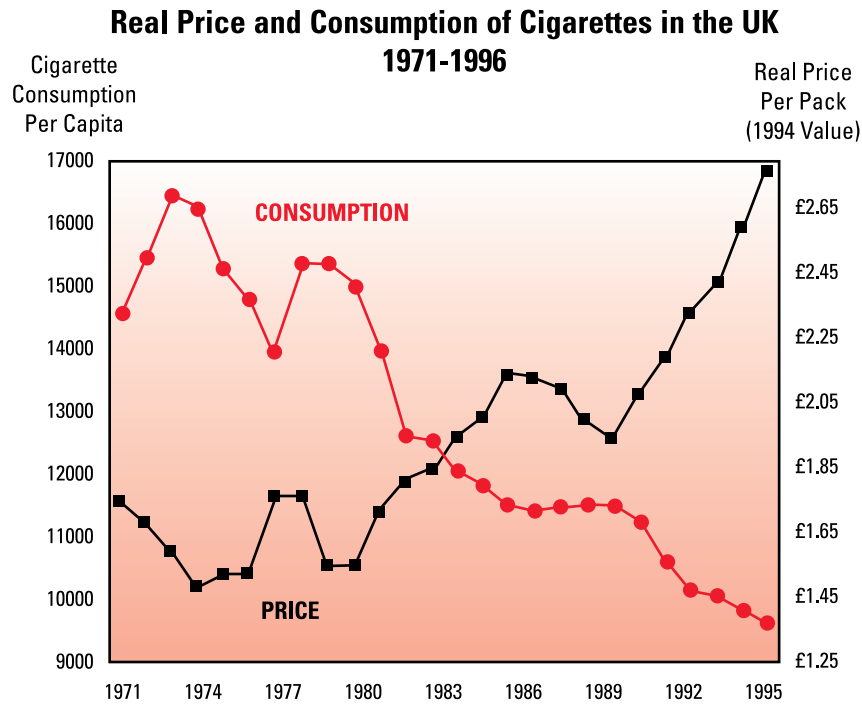
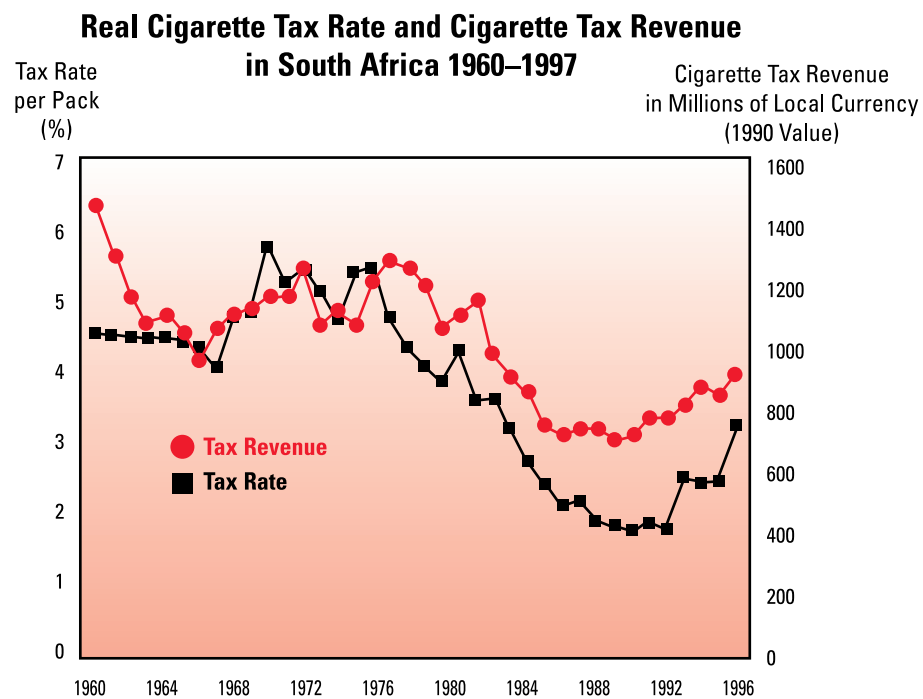


Figure 6: Revenues Go Up as Taxes Increase

Source: Chapter 3



KEY GRAPHICS: Tobacco Control in Developing Countries (cont.)

Figure 7: There is Still Ample Room, Especially in Lower-income Countries, to Raise Cigarette Taxes

Source: Chapter 10

Average Cigarette Price, Tax, and Percentage of Tax Share Per Pack, by World Bank Income Groups, 1996

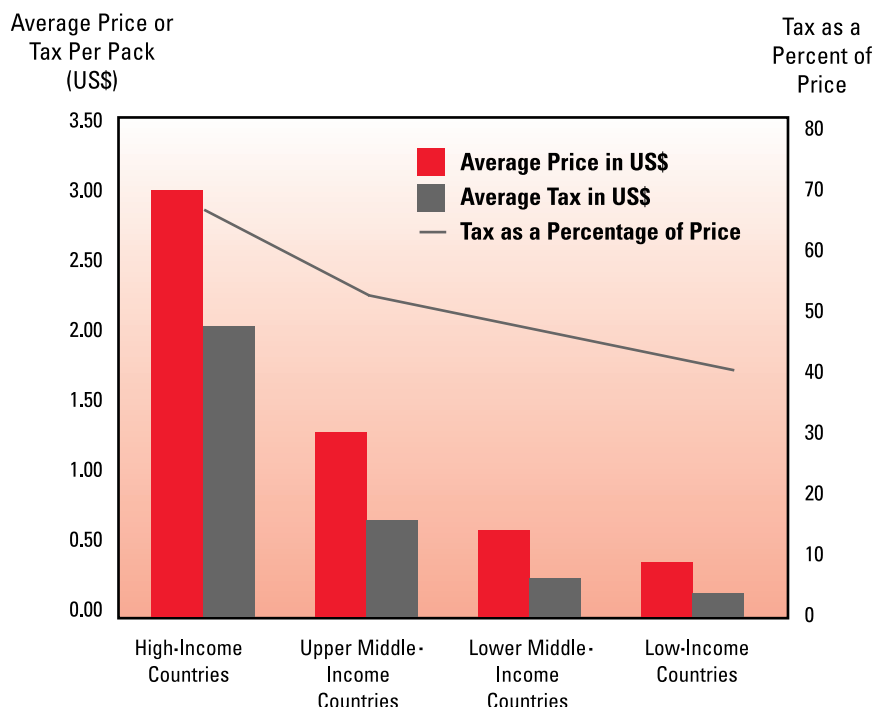
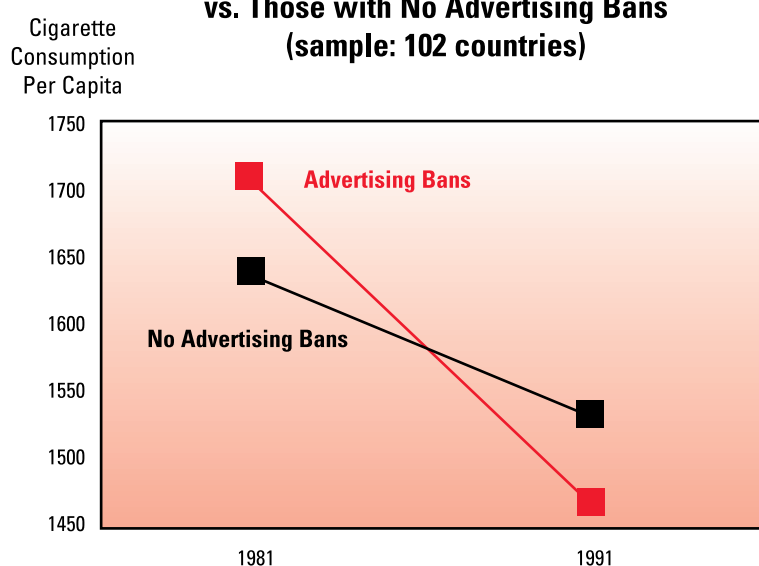


Figure 8: Comprehensive Advertising Bans Reduce Cigarette Consumption

Source: Chapter 9

Consumption Trends in Countries with Advertising Bans vs. Those with No Advertising Bans (sample: 102 countries)

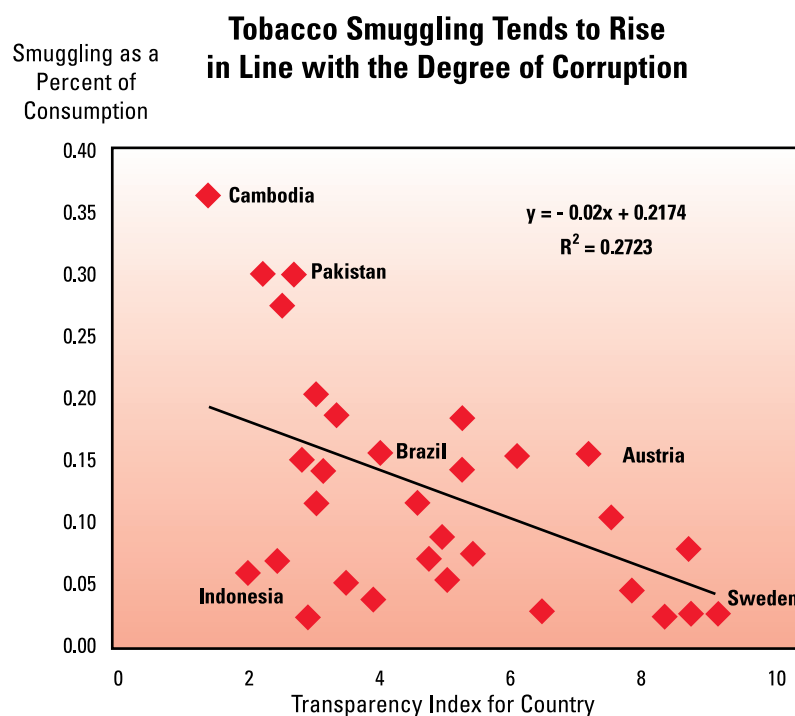


The 512-page book, *Tobacco Control in Developing Countries*, is an authoritative and comprehensive study that examines such key issues as poverty and smoking, rationale for government intervention, taxation, advertising and promotion bans, smuggling, trade and the supply side impact of control policies. 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: **Within the US:** Oxford University Press, Order Department, 2001 Evans Road, Cary, NC 27513 Call toll-free 1-800-451-7556 or fax 1-919-677-1303. **In Europe or rest of the world:** by phone: 24 hour credit card hotline: +44 (0)1536 454534; By e-mail: book.orders@oup.co.uk; by fax: +44 (0)1536 454 518; By post: Oxford University Press, Saxon Way West, Corby Northamptonshire, NN18 9ES, UK

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Figure 9: Tobacco Smuggling

Source: Chapter 15



Smuggling and Tax Revenue

SOUTH AFRICA, 1990s

Increased excise tax from 38% to 50% of retail price
Smuggling rose from 0% to 6%
Sales fell 20%
Revenue went up 2-fold

CANADA, 1993-94

Lowered tax in response to organized smuggling
Retail price fell by half
Total consumption rose 48%, more so in young
Average revenue per capita fell by 35%

Table 1: The Shift from Advertising to Promotion of the US Tobacco Industry

Source: Chapter 9

Activity	1986	1996	Change (%)
Newspapers and magazines	611	257	-58
Other advertising	777	574	-26
<i>Total advertising</i>	1,388	831	-40
Product positioning	1,167	2,151	84
Sponsorship of events	117	171	47
Other promotional activities	1,671	1,955	17
<i>Total promotional</i>	2,955	4,277	45
<i>Total advertising and promotional activities</i>	4,343	5,108	18

KEY GRAPHICS: Tobacco Control in Developing Countries (cont.)

Table 2: Cigarette Tax Revenue Increases (in %) from a 10% Price Increase, Taking Bootlegging into Account Source: Chapter 15

Country	Each country raises tax alone	All countries raise tax together
Bulgaria	+9.7%	+9.8%
France	+5.8%	+7.0%
Germany	+2.6%	+4.7%
Turkey	+9.6%	+9.6%
UK	+4.6%	+5.9%
All 17 European countries	+6.9%	+8.2%

Table 3: Potential Impact of a Price Increase of 10% and a Package of Non-price Measures

Source: Chapter 18

Region	Change in number of smokers (millions)		Change in number of deaths (millions)	
	10% price increase	Non-price measures that reduce smoking prevalence by 2%	10% price increase	Non-price measures that reduce smoking prevalence by 2%
Low/Middle-income	-38	-19	-9	-4
High-income	-4	-4	-1	-1
World	-42	-23	-10	-5

Table 4: The Cost-effectiveness of Tobacco Control Measures

Source: Chapter 18

Region	Price increases of 10%	Non-price measures with effectiveness of 2% to 10%	NRT (publicly provided) with effectiveness of 0.5% to 2.5%
Low- and Middle-income	4 to 34	276 to 851	34 to 685
High-income	165 to 1,370	749 to 7,142	689 to 13,775