Tobacco harms the health, the treasury, and the spirit of Turkey. Every year, more than 96100 of its people are killed by tobacco-caused disease. Still, more than 186000 children (10-14 years old) and 16698000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Turkey and ensures that tobacco's death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

Adult Smoking (15+ Y.O.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>41.4</td>
</tr>
<tr>
<td>Female</td>
<td>16.3</td>
</tr>
</tbody>
</table>

More men smoke in Turkey than on average in high-HDI countries.

Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>3.7</td>
</tr>
<tr>
<td>Girls</td>
<td>1.82</td>
</tr>
</tbody>
</table>

More boys and girls smoke in Turkey than on average in high-HDI countries.

Deaths
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>% caused by tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30.8</td>
</tr>
<tr>
<td>Female</td>
<td>9.6</td>
</tr>
</tbody>
</table>

Even though fewer men and women die from tobacco in Turkey than on average in high-HDI countries, tobacco still kills 1016 men and 237 women every week, necessitating action from policymakers.

Societal Harms

The economic cost of smoking in Turkey amounts to 41494 million lira. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

Industry

The combined revenues of the world's 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 40% of the Gross National Income of Turkey. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

Smokeless Tobacco
% using tobacco daily: 2013

Growing

There were 74696 metric tons of tobacco produced in Turkey in 2014, with 0.26% of agricultural land devoted to tobacco cultivation.

Production

There were 159.91 billion cigarettes produced in Turkey in 2016.
Solutions

Current Policy in Turkey
Protect from Smoke
All public places completely smoke-free is the best practice

Smokefree

Healthcare Facilities  Educational Facilities

Universities  Government Facilities

Indoor Offices  Restaurants

Pubs and Bars  Public Transport

All Other Indoor Public Places  Funds for Smokefree Enforcement

Offer Help
National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources  National quit line, and both NRT and some cessation services cost-covered
National Quitline  Yes

Warn About the Dangers to Tobacco Users on Product Packaging
A plain, standardized pack with a large health warning is the best practice

Type of Warning Label  Graphic
Percent of Pack Covered  85%
Plain Packaging  Yes

Warn About the Dangers to the Whole Population in a Media Campaign
Ran a National Anti-Tobacco Campaign in 2014 or 2016  Yes

Appropriate Characteristics
Part Of A Comprehensive Tobacco Control Program  Yes
Pre-Tested With The Target Audience  Yes
Target Audience Research Was Conducted  Yes
Aired On Television And/Or Radio  Yes
Utilized Media Planning  Yes
Earned Media/Public Relations Were Used To Promote The Campaign  Yes
Process Evaluation Was Used To Assess Implementation  Yes
Outcome Evaluation Was Used To Assess Effectiveness  Yes

Enforce Bans on Advertising
Ban on all forms of direct and indirect advertising is the best practice

WHO Benchmark
Minimum
70% of Retail Price is Excise Tax

Turkey
0.6611 of Retail Price is Excise Tax

Number of Direct Ad Bans 7 possible bans
Number of Indirect Ad Bans 9 possible bans
Ad Ban Compliance Percent Moderate

Direct bans

Indirect bans

Toast)

ta6.org/country/turkey

THE TOBACCO ATLAS

American Cancer Society
Vital Strategies