Tobacco harms the health, the treasury, and the spirit of Albania. Every year, more than 4100 of its people are killed by tobacco-caused disease. Still, more than 1000 children (10-14 years old) and 546000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Albania 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
Male 40.9%
More men smoke in Albania than on average in high-HDI countries.
Female 6.1%
More women smoke in Albania than on average in high-HDI countries.

Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015
Boys 0.82%
Even though fewer boys smoke in Albania than on average in high-HDI countries, there are still more than 800 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.
Girls 0.32%
Even though fewer girls smoke in Albania than on average in high-HDI countries, there are still more than 300 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016
Male 25.24%
More men die in Albania than on average in high-HDI countries.
Female 9.1%
More women die in Albania than on average in high-HDI countries.

Societal Harms
The economic cost of smoking in Albania amounts to 34680 million lek. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

Smokeless Tobacco
% using tobacco daily: 2013
0.9%
Even though fewer people use smokeless tobacco on average in Albania than on average in high-HDI countries, 20800 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

Industry
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 2865% larger than the Gross National Income of Albania. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

Growing
There were 3000 metric tons of tobacco produced in Albania in 2014. However, tobacco growing is only a small fraction of agriculture in Albania, with only 0.13% of agricultural land devoted to tobacco cultivation.

Production
n/a
Current Policy in Albania

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
- NRT and/or some cessation services (at least one of which is cost-covered)

National Quitline
- No

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
- Text

Percent of Pack Covered
- 50%

Plain Packaging
- No

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016
- No

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

Enforce Bans on Advertising

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

Number of Direct Ad Bans
- 7/7 possible bans

Number of Indirect Ad Bans
- 7/10 possible bans

Ad Ban Compliance
- High

Direct bans
- National TV and radio
- International TV and radio
- Local magazines and newspapers
- International magazines and newspapers
- Billboard and outdoor advertising
- Advertising at point of sale
- Advertising on internet

Indirect bans
- Free distribution in mail or through other means
- Promotional discounts
- Non-tobacco products identified with tobacco brand names
- Brand name of non-tobacco products used for tobacco product
- Appearance in TV and/or films: tobacco brands (product placement)
- Appearance in TV and/or films: tobacco products
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes

WHO Benchmark

Minimum
- 70% of Retail Price is Excise Tax

Albania
- 48.75% of Retail Price is Excise Tax

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