Tobacco harms the health, the treasury, and the spirit of Bangladesh. Every year, more than 161200 of its people are killed by tobacco-caused disease. Still, more than 172000 children (10-14 years old) and 20487000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Bangladesh 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.)

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>35.4%</td>
</tr>
<tr>
<td>Female</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

More men smoke in Bangladesh than on average in medium-HDI countries. Even though fewer women smoke in Bangladesh than on average in medium-HDI countries, there are still more than 282500 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Children Smoking (10-14 Y.O.)

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>1.86%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

More boys smoke in Bangladesh than on average in medium-HDI countries. Even though fewer girls smoke in Bangladesh than on average in medium-HDI countries, there are still more than 15900 girls who smoke cigarettes each day, making it a sign of an ongoing and dire public health threat.

### Deaths

<table>
<thead>
<tr>
<th>Gender</th>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>25.54%</td>
</tr>
<tr>
<td>Female</td>
<td>9.68%</td>
</tr>
</tbody>
</table>

More men die in Bangladesh than on average in medium-HDI countries. More women die in Bangladesh than on average in medium-HDI countries.

### Societal Harms

The economic cost of smoking in Bangladesh amounts to 158578 million taka. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

### Smokeless Tobacco

<table>
<thead>
<tr>
<th>% using tobacco daily: 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.5%</td>
</tr>
</tbody>
</table>

More people use smokeless tobacco in Bangladesh than on average in medium-HDI countries.

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 48% larger than the Gross National Income of Bangladesh. 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 85000 metric tons of tobacco produced in Bangladesh in 2014, with 0.55% of agricultural land devoted to tobacco cultivation.
Solutions

Current Policy in Bangladesh

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

<table>
<thead>
<tr>
<th>National Quitline</th>
<th>NRT and/or some cessation services (neither cost-covered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
</tr>
<tr>
<td>Plain Packaging</td>
</tr>
</tbody>
</table>

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 | No
- Target Audience Research Was Conducted | No
- 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 | No

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

4/10 possible bans

Ad Ban Compliance Percent

Moderate

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
- Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images
- 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

Bangladesh 56% of Retail Price is Excise Tax

ta6.org/country/bangladesh