Tobacco harms the health, the treasury, and the spirit of Belgium. Every year, more than 18700 of its people are killed by tobacco-caused disease. Still, more than 13000 children (10-14 years old) and 1794000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Belgium 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>Male</th>
<th>21.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Belgium than on average in very high-HDI countries, there are still more than 996100 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

More women smoke in Belgium than on average in very high-HDI countries.

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

<table>
<thead>
<tr>
<th>Boys</th>
<th>2.03%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls</td>
<td>2.48%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Belgium than on average in very high-HDI countries, there are still more than 6200 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

More girls smoke in Belgium than on average in very high-HDI countries.

**Deaths**
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Male</th>
<th>23.71%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>9.61%</td>
</tr>
</tbody>
</table>

More men die in Belgium than on average in very high-HDI countries.

More women die in Belgium than on average in very high-HDI countries.

**Societal Harms**
The economic cost of smoking in Belgium amounts to 9600 million euro. 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

n/a

n/a

**Industry**
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 75% of the Gross National Income of Belgium. 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.

**Growing**
There were less than 1000 metric tons of tobacco produced in Belgium in 2014. Tobacco growing is only a small fraction of agriculture in Belgium, with only less than 0.01% of agricultural land devoted to tobacco cultivation.

**Production**
Cigarette imports exceeded cigarette exports in Belgium in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Belgium
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  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  65%
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  No

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

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

Number of Direct Ad Bans  5/7 possible bans
Number of Indirect Ad Bans  4/10 possible bans
Ad Ban Compliance Percent  High

Direct bans
• National TV and radio
• International TV and radio
• Local magazines and newspapers
• Billboard and outdoor advertising
• Advertising on internet

Indirect bans
• Free distribution in mail or through other means
• Promotional discounts
• Appearance in TV and/or films: tobacco brands (product placement)
• 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

Belgium
59.62% of Retail Price is Excise Tax

ta6.org/country/belgium