Tobacco harms the health, the treasury, and the spirit of Croatia. Every year, more than 9500 of its people are killed by tobacco-caused disease. Still, more than 9000 children (10-14 years old) and 989000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Croatia 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>% using tobacco daily: 2015</th>
<th>Male</th>
<th>31.8%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More men smoke in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>23.4%</td>
</tr>
<tr>
<td></td>
<td>More women smoke in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Boys</th>
<th>3.73%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More boys smoke in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Girls</td>
<td>5.93%</td>
</tr>
<tr>
<td></td>
<td>More girls smoke in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
</tbody>
</table>

### Deaths

<table>
<thead>
<tr>
<th>% caused by tobacco: 2016</th>
<th>Male</th>
<th>23.96%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More men die in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>10.94%</td>
</tr>
<tr>
<td></td>
<td>More women die in Croatia than on average in very high-HDI countries.</td>
<td></td>
</tr>
</tbody>
</table>

### Societal Harms

The economic cost of smoking in Croatia amounts to 10251 million kuna. 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>
<th>0.6%</th>
</tr>
</thead>
</table>
| Even though fewer people use smokeless tobacco on average in Croatia than on average in very high-HDI countries, 20600 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, 606% larger than the Gross National Income of Croatia. 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 9164 metric tons of tobacco produced in Croatia in 2014, with 0.34% of agricultural land devoted to tobacco cultivation.

### Production

There were 7.5 billion cigarettes produced in Croatia in 2016.
Solutions

Current Policy in Croatia

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

- Text

Percent of Pack Covered

- 35%

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

- n/a

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

- 8/10 possible bans

Ad Ban Compliance Percent

- High

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Croatia

57.17% of Retail Price is Excise Tax

ta6.org/country/croatia