Tobacco harms the health, the treasury, and the spirit of Denmark. Every year, more than 11300 of its people are killed by tobacco-caused disease. Still, more than 6000 children (10-14 years old) and 792000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Denmark 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></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>16%</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Denmark than on average in very high-HDI countries, there are still more than 375100 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

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

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boys</strong></td>
<td>1.7%</td>
</tr>
<tr>
<td><strong>Girls</strong></td>
<td>2.49%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Denmark than on average in very high-HDI countries, there are still more than 2800 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

### Deaths % caused by tobacco: 2016

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>22.24%</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>20.78%</td>
</tr>
</tbody>
</table>

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

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

### Societal Harms

The economic cost of smoking in Denmark amounts to 50730 million krone. 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

<p>| | |</p>
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.6%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Denmark than on average in very high-HDI countries, 75000 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, 10% larger than the Gross National Income of Denmark. 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

n/a

### Production

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

Current Policy in Denmark

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
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

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
No

Utilized Media Planning
Yes

Earned Media/Public Relations Were Used To Promote The Campaign
No

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

Number of Direct Ad Bans
6/7

Number of Indirect Ad Bans
4/10

Ad Ban Compliance Percent
High

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

Indirect bans
• Free distribution in mail or through other means
• Brand name of non-tobacco products used for tobacco product
• 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

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Denmark

54.15% of Retail Price is Excise Tax

ta6.org/country/denmark