Issues

Tobacco harms the health, the treasury, and the spirit of Fiji. Every year, more than 938 of its people are killed by tobacco-caused disease. Still, more than 280 children (10-14 years old) and 110,640 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Fiji 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
26.8%
Even though fewer men smoke on average in Fiji than on average in high-HDI countries, there are still more than 86,100 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

Female
7.8%
More women smoke in Fiji than on average in high-HDI countries.

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

Boys
0.47%
Even though fewer boys smoke in Fiji than on average in high-HDI countries, there are still more than 100 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

Girls
0.24%
Even though fewer girls smoke in Fiji than on average in high-HDI countries, there are still more than 90 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016

Male
14.87%
Even though fewer men die from tobacco in Fiji than on average in high-HDI countries, tobacco still kills 13 men every week, necessitating action from policymakers.

Female
7.07%
More women die in Fiji than on average in high-HDI countries.

Societal Harms

Although economic costs of smoking in Fiji are not known, the total economic cost of smoking globally amounts to 2 trillion dollars, when adjusted for 2016 purchasing power parity (PPP). 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

Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 759% larger than the Gross National Income of Fiji. 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 less than 1000 metric tons of tobacco produced in Fiji in 2014. Tobacco growing is only a small fraction of agriculture in Fiji, with only 0.14% of agricultural land devoted to tobacco cultivation.

Production
n/a
Solutions

Current Policy in Fiji
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  Graphic
Percent of Pack Covered  60%
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

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  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  Yes

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

Number of Direct Ad Bans  3/7 possible bans
Number of Indirect Ad Bans  5/10 possible bans
Ad Ban Compliance Percent  High

Direct bans
• National TV and radio
• Local magazines and newspapers
• Billboard and outdoor advertising

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)

Raise Taxes

WHO Benchmark
Minimum
70% of Retail Price is Excise Tax

Fiji
30.25% of Retail Price is Excise Tax

ta6.org/country/fiji