Tobacco harms the health, the treasury, and the spirit of Indonesia. Every year, more than 225,700 of its people are killed by tobacco-caused disease. Still, more than 469,000 children (10-14 years old) and 53,248,000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Indonesia 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>66.6%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

More men smoke in Indonesia than on average in medium-HDI countries.

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

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Boys</th>
<th>3.51%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Girls</td>
<td>0.39%</td>
</tr>
</tbody>
</table>

More boys smoke in Indonesia than on average in medium-HDI countries.

### Deaths % caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Male</th>
<th>21.37%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>7.02%</td>
</tr>
</tbody>
</table>

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

### Societal Harms

The economic cost of smoking in Indonesia amounts to 639,173,131 million rupiah. 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

| 4.3% |

Even though fewer people use smokeless tobacco on average in Indonesia than on average in medium-HDI countries, 80,151,000 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, which is equal to 38% of the Gross National Income of Indonesia. 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 196,300 metric tons of tobacco produced in Indonesia in 2014, with 0.37% of agricultural land devoted to tobacco cultivation.

### Production

There were 342 billion cigarettes produced in Indonesia in 2016.
Solutions

Current Policy in Indonesia

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

Indonesia

Offer Help
National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources
NRT (Nicotine replacement therapy) and/or some cessation services (neither 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
40%

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
No

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
0/7 possible bans

Number of Indirect Ad Bans
4/10 possible bans

Ad Ban Compliance Percent
n/a

Direct bans
- Free distribution in mail or through other means
- Promotional discounts
- Non-tobacco products identified with tobacco brand names
- Appearance in TV and/or films: tobacco products