Issues

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 6,402,700 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.) % using tobacco daily: 2015

Male 66.6%
More men smoke in Indonesia than on average in medium-HDI countries.

Female 2.1%
Even though fewer women smoke in Indonesia than on average in medium-HDI countries, there are still more than 195,760 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

Boys 3.51%
More boys smoke in Indonesia than on average in medium-HDI countries.

Girls 0.39%
More girls smoke in Indonesia than on average in medium-HDI countries.

Deaths % caused by tobacco: 2016

Male 21.37%
More men die in Indonesia than on average in medium-HDI countries.

Female 7.02%
Even though fewer women die from tobacco in Indonesia than on average in medium-HDI countries, tobacco still kills 967 women every week, necessitating action from policymakers.

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 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

**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**

- Yes

- 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

**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

**Indirect bans**

- Indonesia

48.74% of Retail Price is Excise Tax

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**Raise Taxes**

**WHO Benchmark**

Minimum

70% of Retail Price is Excise Tax

**Indonesia**

48.74% of Retail Price is Excise Tax

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