Tobacco harms the health, the treasury, and the spirit of Malaysia. Every year, more than 27,200 of its people are killed by tobacco-caused disease. Still, more than 44,000 children (10-14 years old) and 452,800 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Malaysia 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>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>38.8%</td>
</tr>
<tr>
<td>Female</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

More men smoke in Malaysia than on average in high-HDI countries.

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>3.06%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.42%</td>
</tr>
</tbody>
</table>

More boys smoke in Malaysia than on average in high-HDI countries.

### Deaths

<table>
<thead>
<tr>
<th>Gender</th>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>23.06%</td>
</tr>
<tr>
<td>Female</td>
<td>10.35%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Malaysia than on average in high-HDI countries, tobacco still kills 403 men every week, necessitating action from policymakers.

Even though fewer women die from tobacco in Malaysia than on average in high-HDI countries, tobacco still kills 119 women every week, necessitating action from policymakers.

### Societal Harms

The economic cost of smoking in Malaysia amounts to 157,850 million ringgit. 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>
</tr>
</thead>
<tbody>
<tr>
<td>10.9%</td>
</tr>
</tbody>
</table>

More people use smokeless tobacco in Malaysia than on average in high-HDI countries.

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 20% larger than the Gross National Income of Malaysia. 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

There were 9.42 billion cigarettes produced in Malaysia in 2016. Cigarette imports exceeded cigarette exports in Malaysia in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Malaysia

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

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

55%

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

n/a

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

n/a

Pre-Tested With The Target Audience

n/a

Target Audience Research Was Conducted

n/a

Aired On Television And/Or Radio

n/a

Utilized Media Planning

n/a

Earned Media/Public Relations Were Used To Promote The Campaign

n/a

Process Evaluation Was Used To Assess Implementation

n/a

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

4/10 possible bans

Ad Ban Compliance Percent

Moderate

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Malaysia

47.06% of Retail Price is Excise Tax

ta6.org/country/malaysia