Tobacco harms the health, the treasury, and the spirit of Myanmar. Every year, more than 65600 of its people are killed by tobacco-caused disease. Still, more than 21000 children (10-14 years old) and 5646000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Myanmar 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**: 24.8%
  - Even though fewer men smoke on average in Myanmar than on average in medium-HDI countries, there are still more than 4677500 men who smoke cigarettes each day, making it an ongoing and dire public health threat.
- **Female**: 4.8%
  - Even though fewer women smoke in Myanmar than on average in medium-HDI countries, there are still more than 968900 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**: 0.59%
  - Even though fewer boys smoke in Myanmar than on average in medium-HDI countries, there are still more than 15600 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.
- **Girls**: 0.22%
  - Even though fewer girls smoke in Myanmar than on average in medium-HDI countries, there are still more than 5800 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

**Deaths**
% caused by tobacco: 2016

- **Male**: 22.42%
  - More men die in Myanmar than on average in medium-HDI countries.
- **Female**: 11.3%
  - More women die in Myanmar than on average in medium-HDI countries.

**Societal Harms**

The economic cost of smoking in Myanmar amounts to 2657084 million kyat. 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

- **43.2%**: More people use smokeless tobacco in Myanmar than on average in medium-HDI countries.

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 466% larger than the Gross National Income of Myanmar. 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 36000 metric tons of tobacco produced in Myanmar in 2014, with 0.22% of agricultural land devoted to tobacco cultivation.

**Production**

n/a
Solutions

**Current Policy in Myanmar**

*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: 75%
- 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: No
  - 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: 6/7 possible bans
- Number of Indirect Ad Bans: 2/10 possible bans
- Ad Ban Compliance Percent: Moderate

**Raise Taxes**

**WHO Benchmark**

Minimum 70% of Retail Price is Excise Tax

**Myanmar**

32.5% of Retail Price is Excise Tax

---

**ta6.org/country/myanmar**