Tobacco harms the health, the treasury, and the spirit of Nepal. Every year, more than 27,100 of its people are killed by tobacco-caused disease. Still, more than 21,000 children (10-14 years old) and 304,600 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Nepal 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>25.5%</td>
</tr>
<tr>
<td>Female</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Nepal than on average in medium-HDI countries, there are still more than 23,046,000 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

More women smoke in Nepal than on average in medium-HDI countries.

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

<table>
<thead>
<tr>
<th>Sex</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.83%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Nepal than on average in medium-HDI countries, there are still more than 14,400 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

More girls smoke in Nepal than on average in medium-HDI countries.

**Deaths**
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>Death Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15.68%</td>
</tr>
<tr>
<td>Female</td>
<td>14.14%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Nepal than on average in medium-HDI countries, tobacco still kills 278 men every week, necessitating action from policymakers.

More women die in Nepal than on average in medium-HDI countries.

**Societal Harms**
The economic cost of smoking in Nepal amounts to 229,422 million rupee. 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

<table>
<thead>
<tr>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.5%</td>
</tr>
</tbody>
</table>

More people use smokeless tobacco in Nepal 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, 15.13% larger than the Gross National Income of Nepal. 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 2329 metric tons of tobacco produced in Nepal in 2014. However, tobacco growing is only a small fraction of agriculture in Nepal, with only 0.04% of agricultural land devoted to tobacco cultivation.
### Current Policy in Nepal

**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**

### Raise Taxes

**WHO Benchmark**

*Maintenance to Retail Price is Excise Tax*

- **Nepal**

  16.18% of Retail Price is Excise Tax

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### Offer Help

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

<table>
<thead>
<tr>
<th>Quitting Resources</th>
<th>NRT and/or some cessation services (at least one of which is cost-covered)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National Quitline</strong></td>
<td><strong>No</strong></td>
</tr>
</tbody>
</table>

### Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice.

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>Graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>90%</td>
</tr>
<tr>
<td>Plain Packaging</td>
<td>No</td>
</tr>
</tbody>
</table>

### 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**
- **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**

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### Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice.

<table>
<thead>
<tr>
<th>Number of Direct Ad Bans</th>
<th>Number of Indirect Ad Bans</th>
<th>Ad Ban Compliance Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/7</td>
<td>9/10</td>
<td>High</td>
</tr>
</tbody>
</table>

**Direct bans**

- National TV and radio
- International TV and radio
- Local magazines and newspapers
- International magazines and newspapers
- Billboard and outdoor advertising
- Advertising at point of sale
- Advertising on internet

**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)
- Appearance in TV and/or films: tobacco products
- Complete ban on sponsorship
- Any form of contribution (financial or other support) to any event, activity or individual
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

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ta6.org/country/nepal