Tobacco harms the health, the treasury, and the spirit of Pakistan. Every year, more than 160,000 of its people are killed by tobacco-caused disease. Still, more than 125,000 children (10-14 years old) and 1,412,200 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Pakistan 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></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20.6%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Pakistan than on average in medium-HDI countries, there are still more than 12,921,300 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

**% using tobacco daily: 2015**

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.86%</td>
<td>0.42%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Pakistan than on average in medium-HDI countries, there are still more than 86,300 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

### Deaths

**% caused by tobacco: 2016**

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16.99%</td>
<td>6.92%</td>
</tr>
</tbody>
</table>

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

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

### Societal Harms

The economic cost of smoking in Pakistan amounts to 1,432,088 million rupees. 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**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.7%</td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Pakistan than on average in medium-HDI countries, 965,970 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, 17% larger than the Gross National Income of Pakistan. 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 129,878 metric tons of tobacco produced in Pakistan in 2014. However, tobacco growing is only a small fraction of agriculture in Pakistan, with only 0.14% of agricultural land devoted to tobacco cultivation.

Production

There were 69.43 billion cigarettes produced in Pakistan in 2016. Cigarette imports exceeded cigarette exports in Pakistan in 2016, which hurt the country’s trade balance.
# Solutions

## Current Policy in Pakistan

**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

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>Graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>60%</td>
</tr>
<tr>
<td>Plain Packaging</td>
<td>No</td>
</tr>
</tbody>
</table>

## 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>National Quitline</td>
<td>No</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>
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</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: Yes

### Appropriate Characteristics

- Part Of A Comprehensive Tobacco Control Program: Yes
- Pre-Tested With The Target Audience: Yes
- Target Audience Research Was Conducted: n/a
- 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

<table>
<thead>
<tr>
<th>Number of Direct Ad Bans</th>
<th>5/7 possible bans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Indirect Ad Bans</td>
<td>4/10 possible bans</td>
</tr>
<tr>
<td>Ad Ban Compliance Percent</td>
<td>Moderate</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

### Indirect bans

- Free distribution in mail or through other means
- Promotional discounts
- Appearance in TV and/or films: tobacco brands (product placement)
- Appearance in TV and/or films: tobacco products

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[ta6.org/country/pakistan](http://ta6.org/country/pakistan)

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**WHO Benchmark**

Minimum 70% of Retail Price is Excise Tax

**Pakistan**

41.83% of Retail Price is Excise Tax