Tobacco harms the health, the treasury, and the spirit of Papua New Guinea. Every year, more than 12800 of its people are killed by tobacco-caused disease. Still, more than 25000 children (10-14 years old) and 1265000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Papua New Guinea 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.)

- **Male**: 37.6%
  - More men smoke in Papua New Guinea than on average in low-HDI countries.
- **Female**: 15%
  - More women smoke in Papua New Guinea than on average in low-HDI countries.

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

- **Boys**: 3.96%
  - More boys smoke in Papua New Guinea than on average in low-HDI countries.
- **Girls**: 1.62%
  - More girls smoke in Papua New Guinea than on average in low-HDI countries.

### Deaths

- **Male**: 21%
  - More men die in Papua New Guinea than on average in low-HDI countries.
- **Female**: 15.98%
  - More women die in Papua New Guinea than on average in low-HDI countries.

### Societal Harms

The economic cost of smoking in Papua New Guinea amounts to 108 million kina. 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**: n/a

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 1630% larger than the Gross National Income of Papua New Guinea. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.
Solutions

Current Policy in Papua New Guinea

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 (neither 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

Text

Percent of Pack Covered

50%

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

No

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

n/a

Worked 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

5/7 possible bans

Number of Indirect Ad Bans

5/10 possible bans

Ad Ban Compliance Percent

n/a

Direct bans

• National TV and radio
• Local 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
• 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)
• Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

Papua New Guinea

45.09% of Retail Price is Excise Tax

ta6.org/country/papua-new-guinea