Tobacco harms the health, the treasury, and the spirit of Poland. Every year, more than 71600 of its people are killed by tobacco-caused disease. Still, more than 40000 children (10-14 years old) and 8149000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Poland 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>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>31%</td>
</tr>
<tr>
<td>More men smoke in Poland than on average in very high-HDI countries.</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>18%</td>
</tr>
<tr>
<td>More women smoke in Poland than on average in very high-HDI countries.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
</tr>
<tr>
<td>2.43%</td>
</tr>
<tr>
<td>More boys smoke in Poland than on average in very high-HDI countries.</td>
</tr>
<tr>
<td>Girls</td>
</tr>
<tr>
<td>2.59%</td>
</tr>
<tr>
<td>More girls smoke in Poland than on average in very high-HDI countries.</td>
</tr>
</tbody>
</table>

**Deaths**

<table>
<thead>
<tr>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>25.19%</td>
</tr>
<tr>
<td>More men die in Poland than on average in very high-HDI countries.</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>11.22%</td>
</tr>
<tr>
<td>More women die in Poland than on average in very high-HDI countries.</td>
</tr>
</tbody>
</table>

**Smokeless Tobacco**

<table>
<thead>
<tr>
<th>% using tobacco daily: 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
</tr>
<tr>
<td>Even though fewer people use smokeless tobacco on average in Poland than on average in very high-HDI countries, 321000 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.</td>
</tr>
</tbody>
</table>

**Societal Harms**

The economic cost of smoking in Poland amounts to 57073 million zloty. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 76% of the Gross National Income of Poland. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.
Solutions

Current Policy in Poland

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

Yes

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

65%

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

No

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

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

n/a

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
- 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

Poland

58.09% of Retail Price is Excise Tax

ta6.org/country/poland