Tobacco harms the health, the treasury, and the spirit of Romania. Every year, more than 36600 of its people are killed by tobacco-caused disease. Still, more than 28000 children (10-14 years old) and 3904000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Romania 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: 31.5%
  - More men smoke in Romania than on average in very high-HDI countries.
- Female: 16.5%
  - More women smoke in Romania than on average in very high-HDI countries.

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

- Boys: 2.71%
  - More boys smoke in Romania than on average in very high-HDI countries.
- Girls: 2.77%
  - More girls smoke in Romania than on average in very high-HDI countries.

**Deaths**
% caused by tobacco: 2016

- Male: 20.69%
  - More men die in Romania than on average in very high-HDI countries.
- Female: 7.61%
  - More women die in Romania than on average in very high-HDI countries.

**Societal Harms**
The economic cost of smoking in Romania amounts to 24704 million new leu. 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

- 0.3%
  - Even though fewer people use smokeless tobacco on average in Romania than on average in very high-HDI countries, 47400 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, 90% larger than the Gross National Income of Romania. 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 1405 metric tons of tobacco produced in Romania in 2014. However, tobacco growing is only a small fraction of agriculture in Romania, with only less than 0.01% of agricultural land devoted to tobacco cultivation.

**Production**
There were 72.5 billion cigarettes produced in Romania in 2016.
Solutions

Current Policy in Romania

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  n/a
- Pre-Tested 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  2/10 possible bans
Ad Ban Compliance Percent  High

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

Romania 52.6% of Retail Price is Excise Tax

ta6.org/country/romania