Tobacco harms the health, the treasury, and the spirit of Samoa. Every year, more than 156 of its people are killed by tobacco-caused disease. Still, more than 330 children (10-14 years old) and 27700 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Samoa 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: 31.8%
  - Even though fewer men smoke on average in Samoa than on average in high-HDI countries, there are still more than 19800 men who smoke cigarettes each day, making it an ongoing and dire public health threat.
- Female: 13.4%
  - More women smoke in Samoa than on average in high-HDI countries.

**Children Smoking** (10-14 Y.O.)
% using tobacco daily: 2015
- Boys: 2.11%
  - More boys smoke in Samoa than on average in high-HDI countries.
- Girls: 0.81%
  - More girls smoke in Samoa than on average in high-HDI countries.

**Deaths**
% caused by tobacco: 2016
- Male: 18.16%
  - Even though fewer men die from tobacco in Samoa than on average in high-HDI countries, tobacco still kills 2 men every week, necessitating action from policymakers.
- Female: 9.87%
  - More women die in Samoa than on average in high-HDI countries.

**Societal Harms**
Although economic costs of smoking in Samoa are not known, the total economic cost of smoking globally amounts to 2 trillion dollars, when adjusted for 2016 purchasing power parity (PPP). 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
- 0.6%
  - Even though fewer people use smokeless tobacco on average in Samoa than on average in high-HDI countries, 700 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, 44961% larger than the Gross National Income of Samoa. 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 less than 1000 metric tons of tobacco produced in Samoa in 2014. Tobacco growing is only a small fraction of agriculture in Samoa, with only 0.13% of agricultural land devoted to tobacco cultivation.
Solutions

Current Policy in Samoa
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

<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>
<td>60%</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

<table>
<thead>
<tr>
<th>Appropriate Characteristics</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part Of A Comprehensive Tobacco Control Program</td>
<td>Yes</td>
</tr>
<tr>
<td>Pre-Tested With The Target Audience</td>
<td>No</td>
</tr>
<tr>
<td>Target Audience Research Was Conducted</td>
<td>No</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
<td>Yes</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
<td>Yes</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
<td>No</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
<td>Yes</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</td>
<td>No</td>
</tr>
</tbody>
</table>

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>3/10 possible bans</td>
</tr>
<tr>
<td>Ad Ban Compliance Percent</td>
<td>High</td>
</tr>
</tbody>
</table>

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
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes
WHO Benchmark
Minimum 70% of Retail Price is Excise Tax

Samoa 36.46% of Retail Price is Excise Tax

ta6.org/country/samoa