Tobacco harms the health, the treasury, and the spirit of Saudi Arabia. Every year, more than 7000 of its people are killed by tobacco-caused disease. Still, more than 20000 children (10-14 years old) and 3453000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Saudi Arabia 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
24.9%
Even though fewer men smoke on average in Saudi Arabia than on average in very high-HDI countries, there are still more than 3295400 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

Female
1.7%
Even though fewer women smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 157900 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

Boys
1.3%
Even though fewer boys smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 18200 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

Girls
0.18%
Even though fewer girls smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 2400 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016

Male
9.57%
Even though fewer men die from tobacco in Saudi Arabia than on average in very high-HDI countries, tobacco still kills 101 men every week, necessitating action from policymakers.

Female
4.94%
Even though fewer women die from tobacco in Saudi Arabia than on average in very high-HDI countries, tobacco still kills 34 women every week, necessitating action from policymakers.

Societal Harms
The economic cost of smoking in Saudi Arabia amounts to 4545 million riyal. 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

0.9%
Even though fewer people use smokeless tobacco on average in Saudi Arabia than on average in very high-HDI countries, 238200 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, which is equal to 52% of the Gross National Income of Saudi Arabia. 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.
## Saudi Arabia

### Current Policy in Saudi Arabia

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**

### 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>50%</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: Yes

<table>
<thead>
<tr>
<th>Appropriate Characteristics</th>
<th></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>Yes</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
<td>Yes</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
<td>No</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
<td>Yes</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
<td>No</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</td>
<td>n/a</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>7/7 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>

### Raise Taxes

**WHO Benchmark**

Minimum

70% of Retail Price is Excise Tax

**Saudi Arabia**

16.67% of Retail Price is Excise Tax

[ta6.org/country/saudi-arabia](http://ta6.org/country/saudi-arabia)