Tobacco harms the health, the treasury, and the spirit of Serbia. Every year, more than 19200 of its people are killed by tobacco-caused disease. Still, more than 6000 children (10-14 years old) and 229600 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Serbia 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** 34.1%

Even though fewer men smoke on average in Serbia than on average in high-HDI countries, there are still more than 1221100 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Female** 28.1%

More women smoke in Serbia than on average in high-HDI countries.

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

% using tobacco daily: 2015

**Boys** 1.41%

Even though fewer boys smoke in Serbia than on average in high-HDI countries, there are still more than 3700 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Girls** 1.19%

More girls smoke in Serbia than on average in high-HDI countries.

### Deaths

% caused by tobacco: 2016

**Male** 23.88%

More men die in Serbia than on average in high-HDI countries.

**Female** 11.97%

More women die in Serbia than on average in high-HDI countries.

### Societal Harms

Although economic costs of smoking in Serbia 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

n/a

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 857% larger than the Gross National Income of Serbia. 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 9341 metric tons of tobacco produced in Serbia in 2014. However, tobacco growing is only a small fraction of agriculture in Serbia, with only 0.14% of agricultural land devoted to tobacco cultivation.

Production

There were 36.63 billion cigarettes produced in Serbia in 2016.
## Solutions

### Current Policy in Serbia

**Protect from Smoke**

All public places completely smoke-free is the best practice.

### Smokefree

- Health Care 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>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>35%</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>
</tr>
</thead>
<tbody>
<tr>
<td>Part Of A Comprehensive Tobacco Control Program</td>
</tr>
<tr>
<td>Pre-Tested With The Target Audience</td>
</tr>
<tr>
<td>Target Audience Research Was Conducted</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</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>Ad Ban Compliance Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Direct Ad Bans</td>
</tr>
<tr>
<td>Number of Indirect Ad Bans</td>
</tr>
</tbody>
</table>

**Serbia**

### Raise Taxes

**WHO Benchmark**

Minimum 70% of Retail Price is Excise Tax.

**Serbia**

60.68% of Retail Price is Excise Tax.

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