Tobacco harms the health, the treasury, and the spirit of Sri Lanka. Every year, more than 12300 of its people are killed by tobacco-caused disease. Still, more than 6000 children (10-14 years old) and 1685000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Sri Lanka 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**
22.4%
Even though fewer men smoke on average in Sri Lanka than on average in high-HDI countries, there are still more than 1660900 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Female**
0.3%
Even though fewer women smoke in Sri Lanka than on average in high-HDI countries, there are still more than 24600 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**
0.45%
Even though fewer boys smoke in Sri Lanka 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**
0.32%
Even though fewer girls smoke in Sri Lanka than on average in high-HDI countries, there are still more than 2600 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

**Deaths**
% caused by tobacco: 2016

**Male**
13.71%
Even though fewer men die from tobacco in Sri Lanka than on average in high-HDI countries, tobacco still kills 191 men every week, necessitating action from policymakers.

**Female**
4.73%
Even though fewer women die from tobacco in Sri Lanka than on average in high-HDI countries, tobacco still kills 46 women every week, necessitating action from policymakers.

**Societal Harms**
The economic cost of smoking in Sri Lanka amounts to 99965 million rupee. 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

15.8%
More people use smokeless tobacco in Sri Lanka than on average in high-HDI countries.

**Industry**
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 338% larger than the Gross National Income of Sri Lanka. 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 3322 metric tons of tobacco produced in Sri Lanka in 2014. However, tobacco growing is only a small fraction of agriculture in Sri Lanka, with only 0.07% of agricultural land devoted to tobacco cultivation.
Current Policy in Sri Lanka

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>Yes</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>80%</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>Number of Direct Ad Bans</th>
<th>Number of Indirect Ad Bans</th>
<th>Ad Ban Compliance Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/7</td>
<td>6/10</td>
<td>High</td>
</tr>
<tr>
<td>5/7 possible bans</td>
<td>6/10 possible bans</td>
<td></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
- Promotional discounts
- Non-tobacco products identified with tobacco brand names
- Appearance in TV and/or films: tobacco brands (product placement)
- Appearance in TV and/or films: tobacco products
- 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

Sri Lanka

51.43% of Retail Price is Excise Tax

ta6.org/country/sri-lanka