Tobacco harms the health, the treasury, and the spirit of Zambia. Every year, more than 7900 of its people are killed by tobacco-caused disease. Still, more than 9000 children (10-14 years old) and 805000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Zambia 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

<table>
<thead>
<tr>
<th>Male</th>
<th>16%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer men smoke on average in Zambia than on average in medium-HDI countries, there are still more than 695200 men who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Female</th>
<th>2.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer women smoke in Zambia than on average in medium-HDI countries, there are still more than 110500 women who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Boys</th>
<th>0.58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer boys smoke in Zambia than on average in medium-HDI countries, there are still more than 6000 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Girls</th>
<th>0.29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer girls smoke in Zambia than on average in medium-HDI countries, there are still more than 3000 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.</td>
<td></td>
</tr>
</tbody>
</table>

**Deaths**
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Male</th>
<th>6.56%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer men die from tobacco in Zambia than on average in medium-HDI countries, tobacco still kills 107 men every week, necessitating action from policymakers.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Female</th>
<th>3.57%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer women die from tobacco in Zambia than on average in medium-HDI countries, tobacco still kills 45 women every week, necessitating action from policymakers.</td>
<td></td>
</tr>
</tbody>
</table>

**Societal Harms**
Although economic costs of smoking in Zambia 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

<table>
<thead>
<tr>
<th>0.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer people use smokeless tobacco on average in Zambia than on average in medium-HDI countries, 43500 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.</td>
</tr>
</tbody>
</table>

**Industry**
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 1579% larger than the Gross National Income of Zambia. 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 112049 metric tons of tobacco produced in Zambia in 2014, with 0.28% of agricultural land devoted to tobacco cultivation.

**Production**
n/a
Solutions

Current Policy in Zambia

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

- HealthCare Facilities
- Educational Facilities
- Universities
- Government Facilities
- 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: No

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: Text

Percent of Pack Covered: n/a

Plain Packaging: No

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: 0/7 possible bans

Number of Indirect Ad Bans: 1/10 possible bans

Ad Ban Compliance Percent: n/a

Direct bans

- Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images

Zambia

Raise Taxes

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Zambia

27.43% of Retail Price is Excise Tax

Forest Whitaker

ta6.org/country/zambia