



THE FIGHT AGAINST THE TOBACCO EPIDEMIC IS AT A CRITICAL STAGE. BOLDER, URGENT ACTION IS NEEDED.

MALDIVES

HARM

Every year more than 60 people in Maldives are killed by tobacco-related diseases, while more than 700 children and more than 51,000 adults continue to use tobacco each day. Comprehensive tobacco control policies, covering all forms of tobacco use, would reduce the death toll from tobacco, which otherwise would grow with each passing year. It will also help to ensure that the tobacco industry cannot run roughshod over the lives of the people of Maldives. We encourage tobacco control advocates to reach out to other development communities to strengthen their efforts in this mortal fight.

DEATHS

% caused by tobacco, 2010

11.3%
OF MEN

Even though fewer men, on average, die from tobacco use in Maldives compared with other middle-income countries, still 1 man is being killed by tobacco every week, necessitating action from policymakers.

7.1%
OF WOMEN

More women, on average, die from tobacco use in Maldives compared with other middle-income countries.

INDUSTRY

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, 99% larger than the Gross National Income of Maldives. The industry is a powerful force that does not fear the actions of nation states because its resources are often much larger.

MARKET

ADULT SMOKING

% using tobacco daily, 2013

34.5%
OF MEN

More men, on average, smoke in Maldives compared with other middle-income countries.

7.7%
OF WOMEN

More women, on average, smoke in Maldives compared with other middle-income countries.

CHILDREN SMOKING

% using tobacco daily, 2013

6.2%
OF BOYS

Even though fewer boys, on average, smoke in Maldives compared with other middle-income countries, still 500 boys smoke cigarettes each day, the sign of an ongoing and dire public health threat.

2.4%
OF GIRLS

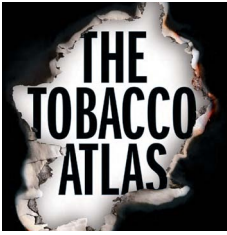
Even though fewer girls, on average, smoke in Maldives compared with other middle-income countries, still 200 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

SMOKELESS

% currently using tobacco, 2013 or most recent

6.8%
OF ADULTS

Even though fewer people, on average, use smokeless tobacco in Maldives compared with other middle-income countries, still 16,300 people currently use smokeless tobacco, the sign of an ongoing and dire public health threat.



MALDIVES

SOLUTIONS Current Policy in Maldives

PROTECT FROM SMOKE

Smokefree Health Care Facilities	Yes
Smokefree Universities	Yes
Smokefree Government Facilities	Yes
Smokefree Indoor Offices	No
Smokefree Restaurants	No
Smokefree Pubs and Bars	No
Smokefree Public Transport	Yes
All Other Indoor Public Places Smokefree	N/A
Funds for Smokefree Enforcement	No

WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

Australia (best practice) **Maldives**

Type of Warning Labels	
Graphic	Text
Percent of Pack Covered	
83%	30%
Graphic Warning Rounds	
2	No Data
Has Plain/Standardized Packaging	
Yes	No

OFFER HELP

Quitting Solutions	NRT and/or some cessation services (neither cost-covered)
National Quitline	No

RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
WHO Benchmark 75% of Retail Price is Excise Tax	Maldives 0% of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Maldives**

Ran a national anti-tobacco campaign during 2011 and 2012	
Yes	No
Part of a Comprehensive Tobacco Control Program	
Yes	N/A
Pre-Tested With The Target Audience	
Yes	N/A
Target Audience Research Was Conducted	
Yes	N/A
Aired On Television and/or Radio	
Yes	N/A
Utilized Media Planning	
Yes	N/A
Earned Media/Public Relations Were Used To Promote The Campaign	
Yes	N/A
Process Evaluation Was Used To Assess Implementation	
Yes	N/A
Outcome Evaluation Was Used To Assess Effectiveness	
Yes	N/A

ENFORCE BANS ON ADVERTISING

Number of Bans on Forms of Direct Advertising	0 of a possible 7 bans
Number of Bans on Forms of Indirect Advertising	7 of a possible 7 bans
Ad Ban Compliance Percent	70% self-rated compliance