



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

MOROCCO

HARM

Every year more than 13,300 people in Morocco are killed by tobacco-caused disease, while more than 37,000 children and more than 3.1 million 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 Morocco. 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

13.4%
OF MEN

Even though fewer men, on average, die from tobacco use in Morocco compared with other middle-income countries, still 231 men are being killed by tobacco every week, necessitating action from policymakers.

1.8%
OF WOMEN

Even though fewer women, on average, die from tobacco use in Morocco compared with other middle-income countries, still 25 women are being killed by tobacco every week, necessitating action from policymakers.

INDUSTRY

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, 70% larger than the Gross National Income of Morocco. 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

26.7%
OF MEN

Even though fewer men, on average, smoke in Morocco compared with other middle-income countries, still 3,090,300 men smoke cigarettes each day, the sign of an ongoing and dire public health threat.

0.8%
OF WOMEN

Even though fewer women, on average, smoke in Morocco compared with other middle-income countries, still 93,500 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

CHILDREN SMOKING

% using tobacco daily, 2013

2.8%
OF BOYS

Even though fewer boys, on average, smoke in Morocco compared with other middle-income countries, still 20,800 boys smoke cigarettes each day, the sign of an ongoing and dire public health threat.

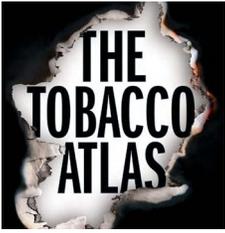
2.3%
OF GIRLS

Even though fewer girls, on average, smoke in Morocco compared with other middle-income countries, still 16,200 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

WATER PIPE

% currently using water pipes, 2011

0.3%
OF ADULTS



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Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than 1 dirham per person per year Morocco will be able to pay for the four 'best buys' in tobacco control policy, raising tobacco excise taxes, enforcing a comprehensive national smoke-free law and a ban on tobacco advertising and promotion, and mandating large graphic warning labels appear on tobacco product packaging. This small investment will reap enormous dividends in health and prosperity.

SOLUTIONS

Current Policy
in Morocco

PROTECT FROM SMOKE

Smokefree Health Care Facilities	Yes
Smokefree Universities	Yes
Smokefree Government Facilities	Yes
Smokefree Indoor Offices	Yes
Smokefree Restaurants	No
Smokefree Pubs and Bars	No
Smokefree Public Transport	No
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) **Morocco**

Type of Warning Labels	
Graphic	Text
Percent of Pack Covered	
83%	No Data
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	Morocco 52% of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Morocco**

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	3 of a possible 7 bans
Ad Ban Compliance Percent	30% self-rated compliance