



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

## **SOUTH KOREA**

### **HARM**

Every year more than 43,900 people in South Korea are killed by tobacco-caused disease, while more than 98,000 children and more than 9.9 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 South Korea. 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

**21.4%**  
OF MEN

Even though fewer men, on average, die from tobacco use in South Korea compared with other high-income countries, still 620 men are being killed by tobacco every week, necessitating action from policymakers.

**9.7%**  
OF WOMEN

Even though fewer women, on average, die from tobacco use in South Korea compared with other high-income countries, still 222 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, equal to 26% of the Gross National Income of South Korea. 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

**42.2%**  
OF MEN

More men, on average, smoke in South Korea compared with other high-income countries.

**5.9%**  
OF WOMEN

Even though fewer women, on average, smoke in South Korea compared with other high-income countries, still 1,258,200 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

#### **CHILDREN SMOKING**

% using tobacco daily, 2013

**9.8%**  
OF BOYS

More boys, on average, smoke in South Korea compared with other high-income countries.

**4.3%**  
OF GIRLS

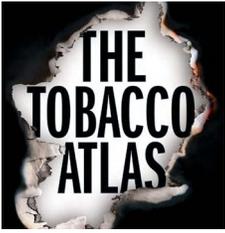
Even though fewer girls, on average, smoke in South Korea compared with other high-income countries, still 28,300 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

#### **SMOKELESS**

% currently using tobacco, 2013 or most recent

**N/A %**  
OF ADULTS

Because we do not know the prevalence of smokeless tobacco use in South Korea, future surveillance efforts must measure smokeless tobacco use prevalence in the population to help inform future tobacco control efforts.



# SOUTH KOREA

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than KRW 200 per person per year South Korea 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 South Korea

### PROTECT FROM SMOKE

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

### WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

**Australia (best practice)**      **South Korea**

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	Both NRT and some cessation services cost-covered
National Quitline	No

### RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
<b>WHO Benchmark</b> 75% of Retail Price is Excise Tax	<b>South Korea</b> 53% of Retail Price is Excise Tax

### WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

**WHO Best Practice**      **South Korea**

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

### 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	0% self-rated compliance