



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

THAILAND

HARM

Every year more than 74,600 people in Thailand are killed by tobacco-caused disease, while more than 265,000 children and more than 10.5 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 Thailand. 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

19.6%
OF MEN

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

9.6%
OF WOMEN

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

INDUSTRY

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, equal to 96% of the Gross National Income of Thailand. 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

37.4%
OF MEN

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

2.2%
OF WOMEN

Even though fewer women, on average, smoke in Thailand compared with other middle-income countries, still 621,900 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

CHILDREN SMOKING

% using tobacco daily, 2013

20.1%
OF BOYS

More boys, on average, smoke in Thailand compared with other middle-income countries.

3.8%
OF GIRLS

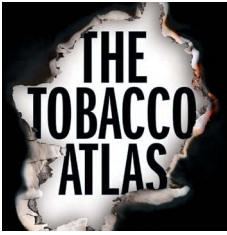
More girls, on average, smoke in Thailand compared with other middle-income countries.

SMOKELESS

% currently using tobacco, 2013 or most recent

3.2%
OF ADULTS

Even though fewer people, on average, use smokeless tobacco in Thailand compared with other middle-income countries, still 1,742,500 people currently use smokeless tobacco, the sign of an ongoing and dire public health threat.



THAILAND

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than THB 2 per person per year Thailand 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 Thailand

PROTECT FROM SMOKE

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

WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

Australia (best practice) **Thailand**

Type of Warning Labels	
Graphic	Graphic
Percent of Pack Covered	
83%	55%
Graphic Warning Rounds	
2	3
Has Plain/Standardized Packaging	
Yes	No

OFFER HELP

Quitting Solutions	Both NRT and some cessation services cost-covered
National Quitline	Yes

RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
WHO Benchmark 75% of Retail Price is Excise Tax	Thailand N/A % of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Thailand**

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	No
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	3 of a possible 7 bans
Number of Bans on Forms of Indirect Advertising	5 of a possible 7 bans
Ad Ban Compliance Percent	40% self-rated compliance