



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

## **UNITED STATES**

### **HARM**

Every year more than 467,400 people in the United States are killed by tobacco-caused disease, while more than 195,000 children and more than 40.4 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 the United States. 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

**19.2%**  
OF MEN

Even though fewer men, on average, die from tobacco use in the United States compared with other high-income countries, still 4,795 men are being killed by tobacco every week, necessitating action from policymakers.

**15.8%**  
OF WOMEN

More women, on average, die from tobacco use in the United States compared with other high-income countries.

### **INDUSTRY**

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, equal to 2% of the Gross National Income of the United States. 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

**17.2%**  
OF MEN

Even though fewer men, on average, smoke in the United States compared with other high-income countries, still 21,600,000 men smoke cigarettes each day, the sign of an ongoing and dire public health threat.

**14.2%**  
OF WOMEN

Even though fewer women, on average, smoke in the United States compared with other high-income countries, still 18,800,000 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

#### **CHILDREN SMOKING**

% using tobacco daily, 2013

**2.1%**  
OF BOYS

Even though fewer boys, on average, smoke in the United States compared with other high-income countries, still 112,700 boys smoke cigarettes each day, the sign of an ongoing and dire public health threat.

**1.6%**  
OF GIRLS

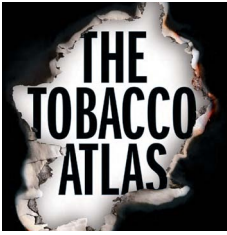
Even though fewer girls, on average, smoke in the United States compared with other high-income countries, still 82,300 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

#### **SMOKELESS**

% currently using tobacco, 2013 or most recent

**3.4%**  
OF ADULTS

More people, on average, use smokeless tobacco in the United States compared with other high-income countries.



# UNITED STATES

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than 70¢ per person per year the United States 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 the United States

### PROTECT FROM SMOKE

Smokefree Health Care Facilities	No
Smokefree Universities	No
Smokefree Government Facilities	Yes
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	No

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

**Australia (best practice)**      **United States**

Type of Warning Labels	
Graphic	Text
Percent of Pack Covered	
83%	50%
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	Yes

### RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
<b>WHO Benchmark</b> 75% of Retail Price is Excise Tax	<b>United States</b> 38% of Retail Price is Excise Tax

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

**WHO Best Practice**      **United States**

Ran a national anti-tobacco campaign during 2011 and 2012	
Yes	Yes
Part of a Comprehensive Tobacco Control Program	
Yes	N/A
Pre-Tested With The Target Audience	
Yes	Yes
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	1 of a possible 7 bans
Ad Ban Compliance Percent	0% self-rated compliance