



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

BELARUS

HARM

Every year more than 24,100 people in Belarus are killed by tobacco-caused disease, while more than 57,000 children and more than 2.1 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 Belarus. 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

28.4%
OF MEN

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

4.9%
OF WOMEN

Even though fewer women, on average, die from tobacco use in Belarus compared with other middle-income countries, still 72 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, 81% larger than the Gross National Income of Belarus. 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

46%
OF MEN

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

12.1%
OF WOMEN

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

CHILDREN SMOKING

% using tobacco daily, 2013

31.2%
OF BOYS

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

21.7%
OF GIRLS

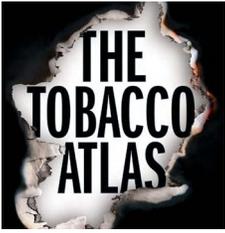
More girls, on average, smoke in Belarus compared with other middle-income countries.

SMOKELESS

% currently using tobacco, 2013 or most recent

N/A %
OF ADULTS

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



BELARUS

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than Br 3000 per person per year Belarus 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 Belarus

PROTECT FROM SMOKE

Smokefree Health Care Facilities	No
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	No

WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

Australia (best practice) **Belarus**

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 (at least one of which is cost-covered)
National Quitline	No

RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
WHO Benchmark 75% of Retail Price is Excise Tax	Belarus 26% of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Belarus**

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	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	6 of a possible 7 bans
Ad Ban Compliance Percent	20% self-rated compliance