



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

## **ESTONIA**

### **HARM**

Every year more than 2,500 people in Estonia are killed by tobacco-caused disease, while more than 4,000 children and more than 301,000 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 Estonia. 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

**23.8%**  
OF MEN

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

**8.3%**  
OF WOMEN

Even though fewer women, on average, die from tobacco use in Estonia compared with other high-income countries, still 14 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, 93% larger than the Gross National Income of Estonia. 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

**38.8%**  
OF MEN

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

**18.7%**  
OF WOMEN

More women, on average, smoke in Estonia compared with other high-income countries.

#### **CHILDREN SMOKING**

% using tobacco daily, 2013

**16%**  
OF BOYS

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

**10%**  
OF GIRLS

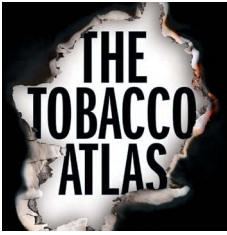
More girls, on average, smoke in Estonia compared with other high-income countries.

#### **SMOKELESS**

% currently using tobacco, 2013 or most recent

**N/A %**  
OF ADULTS

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



# ESTONIA

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than €1.6 per person per year Estonia 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 Estonia

### 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	Yes

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

**Australia (best practice)**      **Estonia**

Type of Warning Labels	
Graphic	Text
Percent of Pack Covered	
83%	35%
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	Yes

### RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
<b>WHO Benchmark</b> 75% of Retail Price is Excise Tax	<b>Estonia</b> 60% of Retail Price is Excise Tax

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

**WHO Best Practice**      **Estonia**

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