



# SMOKING EPIDEMY

SMOKING IS THE MOST IMPORTANT  
SINGLE PREVENTABLE RISK FACTOR  
OF PREMATURE DEATH



# TYPES OF TOBACCO USE

- ✚ MANUFACTURED CIGARETTES
- ✚ ROLL-YOUR-OWN CIGARETTES
- ✚ PIPES
- ✚ MOIST SNUFF, DRY SNUFF, CHEWING TOB.
- ✚ CIGARS, BIDIS, KRETEKS, STICKS
- ✚ WATER PIPES

# IMPORTANT WARNING

✘ THERE IS NO SAFE WAY OF USING  
TOBACCO –  
WHETHER IT IS INHALED, SNIFFED,  
SUCKED, CHEWED  
OR MIXED WITH OTHER INGREDIENTS

„Yes, we agree that smoking cigarettes causes  
lung cancer and other serious diseases“

Philip Morris, Australia, 2002

# SMOKING EPIDEMY

- ✚ ALMOST 1 BILLION MEN SMOKE:
- ✚ 35% IN DEVELOPED COUNTRIES
- ✚ 50% IN DEVELOPING COUNTRIES
- ✚ ABOUT 250 MILLION WOMEN SMOKE:
- ✚ 22% IN DEVELOPED COUNTRIES
- ✚ 9% IN DEVELOPING COUNTRIES
- ✚ In Sweeden and some parts of South Asia women smoke more than men

# MALE SMOKING EPIDEMY

- ✚ BELOW 20%: Australia, Sweeden, Saudi Arabia
- ✚ 20%-30%: USA, Canada, Skandinavia, Switzerl., UK, Brazil
- ✚ 30%-40%: former EU + Czech Rep. + Romania
- ✚ 40%-50%: new EU (former socialist countries)
- ✚ 60% and above: Russian federation, China, Yemen

# FEMALE SMOKING EPIDEMY

- ✚ BELOW 20%: Russian federatin, Australia, Finland, Sweeden, Italy, Portugal, Romania, USA, Canada, Asia, Africa, South America
- ✚ 20%-30%: EU
- ✚ 30%-40%: Serbia, Chile

# HEALTH PROFESSIONALS

- ✚ BELOW 10%: Scandinavia, UK, Austria, Switzerl., USA, Australia
- ✚ 10%-20%: Poland, Hungary, Canada
- ✚ 20%-30%: Germany, France, Italy, Czech Rep.
- ✚ ABOVE 40%: Croatia, Albania, Romania, Bulgaria, Greece, Turkey

# CHILDREN SMOKING EPIDEMY

- ✚ 30% AND ABOVE: Germany, Czech Rep., Slovakia, Austria, Bulgaria, Greenland, Spain
- ✚ 20%-30%: EU, Russian federation, USA, Australia
- ✚ In parts of Europe and South America girls are smoking more than boys.



# WHOSE BENEFIT?

✦ „ Among younger adult smokers in particular, female smokers are now as large a smoker share opportunity as are male smokers“

*RJ Reynolds Tobacco Co, 1986*

# CIGARETTE CONSUMPTION

- ✚ In 1881 – first cigarette-rolling machine (James Bonsack)
- ✚ Now, tobacco companies are producing 5,6 trillion cigarettes per year =
- ✚ Nearly 900 cigarettes for every man, woman and child on the planet
- ✚ Widespread use of chewing tobacco and bidis are also escalating (South Asia)

# COST OF TOBACCO

- ✦ „ ... reflecting 5.23 years of life lost for the average smoker,
- ✦ Indirect positive effects (are that) public finance benefits from smoking,
- ✦ via savings on the healthcare costs – in pensions, and public housing costs savings“

*Report on the Czech Rep., commissioned by Philip Morris, 2001*



# TOBACCO Cos' ARGUMENTS:

- ✚ TOBACCO CONTROL:
- ✚ REDUCES TAX REVENUES,
- ✚ INCREASE UNEMPLOYMENT
- ✚ NON-SMOKERS LIVE LONGER AND ARE  
HARDSHIPS FOR ECONOMY

# WHAT IS TRUE?

- ✖ SMOKING INCREASES HEALTHCARE COSTS
- ✖ GROWING TOBACCO OCCUPIES AGRICULTURAL LAND
- ✖ LARGE DEFORESTATION, USING OF PESTICIDES AND FERTILIZERS
- ✖ COST OF FIRES
- ✖ EMPLOYEE ABSENTEEISM
- ✖ DECREASED WORKER PRODUCTIVITY

# COSTS OF CIGARETTES

- ✦ A pack of Marlboro:
- ✦ 5 and more USD: Western EU, Scandinavia, Canada, Australia
- ✦ 4-5 USD: Italy, USA
- ✦ 3-4 USD: Spain, Portugal, Hungaria, Greece
- ✦ 2-3 USD: Poland, Czech Rep.
- ✦ 1-2 USD: Russian federation, China, Africa

# COSTS TO THE SMOKERS

- ✚ Amount of money for the tobacco may be used for food, education, clothes, free-time activities
- ✚ Significant loss of money due to illness
- ✚ Smoking may produce of extreme poverty of family
- ✚ Increased wear and tear on smokers' homes