The Case for Investment in Tobacco Control

10% of Salvadorean adults smoke cigarettes. More than half consume six or more cigarettes daily.

1,624 annual deaths
Around 31 people die every week from tobacco use, with 46 percent of deaths occurring in Salvadoreans under age 70.

$263 million in economic losses
Tobacco use cost El Salvador $263 million in economic losses in 2016, or about $9 per cigarette pack consumed.

1% of GDP
In 2016, economic losses due to tobacco-related causes were equivalent to 1.03% of GDP.

El Salvador could reduce health and economic losses due to tobacco use if it implements and enforces FCTC demand-reduction measures.

Over the next 15 years, implementing the policy measures would:
- **Save 6,739 lives**;
- Increase workforce **productivity**, adding to GDP;
- **Avoid $371 million** in healthcare expenditures, and;
- Provide economic benefits ($838.5 million) that significantly outweigh the costs ($19.5 million).

Enforce bans on smoking in public places
Raise taxes
Total bans on advertising, promotion, & sponsorship
Refresh graphic warning labels
Implement plain packaging
Offer brief advice to quit
Establish a national tobacco quitline