Zambia: Investing in tobacco control

ANNUAL TOBACCO BURDEN

- 1.2% of GDP lost
- 7,142 deaths
- 60% of deaths are among people under age 70

INVESTMENT IN TOBACCO CONTROL

- ZMW 1.4 BILLION Premature mortality costs
- ZMW 1.25 BILLION Workplace costs
- ZMW 154 Million Healthcare expenditures

- ZMW 12.4 BILLION in economic losses avoided
- ZMW 11.8 BILLION in productivity losses avoided
- ZMW 685 MILLION in health expenditures avoided

40,300 lives saved

ROI from implementing recommended WHO FCTC interventions: 42:1

RECOMMENDATIONS

- Implement plain packaging
- Ban advertising, promotion & sponsorship
- Enforce complete ban on indoor smoking
- Increase taxes
- Conduct mass media campaigns