

# Georgia



How many people die from smoking in Georgia each year?

**8,389**

What is the economic cost of smoking and tobacco use in Georgia each year?

**1,340,081,792**

laris

## Current Rates of Smoking and Tobacco Use in Georgia

Tobacco use continues to be an epidemic in Georgia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Georgia as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

### Adult Smoking Prevalence in Georgia

15+ years old; 2019

Men

**51.8%**

Women

**7%**

Adult smoking prevalence in Georgia is 29%.

### Number of Adult Smokers in Georgia

15+ years old; 2019

Men

**711,943**

Women

**98,918**

Number of adult smokers in Georgia is 810,862.

### Youth Smoking Prevalence in Georgia

10-14 years old; 2019

Boys

**14.7%**

Girls

**5.8%**

Youth smoking prevalence in Georgia is 11%.

### Adult Smokeless Tobacco Use in Georgia

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women

**0%**

Adult smokeless tobacco use prevalence in Georgia is 0%.

## Deaths Caused by Tobacco in Georgia

% deaths attributable to tobacco use in 2019

Men

**27%**

Women

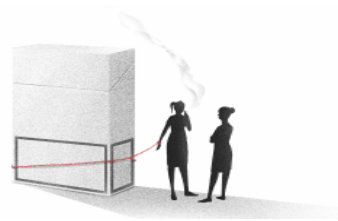
**6.4%**

17% of all deaths in Georgia are caused by tobacco use.

Learn more about global **Prevalence, Youth Smoking and Deaths.**

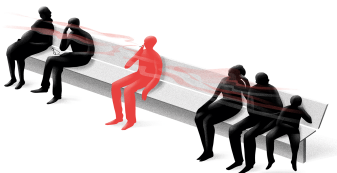
## Negative Effect of Tobacco Use in Georgia

Tobacco use harms both the public and fiscal health of Georgia, threatening efforts to improve equity, alleviate poverty, and protect the environment.



### Societal Harms

The economic cost of smoking Georgia is 1,340,081,792 laris. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.



### Harms Development

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Georgia, a smoker must spend 3.71% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



### Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 1,192 tons of butts wind up as toxic trash in Georgia each year, equal to 341 female African elephants.



### Harms Health Equity

The tobacco industry markets its products aggressively to lower-income populations and youth in Georgia.



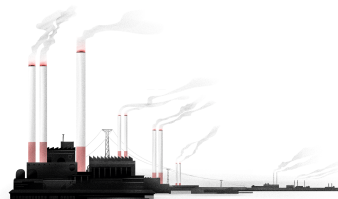
### Harms NCDs

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about **Health Effects.**

## Impact of the Tobacco Supply Chain on Georgia

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Georgia.



### Tobacco Production

There were approximately 2 billion cigarettes produced in Georgia in 2016.



### Tobacco Growing

There were 577 tons of tobacco produced in Georgia in 2019 on 2746 hectares of quality agricultural land that could have been used to grow food.



### Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam's Gross National Income (GNI), 5x Ghana's GNI and 9x Paraguay's GNI.

Learn more about global **Growing** and **Product Sales**.

## Ending the Tobacco Epidemic in Georgia

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

### Current Tobacco Control Policies in Georgia

#### Designated Smoke-Free Areas in Georgia

|                       |                        |              |                       |                |             |               |                  |                                |                       |
|-----------------------|------------------------|--------------|-----------------------|----------------|-------------|---------------|------------------|--------------------------------|-----------------------|
| Yes                   | Yes                    | Yes          | Yes                   | Yes            | Yes         | Yes           | No               | N/A                            | No                    |
| Healthcare Facilities | Educational Facilities | Universities | Government Facilities | Indoor Offices | Restaurants | Pubs and Bars | Public Transport | All Other Indoor Public Places | Funds for Enforcement |

**Availability of Cessation Services in Georgia**

**Quitting Resources**  
 NRT and/or some cessation services (at least one of which is cost-covered)

**National Quit Line**  
**Yes**

Learn more about best practices in **Cessation**.

**Tobacco Packaging Regulations in Georgia**

**Quality of Tobacco Packaging Regulation**  
 None  
 Text warning label only  
 ✓ **Graphic warning label only**  
 Plain Packaging with graphic warning label

**% of Pack Covered**  
**65%**

Learn more about best practices in **Counter Marketing**.

**Tobacco Control Mass Media Campaigns in Georgia**

|  |            |
|--|------------|
| <b>Ran a National Anti-Tobacco Campaign</b>                            | <b>Yes</b> |
| <b>Part Of A Comprehensive Tobacco Control Program</b>                 | <b>Yes</b> |
| <b>Pre-Tested With The Target Audience</b>                             | <b>Yes</b> |
| <b>Target Audience Research Was Conducted</b>                          | <b>Yes</b> |
| <b>Aired On Television And/Or Radio</b>                                | <b>Yes</b> |
| <b>Utilized Media Planning</b>   | <b>Yes</b> |
| <b>Earned Media/Public Relations Were Used To Promote The Campaign</b> | <b>Yes</b> |
| <b>Process Evaluation Was Used To Assess Implementation</b>            | <b>Yes</b> |
| <b>Outcome Evaluation Was Used To Assess Effectiveness</b>             | <b>No</b>  |

Learn more about best practices in **Mass Media**.

## Tobacco Tax Policies in Georgia

Using evidence-based international recommendations/best practices, the Tobacco Economics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.



Learn more about the [Scorecard in Georgia](#).

### Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Georgia

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

| Direct Bans                            | 7 out of 7 direct bans implemented | Indirect Bans  | 6 out of 10 indirect bans implemented |
|--|------------------------------------|--|---------------------------------------|
| National TV and radio                  | Yes                                | Free distribution in mail or through other means   | Yes                                   |
| International TV and radio             | Yes                                | Promotional discounts  | Yes                                   |
| International magazines and newspapers | Yes                                | Non-tobacco products identified with tobacco brand names   | Yes                                   |
| International magazines and newspapers | Yes                                | Brand name of non-tobacco products used for tobacco product  | No                                    |
| Billboard and outdoor advertising      | Yes                                | Appearance in TV and/or films: tobacco brands (product placement)  | Yes                                   |
| Advertising at point of sale           | Yes                                | Appearance in TV and/or films: tobacco products  | Yes                                   |
| Advertising on internet                | Yes                                | Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images | N/A                                   |
|  |                                    | Complete ban on sponsorship  | No                                    |
|  |                                    | Any form of contribution (financial or other support) to any event, activity or individual                                   | No                                    |
|  |                                    | Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals | Yes                                   |

### Ad Ban Compliance

80%