Jordan



How many people die from smoking in Jordan each year?

4,290

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

165,735,037

Jordanian dinars

Current Rates of Smoking and Tobacco Use in Jordan

Tobacco use continues to be an epidemic in Jordan. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Jordan 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 Jordan

15+ years old; 2022

Men Women

57.8% 13.4%

Adult smoking prevalence in Jordan is 36.6%.

Number of Adult Smokers in Jordan

15+ years old; 2022

Men Women 2,294,837 471,441

Number of adult smokers in Jordan is 2,740,799.

Youth Smoking Prevalence in Jordan

10-14 years old; 2022

oys Girls

18.6% 11.4%

Youth smoking prevalence in Jordan is 15.0%.

Adult Smokeless Tobacco Use in Jordan

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; N/A

Both Men and Women

N/A

Adult smokeless tobacco use prevalence in Jordan is N/A.

Deaths Caused by Tobacco in Jordan

% deaths attributable to tobacco use in 2021

Men

Women

12.4%

4.8%

9.4% of all deaths in Jordan are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Jordan

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



Societal Harms

The economic cost of smoking Jordan is 165,735,037 Jordanian dinars. 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 Jordan, a smoker must spend 6.8% 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 2,976 tons of butts wind up as toxic trash in Jordan each year, equal to 850 female African elephants.



Harms Health Equity

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



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 Jordan

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 Jordan.



Tobacco Production

There were more than 5,000,000,000,000 cigarettes produced in the world in 2019, or nearly 2 cigarettes per person per day.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 362 billion in 2022, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.



Tobacco Growing

There were 94 tons of tobacco produced in Jordan in 2022 on 26 hectares of quality agricultural land that could have been used to grow food.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Jordan

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 goverments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Jordan

Designated Smoke-Free Areas in Jordan



Facilities

Facilities









Yes







Pubs and



Public **Transport**



All Other Indoor **Public** Places



Funds for **Enforcement**

Availability of Cessation Services in Jordan

Quitting Resources

National quit line, and both NRT and some cessation services cost-covered

National Quit Line



Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Jordan

Quality of Tobacco Packaging Regulation

None

Text warning label only

✓Text warning label with graphic warning label
Plain Packaging with text/graphic warning label

% of Pack Covered

40%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Jordan

Ran a National Anti-Tobacco Campaign	Yes
Part Of A Comprehensive Tobacco Control Program	Yes
Pre-Tested With The Target Audience	Yes
Target Audience Research Was Conducted	Yes
Aired On Television And/Or Radio	Yes
Utilized Media Planning	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	Yes
Process Evaluation Was Used To Assess Implementation	Yes
Outcome Evaluation Was Used To Assess Effectiveness	Yes

Learn more about best practices in Mass Media.

Tobacco Tax Policies in Jordan

Using evidence-based international recommendations/best practices, the Tobacconomics 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.

Overall Score

The overall score is an average of the four component scores.

Cigarette Price

Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time

0.00

In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.

Tax Share of Price

4.50

Large tax shares of price are usually a good indicator that taxes are working.

Tax Structure

1.00

Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the Scorecard in Jordan.

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

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	8 out of 10 direct bans implemented
National TV and radio	Yes	Free distribution in mail or throu	gh other means Yes
International TV and radio	Yes	Promotional discounts	Yes
International magazines and newspa	pers Yes	Non-tobacco products identified names	with tobacco brand Yes
International magazines and newspa	pers Yes	Brand name of non-tobacco prod product	ucts used for tobacco Yes
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: to placement)	obacco brands (product Yes
Advertising at point of sale	Yes	Appearance in TV and/or films: to	obacco products No
Advertising on internet	Yes	Prescribed anti-tobacco ads requentertainment media product the products, use or images	
		Complete ban on sponsorship	Yes
	Compliance	Any form of contribution (financi any event, activity or individual	al or other support) to Yes
4	9%	Ban on the publicity of financial of support by the tobacco industry of individuals	