# **Cook Islands**



How many people die from smoking in Cook Islands each year?

20

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

N/A

## **Current Rates of Smoking and Tobacco Use in Cook Islands**

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

15+ years old; 2022

en Women

**30.3% 21.4%** 

Adult smoking prevalence in Cook Islands is 25.5%.

#### **Number of Adult Smokers in Cook Islands**

15+ years old; 2022

Men Women 1.024 691

Number of adult smokers in Cook Islands is 1,685.

#### **Youth Smoking Prevalence in Cook Islands**

10-14 years old; 2022

oys Girls

**22.8**% **19.9**%

Youth smoking prevalence in Cook Islands is 21.4%.

#### **Adult Smokeless Tobacco Use in Cook Islands**

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 Cook Islands is N/A.

#### **Deaths Caused by Tobacco in Cook Islands**

% deaths attributable to tobacco use in 2021

Men

Women

15.8%

7.0%

12.2% of all deaths in Cook Islands are caused by tobacco use.

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

# **Negative Effect of Tobacco Use in Cook Islands**

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



#### **Societal Harms**

The economic cost of smoking Cook Islands is N/A . 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.



#### **Environmental Harms**

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 1,102,311 tons of butts wind up as toxic trash in the world each year, equal to 416,667 female African elephants.



### **Harms Health Equity**

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



#### **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 Cook Islands

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 Cook Islands.



#### **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**

Cook Islands is not a major producer of tobacco, but globally there were 4.1 million hectares of arable land dedicated to tobacco growing in 2022 which was nearly as much as the land dedicated to the world's large orange crop.

Learn more about global Growing and Product Sales.

# **Ending the Tobacco Epidemic in Cook Islands**

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 Cook Islands**

#### **Designated Smoke-Free Areas in Cook Islands**





Educational **Facilities** 



Universities



Government Indoor **Facilities** 



Offices



Restaurants



Pubs and



Public **Transport** 



All Other Indoor **Public** Places



Funds for **Enforcement** 

**Availability of Cessation Services** in Cook Islands

**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 Cook Islands** 

**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

**50%** 

Learn more about best practices in Counter Marketing.

# **Tobacco Control Mass Media Campaigns in Cook Islands**

Ran a National Anti-Tobacco Campaign	No
Part Of A Comprehensive Tobacco Control Program	Not applicable
Pre-Tested With The Target Audience	Not applicable
Target Audience Research Was Conducted	Not applicable
Aired On Television And/Or Radio	Not applicable
Utilized Media Planning	Not applicable
Earned Media/Public Relations Were Used To Promote The Campaign	Not applicable
Process Evaluation Was Used To Assess Implementation	Not applicable
Outcome Evaluation Was Used To Assess Effectiveness	Not applicable

Learn more about best practices in Mass Media.

#### **Tobacco Tax Policies in Cook Islands**

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.

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#### **Insufficient data**

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

#### **Cigarette Price**

#### **Insufficient data**

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

#### Change in Affordability Over Time

#### Insufficient data

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

#### **Tax Share of Price**

4.00

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

#### Tax Structure

4.00

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 Cook Islands.

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

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