

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

Men	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

Boys	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

15.8%

Women

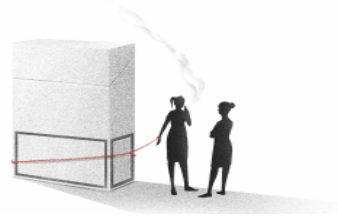
7.0%

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 governments 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

Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	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 Cook Islands****Quitting Resources**

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

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

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.

Overall Score	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
Insufficient data	Insufficient data	Insufficient data	4.00	4.00
The overall score is an average of the four component scores.	Consumers respond to higher prices by decreasing consumption and some quit using tobacco.	In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.	Large tax shares of price are usually a good indicator that taxes are working.	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 other means	Yes
International TV and radio	No	Promotional discounts	Yes
International magazines and newspapers	Yes	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	No	Brand name of non-tobacco products used for tobacco product	Yes
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: tobacco brands (product placement)	Yes
Advertising at point of sale	No	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
Ad Ban Compliance		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
N/A			