Tobacco harms the health, the treasury, and the spirit of the Netherlands. Every year, more than 29900 of its people are killed by tobacco-caused disease. Still, more than 24000 children (10-14 years old) and 2708000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in the Netherlands and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

**Adult Smoking (15+ Y.O.)**

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Male</th>
<th>26.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>23.9%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in the Netherlands than on average in very high-HDI countries, there are still more than 1432200 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

More women smoke in the Netherlands than on average in very high-HDI countries.

**Children Smoking (10-14 Y.O.)**

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Boys</th>
<th>2.45%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Girls</td>
<td>2.64%</td>
</tr>
</tbody>
</table>

More boys smoke in the Netherlands than on average in very high-HDI countries.

More girls smoke in the Netherlands than on average in very high-HDI countries.

**Deaths**

<table>
<thead>
<tr>
<th>% caused by tobacco: 2016</th>
<th>Male</th>
<th>24.43%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>16.08%</td>
</tr>
</tbody>
</table>

More men die in the Netherlands than on average in very high-HDI countries.

More women die in the Netherlands than on average in very high-HDI countries.

**Societal Harms**

The economic cost of smoking in the Netherlands amounts to 16933 million euros. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**

| % using tobacco daily: 2013 | 0.2% |

Even though fewer people use smokeless tobacco on average in the Netherlands than on average in very high-HDI countries, 28200 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 45% of the Gross National Income of the Netherlands. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

**Growing**

| n/a |

**Production**

There were 72.59 billion cigarettes produced in Netherlands in 2016.

[ta6.org/country/netherlands](ta6.org/country/netherlands)
Solutions

Current Policy in the Netherlands

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

HealthCare Facilities

Educational Facilities

Universities

Government Facilities

Indoor Offices

Restaurants

Pubs and Bars

Public Transport

All Other Indoor Public Places

Funds for Smokefree Enforcement

Offer Help

National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources

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

National Quitline

Yes

Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice

Type of Warning Label

Graphic

Percent of Pack Covered

65%

Plain Packaging

No

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016

Yes

Appropriate Characteristics

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

Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans

5/7 possible bans

Number of Indirect Ad Bans

6/10 possible bans

Ad Ban Compliance Percent

High

Direct bans

• National TV and radio
• International TV and radio
• Local magazines and newspapers
• Billboard and outdoor advertising
• Advertising on internet

Indirect bans

• Free distribution in mail or through other means
• Promotional discounts
• Appearance in TV and/or films: tobacco brands (product placement)
• Complete ban on sponsorship
• Any form of contribution (financial or other support) to any event, activity or individual
• Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Netherlands

54.84% of Retail Price is Excise Tax

Netherlands

ta6.org/country/netherlands

THE TOBACCO ATLAS