Tobacco harms the health, the treasury, and the spirit of Norway. Every year, more than 6200 of its people are killed by tobacco-caused disease. Still, more than 4000 children (10-14 years old) and 696000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Norway 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></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>22.4%</td>
</tr>
<tr>
<td>Female</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Norway than on average in very high-HDI countries, there are still more than 355000 men who smoke cigarettes each day, making it an ongoing and dire public health threat. More women smoke in Norway than on average in very high-HDI countries.

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

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>1.26%</td>
</tr>
<tr>
<td>Girls</td>
<td>1.73%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Norway than on average in very high-HDI countries, there are still more than 2000 boys who smoke cigarettes each day, making it an ongoing and dire public health threat. Even though fewer girls smoke in Norway than on average in very high-HDI countries, there are still more than 2600 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

**Deaths**

<table>
<thead>
<tr>
<th></th>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16.06%</td>
</tr>
<tr>
<td>Female</td>
<td>13.58%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Norway than on average in very high-HDI countries, tobacco still kills 64 men every week, necessitating action from policymakers. More women die in Norway than on average in very high-HDI countries.

**Societal Harms**

The economic cost of smoking in Norway amounts to 44319 million Norwegian krones. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14%</td>
</tr>
</tbody>
</table>

More people use smokeless tobacco in Norway than on average in very high-HDI countries.

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 89% of the Gross National Income of Norway. 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**

<table>
<thead>
<tr>
<th></th>
<th>n/a</th>
</tr>
</thead>
</table>

**Production**

Cigarette imports exceeded cigarette exports in Norway in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Norway

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

- NRT and/or some cessation services (at least one of which is 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

- 35%

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

- 7/10 possible bans

Ad Ban Compliance Percent

- High

Direct bans

- National TV and radio
- Local magazines and newspapers
- Billboard and outdoor advertising
- Advertising at point of sale
- Advertising on internet

Indirect bans

- Free distribution in mail or through other means
- Promotional discounts
- Brand name of non-tobacco products used for tobacco product
- 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

Norway

46.04% of Retail Price is Excise Tax

ta6.org/country/norway