Tobacco harms the health, the treasury, and the spirit of Papua New Guinea. Every year, more than 12800 of its people are killed by tobacco-caused disease. Still, more than 25000 children (10-14 years old) and 1457000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Papua New Guinea 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>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43.63%</td>
</tr>
<tr>
<td>Female</td>
<td>16.95%</td>
</tr>
</tbody>
</table>

More men smoke in Papua New Guinea than on average in low-HDI countries.

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>3.96%</td>
</tr>
<tr>
<td>Girls</td>
<td>1.62%</td>
</tr>
</tbody>
</table>

More boys smoke in Papua New Guinea than on average in low-HDI countries.

### Deaths

<table>
<thead>
<tr>
<th>Gender</th>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>21%</td>
</tr>
<tr>
<td>Female</td>
<td>15.98%</td>
</tr>
</tbody>
</table>

More men die in Papua New Guinea than on average in low-HDI countries.

### Societal Harms

The economic cost of smoking in Papua New Guinea amounts to 108 million kinas. 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>% using tobacco daily: 2013</th>
<th>n/a</th>
</tr>
</thead>
</table>

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 1630% larger than the Gross National Income of Papua New Guinea. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

### Growing

n/a

### Production

n/a
Solutions

Current Policy in Papua New Guinea

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 Quitline

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

Text

Plain Packaging

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

Ran a National Anti-Tobacco Campaign in 2014 or 2016

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

Pre-tested With The Target Audience

Target Audience Research Was Conducted

Aired On Television And/Or Radio

Utilized Media Planning

Earned Media/Public Relations Were Used To Promote The Campaign

Process Evaluation Was Used To Assess Implementation

Outcome Evaluation Was Used To Assess Effectiveness

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

0/10 possible bans

Ad Ban Compliance Percent

Moderate

Direct bans

- National TV and radio
- International TV and radio
- Local magazines and newspapers
- International magazines and newspapers
- Billboard and outdoor advertising

Indirect bans

Raise Taxes

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

Papua New Guinea 27.78% of Retail Price is Excise Tax

ta6.org/country/papua-new-guinea