



TUNISIA

TOBACCO CONTROL INVESTMENT CASE



Economic loss

1.8% of GDP

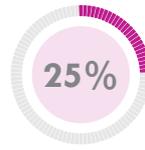
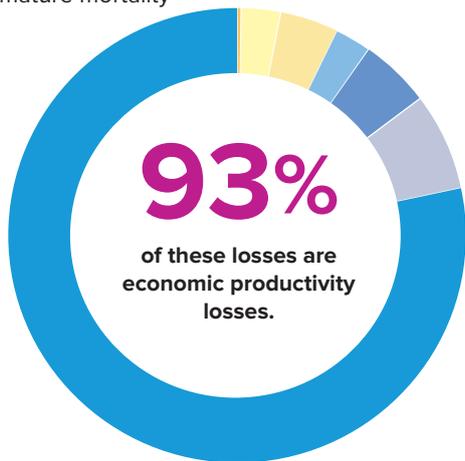
Tobacco-related illnesses cost Tunisia **TND 2 billion every year**, which is equivalent to **1.8%** of their GDP (2019).

Total of TND 1.9 billion in productivity losses:

- Smoking breaks
- Presenteeism
- Absenteeism
- Premature mortality

Total of TND 146 million in healthcare expenditures:

- Private insurance
- Out-of-pocket
- Government



Tobacco consumption

25% use tobacco

The prevalence of tobacco consumption is also particularly high among the male population in Tunisia.



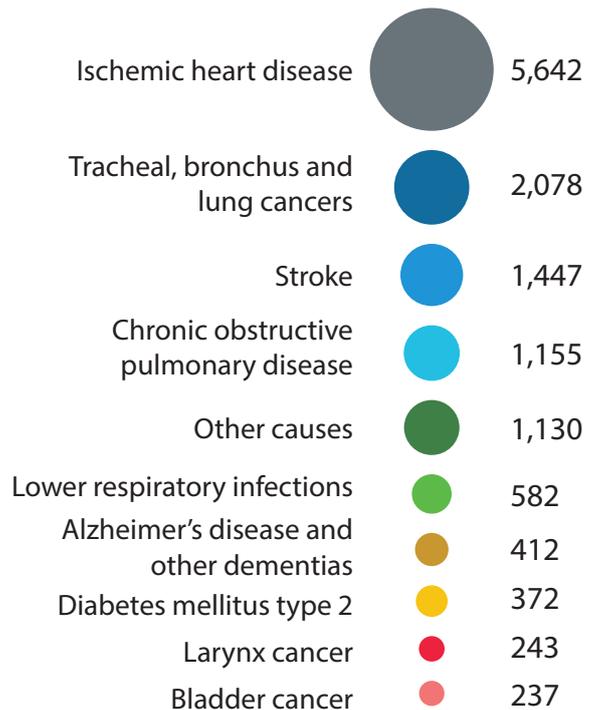
Tobacco-related deaths

13,200 Tunisians

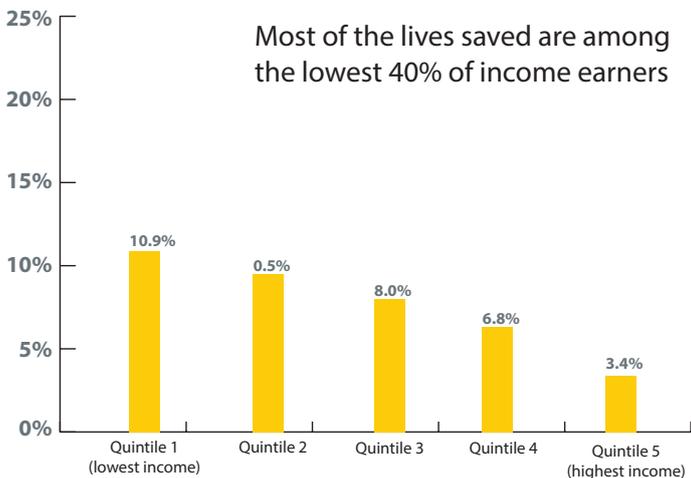
die every year due to tobacco-related illness accounting for **20%** of all deaths in the country.

Tobacco use is associated with a wide range of diseases and conditions.

Estimated tobacco-attributable deaths per year in Tunisia by disease or condition:



Relative reduction in smoking prevalence resulting from tax increase





TUNISIA

TOBACCO CONTROL INVESTMENT CASE

Investing now in seven tobacco control measures will save...



55,000 lives

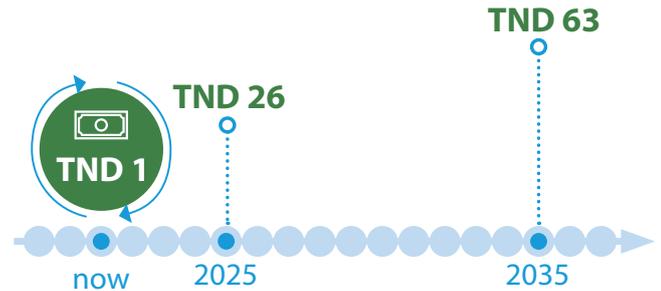
and

TND 5.7 billion



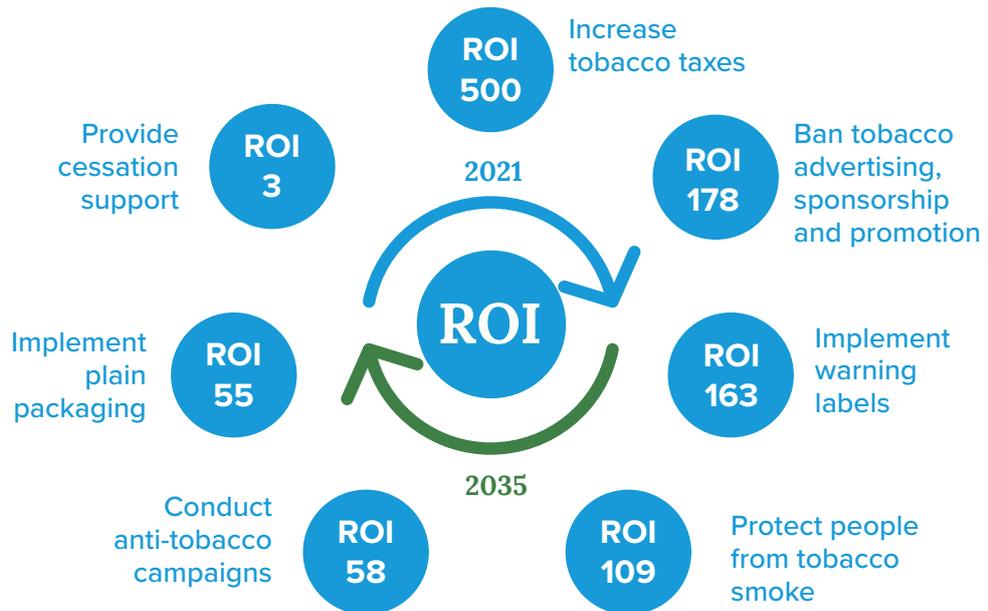
in health costs and economic losses by 2035.

For every Tunisian dinar invested, Tunisia receives **TND 26** by 2025 and **TND 63** by 2035.



Return on investment (ROI)

Each of the priority WHO FCTC measures results in positive returns on investment over 15 years, ranging from **TND 3 – 500** per **TND 1** invested now.



Recommendations

- 1** Raise awareness among the public and government of the true costs of tobacco and the enormous development benefits of tobacco control.
- 2** Strengthen multisectoral planning and coordination for tobacco control.
- 3** Ensure compliance with the tobacco control regulations.
- 4** Strengthen national tobacco control laws.
- 5** Raise taxes to at least 75 percent of retail price.
- 6** Take action to prevent interference from industry in policymaking and implementation.