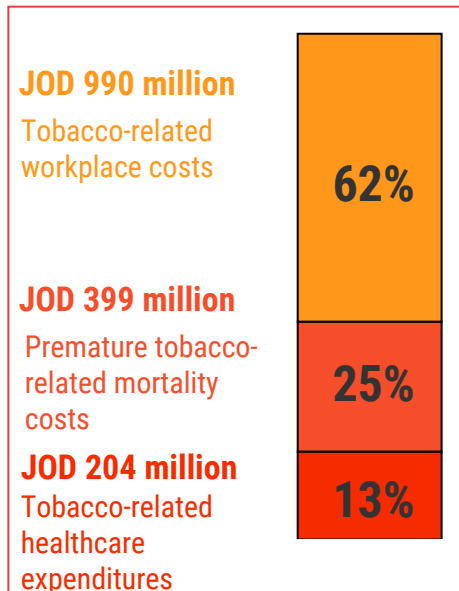




Jordan: Investing in tobacco control

2015 TOBACCO BURDEN

JOD 1.6 BILLION LOSS (=6% GDP)



9,000
deaths
per year



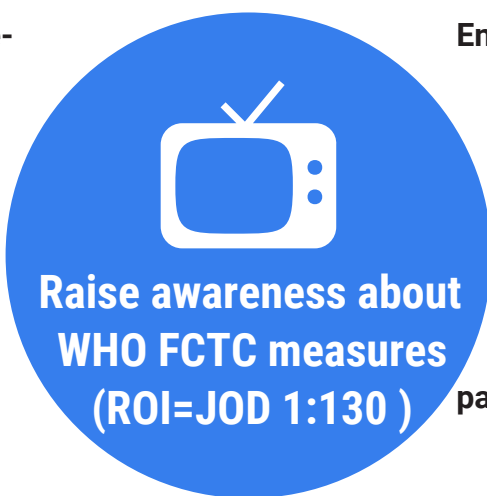
56%
of deaths are
among people
under age 70



WHO FCTC RECOMMENDED MEASURES



Achieve 100% smoke-free indoor public places
(ROI=JOD 1:180)



Enforce a total ban on tobacco advertising, promotion and sponsorship
(ROI=JOD 1:423)



Increase and harmonize taxes across all tobacco products
(ROI=JOD 1:1,547)

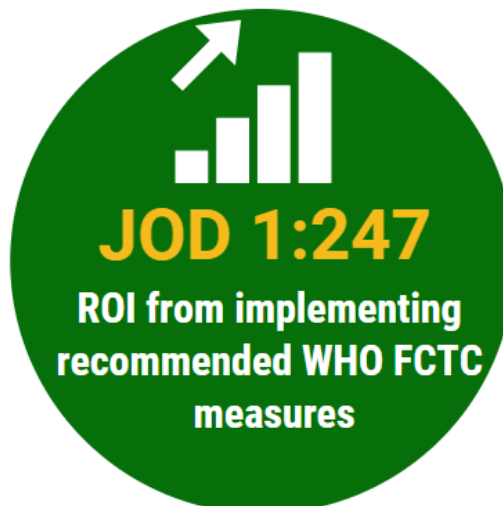
Implement plain packaging for all tobacco products
(ROI=JOD 1:164)



RETURN ON INVESTMENT (ROI) OVER 15 YEARS



JOD 6.5 billion
in total economic losses avoided



48,000
lives saved



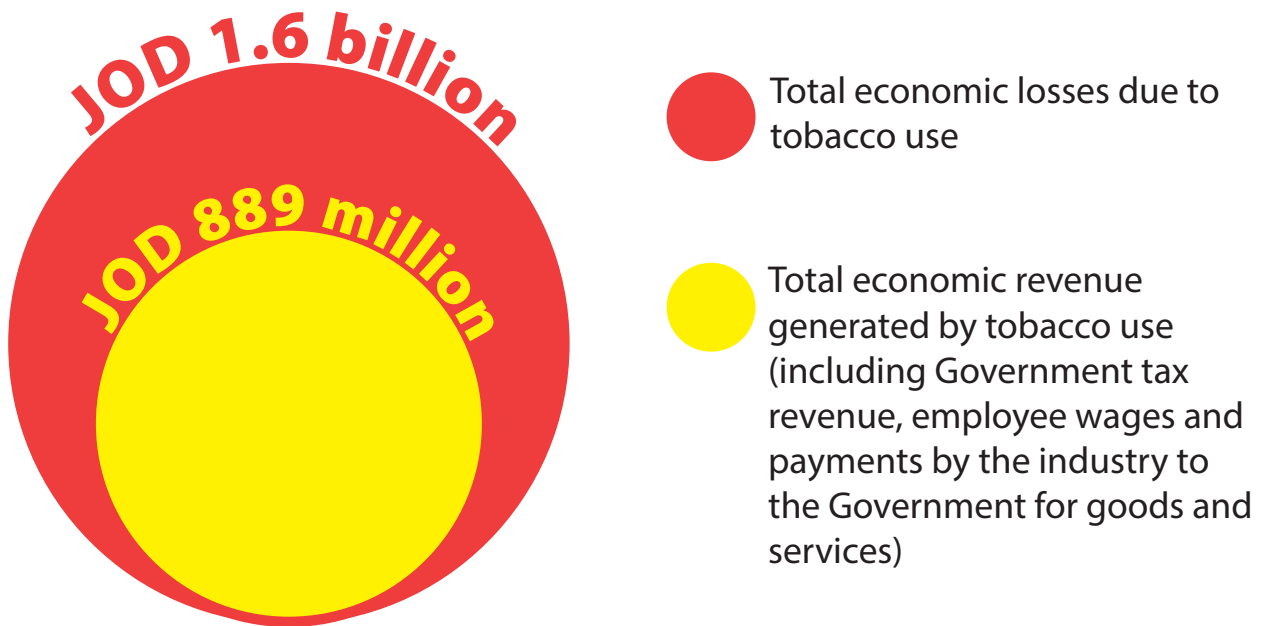
JOD 5.7 billion
in productivity losses avoided

JOD 844 million
in healthcare expenditures avoided



A. From a macro-economic perspective

Fig.1: Economic burden of tobacco consumption compared to its economic revenue in 2015



B. From a micro-economic perspective

Fig. 2: Average monthly expenditure of Jordanian households on basic consummable commodities in 2017/2018 (JOD)

