Tobacco-related deaths

More than 6,700 Laotians die every year due to tobacco-related illness, accounting for nearly 15% of all deaths in the country.

Economic loss

2.3% of GDP

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

Relative reduction in smoking prevalence resulting from tax increase

Most of the lives saved are among the lowest 40% of income earners.

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

- Ischemic heart disease: 1,794
- Stroke: 1,190
- Chronic obstructive pulmonary disease: 908
- Other causes: 787
- Lower respiratory infections: 747
- Tracheal, bronchus, and lung cancers: 570
- Tuberculosis: 349
- Diabetes mellitus type 2: 180
- Asthma: 138
- Alzheimer’s disease and other dementias: 132
Recommendations

1. Ensure that the Investment License Agreement (ILA) with the tobacco industry is reconsidered (but not/never to be extended beyond the current term), so that taxes can be raised.

2. Ensure that the amendment of the 2009 Law on Tobacco Control is advocated for and approved.

3. Ensure that the government has mechanisms in place to be in full control, and is well-coordinated to protect public interest and implement tobacco control effectively and transparently.

4. Take action to shield policy making from industry interference.

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

- **25,000 lives**
- **LAK 10 trillion** in health costs and economic losses by 2034.

For every Lao kip invested, Lao PDR receives **LAK 21** by 2024 and **LAK 86** by 2034.

Return on investment (ROI)

Each of the priority WHO FCTC measures results in positive returns on investment over 15 years, ranging from LAK 11 – 758 per LAK 1 invested now.

- Increase tobacco taxes: ROI 758
- Implement warning labels: ROI 84
- Conduct anti-tobacco campaigns: ROI 124
- Protect people from tobacco smoke: ROI 38
- Implement plain packaging: ROI 124
- Provide cessation support: ROI 11
- Ban tobacco advertising, sponsorship and promotion: ROI 324

ROI now LAK 1
LAK 21 2024
LAK 86 2034

LAO PDR Tobacco control Investment Case