Myanmar

The Case for Investment in Tobacco Control

### Annual Tobacco Burden

- **MMK 163 Billion**
  - Workplace absenteeism costs
- **MMK 346 Billion**
  - Workplace smoking breaks costs
- **MMK 449 Billion**
  - Workplace presenteeism costs
- **MMK 1.32 Trillion**
  - Premature tobacco-related mortality costs
- **MMK 299 Billion**
  - Tobacco-related healthcare expenditures

3.3% of GDP lost

28% of deaths are among the poorest income quintile

64,000 deaths

### 15-Year Savings from Tobacco Control

- **MMK 8 Trillion**
  - in overall economic losses avoided
- **255,000 lives saved**
- **225:1 Return on Investment** from implementing recommended WHO FCTC interventions
- **MMK 962 Billion**
  - in health expenditures avoided

### Recommendations

- Implement plain packaging
- Ban advertising, promotion & sponsorship
- Enforce complete ban on indoor smoking
- Increase taxes
- Conduct mass media campaigns

World Health Organization

FCTC

WHO Framework Convention on Tobacco Control

UNDP

RTI International

[Image of Myanmar map with statistics]