



# Cambodia

## the economic case for tobacco control

### Three key Recommendations



- 1 Strengthen Cambodia's legal framework for tobacco control**, building on the strong 2015 tobacco control law by instituting smoke-free public places, a full TAPS ban and plain packaging.
- 2 Increase tobacco taxes**, working with MOEF to apply a uniform rate to all tobacco products and including an escalator to account for changes in affordability
- 3 Enhance multisectoral engagement**, recognizing that tobacco control cannot be accomplished by the health sector alone, by strengthening the National Tobacco Control Committee



15,000 deaths annually in Cambodia attributable to tobacco, with a third of those deaths among the lowest-income Cambodians



3.0% of GDP lost annually from tobacco-related illnesses.



KHR 2.7 trillion Total losses in 2016 from tobacco use, 90% of which was from economic productivity losses



57,000 deaths can be averted over 15 years by implementing six priority FCTC interventions



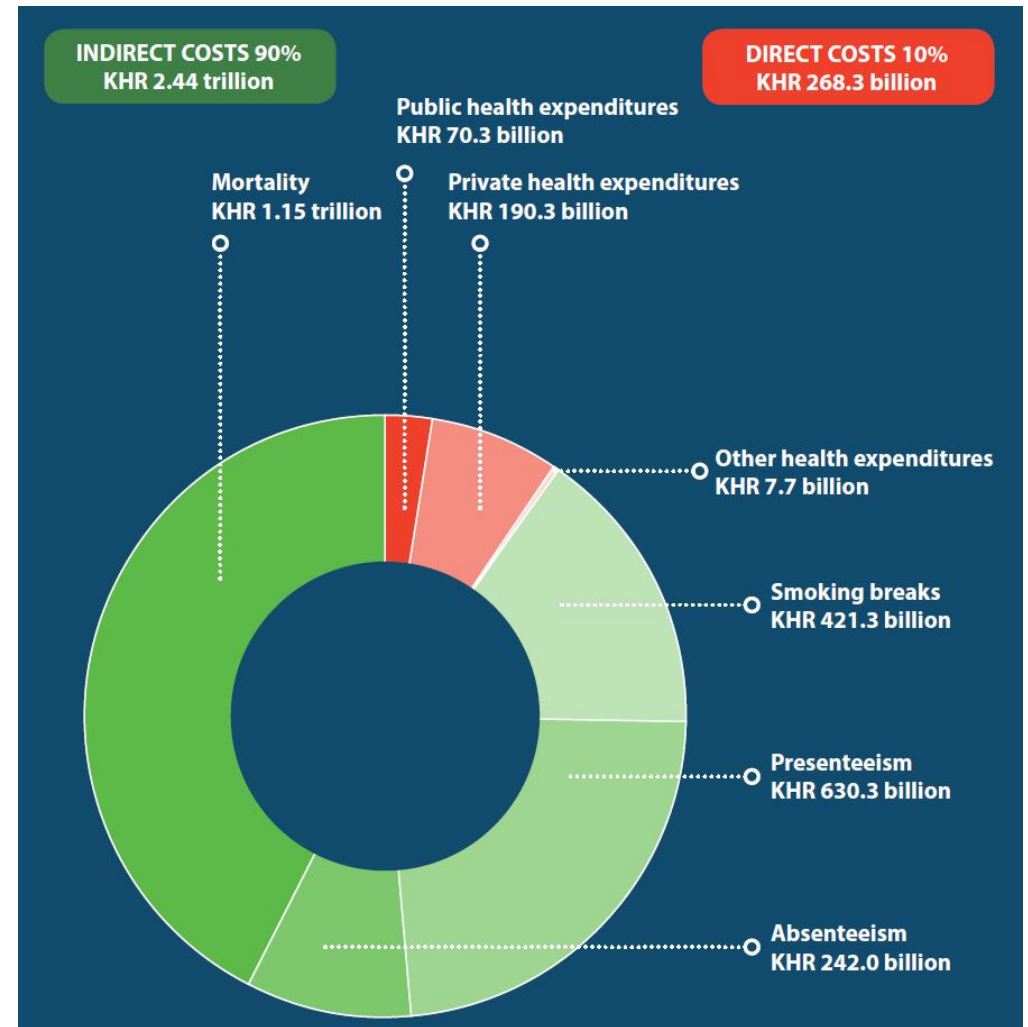
KHR 7.9 trillion in avoided economic losses over 15 years from stronger tobacco control



178:1 return-on-investment over 15 years from stronger tobacco control

## Return on investment, by WHO FCTC measure (KHR billions)

	First 5 years (2019–2023)			All 15 years (2019–2033)		
	Total Costs (KHR billions)	Net Benefits (KHR billions)	ROI	Total Costs (KHR billions)	Net Benefits (KHR billions)	ROI
<b>Tobacco Package*</b> <i>(combined interventions)</i>	19.2	1,239.4	<b>64</b>	44.5	7,912.1	<b>178</b>
<b>Raise cigarette taxes</b> <i>(FCTC Article 6)</i>	2.2	614.9	<b>283</b>	4.7	4,151.2	<b>882</b>
<b>Increase compliance with bans on smoking in public places</b> <i>(FCTC Article 8)</i>	4.9	178.4	<b>37</b>	10.2	1,393.7	<b>137</b>
<b>Plain Packaging</b> <i>(FCTC Article 11 Guidelines)</i>	2.3	134.1	<b>59</b>	4.8	1,051.2	<b>218</b>
<b>Mass media campaign</b> <i>(FCTC Article 12)</i>	4.9	285.4	<b>58</b>	12.8	2,210.0	<b>173</b>
<b>Bans on advertising, promotion, and sponsorship</b> <i>(FCTC Article 13)</i>	2.2	178.4	<b>80</b>	4.9	1,393.7	<b>284</b>



**By 2030  
the FCTC  
measures  
would...**



**Lower the prevalence of tobacco use** by over two-fifths from present day levels.

**Reduce economic costs** due to tobacco use by KHR 6.0 trillion, including saving more than KHR 601.5 billion in healthcare expenditures.

**Lead to savings** that significantly outweigh the costs (see Table 3).