

# INDONESIA



## ■ TOBACCO CONSUMPTION

### >> Tobacco use is declining in Indonesia.

- Nearly one-third (34.5%) of Indonesians are smokers.<sup>1</sup>
- More than 60% of men smoke (63.2%). While female rates are low (3.3%), they are expected to rise.<sup>2</sup>
- Among youth, 13.5% use tobacco, including 24.1% of males and 4.0% of females.<sup>3</sup>
- Common tobacco products in Indonesia include cigarettes (filtered/white cigarettes), kreteks (un-filtered cigarettes), and cigars, either klobots (a type of kretek), or self-rolled cigarettes.

## ■ TOBACCO-RELATED CONSEQUENCES

### >> Tobacco use is deadly. Smoking kills half of all lifetime users. Half of those deaths occur between the ages of 30 and 69. Exposure to second hand smoke kills tens of thousands of non-smokers every year.<sup>4</sup>

- 10 to 20% of deaths in Indonesia are caused by tobacco.<sup>5</sup> As smoking continues to increase, the death toll will increase.

## ■ TOBACCO-RELATED COSTS

### >> Tobacco exacts a high cost on society. Households spend 9.6% of their total monthly expenditures on tobacco. Indonesians spend 2.5 times more on tobacco than on education and 3.2 times more on tobacco than on health.<sup>6</sup>

#### >> Tobacco costs include:

- Health care costs associated with tobacco-related illnesses
- Productivity costs due to loss in productivity from sick workers and those who die prematurely during their working years
- Fire damage and related costs
- Damage to the environment
- Diversion of agricultural land that could grow food

## POLICY MAKERS MUST ACT NOW

**M**onitor tobacco use and assess the impact of tobacco prevention policies

**P**rotect people from second hand smoke

**O**ffer help to every tobacco user to quit

**W**arn and effectively educate every person about the dangers of tobacco use through strong, graphic pictorial health warnings and hard hitting, sustained mass media public education campaigns

**E**nact and enforce comprehensive bans on tobacco advertising, promotion and sponsorship and the use of misleading terms, such as “light” or “low tar”

**R**aise the price of all tobacco products by increasing tobacco taxes

<sup>1</sup>Indonesia Household Survey, 2004. In: WHO Report on the Global Tobacco Epidemic 2008: The MPOWER package. Geneva: World Health Organization; 2008. p. 102. <sup>2</sup>Ibid. <sup>3</sup>Global Youth Tobacco Survey, 2006. In: WHO Report on the Global Tobacco Epidemic 2008: The MPOWER package. Geneva: World Health Organization; 2008. p. 102. <sup>4</sup>Mackay J, Eriksen M, Shafey O. The Tobacco Atlas. 2nd ed. Atlanta: American Cancer Society; 2006. <sup>5</sup>WHO Report on the Global Tobacco Epidemic 2008: The MPOWER package. Geneva: World Health Organization; 2008. <sup>6</sup>Adioetomo SM, Djutaharta T, Hendratno. HNP Discussion Paper: Economics of Tobacco Control Paper No. 26 – Cigarette Consumption, Taxation, and Household Income: Indonesia Case Study. Geneva: WHO Tobacco Free Initiative; 2005.