Sri Lanka
the economic case for tobacco control

20,000
Sri Lankans die each year from tobacco-related illnesses.

87.7 billion LKR
Total losses in 2016 from tobacco use, 57% of which was from economic productivity losses.

10% reduction
in tobacco use prevalence from implementing 5 key FCTC interventions.

175 billion LKR
in productivity gains over 15 years from strengthened tobacco control.

82,000
deaths can be averted over 15 years by implementing the priority FCTC interventions.

75:1 ROI
The economic benefits of FCTC action (303 billion LKR over 15 years) far outweigh the costs of implementation (4 billion LKR).
Sri Lanka

The case for scaled up WHO FCTC implementation

Recommended POLICIES

- Tax tobacco products at a uniform rate (90% of retail price).
- Ban the sales of single cigarette sticks.
- Expand the ban on smoking in public places.
- Conduct anti-tobacco mass media campaigns.
- Enact and enforce a comprehensive ban on tobacco advertising, sponsorship and promotion.

Economic losses from tobacco use

- 31.3B Premature deaths
- 20.5B Government health spend
- 14.4B Out-of-pocket spending
- 12.6B Absenteeism and presenteeism
- 6.3B Smoking breaks
- 2.5B Private health insurance

Graph showing economic losses from tobacco use with various components and their values.