Jordan: Investing in tobacco control

2015 TOBACCO BURDEN

6% of GDP loss vs 1.8% average loss globally

WHO FCTC RECOMMENDED MEASURES

1. Achieve 100% smoke-free indoor public places (ROI=JOD 1:180)
2. Enforce a total ban on tobacco advertising, promotion and sponsorship (ROI=JOD 1:423)
3. Raise awareness about WHO FCTC measures (ROI=JOD 1:130)
4. Increase and harmonize taxes across all tobacco products (ROI=JOD 1:1,547)
5. Implement plain packaging for all tobacco products (ROI=JOD 1:164)
6. Increase and harmonize taxes across all tobacco products (ROI=JOD 1:1,547)

RETURN ON INVESTMENT (ROI) OVER 15 YEARS

JOD 6.5 billion in total economic losses avoided
JOD 5.7 billion in productivity losses avoided
JOD 1:247 ROI from implementing recommended WHO FCTC measures
JOD 844 million in healthcare expenditures avoided

48,000 lives saved
9,000 deaths per year
56% of deaths are among people under age 70

JOD 1.6 BILLION LOSS (=6% GDP)

JOD 990 million Tobacco-related workplace costs (62%)
JOD 399 million Premature tobacco-related mortality costs (25%)
JOD 204 million Tobacco-related healthcare expenditures (13%)
A. From a macro-economic perspective

Fig. 1: Economic burden of tobacco consumption compared to its economic revenue in 2015

- Total economic losses due to tobacco use: JOD 1.6 billion
- Total economic revenue generated by tobacco use (including Government tax revenue, employee wages and payments by the industry to the Government for goods and services): JOD 889 million

B. From a micro-economic perspective

Fig. 2: Average monthly expenditure of Jordanian households on basic consummable commodities in 2017/2018 (JOD)

- Fruits: 26.7 JOD
- Breads, cereals and its products: 37.8 JOD
- Dairy and eggs: 38.2 JOD
- Vegetables and legumes: 42.1 JOD
- Meat and poultry: 50.4 JOD
- Tobacco and cigarettes: 73.6 JOD