

# 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)



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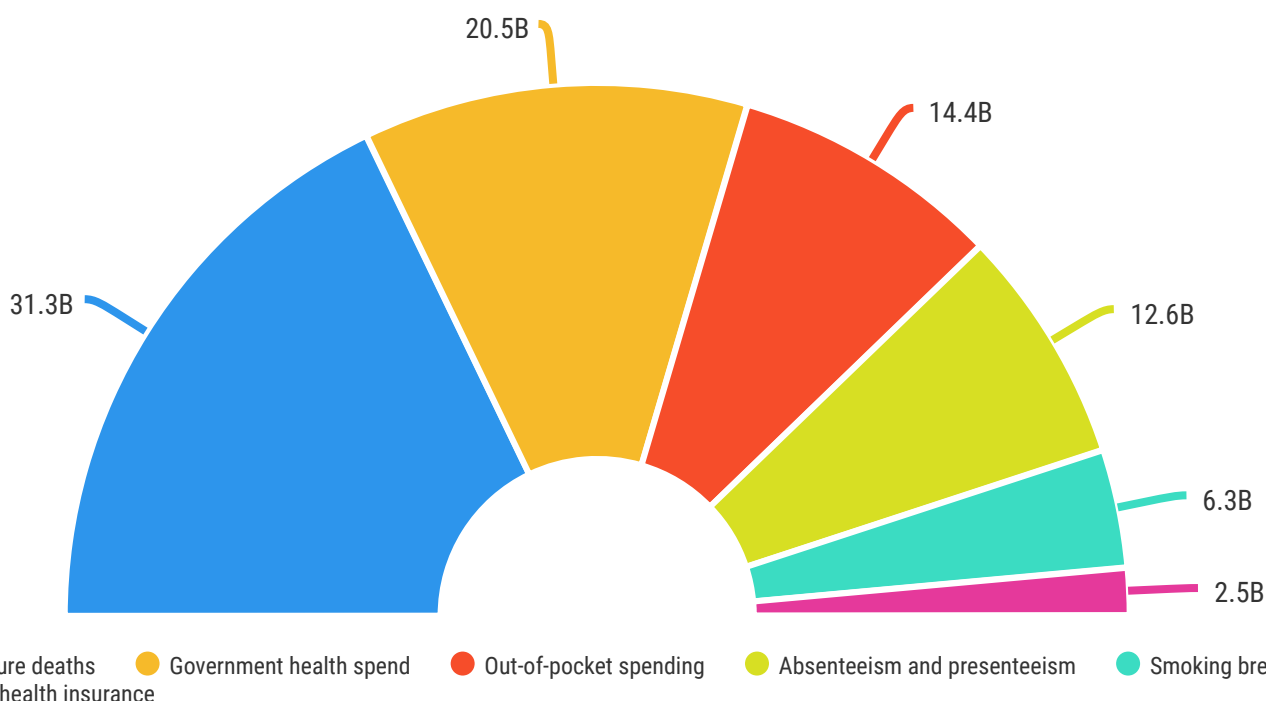
## The case for scaled up WHO FCTC implementation

### 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



● Premature deaths  
● Private health insurance

● Government health spend

● Out-of-pocket spending

● Absenteeism and presenteeism

● Smoking breaks