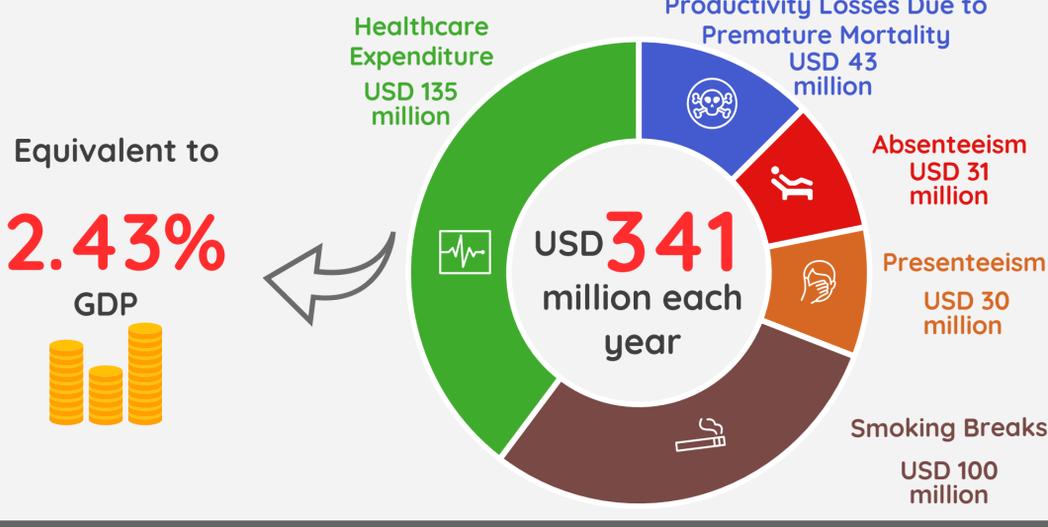


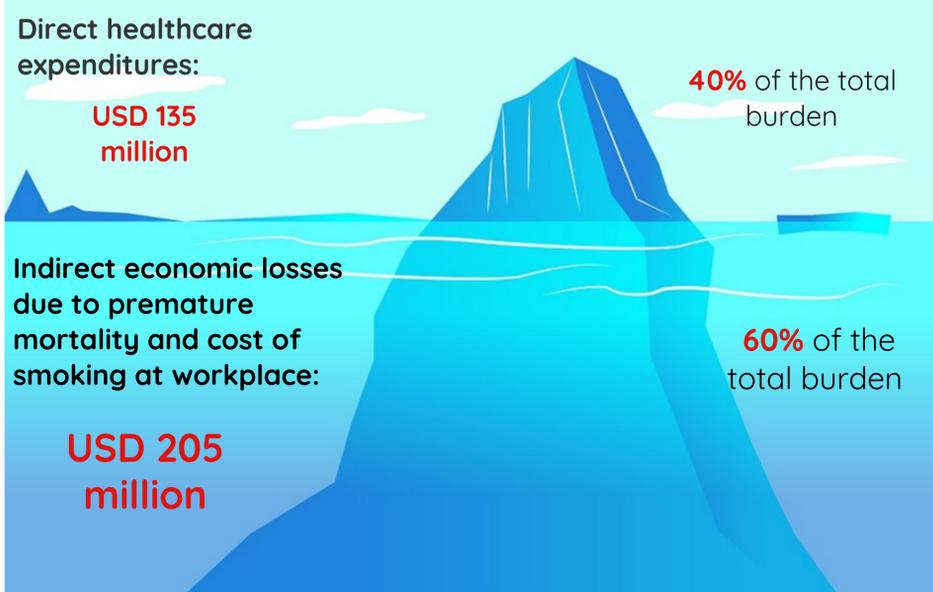
# Georgia FCTC Investment Case

Making the case for scaling-up tobacco control interventions

Tobacco use costs Georgia USD ~ 341 million annually

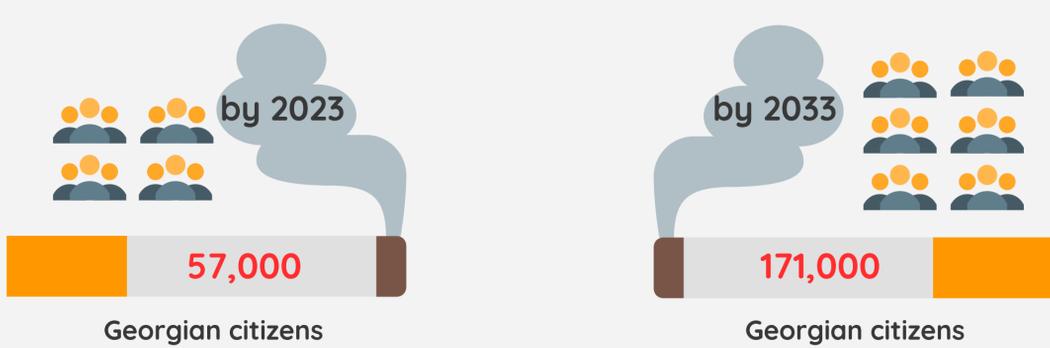


Most costs of tobacco use are hidden



## Cost of inaction

Without four priority FCTC interventions tobacco use will kill



While total tobacco-attributable economic losses will total



## Moving forward

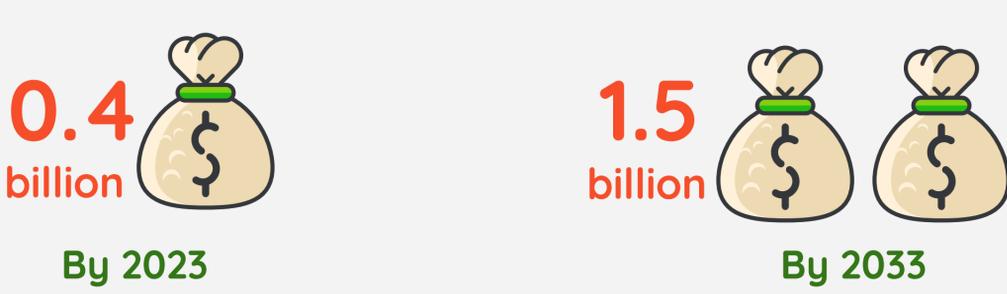
Enforcing four priority FCTC interventions:



will save more than



and cost savings will total



## Tobacco control will support Georgia-EU relations

Articles 71, 283 and 356 refer to policies and regulations on tobacco products, including...

- Harmonization of excise tax rates on tobacco products in line with the WHO FCTC
- Cooperation in preventing and combating illicit cross-border traffic in goods, including in tobacco products.
- Prevention and control of NCDs by addressing major health determinants, including tobacco.
- Effective implementation of international health agreements, in particular, the WHO FCTC.



## Recommended priorities for the new Tobacco Control Law

- Increase tobacco taxation to reduce the affordability of tobacco products (FCTC Art. 6)
- Adopt and enforce a complete ban on smoking in indoor public places (FCTC Art. 8)
- Implement a complete ban on tobacco advertising, sponsorship and promotion (FCTC Art. 13)
- Strengthen policies on labeling tobacco packaging with effective health warnings (FCTC Art. 11)
- Improve availability and accessibility to comprehensive smoking cessation services (FCTC Art. 14)

## Tobacco control is a sustainable development opportunity

