

## Three key Recommendations



1

**Increase taxes on tobacco products to the WHO-recommended rates of 75 percent of retail price inclusive of a 70 percent excise tax component.**

Increase taxes uniformly across all tobacco products (e.g. Samoan tipi) to ensure that tobacco users do not switch to cheaper options. Allocate a percentage of resulting revenue to national health and development priorities.

2

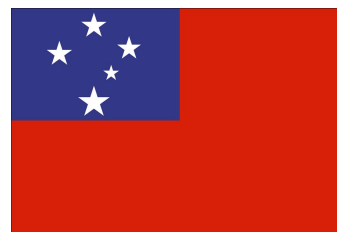
**Establish an enforcement plan and raise awareness of the Tobacco Control Amendment Act 2019. Close remaining legal gaps:**

raise the minimum age of sale by minors, ban 'kiddie packs', explore plain packaging, extend licensing requirements to retailers, and remove all exemptions to smoke-free areas (e.g. at bars and clubs).

3

**Enhance multisectoral coordination, planning, and protection against tobacco industry interference.**

Establish a workplan for the National Tobacco Control Committee to implement the National Tobacco Control Action Plan 2018-2022, and to assist implementation and enforcement of the Tobacco Control Amendment Act 2019. Engage the Public Service Commission to implement Article 5.3 guidelines through the Public Service Code of Conduct, and ensure tobacco control is included under national and sectoral policies and plans.



## Samoa

### the economic case for tobacco control



200

Samoans die every year due to tobacco-related illness, accounting for ~21% of all deaths in the country.



2.3% of GDP

lost annually due to tobacco-related illnesses.



WST 47 million

total losses in 2017 from tobacco use, 96% of which was from economic productivity losses.



950

deaths can be averted over 15 years by implementing five priority WHO FCTC interventions.



WST 150 million

in avoided economic losses over 15 years from stronger tobacco control.



10:1

return-on-investment over 15 years from stronger tobacco control.



Australian Government  
Department of Health



FCTC  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL  
SECRETARIAT



Ministry of Health

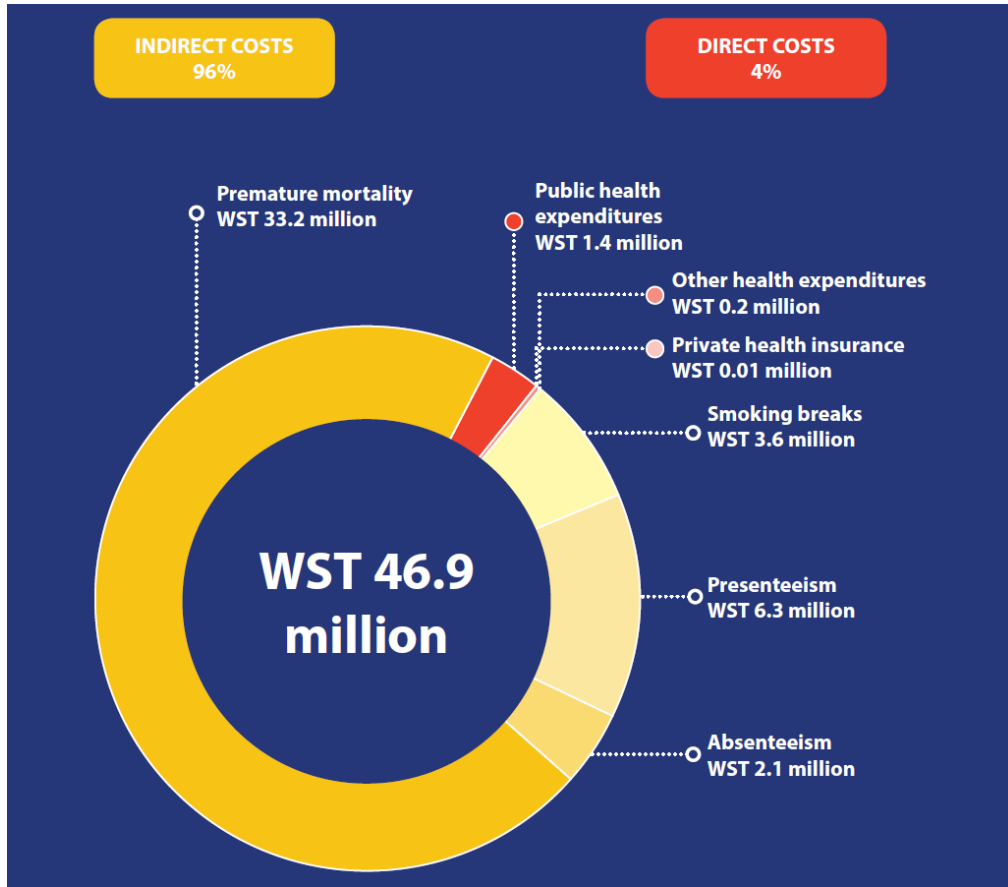


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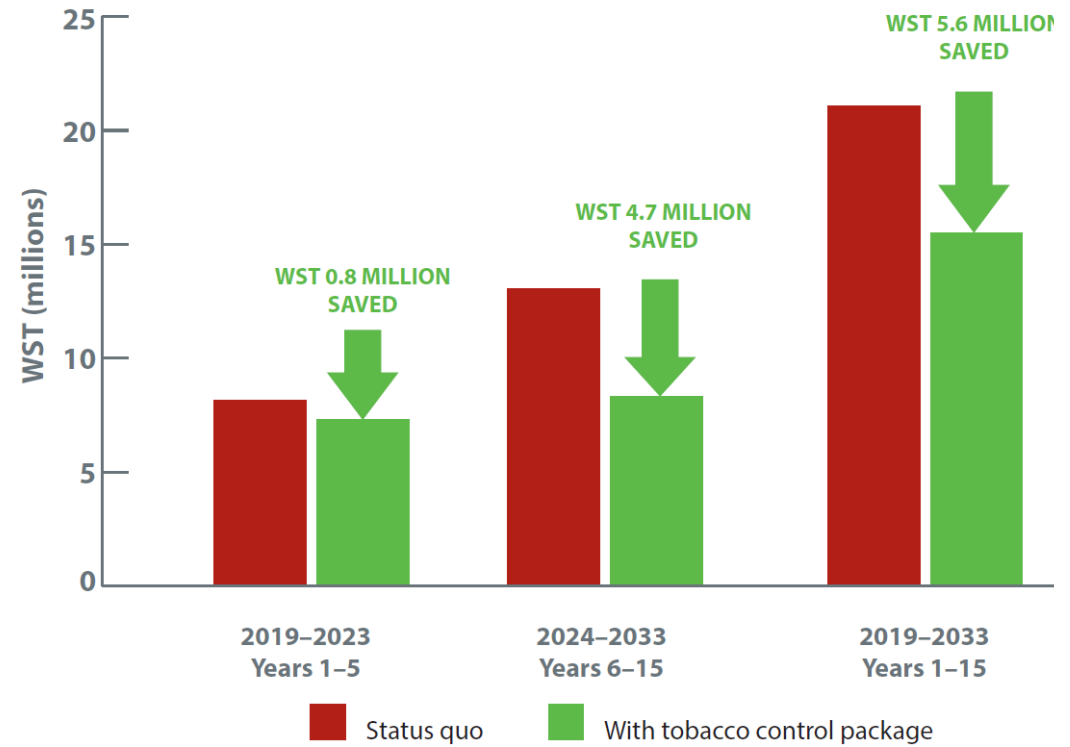
## Breakdown of the share of direct and indirect economic costs (WST millions) in 2017



**Tobacco related losses over 15 years: what happens if Samoa does nothing else, versus if the Government strengthens tobacco control measures ?**



## Public and private healthcare costs and savings over the 15-year time horizon



## Return on investment, by tobacco control policy/intervention (WST millions)

Return on investment, by tobacco control measure (WST millions)	First 5 years (2019-2023)			All 15 years (2019-2033)		
	Total Costs (millions)	Net Benefits (millions)	ROI	Total Costs (millions)	Net Benefits (millions)	ROI
<b>Tobacco Control Package* (combined interventions)</b>	7.4	23.1	<b>3.1</b>	14.9	150.2	<b>10.0</b>
<b>Bans on Advertising, Promotion, and Sponsorship (WHO FCTC Art. 13)</b>	1.0	5.8	<b>6.1</b>	1.6	44.5	<b>27.8</b>
<b>Raise Cigarette Taxes (WHO FCTC Art. 6)</b>	1.3	7.2	<b>5.5</b>	2.8	54.2	<b>19.6</b>
<b>Protect People from Tobacco Smoke (WHO FCTC Art. 8)</b>	1.7	6.3	<b>3.7</b>	2.7	48.8	<b>17.8</b>
<b>Plain Packaging (WHO FCTC Art. 11 and 13)</b>	0.9	1.9	<b>2.0</b>	1.6	15.3	<b>9.8</b>
<b>Mass Media Campaign (WHO FCTC Art. 12)</b>	1.7	5.4	<b>3.1</b>	4.5	41.7	<b>9.3</b>