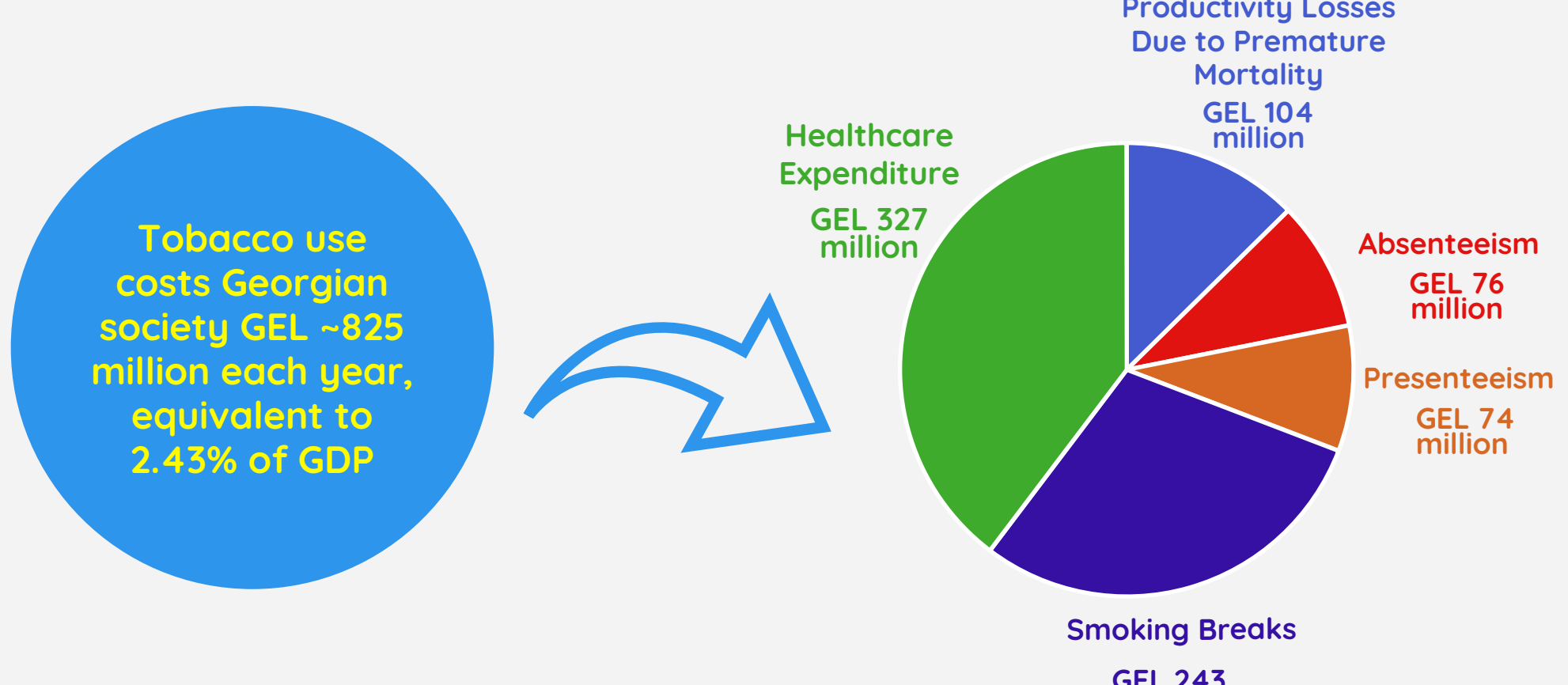


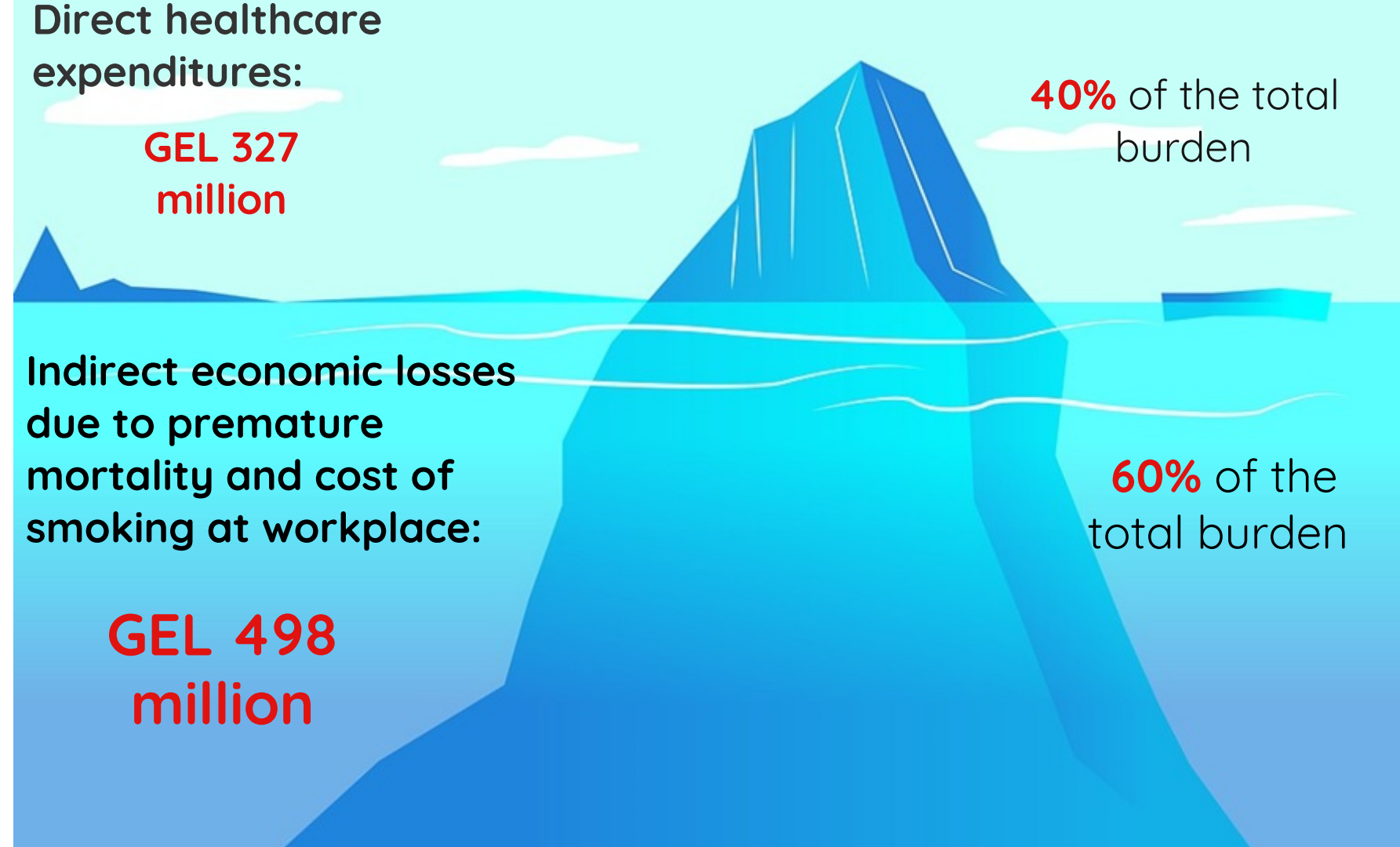
Georgia FCTC Investment Case

Making the case for scaling-up tobacco control interventions

Tobacco use costs Georgia GEL ~ 825 million annually



Most costs of tobacco use are hidden

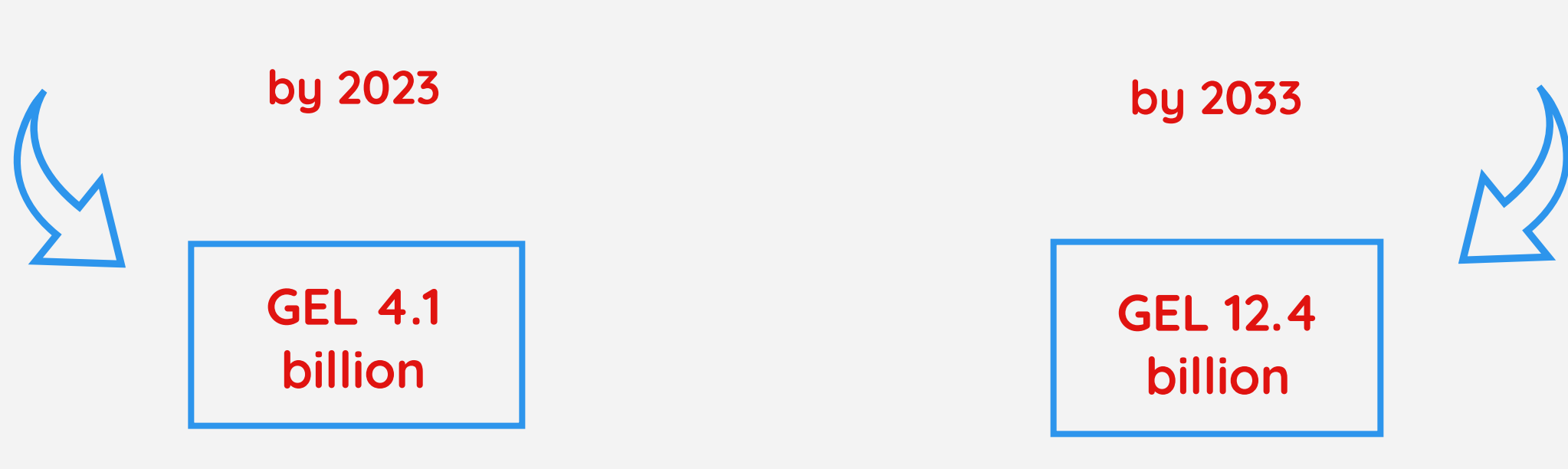


Cost of inaction

Without four priority FCTC interventions tobacco use will kill

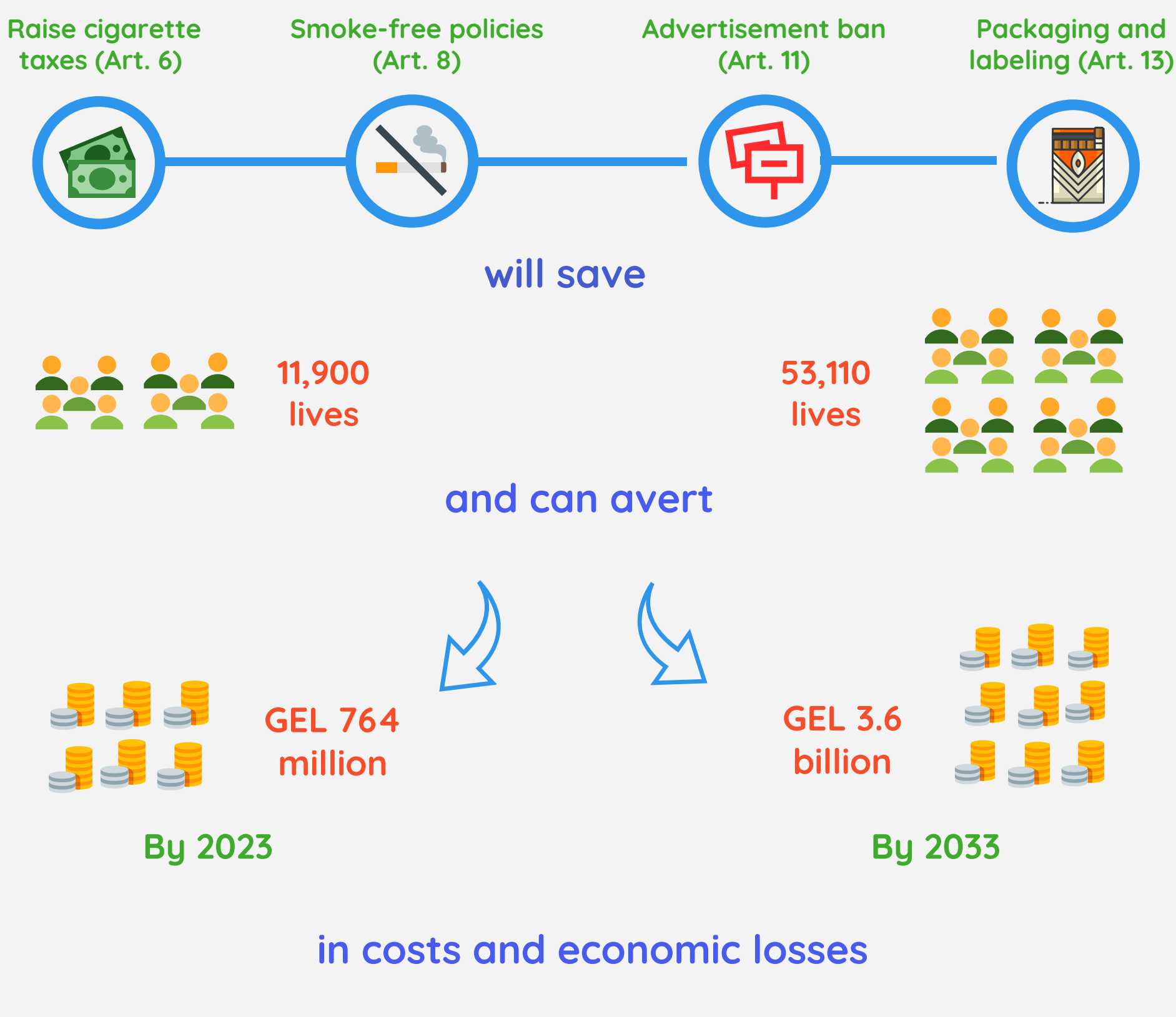


While total tobacco-attributable economic losses will total



Moving forward

Enforcing four priority FCTC interventions:



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

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



Tobacco control is a sustainable development opportunity

