

How Deadly is Tobacco Industry Influence in Bosnia and Herzegovina?



9,537 Deaths

from Tobacco in 2021 caused primarily by the top 3 producer(s):

- British American Tobacco
- Philip Morris International
- Japan Tobacco International

Smoking Rates



34%

Adults
aged 15+
(2011-12)



20%

Children
aged 13-15
(2018-19)



Ranked 40th
in a survey of 90 countries.

The Parliament in Bosnia and Herzegovina Approved a Weaker Tobacco Control Law

In Bosnia and Herzegovina, the Administration of Indirect Taxation is implementing the "Stop the Smuggling" campaign, launched in 2020 in collaboration with the Association of Economists SWOT, which is supported by Philip Morris International, British American Tobacco, and Japan Tobacco International.

Tobacco Companies



are **prohibited** from promoting themselves through so-called **socially responsible activities**



are **prohibited** from promoting their products through **sponsorships** of events, activity, or individuals



are **required to place graphic warnings** in tobacco product packages

Tobacco Taxes

as a percent of retail price is **- %¹** while the **global standard** is at **70%**

generate **BAM 867 Million** in revenue but impose **BAM 857 Million** in economic losses²

¹ Based on most sold brand. ² Primarily healthcare costs and productivity losses. Data Sources: Global Tobacco Industry Interference Index 2020, WHO Report on the Global Tobacco Epidemic 2021, Tobacco Atlas 2019, PROI Progressive Reinforcement of Organizations and Individuals

Bosnia and Herzegovina should protect the health of its citizens by doing better at:



LEGEND: Incidents of tobacco industry interference or government action

Best Score Actual Score Worst Score