

Interpreting results, impacts and implications from WHO FCTC tobacco control investment cases in 21 low-income and middle-income countries

Supplementary Materials

Supplemental Table 1. Model Inputs and Parameters for Estimating the Annual Burden of Tobacco Use

Country	Tobacco Use, Tobacco-Related Mortality, and the Value of Lost Life				Smoking-Related Healthcare Expenditures				Smoking-Related Workplace Productivity Losses				
	Adult smoking prevalence	Annual Tobacco-Related Deaths	Annual Tobacco-Related Deaths Per 10,000 Adults who Smoke	Percent of Annual Tobacco-Related Deaths Under Age 70	Social Value of a Life Year (US\$)	Total Healthcare Expenditures (US\$)	Total Healthcare Expenditures Per Capita (US\$)	Smoking-Attributable Fraction (SAF) of Healthcare Expenditures	Employment Rate	Average Annual Wages (US\$)	Excess Absenteeism (Days)	Excess Presenteeism (Percent of Working Time)	Unsanctioned Smoking Breaks (Minutes Per Day)
Low-Income Countries													
Chad	5%	2,500	61	71%	\$1,200	\$577 million	\$38	1.7%	38%	\$1,300	2.6	3.1%	10
Madagascar	15%	8,300	39	82%	\$600	\$684 million	\$26	1.3%	85%	\$600	2.6	3.1%	10
Sierra Leone	16%	3,300	50	68%	\$900	\$769 million	\$108	2.7%	62%	\$600	2.6	3.1%	10
Average	12%	4,700	50	74%	\$900	\$0.7 billion	\$58	1.9%	62%	\$800	2.6	3.1%	10
Lower-Middle-Income Countries													
Cabo Verde	9%	100	29	60%	\$4,400	\$91 million	\$167	1.5%	52%	\$9,000	2.6	3.1%	10
Cambodia	24%	15,100	60	55%	\$2,100	\$1.4 billion	\$86	5.4%	80%	\$2,500	3.0	3.1%	10
El Salvador	9%	1,600	41	46%	\$6,400	\$1.9 billion	\$307	6.5%	58%	\$3,100	3.0	3.1%	10
Eswatini	7%	700	178	66%	\$5,800	\$286 million	\$261	1.7%	41%	\$4,400	2.9	3.1%	10
Ghana	2%	6,700	156	66%	\$1,100	\$3.0 billion	\$96	1.2%	63%	\$2,000	2.9	3.1%	Not Included
Lao PDR	28%	6,800	52	61%	\$3,600	\$398 million	\$57	7.0%	37%	\$3,400	2.9	3.1%	10
Myanmar	26%	64,000	68	56%	\$2,000	\$3.8 billion	\$69	8.5%	65%	\$2,300	2.6	3.1%	10
Nepal	18%	24,800	66	47%	\$1,200	\$1.5 billion	\$50	3.3%	84%	\$1,800	2.6	3.1%	10
Samoa	26%	200	71	56%	\$5,600	\$48 million	\$241	1.5%	37%	\$6,400	2.6	3.1%	10
Sri Lanka	15%	20,000	118	55%	\$5,400	\$2.2 billion	\$108	4.6%	54%	\$1,800	3.0	3.1%	5
Tunisia	22%	13,300	68	48%	\$5,500	\$3.3 billion	\$282	1.9%	41%	\$1,600	2.9	3.1%	10
Zambia	14%	7,100	57	60%	\$1,700	\$1.0 billion	\$60	1.6%	33%	\$3,300	2.6	3.1%	10
Average	17%	13,400	80	56%	\$3,733	\$1.6 billion	\$149	3.7%	54%	\$3,500	2.8	3.1%	10
Upper-Middle-Income Countries													
Armenia	26%	5,500	95	52%	\$6,800	\$1.3 billion	\$437	12.6%	47%	\$4,700	2.9	3.1%	10
Colombia	9%	34,800	105	44%	\$7,800	\$16.0 billion	\$316	12.8%	64%	\$4,300	2.6	3.1%	8
Costa Rica	9%	2,400	70	41%	\$16,400	\$4.4 billion	\$865	5.7%	55%	\$9,100	2.9	3.1%	Not Included
Georgia	31%	11,400	112	52%	\$4,800	\$1.0 billion	\$260	13.0%	54%	\$4,400	2.6	1.0%	15
Jordan	43%	9,000	36	58%	\$5,400	\$3.5 billion	\$326	9.1%	42%	\$8,800	4.0	4.0%	16
Suriname	20%	500	64	62%	\$8,500	\$253 million	\$439	2.6%	48%	\$4,400	2.9	3.1%	10
Average	23%	10,600	80	51%	\$8,283	\$4.4 billion	\$441	9.3%	52%	\$6,000	3.0	2.9%	12

All currency values are expressed as real, inflation-adjusted, 2021 US\$.

Supplemental Table 2. Burden of Tobacco Use: Annual Losses by Type of Loss

Country	Total Annual Socioeconomic Costs	Direct Costs		Indirect Costs							
		Smoking-Related Healthcare Expenditures		Social Losses		Smoking-Related Workplace Productivity Losses					
				Social Cost of Tobacco-Related Mortality		Absenteeism		Presenteeism		Unsanctioned Smoking Breaks	
		Value (US\$)	Percent of Total	Value (US\$)	Percent of Total	Value (US\$)	Percent of Total	Value (US\$)	Percent of Total	Value (US\$)	Percent of Total
Low-Income Countries											
Chad	\$61 million	\$10 million	16%	\$39 million	64%	\$2 million	3%	\$6 million	10%	\$4 million	7%
Madagascar	\$156 million	\$9 million	6%	\$74 million	48%	\$12 million	8%	\$36 million	23%	\$25 million	16%
Sierra Leone	\$69 million	\$21 million	30%	\$33 million	47%	\$2 million	4%	\$7 million	11%	\$5 million	8%
Average	\$95 million	\$13 million	17%	\$49 million	53%	\$5 million	5%	\$17 million	15%	\$12 million	10%
Lower-Middle-Income Countries											
Cabo Verde	\$18 million	\$1 million	8%	\$5 million	27%	\$2 million	11%	\$6 million	32%	\$4 million	23%
Cambodia	\$744 million	\$75 million	10%	\$310 million	42%	\$67 million	9%	\$175 million	24%	\$117 million	16%
El Salvador	\$278 million	\$123 million	44%	\$96 million	35%	\$11 million	4%	\$29 million	10%	\$20 million	7%
Eswatini	\$51 million	\$5 million	10%	\$39 million	77%	\$1 million	2%	\$3 million	6%	\$2 million	4%
Ghana	\$136 million	\$36 million	26%	\$70 million	52%	\$8 million	6%	\$22 million	16%	Not Included	--
Lao PDR	\$418 million	\$28 million	7%	\$264 million	63%	\$23 million	5%	\$61 million	15%	\$43 million	10%
Myanmar	\$2.6 billion	\$320 million	12%	\$1.3 billion	49%	\$169 million	6%	\$508 million	19%	\$360 million	14%
Nepal	\$666 million	\$54 million	8%	\$269 million	40%	\$56 million	8%	\$168 million	25%	\$119 million	18%
Samoa	\$19 million	\$730,000	4%	\$13 million	70%	\$900,000	5%	\$3 million	14%	\$2 million	8%
Sri Lanka	\$1.3 billion	\$103 million	8%	\$1.1 billion	83%	\$26 million	2%	\$67 million	5%	\$24 million	2%
Tunisia	\$818 million	\$62 million	8%	\$640 million	78%	\$21 million	3%	\$56 million	7%	\$39 million	5%
Zambia	\$239 million	\$16 million	7%	\$119 million	50%	\$17 million	7%	\$51 million	21%	\$36 million	15%
Average	\$610 million	\$69 million	13%	\$349 million	55%	\$33 million	6%	\$96 million	16%	\$70 million	11%
Upper-Middle-Income Countries											
Armenia	\$593 million	\$163 million	28%	\$339 million	57%	\$16 million	3%	\$44 million	7%	\$31 million	5%
Colombia	\$5.2 billion	\$2.0 billion	39%	\$2.6 billion	50%	\$103 million	2%	\$310 million	6%	\$176 million	3%
Costa Rica	\$674 million	\$252 million	37%	\$340 million	50%	\$22 million	3%	\$60 million	9%	Not Included	--
Georgia	\$343 million	\$136 million	40%	\$42 million	12%	\$32 million	9%	\$31 million	9%	\$101 million	30%
Jordan	\$2.5 billion	\$316 million	13%	\$617 million	25%	\$205 million	8%	\$540 million	22%	\$785 million	32%
Suriname	\$64 million	\$7 million	10%	\$43 million	67%	\$2.5 million	4%	\$7 million	11%	\$5 million	8%
Average	\$1.6 billion	\$487 million	28%	\$666 million	44%	\$63 million	5%	\$165 million	11%	\$220 million	16%

All currency values are expressed as real, inflation-adjusted, 2021 US\$.

Supplemental Table 3. Impacts of FCTC Tobacco Control Measures in FCTC Tobacco Control Investment Cases by Country

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Low-Income Countries						
Chad	4 measures	-47%	10,500	\$198 million	\$15.0 million	13
Raise cigarette taxes (FCTC Art. 6)	Yes	-27%	6,100	\$115 million	\$2.2 million	52
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-10%	2,500	\$48 million	\$4.3 million	11
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	1,100	\$20 million	\$2.1 million	10
Bans on advertising (FCTC Art. 11/13)	No ‡					
Mass media campaigns (FCTC Art. 12)	Yes	-16%	3,900	\$74 million	\$3.3 million	22
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Madagascar	4 measures	-42%	30,400	\$443 million	\$17.4 million	25
Raise cigarette taxes (FCTC Art. 6)	Yes	-25%	17,200	\$249 million	\$2.1 million	121
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-7%	6,200	\$90 million	\$4.6 million	19
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	3,100	\$46 million	\$2.2 million	20
Bans on advertising (FCTC Art. 11/13)	No ‡					
Mass media campaigns (FCTC Art. 12)	Yes	-14%	11,500	\$168 million	\$5.2 million	32
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Sierra Leone	6 measures	-69%	19,800	\$315 million	\$11.7 million	27
Raise cigarette taxes (FCTC Art. 6)	Yes	-35%	10,500	\$165 million	\$1.5 million	113
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-11%	3,800	\$59 million	\$2.4 million	25
Warning labels (FCTC Art. 11)	Yes	-15%	5,000	\$78 million	\$1.2 million	65
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	1,300	\$20 million	\$1.2 million	17
Bans on advertising (FCTC Art. 11/13)	Yes	-29%	9,500	\$149 million	\$1.2 million	121
Mass media campaigns (FCTC Art. 12)	Yes	-6%	2,200	\$34 million	\$2.5 million	14
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Lower-Middle-Income Countries						
Cabo Verde	6 measures	-63%	570	\$78 million	\$9.5 million	8
Raise cigarette taxes (FCTC Art. 6)	Yes	-24%	200	\$29 million	\$1.8 million	16
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-16%	200	\$23 million	\$1.6 million	15
Warning labels (FCTC Art. 11)	Yes	-17%	200	\$24 million	\$900,000	26
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-6%	100	\$9 million	\$900,000	10
Bans on advertising (FCTC Art. 11/13)	Yes	-12%	100	\$18 million	\$950,000	19
Mass media campaigns (FCTC Art. 12)	Yes	-16%	200	\$22 million	\$2.3 million	10
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Cambodia	5 measures	-43%	57,200	\$2.2 billion	\$12.0 million	181
Raise cigarette taxes (FCTC Art. 6)	Yes	-23%	30,200	\$1.1 billion	\$1.3 million	897
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-6%	10,100	\$383 million	\$2.8 million	139
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-5%	7,600	\$289 million	\$1.3 million	221
Bans on advertising (FCTC Art. 11/13)	Yes	-6%	10,100	\$383 million	\$1.3 million	289
Mass media campaigns (FCTC Art. 12)	Yes	-10%	16,000	\$607 million	\$3.5 million	176
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
El Salvador	7 measures	-48%	6,700	\$886 million	\$20.5 million	43
Raise cigarette taxes (FCTC Art. 6)	Yes	-15%	1,900	\$248 million	\$1.9 million	127
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-10%	1,700	\$218 million	\$3.1 million	71
Warning labels (FCTC Art. 11)	Yes	-11%	1,800	\$233 million	\$1.6 million	147
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-9%	1,600	\$204 million	\$1.6 million	127
Bans on advertising (FCTC Art. 11/13)	Yes	-11%	1,800	\$232 million	\$1.6 million	144
Mass media campaigns (FCTC Art. 12)	No †					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-4%	500	\$70 million	\$3.3 million	21
Cessation support: establish a free national hotline ²	Yes	-0.2%	20	\$3 million	\$7.4 million	0.4

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Eswatini	7 measures	-59%	3,400	\$201 million	\$13.3 million	15
Raise cigarette taxes (FCTC Art. 6)	Yes	-21%	1,100	\$67 million	\$1.9 million	36
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-17%	1,100	\$66 million	\$1.7 million	39
Warning labels (FCTC Art. 11)	Yes	-12%	800	\$50 million	\$970,000	52
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	300	\$17 million	\$970,000	18
Bans on advertising (FCTC Art. 11/13)	Yes	-8%	600	\$34 million	\$1.0 million	33
Mass media campaigns (FCTC Art. 12)	Yes	-16%	1,100	\$63 million	\$2.0 million	32
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-3%	100	\$6 million	\$3.7 million	2
Ghana	5 measures	-33%	20,100	\$269 million	\$60.6 million	4
Raise cigarette taxes (FCTC Art. 6)	Yes	-18%	11,200	\$149 million	\$3.5 million	42
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-6%	4,600	\$62 million	\$10.5 million	6
Warning labels (FCTC Art. 11)	No					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	2,900	\$39 million	\$5.1 million	8
Bans on advertising (FCTC Art. 11/13)	Yes	-6%	4,300	\$58 million	\$5.1 million	11
Mass media campaigns (FCTC Art. 12)	No					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-3%	1,100	\$13 million	\$28.6 million	0.5
Lao PDR	7 measures	-49%	25,300	\$1.2 billion	\$13.8 million	86
Raise cigarette taxes (FCTC Art. 6)	Yes	-31%	14,100	\$638 million	\$840,000	763
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-4%	3,100	\$145 million	\$1.7 million	84
Warning labels (FCTC Art. 11)	Yes	-2%	1,600	\$74 million	\$880,000	84
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-3%	2,300	\$109 million	\$880,000	124
Bans on advertising (FCTC Art. 11/13)	Yes	-9%	6,000	\$286 million	\$880,000	326
Mass media campaigns (FCTC Art. 12)	Yes	-8%	5,700	\$272 million	\$2.2 million	125
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-3%	1,300	\$57 million	\$5.2 million	11

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Myanmar	5 measures	-45%	255,400	\$8.1 billion	\$34.7 million	233
Raise cigarette taxes (FCTC Art. 6)	Yes	-15%	79,900	\$2.5 billion	\$2.3 million	1,094
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-14%	89,200	\$2.8 billion	\$7.9 million	356
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-6%	36,800	\$1.2 billion	\$3.5 million	331
Bans on advertising (FCTC Art. 11/13)	Yes	-7%	48,600	\$1.5 billion	\$2.2 million	692
Mass media campaigns (FCTC Art. 12)	Yes	-14%	90,400	\$2.9 billion	\$13.4 million	213
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Nepal	4 measures	-39%	83,900	\$1.7 billion	\$24.0 million	71
Raise cigarette taxes (FCTC Art. 6)	Yes	-32%	68,400	\$1.4 billion	\$1.7 million	808
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-5%	12,100	\$248 million	\$4.4 million	56
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	10,100	\$207 million	\$2.0 million	102
Bans on advertising (FCTC Art. 11/13)	No †					
Mass media campaigns (FCTC Art. 12)	No †					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-2%	3,800	\$75 million	\$12.8 million	6
Samoa	5 measures	-46%	950	\$61 million	\$5.9 million	10
Raise cigarette taxes (FCTC Art. 6)	Yes	-17%	300	\$22 million	\$1.1 million	20
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-13%	300	\$20 million	\$1.1 million	18
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	100	\$6 million	\$620,000	10
Bans on advertising (FCTC Art. 11/13)	Yes	-12%	300	\$18 million	\$640,000	28
Mass media campaigns (FCTC Art. 12)	Yes	-11%	300	\$17 million	\$1.8 million	9
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Sri Lanka	6 measures	-40%	72,300	\$3.6 billion	\$20.8 million	172
Raise cigarette taxes (FCTC Art. 6)	Yes	-14%	24,100	\$1.2 billion	\$1.6 million	731
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-10%	20,800	\$1.0 billion	\$4.1 million	247
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-6%	11,400	\$560 million	\$2.0 million	281
Bans on advertising (FCTC Art. 11/13)	Yes	-7%	15,000	\$739 million	\$2.0 million	369
Mass media campaigns (FCTC Art. 12)	Yes	-12%	23,800	\$1.2 billion	\$8.1 million	145
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Ban single stick cigarettes [§]	Yes	-5%	10,500	\$516 million	\$5.5 million	94
Tunisia	7 measures	-46%	55,500	\$2.3 billion	\$35.9 million	63
Raise cigarette taxes (FCTC Art. 6)	Yes	-25%	30,100	\$1.2 billion	\$2.4 million	502
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-9%	13,000	\$529 million	\$4.8 million	110
Warning labels (FCTC Art. 11)	Yes	-7%	9,900	\$400 million	\$2.4 million	164
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-2%	3,300	\$136 million	\$2.4 million	55
Bans on advertising (FCTC Art. 11/13)	Yes	-8%	10,900	\$441 million	\$2.5 million	179
Mass media campaigns (FCTC Art. 12)	Yes	-4%	5,600	\$229 million	\$3.9 million	58
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-1%	1,000	\$38 million	\$13.8 million	3
Zambia	6 measures	-64%	40,300	\$1.0 billion	\$24.6 million	42
Raise cigarette taxes (FCTC Art. 6)	Yes	-20%	13,400	\$343 million	\$2.4 million	141
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-9%	7,000	\$179 million	\$5.4 million	33
Warning labels (FCTC Art. 11)	Yes	-16%	11,400	\$292 million	\$2.7 million	109
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-6%	4,400	\$113 million	\$2.7 million	42
Bans on advertising (FCTC Art. 11/13)	Yes	-27%	19,100	\$491 million	\$2.8 million	175
Mass media campaigns (FCTC Art. 12)	Yes	-15%	11,000	\$283 million	\$4.7 million	61
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Upper-Middle-Income Countries						
Armenia	7 measures	-52%	23,200	\$1.9 billion	\$22.7 million	85
Raise cigarette taxes (FCTC Art. 6)	Yes	-22%	7,400	\$589 million	\$1.5 million	381
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-8%	4,600	\$384 million	\$1.8 million	215
Warning labels (FCTC Art. 11)	Yes	-6%	3,000	\$245 million	\$840,000	291
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-2%	1,000	\$83 million	\$1.8 million	46
Bans on advertising (FCTC Art. 11/13)	Yes	-17%	10,500	\$881 million	\$1.0 million	883
Mass media campaigns (FCTC Art. 12)	Yes	-8%	4,700	\$389 million	\$7.0 million	56
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-4%	1,400	\$108 million	\$8.4 million	13
Colombia	4 measures	-50%	154,500	\$17.9 billion	\$57.7 million	310
Raise cigarette taxes (FCTC Art. 6)	Yes	-32%	98,800	\$11.4 billion	\$17.0 million	669
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-10%	34,200	\$3.9 billion	\$15.0 million	262
Warning labels (FCTC Art. 11)	Yes	-12%	42,300	\$4.9 billion	\$7.3 million	670
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-8%	28,600	\$3.3 billion	\$7.3 million	452
Bans on advertising (FCTC Art. 11/13)	No †					
Mass media campaigns (FCTC Art. 12)	No †					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Costa Rica	4 measures	-35%	7,900	\$1.4 billion	\$12.1 million	118
Raise cigarette taxes (FCTC Art. 6)	Yes	-12%	2,700	\$478 million	\$2.4 million	199
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-8%	2,100	\$379 million	\$3.5 million	109
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	1,100	\$192 million	\$1.8 million	104
Bans on advertising (FCTC Art. 11/13)	Yes	-14%	3,400	\$628 million	\$1.9 million	331
Mass media campaigns (FCTC Art. 12)	No †					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					

FCTC Tobacco Control Measure	Included in FCTC Tobacco Control Investment Case	Relative Change in Adult Smoking Prevalence Over 15 Years *	Tobacco-Related Deaths Averted Over 15 Years	Socioeconomic Losses Averted (US\$) Over 15 Years	Implementation Costs for Policy/Intervention (US\$) Over 15 Years	Return On Investment (ROI) for Policy/Intervention Over 15 Years
Georgia	4 measures	-45%	53,100	\$1.5 billion	\$4.1 million	364
Raise cigarette taxes (FCTC Art. 6)	Yes	-27%	34,700	\$922 million	\$1.1 million	869
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-6%	14,200	\$274 million	\$1.5 million	186
Warning labels (FCTC Art. 11)	Yes	-9%	16,100	\$338 million	\$770,000	439
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	No					
Bans on advertising (FCTC Art. 11/13)	Yes	-12%	20,700	\$487 million	\$780,000	622
Mass media campaigns (FCTC Art. 12)	No					
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Jordan	6 measures	-57%	47,600	\$10.1 billion	\$40.8 million	247
Raise cigarette taxes (FCTC Art. 6)	Yes	-39%	34,000	\$7.2 billion	\$4.7 million	1,547
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-8%	7,600	\$1.6 billion	\$8.9 million	180
Warning labels (FCTC Art. 11)	Yes	-8%	7,200	\$1.5 billion	\$4.7 million	324
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	3,600	\$764 million	\$4.7 million	164
Bans on advertising (FCTC Art. 11/13)	Yes	-10%	9,500	\$2.0 billion	\$4.7 million	423
Mass media campaigns (FCTC Art. 12)	Yes	-4%	4,100	\$862 million	\$6.6 million	130
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	No					
Suriname	5 measures	-36%	1,770	\$137 million	\$10.0 million	14
Raise cigarette taxes (FCTC Art. 6)	Yes	-13%	600	\$47 million	\$1.5 million	31
Protect people from tobacco smoke (FCTC Art. 8)	Yes	-6%	400	\$29 million	\$1.3 million	23
Warning labels (FCTC Art. 11)	No †					
Plain packaging (FCTC Art. 11 Guidelines / Art. 11)	Yes	-4%	200	\$18 million	\$740,000	25
Bans on advertising (FCTC Art. 11/13)	No †					
Mass media campaigns (FCTC Art. 12)	Yes	-15%	900	\$67 million	\$1.2 million	58
Cessation support: brief advice to quit tobacco (FCTC Art. 14)	Yes	-2%	100	\$7 million	\$2.9 million	2

All currency values are expressed as real, inflation-adjusted, 2021 US\$.

* To consider the impact of multiple measures operating together, the investment cases applied constant proportional reductions following methods previously established in Levy (2007). The result of this is that estimated impact of the entire package of tobacco demand-reduction measures included for each country is less than the sum of estimated effect sizes for individual tobacco demand-reduction measures.

† Already fully implemented.

‡ Already mostly implemented.

§ Not an FCTC tobacco control measure. Custom analysis conducted for a single country as part of their FCTC tobacco control investment case.