

KEY MESSAGES FOR POLICYMAKERS

1. Ministries of Finance at the state and entity level, in conjunction with the Indirect Taxation Authority of BiH, should adopt a **more aggressive tobacco taxation policy** which would reduce overall cigarette consumption¹.
2. **Education programs and health awareness raising campaigns should be implemented** in partnerships between health officials, nongovernmental organizations, and other interested stakeholders in order to decrease secondhand smoke exposure at homes, at workplaces, and in public places.
3. **Tobacco control and monitoring legislation and policies should be comprehensive and adequately enforced, levying higher penalties** for those who do not comply with the smoke-free law.

¹ Recent study shows that a 25 percent increase in tobacco excise tax would reduce cigarette consumption by 15 percent, while contributing with additional 1.46 percent tax revenues (Gligorić, D., Mičić, Lj., Preradović, D. & Pepić, A. (2019). The impact of tobacco tax policy on different socioeconomic groups in Bosnia and Herzegovina (policy brief). http://tobaccotaxation.org/cms_upload/pages/files/171_B&H_2019_eng.pdf)

STUDY OBJECTIVES

Due to a continued high smoking prevalence, tobacco use remains a primary health risk factor in Bosnia and Herzegovina (BiH). The Study on Tobacco Consumption in BiH was conducted using data from a regional Survey on Tobacco Consumption in Southeastern European countries (STC-SEE). This Fact Sheet provides a preview of the key results from the study. It briefly describes methodology, presents main findings, and provides recommendations for policymakers based on the survey data.

SURVEY METHODOLOGY

Adhering to the global standard protocol for systematic monitoring of adult tobacco use and tracking key tobacco control indicators, STC-SEE adopted a design similar to the Global Adult Tobacco Survey (GATS), International Tobacco Control (ITC), and Pricing Policies and Control of Tobacco in Europe (PPACTE) questionnaires. In BiH, the survey was conducted on a nationally representative sample of 1,000 adult residents aged 18 to 85 years, and the sampling frame was based on data from the latest census in BiH (2013). The survey was administered through face-to-face, in-home, door-to-door interviews. The survey was conducted from September 17 to October 7, 2019, with fieldwork in ten cantons of the Federation of Bosnia and Herzegovina (FBiH), four regions in the Republika Srpska (RS), and the Brčko district.

STUDY HIGHLIGHTS

TOBACCO USE

- In 2019, the overall smoking prevalence among adults in BiH was 41.1 percent, while daily smoking prevalence was 40.0 percent.
- Men are more likely to be daily smokers than women: 47.0 percent of male adults and 32.8 percent of female adults are daily smokers.
- Most daily smokers (59.7 percent) started smoking daily between the ages of 18 and 24. Women are less likely than men to have started smoking daily before age 18.

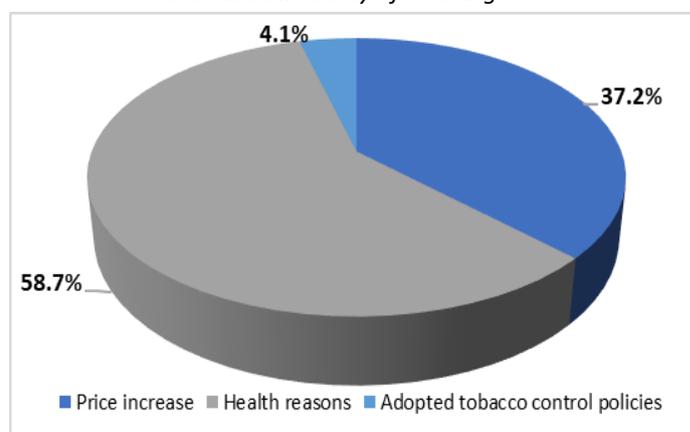
CESSATION

- Less than 10 percent (8.2 percent) of adults in BiH are former smokers, and the quit ratio, or the share of former smokers among ever smokers, is 16.8 percent.
- Only 12.2 percent of current smokers have tried to quit smoking, and one in three of them did so due to a tobacco price increase. More than half (52.1 percent) of them managed to abstain for less than a month, while one-third (35 percent) abstained for a period of 1–3 months.
- Among those who smoke less today than in the past, health reasons (58.7 percent) and price increases (37.2 percent) are two of the most important reasons for reducing smoking intensity.

SECONDHAND SMOKE

- More than 40 percent of adults work in places where smoking is allowed in at least one indoor area.
- Four out of five adults live in homes where smoking is allowed. The rate is even higher for smokers—in 96 percent of smokers' homes smoking is allowed.
- The likelihood of being exposed to tobacco smoke in bars, clubs, and restaurants is 9 out of 10. For government buildings, the likelihood of exposure to tobacco smoke is 1 in 3.

A price increase is one of the most common reasons cited for decreased intensity of smoking



ECONOMICS

- The average price paid for a pack of manufactured cigarettes (20 sticks) is 2.50 EUR, and the mean price paid for 20 sticks of hand-rolled cigarettes is 1.48 EUR.
- Current smokers spend, on average, 39.09 EUR per month on cigarettes, or 7.3 percent of their monthly household income. Female smokers, on average, spend less on cigarettes per month than male smokers.
- The majority of adult smokers (54.6 percent) did not change their smoking habits after the most recent price increase, and only 1.8 percent temporarily quit smoking.
- While only 10.0 percent of smokers smoke less today than in the past, more than half of them (58.7 percent) reduced smoking intensity due to price increase.

TOBACCO USE

	Male (%)	Female (%)	Overall (%)
“Classic” tobacco products, current smokers	48.2	34.0	41.1
Current manufactured cigarette (MC) smokers	78.2	88.5	82.5
Current hand-rolled (HR) cigarette smokers	27.0	13.6	21.5
Smokers who consume more than 20 cigarettes per day	47.0	37.0	42.9

CESSATION

	Male (%)	Female (%)	Overall (%)
Smokers who made a quit attempt in the past 12 months	16.2	6.5	12.2
Percentage of smokers whose longest period of smoking abstinence was less than one month	61.1	20.0	52.1
Percentage of smokers who smoke more now than in the past	19.6	15.3	17.8
Quit ratio for “classic” tobacco products	15.1	19.4	16.8

SECONDHAND SMOKE

	Male (%)	Female (%)	Overall (%)
Adults who are exposed to tobacco smoke at home	57.5	58.2	57.8
Adults who are exposed to SHS inside government buildings	28.6	36.7	33.7
Adults who are exposed to SHS in bars and nightclubs	95.3	90.1	92.8
Smoking is allowed in the workplace	41.2	39.2	40.4

ECONOMICS

Average price paid for a MC pack (20 sticks)	2.50 EUR
Average amount paid for 20 sticks of HR cigarettes (based on unit value)	1.48 EUR

Acknowledgments

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