

## POLICY RECOMMENDATIONS

1. Significantly increase cigarette prices through higher excise taxes in order to reduce both prevalence and tobacco consumption.
2. Systematically monitor the implementation of existing policies and strengthen their enforcement as needed.
3. Intensify coordination of key stakeholders, as it is the prerequisite for effective implementation of all tobacco control policies.
4. Develop customized cessation programs and assistance services covering relapse issues.
5. Create a holistic cessation strategy, which would bring a set of more customized programs and more accessible services in line with WHO recommendations.
6. Regularly monitor key tobacco indicators to support evidence-based policy making.
7. Implement intensive public campaigns (specifically targeting women, youth, and adults with lower education level) to increase awareness about negative consequences of tobacco use.

Tobacco prevalence in Montenegro is still high, and its use brings major health-related risks to the population. Tobacco use increases the risk of developing numerous diseases as well as premature death. Montenegro has one of the highest smoking prevalence rates among adults in the Southeastern European (SEE) region, according to World Health Organization (WHO) estimates.

To confront the high prevalence of tobacco use and its adverse health effects, the government of Montenegro has adopted tobacco control legislation (for example, the smoke-free policy in 2019), but the burden of tobacco use remains high. For this reason, systematic monitoring of the implementation of these policies is required to ensure that they are having their intended effects and to strengthen enforcement.

These factors provided the impetus to conduct the Study of Tobacco Consumption in Montenegro, which captures information on tobacco consumption and tobacco control policies. The study used data from face-to-face in-home interviews of 1,000 adults from 18 to 85 years of age. The sampling frame was based on data from the latest census in Montenegro, conducted in 2011. The data were weighted according to five factors: geo-economic region, residence type, age group, gender, and level of education.

## HIGHLIGHTS

### TOBACCO USE

- Despite the country's adoption of various tobacco control policies, the overall prevalence of tobacco use in Montenegro is still high (40.7 percent) among adults.
- Daily smoking initiation happens at an early age, as 55.7 percent of adult smokers started smoking daily between the ages of 18 and 24.

### CESSATION

- Only 10.9 percent of smokers tried to quit smoking in the past 12 months. Most smokers who tried to quit did so for health-related reasons (52.9 percent).

### SECONDHAND SMOKE

- Nearly 9 in 10 adults (86.8 percent) in Montenegro allow smoking in their home, regardless of whether they are smokers or non-smokers.
- The exposure to secondhand smoke (SHS) is the highest in bars and night clubs, followed by restaurants (25.5 percent and 18.4 percent, respectively).

### ECONOMICS

- Smokers spend, on average, 11.4 percent of their monthly household income on cigarettes.
- Most smokers in Montenegro consume cigarettes that are cheaper than the average price paid of 1.82 EUR per pack.
- After the most recent price increase, 26.8 percent of smokers changed their smoking behavior (33.5 percent for women and 20.2 percent for men). This change was permanent for 46.0 percent of smokers who changed their smoking behavior.

### MEDIA

- Less than 3.0 percent of respondents report exposure to any kind of tobacco promotion.

### KNOWLEDGE, ATTITUDES, AND PERCEPTIONS

- Only 9.1 percent of smokers smoke less now than in the past, and the decrease is mainly due to health reasons.
- A higher percentage of smokers than non-smokers considers cigarettes to be expensive or very expensive (83.3 percent versus 64.5 percent, respectively).



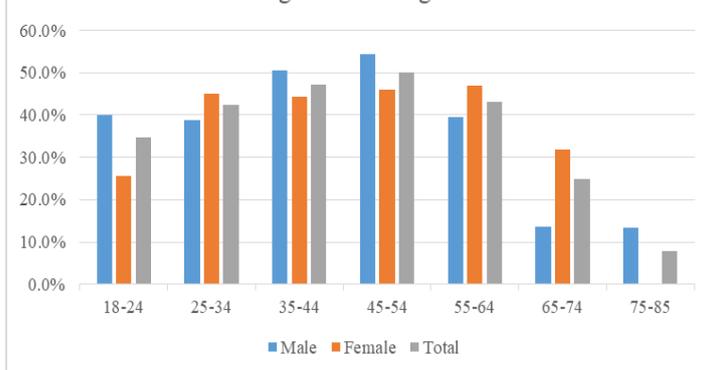
# STC-SEE | Survey on Tobacco Consumption in SEE countries

# MONTENEGRO 2019

## TOBACCO USE

|  | Overall    | Male | Female |
|--|------------|------|--------|
|  | Percentage |      |        |
| Current smokers of smoked tobacco products       | 40.4       | 40.2 | 40.7   |
| Current daily smokers of smoked tobacco products | 39.2       | 39.4 | 39.0   |
| Average number of cigarettes smoked per day      | 19.7       | 23.1 | 16.5   |
| Tobacco users (all tobacco products)             | 40.7       | 40.2 | 41.2   |

Percentage of current smoked tobacco smokers by gender and age



## CESSATION

|   | Overall    | Male | Female |
|---|------------|------|--------|
|   | Percentage |      |        |
| Made a quit attempt in the past 12 months                     | 10.9       | 9.7  | 12     |
| Tried to quit smoking per advise from the healthcare provider | 22.8       | 17.5 | 26.9   |

## KNOWLEDGE, ATTITUDES, AND PERCEPTIONS

|  | Overall    | Male | Female |
|--|------------|------|--------|
|  | Percentage |      |        |
| Smokers who perceive cigarette prices as very expensive                            | 36.5       | 34.3 | 38.6   |
| Non-smokers who perceive cigarette prices as very expensive                        | 34.8       | 32.6 | 36.8   |
| Smokers who are strongly in favour of a 5.0 percent price increase for cigarettes  | 7.2        | 7.4  | 7.1    |
| Smokers who are strongly in favour of a 20.0 percent price increase for cigarettes | 7.7        | 9.1  | 6.4    |

## SECONDHAND SMOKE

|  | Overall    | Male | Female |
|--|------------|------|--------|
|  | Percentage |      |        |
| Adults who are exposed to tobacco smoke at work (smoking allowed everywhere)     | 3.9        | 5.5  | 2.4    |
| Smokers who are exposed to tobacco smoke at home                                 | 84.2       | 87.1 | 81.6   |
| Non-smokers who are exposed to tobacco smoke at home                             | 39.5       | 39.2 | 39.9   |
| Adults who are exposed to tobacco smoke in government buildings                  | 8.8        | 14.2 | 3.10   |
| Adults who are exposed to tobacco smoke in healthcare facilities                 | 2.6        | 2.7  | 2.6    |
| Adults who are exposed to tobacco smoke at restaurants                           | 18.4       | 20.6 | 15.7   |
| Adults who are exposed to tobacco smoke at bars and night clubs                  | 25.5       | 26.5 | 24.1   |
| Adults who are exposed to tobacco smoke in university or school buildings        | 4.6        | 5.4  | 3.9    |
| Current smokers who were told many times that their smoking bothers other people | 46.3       | 51.8 | 40.2   |

## ECONOMICS

|  | Overall    | Male  | Female |
|--|------------|-------|--------|
|  | Percentage |       |        |
| Average amount paid for a pack of cigarettes MC+HR (20 cigarettes) in EUR  | 1.82       | 1.81  | 1.84   |
| Average monthly expenditures on cigarettes (MC+HR) in EUR  | 52.54      | 67.29 | 38.46  |
| Average percentage of monthly income spent on cigarettes (MC+HR)   | 11.4       | 11.9  | 10.9   |
| Percentage of smokers who consumed fewer cigarettes after the last cigarette price in-                                       | 8.2        | 5.8   | 10.6   |
| Percentage of smokers who tried to quit smoking after the last cigarette price increase                                      | 2.2        | 1.3   | 3.2    |
| Percentage of smokers who switched completely or partially to illegal cigarettes after the last cigarette price increase     | 5.2        | 4.7   | 5.7    |
| Percentage of smokers who switched completely or partially to cheaper brands after the last cigarette price increase         | 9.9        | 7.5   | 12.2   |
| Percentage of smokers who switched completely or partially to hand-rolled cigarettes after the last cigarette price increase | 1.3        | 0.9   | 1.8    |

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