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Cigarette Smoking In the Philippines



28.3%

Among adults 15 years or older, 28.3% were current tobacco smokers, representing 17.3 million Filipinos.

13.8 MILLION
or approximately 22.5%
Filipinos smoke everyday



14.6 MILLION MEN



Approximately 14.6 million men and 2.8 million women currently smoke tobacco.

2.8 MILLION WOMEN

38.2%
CURRENT DAILY SMOKERS

Philippines Data/

Fact Sheet

Cigarette Smoking



Among those who work indoors, 65.4% of their worksites have policies "disallowing" smoking in any closed area; yet 13.9 were exposed in the past 30 days.

Second Hand Smoke In Workplaces

66.7% of workers

are exposed to Second Hand Smoke in worksites where smoking is allowed;

75.7% of workers

are exposed where there is no anti-smoking policy.

QUITTING



Almost half of smokers (current and former smokers who quit in the past 12 months) made a quit attempt during the past year.

60.6%

of current cigarette smokers stated they are interested in quitting.

Majority of adults believe smoking causes serious illness.



95.6% Lung Cancer • 81.3% Heart Attack • 75.5% Stroke

Global Data

Mass Media Campaigns



Ad bans lower consumption



Hard-hitting anti-tobacco advertisements and graphic pack warnings – especially those that include pictures – reduce the number of children who begin smoking and increase the number of smokers who quit.

Warning:

Picture Warnings WORK!!!

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TAXES

DISCOURAGE TOBACCO USE

Tobacco taxes are the most effective way to reduce tobacco use, especially among young people and poor people. A tax increase that increases tobacco prices by 10% decreases tobacco consumption by about 4% in high-income countries and by up to 8% in low- and middle-income countries.



Sources:

2009 Philippines' Global Adult Tobacco Survey [GATS], Department of Health & National Statistics Office

http://www.who.int/tobacco/global_report/2011/en/index.html

CHANGE
wellness. success. you.



<6 million

people die from tobacco use and exposure to tobacco smoke

TOBACCO USERS NEED HELP TO QUIT

Among smokers who are aware of the dangers of tobacco, most want to quit. Counselling and medication can more than double the chance that a smoker who tries to quit will succeed.



**One death
every six seconds**

CHANGE is a comprehensive workplace health and wellness campaign under the **iFLY** Keep Fit.Live Young. Healthy Lifestyle in the Workplace Program that aims to enable young professionals to make healthy choices to improve their well-being and overall performance.