



منتدى الاستراتيجيات الأردني  
JORDAN STRATEGY FORUM

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## **The Global Tobacco Index 2021: Where Does Jordan Stand in its Battle with the Cancerous Pandemic**

**February 2022**

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## 1. Introduction:

No one should underestimate the implications of tobacco consumption to human health and the environment. In more specific terms, tobacco is a leading cause of cancer, as cigarettes contain over 60 cancerous chemicals. Moreover, this scourge poses an additional threat to all countries, especially in light of the onslaught of Covid-19. According to the World Health Organization (WHO), tobacco consumption results in more than 7 million deaths due to direct tobacco use, in addition to 1.2 million deaths due to indirect tobacco use (second hand smokers). According to a survey conducted by the Jordanian Ministry of Health, in collaboration with the World Health Organization in 2019, Jordan tops the world in tobacco consumption.

Within this context, the World Health Organization (WHO) had launched a treaty entitled “The WHO Framework Convention on Tobacco Control” to reaffirm the right of all people to live in the highest health standard possible. It is worth mentioning that Jordan has been part of this treaty since February 2005.

### **The treaty sets several guiding principles, most importantly:**

**Article 3 - Objective:** “Protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke by providing a framework for tobacco control measures to be implemented by the parties at the national, regional and international levels in order to reduce continually and substantially the prevalence of tobacco use and exposure to tobacco smoke.”

**Article 18 - Protection of The Environment:** “The parties agree to have due regard to the protection of the environment and the health of persons in relation to the environment in respect of tobacco cultivation and manufacture within their respective territories.”

It is also useful to note that in November 2019, a report entitled “Investment Case for Tobacco Control in Jordan” was published as part of the FCTC 2030 project led by the WHO Framework Convention on Tobacco Control Secretariat. The report highlights the following implications caused by tobacco consumption in Jordan:

1. Over 9,000 Jordanians die every year due to tobacco-related diseases, 56% of those deaths occur amongst Jordanians under age 70.

2. Tobacco use undermines economic growth due to the foregone productive years in the workforce. The annual economic losses from tobacco-attributable premature mortality are estimated at JD 399 million.
3. Notwithstanding the high costs of premature mortality, expensive medical care is required to treat individuals from the consequences of tobacco use as they begin to acquire tobacco-attributable diseases. In 2015, smoking generated a total of JD 204.4 million in smoking-related healthcare expenditures.
  - The smoking costs spent by the government on medical treatment due to illness were JD 132.8 million.
  - Private sources including individuals' out-of-pocket expenditures and private insurance covered JD 64.3 million.
  - Other sources covered an additional JD 7.4 million as healthcare expenditures related to smoking.

Within the context of the above, it is interesting to note that the “Global Tobacco Industry Interference Index”, published by the Global Center for Good Governance in Tobacco Control (GGTC), measures efforts by governments to address tobacco industry interference for 80 countries in 2021.

**This “Knowledge is Power”, issued by the Jordan Strategy Forum (JSF), outlines where Jordan stands on the Global Tobacco Industry Interference Index through a comparison with a number of countries in the Index.**

## 2. The Methodology:

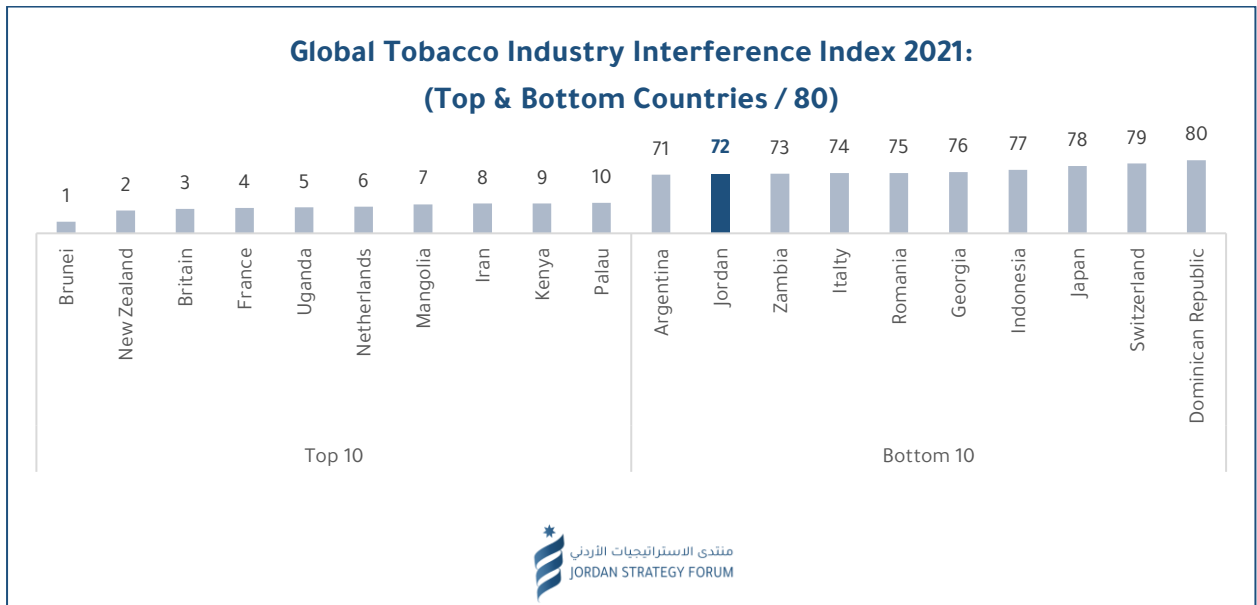
The index is composed of seven sub-indicators, and the results are demonstrated as a ranking out of 80 countries.

Indices	Description
Level of participation in policy-development	Measures the degree of assistance provided by the tobacco industry to the government, and whether the government allows the participation of tobacco industry representatives in multi-sectoral committees.
Tobacco related CSR activities	Measures the contribution received by the government from the tobacco industry.
Benefits to the tobacco industry	Measures the privileges, incentives, benefits, or exemptions given by the government to the tobacco industry.
Forms of unnecessary interaction	Measures whether the government fosters relations with the tobacco companies.
Transparency	Measures whether the government requires rules for the disclosure or registration of tobacco industry entities.
Conflict of interest	Measures whether the government does not have a policy to prohibit contributions from the tobacco industry or any entity working to further its interests to political parties, candidates, or campaigns.
Preventive measures	Measures governmental procedures for disclosing records of the interaction with tobacco industry and its representatives.
Overall Index	Measures efforts by governments to address tobacco industry interference.

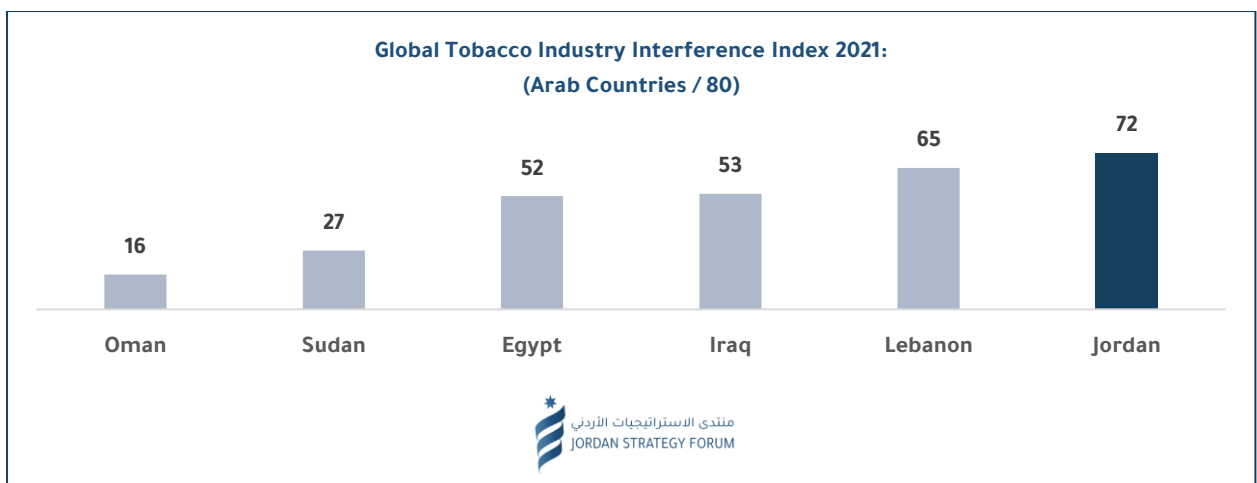
### 3. The Global Tobacco Index: Where Does Jordan Stand?

Below, we outline a number of observations about Jordan's standing on the global tobacco industry interference index.

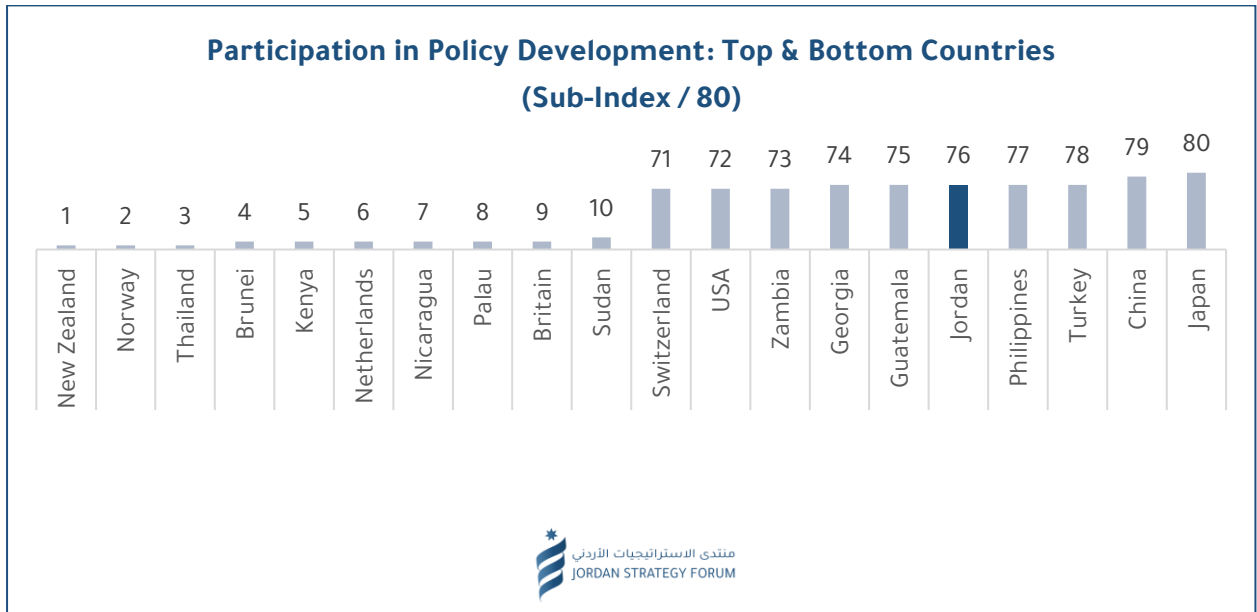
1. On the overall index, Brunei tops the world. Unfortunately, Jordan lists among the bottom ten performing countries with a ranking of 72/80.



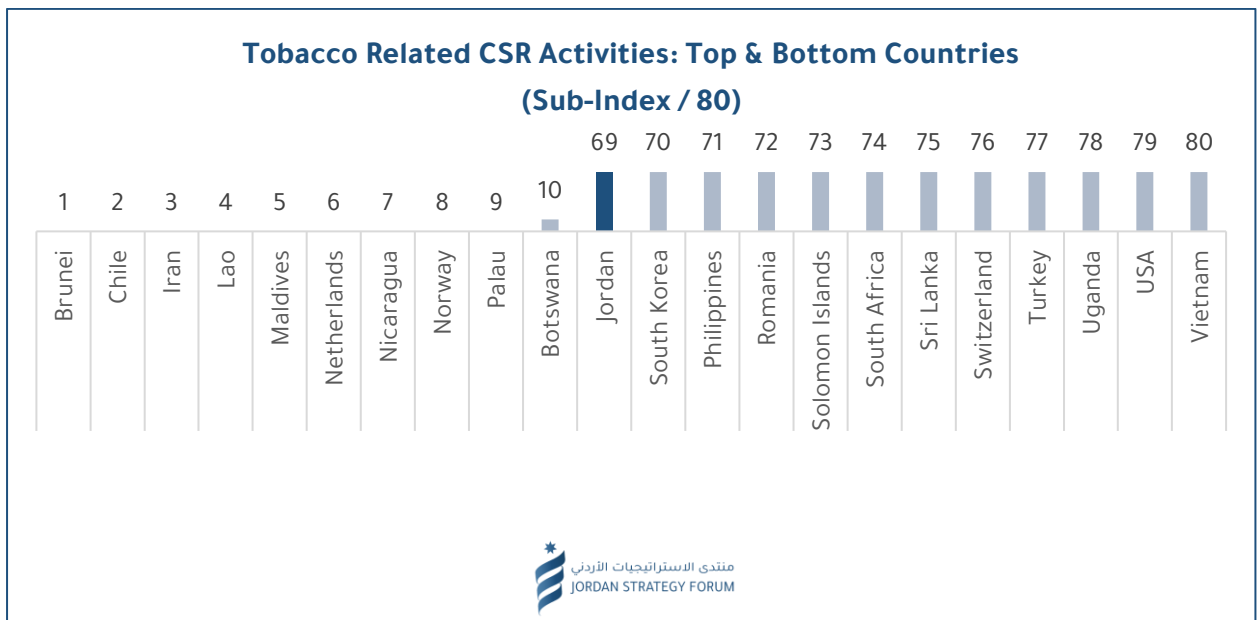
2. Among only 6 Arab countries, Oman ranks first with a global ranking of 16/80 countries. As for Jordan, it is unfortunate that the kingdom ranks last.



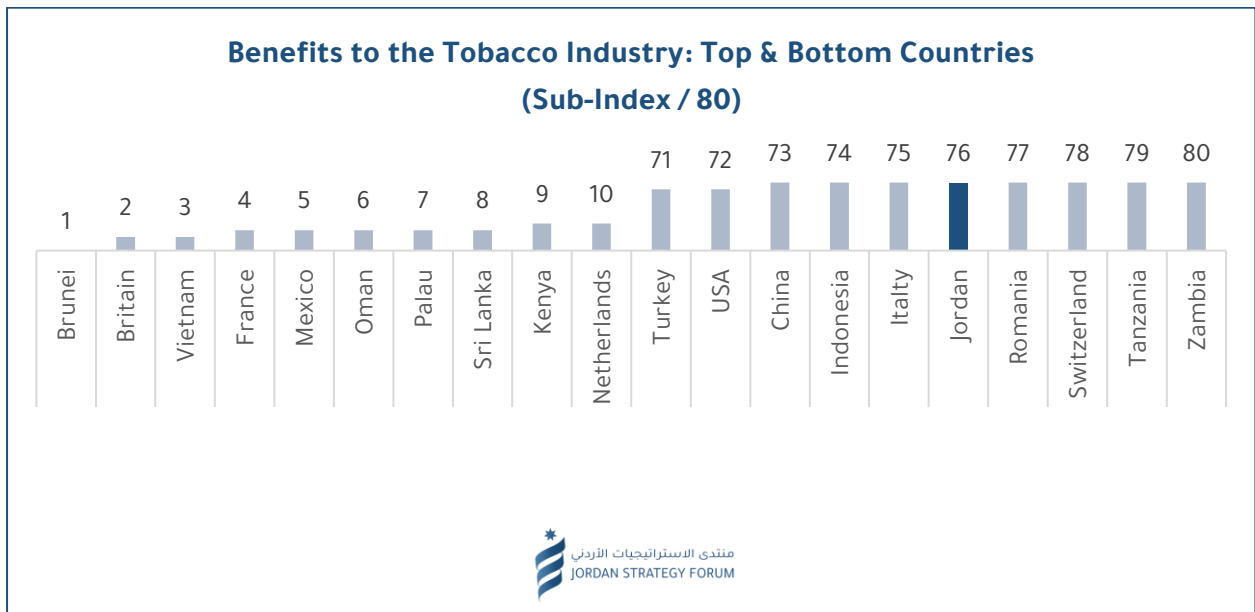
3. In “Level of Participation in Policy-Development”, New Zealand tops the world. Jordan’s ranking leaves a lot to be desired 76/80.



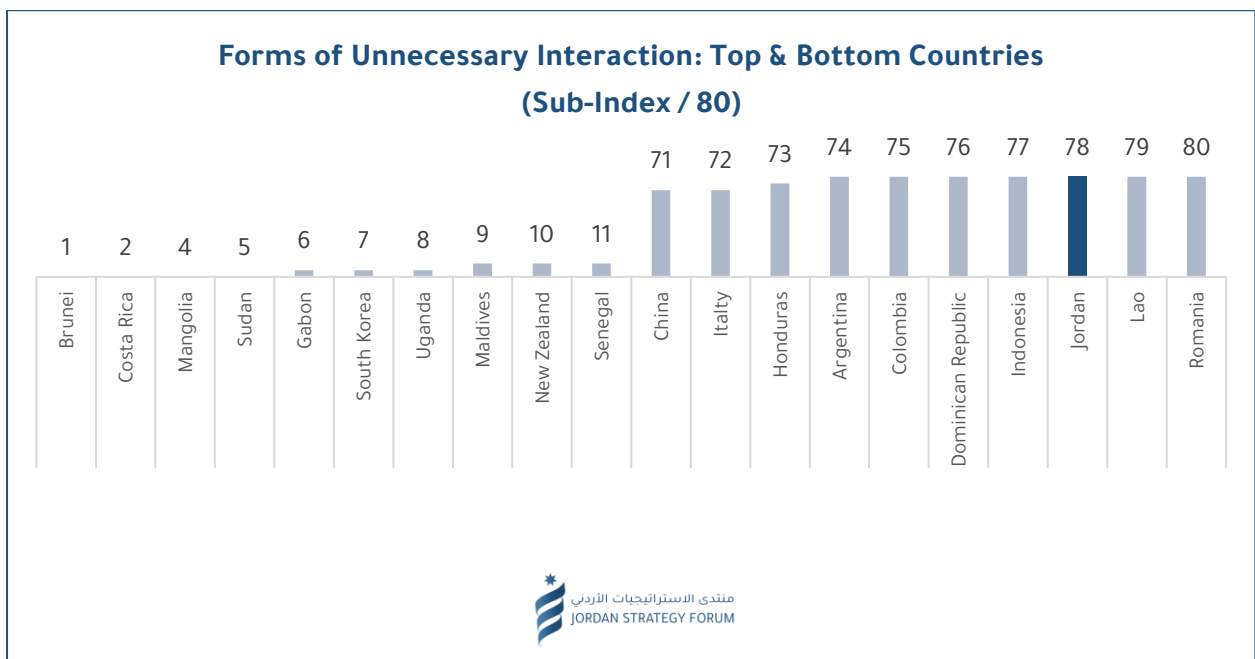
4. In “Tobacco Related CSR Activities”, Jordan ranks among the bottom countries 69/80.



5. It is interesting to note that in “Benefits to the Tobacco Industry”, Oman comes in at 6<sup>th</sup> out of 80 countries. Jordan’s ranking is clearly weak 76/80.

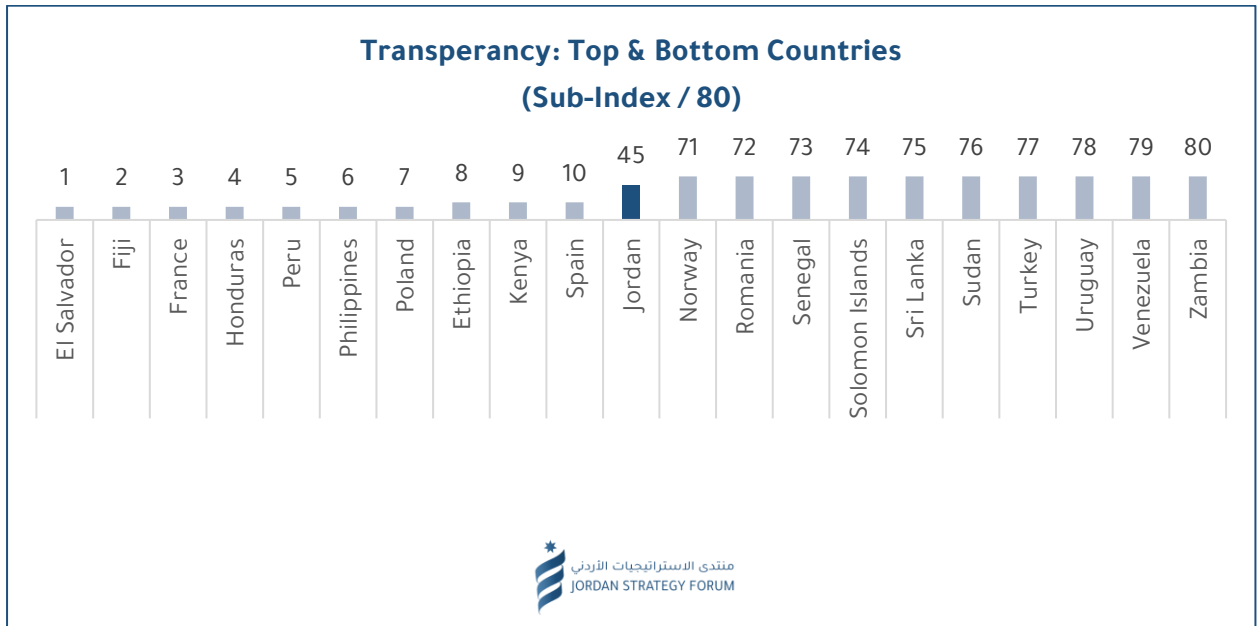


6. In “Forms of Unnecessary Interaction”, Jordan’s ranking leaves a lot to be desired, as the Kingdom comes in at 78<sup>th</sup> out of 80 countries.

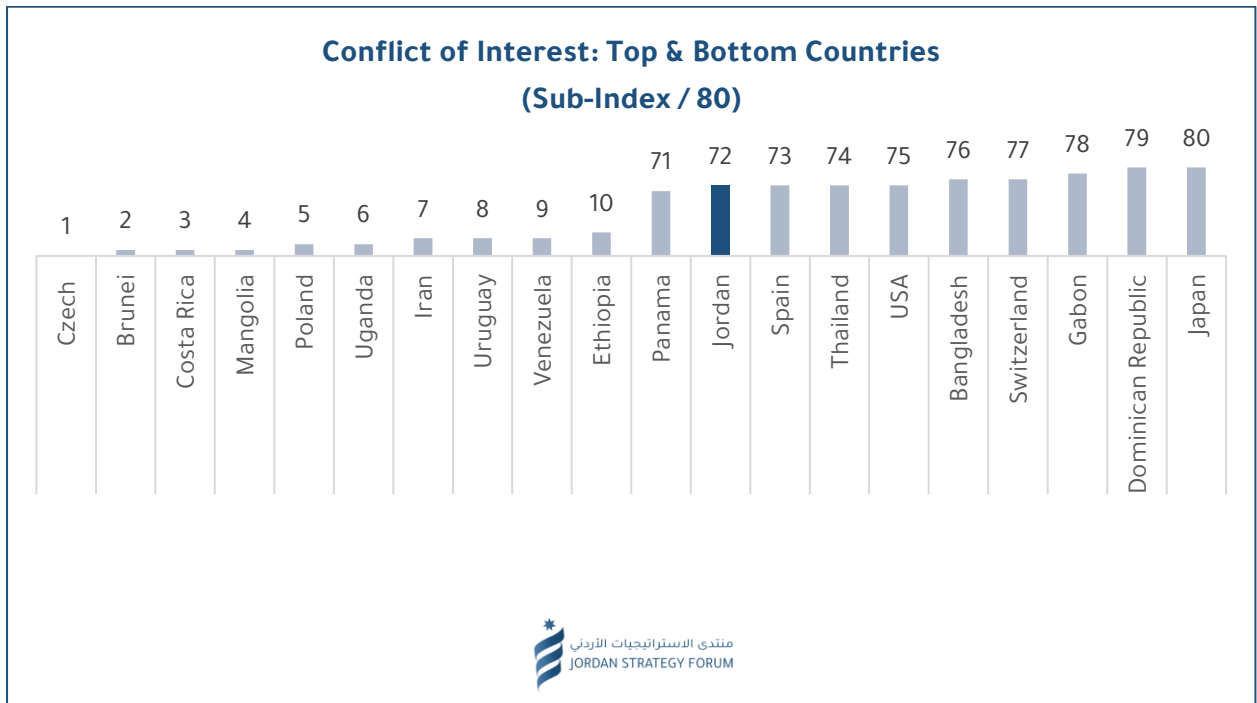




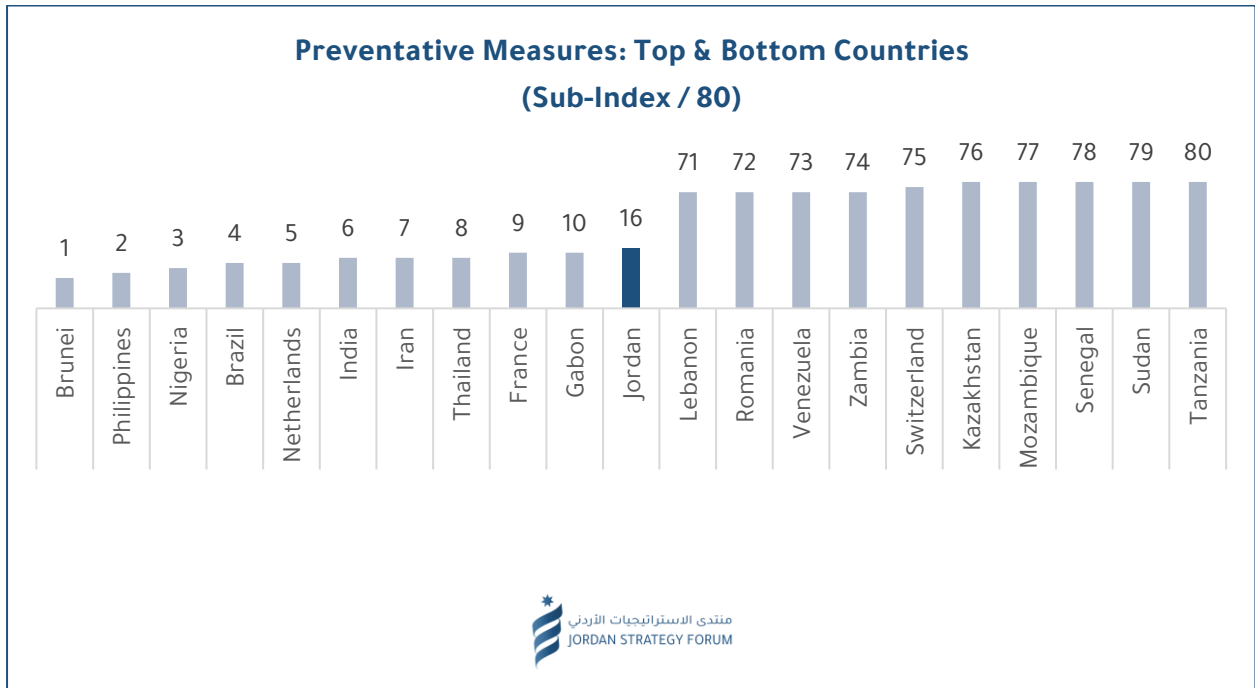
7. In “Transparency”, Jordan ranks somewhere in the middle 45/50. It is also unfortunate that Sudan lists among the bottom countries with a ranking 76/80.



8. In “Conflict of Interest”, Jordan comes in at 72<sup>nd</sup> out of 80 countries.



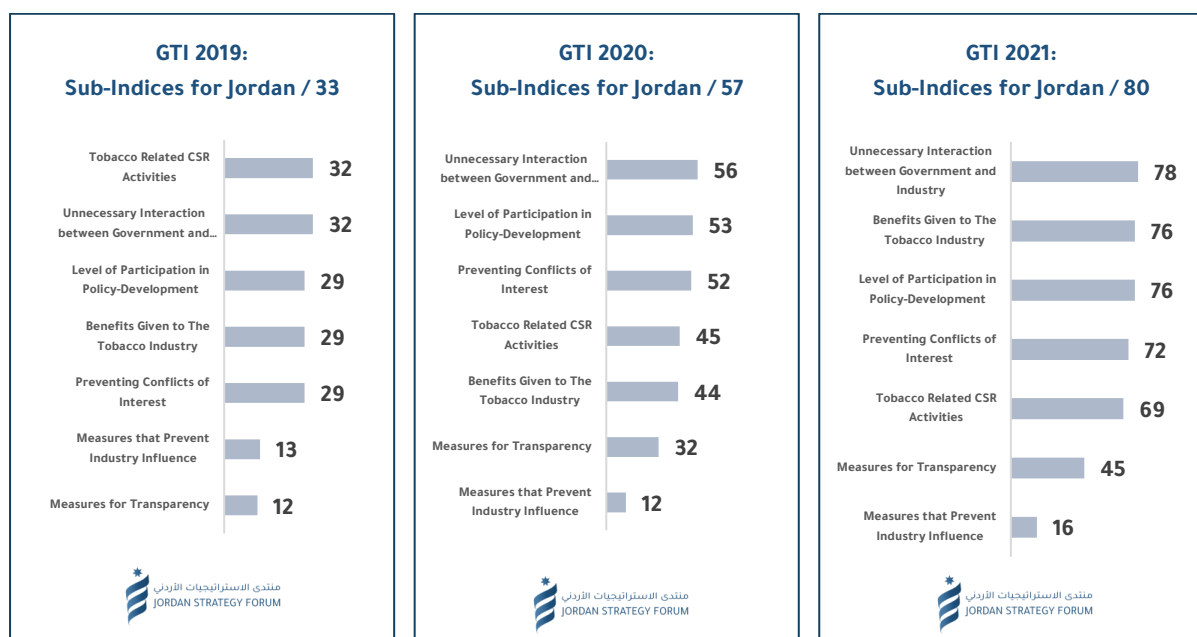
9. In “Preventative Measures”, it is encouraging to note that Jordan ranks among the top countries 16/80.



## 4. Periodic Comparison: Where Did Jordan Stand?

In order to properly assess where Jordan's stands on the index and to accomplish the desired, we outline a number of observations on the Kingdom's performance since 2019.

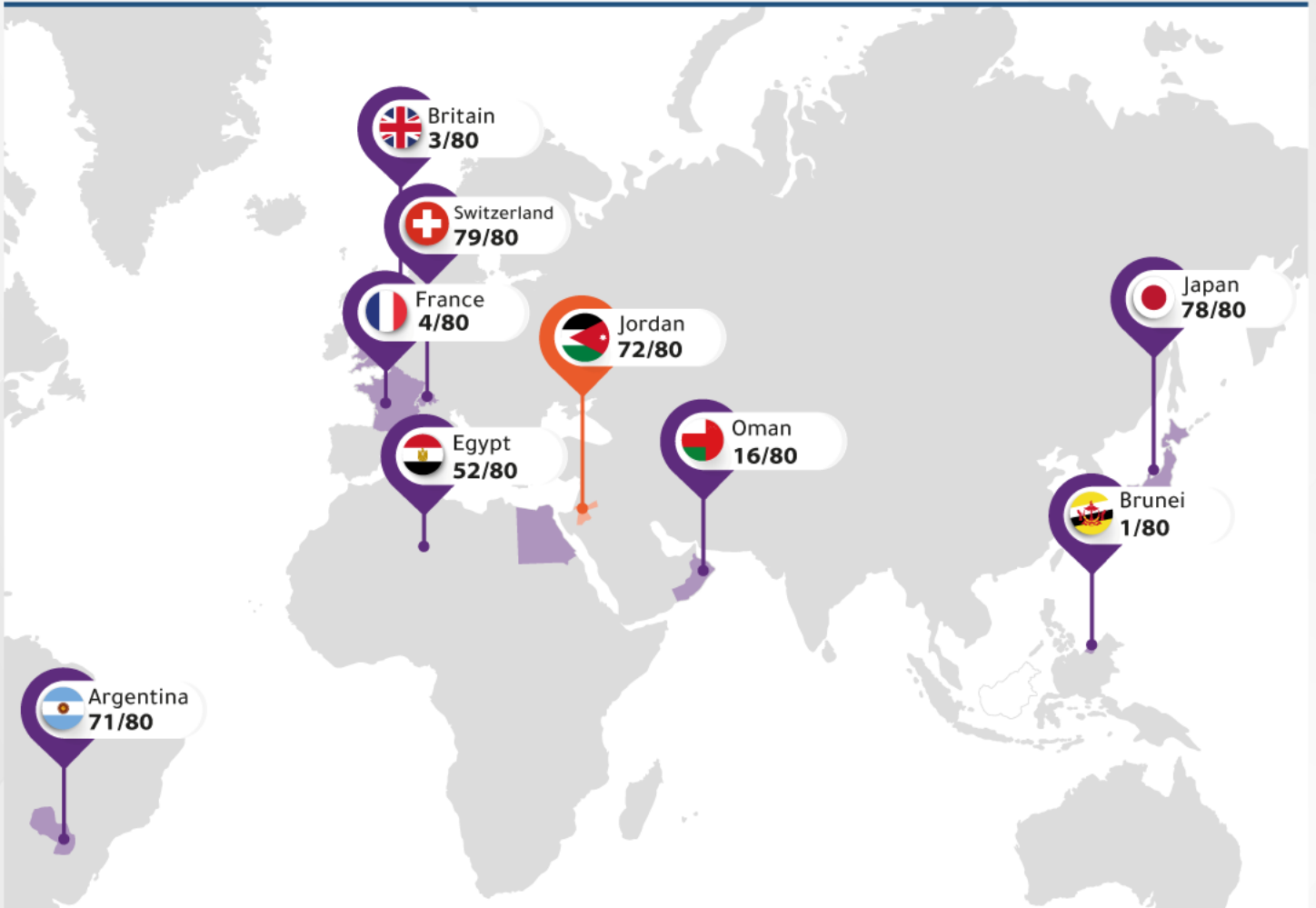
1. Jordan's standing in the Overall Index still leaves a lot to be desired, as the kingdom ranked 32/33 in 2019, 53/57 in 2020, and 72/80 in 2021.
2. Jordan's standing in "Unnecessary Interaction between Government and Industry" had always been weak, as the kingdom ranked 32/33 in 2019, 56/57 in 2020, and 78/80 in 2021.
3. Jordan's standing in "Benefits Given to The Tobacco Industry" did not improve, as the kingdom ranked 29/33 in 2019, 44/57 in 2020, and 76/80 in 2021.
4. Jordan's standing in "Level of Participation in Policy-Development" remained among the bottom countries, as the kingdom ranked 29/33 in 2019, 53/57 in 2020, and 76/80 in 2021.
5. Jordan's standing in "Preventing Conflicts of Interest" leaves a lot to be desired, as the kingdom ranked 29/33 in 2019, 52/57 in 2020, and 72/80 in 2021.
6. Jordan's standing in "Tobacco Related CSR Activities" still lists among the bottom countries, as the kingdom ranked 29/32 in 2019, 45/57 in 2020, and 69/80 in 2021.
7. Jordan's standing in "Measures for Transparency" is quite modest, as the kingdom ranked 12/33 in 2019, 32/57 in 2020, and 45/80 in 2021.
8. Jordan's standing in "Measures that Prevent Industry Influence" had improved, as the kingdom ranked 12/33 in 2019, 32/57 in 2020, and 16/80 in 2021.



## 5. In a Nutshell

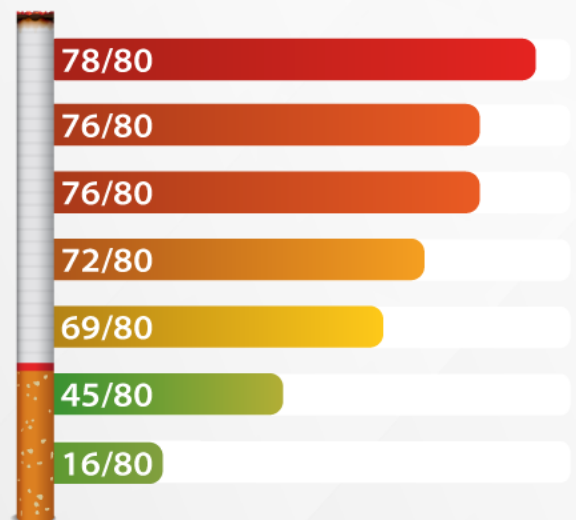
Jordan's standing on the global tobacco index leaves a lot to be desired. Indeed, policy makers still have a lot to accomplish in the duel with the cancerous pandemic. It is also of great importance to note that on the latest occasion of World Cancer Day on February 4 2022, The King Hussein Cancer Foundation and Center (KHCC) Launched a campaign entitled "jordanXcancer" whose objective is to spread awareness on cancer across Jordan. Within this context, the Jordan Strategy Forum recommends all policy makers to support such initiatives, as no one should underestimate the implications of cancer. Indeed, we all shall stand against the negative habits that cause it. Everyone should stop smoking and abide to the public health law (article 53) which prohibits smoking in public areas, and everyone should look after their psychological health, physical activity, and nutrition.

# The Ranks of Some Countries on The Global Tobacco Index 2021



## Jordan Ranks in The Sub-Indicators in 2021

Unnecessary Interaction Between Government & Industry	78/80
Benefits Given to the Tobacco Industry	76/80
Level of Participation in Policy-Development	76/80
Preventing Conflict of Interest	72/80
Tobacco Industry-Related Corporate Social Responsibility Activites	69/80
Measures for Transparency	45/80
Measures that Prevent Industry Influence	16/80



# Resulting Economic Losses About Smoking in Jordan

## JD 399 million Annual Economic Losses from Tobacco-Attributable Premature Mortality



### About JD 204.4 Million Healthcare Expenses Caused by Smoking



**132.8 Million**  
Government Spending



**64.3 Million**  
Spending from Private Sources



**132.8 Million**  
Spending from Other Sources



### More than 9,000 Jordanians Die every Year Because of Diseases Caused by Tobacco Consumption





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