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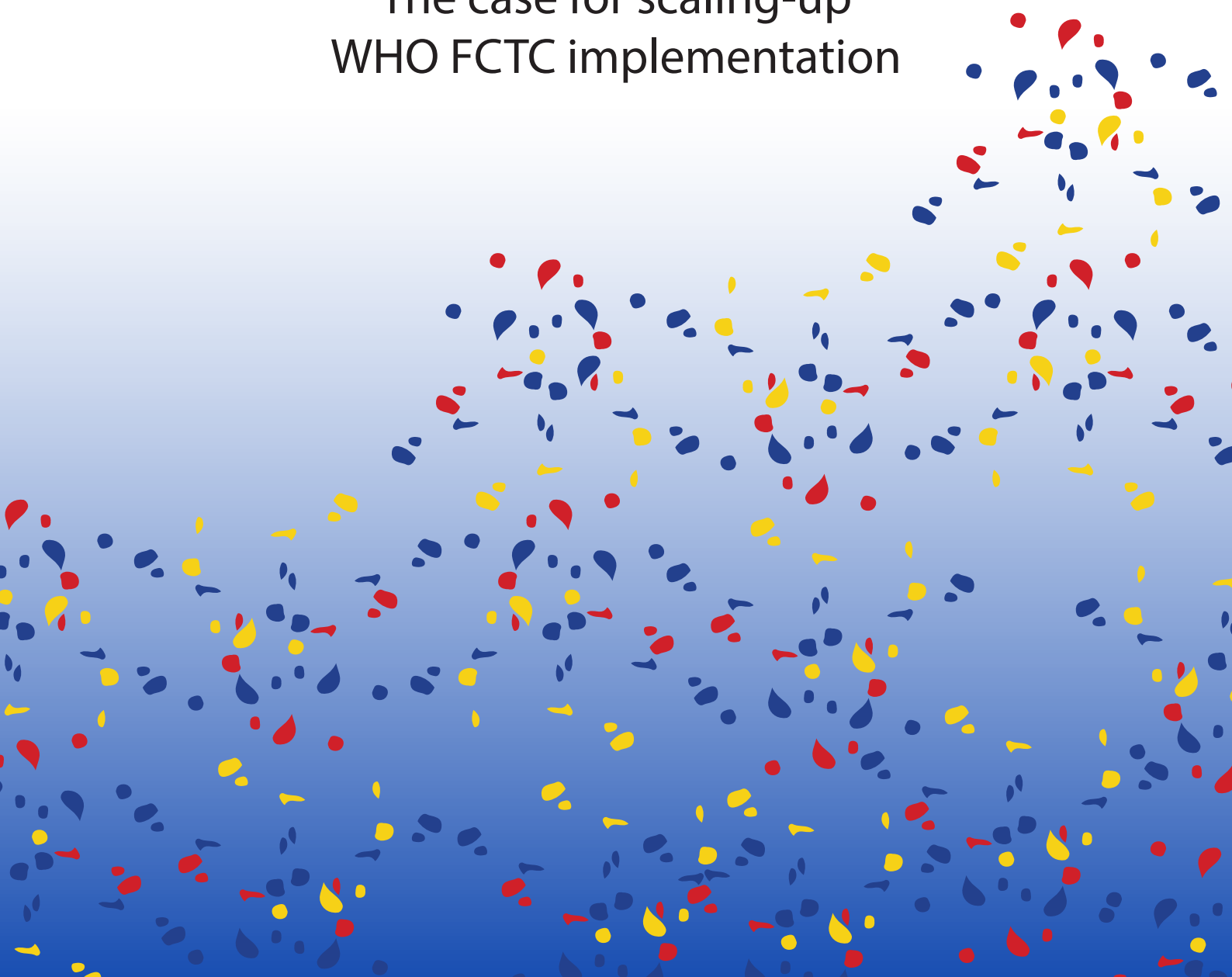
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Investment Case for Tobacco Control in Cabo Verde

The case for scaling-up
WHO FCTC implementation



This report was translated by Fabio Carvalho and Tomas Krejici. It was laid out graphically by Zsuzsanna Schreck.



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United Nations Development Programme
One United Nations Plaza, New York, NY, 10017, USA.



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The case for scaling-up WHO FCTC implementation in Cabo Verde

Prepared by
RTI International
Ministry of Health, Cabo Verde
United Nations Development Programme
WHO FCTC Secretariat
World Health Organization

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Tobacco costs Cabo Verde

**CVE 1.62 billion
every year**



equivalent to

1.1% of its GDP

For every CVE 1 invested in six WHO FCTC interventions, Cabo Verde will receive **CVE 3** in averted healthcare costs and avoided economic losses by 2023 and **CVE 8** by 2033.

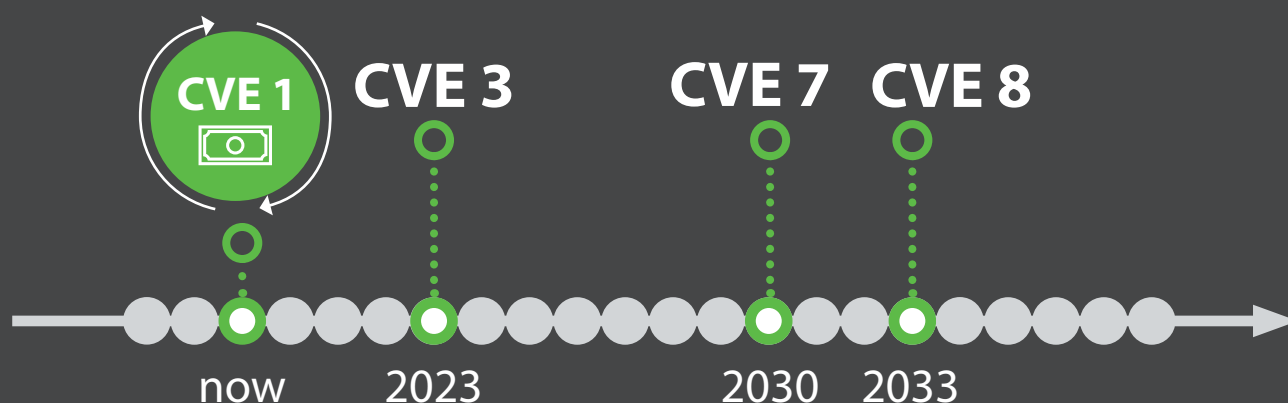


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1. Executive summary

The human and economic costs of tobacco use in Cabo Verde are high. Given the comparatively low levels of tobacco use prevalence in Cabo Verde, and the near complete absence of comprehensive tobacco control legislation, the threat of an increased burden of tobacco-related illnesses is real. This investment case report maps out the most effective tobacco control interventions to reduce that health and economic burden—and demonstrates how scaled-up action now will pay dividends in both the near- and long-term.

This investment case measures the costs and benefits—in health and economic terms—of implementing six priority tobacco control provisions, in line with the WHO FCTC and according to the stated priorities of the Government of Cabo Verde. These six tobacco control provisions are: (1) Increase tobacco taxation to reduce the affordability of tobacco products (*FCTC Article 6*); (2) Enforce bans on smoking in all public places to protect people from tobacco smoke (*FCTC Article 8*); (3) Mandate that tobacco products carry health warnings that cover 50 percent of packaging (*FCTC Article 11*); (4) Implement plain packaging (*FCTC Article: 11 Guidelines for Implementation*); (5) Increase the frequency and coverage of mass media campaigns (*FCTC Article 12*); and (6) Enact and enforce a comprehensive ban on all forms of tobacco advertising, promotion and sponsorship (*FCTC Article 13*). The investment case finds:

In 2017, tobacco use cost the Cabo Verdean economy CVE 1.62 billion, equivalent to 1.06% of its GDP.

Tobacco-related healthcare expenditures totaled CVE 122.4 million. In addition, the economy lost CVE 1.5 billion in indirect productivity costs due to tobacco-attributable premature mortality, disability, and workplace smoking.

By acting now to curb tobacco use, the government of Cabo Verde can reduce the health and

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