World Health Organization

WHO Report on the Global Tobacco Epidemic, 2015

Country profile

Iraq

WHO Framework Convention on Tobacco Control (WHO FCTC) status

Date of signature	29 June 2004
Date of ratification (or legal equivalent)	17 March 2008

Socioeconomic context

Population	34 768 761
Income group	Middle-income

National tobacco control programme as at 31 December 2014

	2014
Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	0
Government's expenditures on tobacco control, latest available year, in currency reported by country	. . . . . .

Summary of MPOWER measures

M	P	O	W		E	R
MONITORING	SMOKE-FREE POLICIES	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION

The legend explaining the colours in this table appears at the end of this document.
The method used to summarise each measure is described in Technical Note I of the WHO Report on the Global Tobacco Epidemic, 2015.

Monitor tobacco use and prevention policies

Prevalence of tobacco use

Tobacco use data from the latest survey results as at 31 December 2014

	Youth tobacco use		Adult tobacco smoking		Adult cigarette smoking	
Smoking prevalence (%)	Current cigarette smoking	. . .	Current	Daily	Current	Daily
Male	12.1	. . .	26.5	. . .	. . .	. . .
Female	4.6	. . .	2.9	. . .	. . .	. . .
Both sexes	8.7	. . .	14.8	. . .	. . .	. . .

Youth: Global School-based Student Survey (GSHS), 2012; National, ages 13-15
Adult: Iraq Family Health Survey, 2006-07; National, ages 12+

Smokeless tobacco use data from the latest survey results as at 31 December 2014

	Youth smokeless use	Adult smokeless use
Smokeless prevalence (%)	Current smokeless tobacco use	Current smokeless tobacco use
Male	7.2	1.6
Female	5.8	0.3
Both sexes	6.9	0.9

Youth: Global Youth Tobacco Survey (Baghdad), 2008; Subnational, ages 13-15
Adult: Non-Communicable Diseases Risk Factors Survey, 2006; National, ages 25-65

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2013

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	. . .	. . .	. . .	. . .
Female	. . .	. . .	. . .	. . .
Both sexes	. . .	. . .	. . .	. . .

Smoke-free environments

	2014	Compliance 2014§
Public places with smoke-free legislation:		
Health-care facilities	No	—
Educational facilities except universities	No	—
Universities	No	—
Government facilities	No	—
Indoor offices and workplaces	No	—
Restaurants	Yes	—
Cafés, pubs and bars	Yes	—
Public transport	Yes	5
All other public places	NA	
Compliance score §		2
National law requires fines for smoking	Yes	
Fines levied on the establishment	No	
Fines levied on the smoker	Yes	
Funds dedicated for enforcement	No	
Complaint system that requires an investigation after a complaint	Yes	

§ A score of 0—10. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.
Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:
• the most senior government official in charge of tobacco control or tobacco-related conditions;
• the head of a prominent NGO dedicated to tobacco control;
• a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
• a staff member of a public health university department;
• the Tobacco Free Initiative focal point of the WHO country office.

Subnational laws on smoke-free environments

Please see ANNEX I.

Treatment of tobacco dependence as at 31 December 2014

		2014
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in Iraq?		No
Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Fully
	Is any NRT on the country's essential drugs list?	Yes
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	. . .
	Does the national/federal health insurance or the national health service cover the cost of this product?	Fully
Varenicline	Is this product legally sold in your country?	No
	Where and how can this product be legally purchased in your country?	—
	Does the national/federal health insurance or the national health service cover the cost of this product?	—
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities	No
	Hospitals	Yes in some
	Office of a health professional	No
	In the community	No
	Other	No
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	—
	Hospitals	Partially
	Office of a health professional	—
	In the community	—
	Other	—

Health warnings on tobacco packages

	2014		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	Yes
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	30	30	30
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	30	30
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	30	30	30
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No	No
Does the law mandate font style, font size and colour for package warnings?	No	No	No
Are the health warnings rotating on packages?	Yes	Yes	Yes
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes	Yes
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	No	No	No
Do the health warnings on packages include a photograph or graphic?	Yes[1]	Yes[1]	Yes[1]
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes	Yes
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes	Yes
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No	No
Do health warnings on packages describe the harmful effects of tobacco use on health?	No	No	No
Does the law mandate specific health warnings on packages?	No	No	No
How many specific health warnings are approved by the law?	–	–	–

^ Not specified.

[1] Policy adopted but not implemented by 31 December 2014.

Health warnings on tobacco packages (continued)

	2014		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes	Yes
Are there any laws requiring that tobacco packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?	No	No	No
Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	No	No	No
Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	No	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark?	No	No	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	No	No	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	–	–	–
Does the law prevent the display of expiry dates on tobacco packaging?	No	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	No	No	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No	No

Anti-tobacco mass media campaigns between 1 July 2012 and 30 June 2014

Name of mass media campaign	No campaign implemented with duration of of at least three weeks
Was this campaign national?	—
The campaign was sponsored or run by:	—
Was the campaign aired on television and/or radio?	—
Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?	—
Were the campaign materials tested with the target audience before the campaign was run?	—
Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency?	—
Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc?	—
Did you work with journalists to gain publicity or coverage in the news for the campaign?	—
Was an evaluation done to assess the impact of the campaign?	—
Was this campaign part of a comprehensive government tobacco control program?	—

Enforce bans on tobacco advertising, promotion and sponsorship

Bans on tobacco advertising, promotion and sponsorship

	2014	Compliance 2014§
Bans on direct tobacco advertising		
National TV and radio	Yes	9
International TV and radio	Yes[1]	
Local magazines and newspapers	Yes	8
International magazines and newspapers	Yes[2]	
Billboards and outdoor advertising	Yes	3
Advertising at point of sale	No	—
Advertising on internet	No	
Other direct bans	No	
Compliance score of direct bans §		4
Law requires fines for violations of direct advertising bans	Yes	
Bans on tobacco promotion and sponsorship		
Free distribution	No	—
Promotional discounts	No	—
Non-tobacco products identified with tobacco brand names	Yes	4
Brand name of non-tobacco products used for tobacco product	No	—
Appearance of tobacco brands in TV and/or films (product placement)	Yes	5
Appearance of tobacco products in TV and/or films	No	—
Sponsored events	No	—
Tobacco companies/the tobacco industry publicizing their CSR activities	No	
Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies	No	
Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth	No	
Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images	Yes	
Law explicitly bans tobacco products display at point of sale	Yes	
Other indirect bans	No	
Compliance score of indirect bans §		4
Law requires fines for violations of indirect advertising bans	Yes	
Law completely bans tobacco vending machines	No	
Law bans internet sales of tobacco products	No	
Subnational laws or regulations ban some or all types of tobacco advertising, promotion and sponsorship	Yes	

[1]The law does not explicitly address cross-border advertising. However, given that advertising is banned on TV and radio, it is interpreted that both domestic and international levels are covered by the ban.

[2]The law does not explicitly address cross-border advertising. However, given that advertising is banned in all magazines and newspapers, it is interpreted that both domestic and international levels are covered by the ban.

§ A score of 0—10, where 0 is low compliance. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.
Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:
• the most senior government official in charge of tobacco control or tobacco-related conditions;
• the head of a prominent NGO dedicated to tobacco control;
• a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
• a staff member of a public health university department;
• the Tobacco Free Initiative focal point of the WHO country office.

Subnational laws on tobacco advertising, promotion and sponsorship

Please see Annex II.

Regulation of e-cigarettes

Note: In this table the term "e-cigarettes" is interpreted as including all forms of electronic nicotine delivery systems.

	2014
National laws or regulations completely ban the sale of e-cigarettes	No
National laws or regulations regulate e-cigarettes	No
E-cigarettes are regulated as a therapeutic product	—
E-cigarettes are regulated as a tobacco product	—
E-cigarettes are covered by national laws and regulations on smoke-free environments	—
E-cigarettes are covered by national laws and regulations on health warnings on packaging	—
E-cigarettes are covered by national laws and regulations on tobacco advertising, promotion and sponsorship	—

Tobacco taxation policy and prices as at 31 July 2014

Price of lowest cost brand of cigarettes

		Country-reported value for 2014
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	IQD 350.00

Price of Marlboro or similar brand cigarettes

		Country-reported value for 2014
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	IQD 3 500.00

Taxes on the most sold brand of cigarettes

	WHO's comparable estimate for 2014
Price of most sold brand of a pack of 20 cigarettes	
In currency reported by country	IQD 500.00
In international dollars (purchasing power parity)	0.48
In US dollars at official exchange rates	0.43
Taxes on this brand (% of retail price) ⌘	
Total taxes	**19.24%**
Specific excise	0.00%
Ad valorem excise	0.00%
Value added tax (VAT)	0.00%
Import duty	19.24%
Other taxes	0.00%

⌘ Individual categories of tax may not add to total due to rounding.

Taxes on the most sold brand of smoked tobacco product other than cigarettes

	WHO's comparable estimate for 2014
Price of most sold brand (information not available)	
In currency reported by country	—
In international dollars (purchasing power parity)	—
In US dollars at official exchange rates	—
Taxes on this brand (% of retail price)	
Total taxes	—
Specific excise	—
Ad valorem excise	—
Value added tax (VAT)	—
Import duty	—
Other taxes	—

Taxes on the most sold brand of smokeless tobacco product

	WHO's comparable estimate for 2014
Price of most sold brand (information not available)	
In currency reported by country	—
In international dollars (purchasing power parity)	—
In US dollars at official exchange rates	—
Taxes on this brand (% of retail price)	
Total taxes	—
Specific excise	—
Ad valorem excise	—
Value added tax (VAT)	—
Import duty	—
Other taxes	—

Annual tax revenues from tobacco products at the national/federal level

	Most recent year
Is tax revenue data for all tobacco products or cigarettes only?	. . .
Year	. . .
Total Excise (specific and ad valorem)	. . .
Value added tax (VAT) and other sales taxes	. . .
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	. . .
Total	. . .
Currency	. .

Supplementary tax information

	Most recent year
Type of excise applied	No excise
Uniform excise tax applied Yes (Uniform), No (Tiered/varying rates)	—
Greater reliance on specific tax in mixed excise regime	—
Minimum specific tax applied in ad valorem or mixed excise regime	—
Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT)	—
% of GDP per capita required to purchase 100 packs of most sold brand (the higher the %, the less affordable)	0.66%
Cigarettes are less affordable in 2014 compared to 2008	No
Specific tax component automatically adjusted for inflation (or other)	—
Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)	10.00%
Tax stamps applied on tobacco products	. . .
Bans or limits on duty free imports by travellers	None
If duty free imports are limited, duty free allowance (number of cigarette sticks)	—

Annex I: Subnational laws on smoke-free environments

Where no data were available, "…" shows in the table. Where data were not required, "–" shows in the table.

Name of jurisdiction:	Arbīl
Complete smoke-free laws exist in the following places:	
Health-care facilities	Yes
Educational facilities except universities	Yes
Universities	No
Government facilities	No
Indoor offices and workplaces	No
Restaurants	No[1]
Cafés, pubs and bars	No[1]
Public transport	No[1]
All other public places	NA
Compliance score	—
Subnational law requires fines for smoking	Yes - on establishment and smoker/patron
Funds dedicated for enforcement	No
Complaint system that requires an investigation after a complaint	No

[1] Covered by national legislation.

Name of jurisdiction:	As Sulaymānīyah
Complete smoke-free laws exist in the following places:	
Health-care facilities	Yes
Educational facilities except universities	Yes
Universities	No
Government facilities	No
Indoor offices and workplaces	No
Restaurants	No[1]
Cafés, pubs and bars	No[1]
Public transport	No[1]
All other public places	NA
Compliance score	—
Subnational law requires fines for smoking	Yes - on establishment and smoker/patron
Funds dedicated for enforcement	No
Complaint system that requires an investigation after a complaint	No

[1] Covered by national legislation.

Name of jurisdiction:	Duhok
Complete smoke-free laws exist in the following places:	
Health-care facilities	Yes
Educational facilities except universities	Yes
Universities	No
Government facilities	No
Indoor offices and workplaces	No
Restaurants	No[1]
Cafés, pubs and bars	No[1]
Public transport	No[1]
All other public places	NA
Compliance score	—
Subnational law requires fines for smoking	Yes - on establishment and smoker/patron
Funds dedicated for enforcement	No
Complaint system that requires an investigation after a complaint	No

[1] Covered by national legislation.

Annex II: Subnational laws on tobacco advertising, promotion and sponsorship

Where no data were available, "…" shows in the table. Where data were not required, "–" shows in the table.

Name of jurisdiction:	Arbīl
Bans on direct tobacco advertising	
National TV and radio	Yes
International TV and radio	Yes
Local magazines and newspapers	Yes
International magazines and newspapers	Yes
Billboards and outdoor advertising	Yes
Advertising at point of sale	Yes
Advertising on internet	Yes
Other direct bans	Yes
Compliance score of direct bans	—
Subnational law requires fines for violations of direct advertising bans	Yes
Bans on tobacco promotion and sponsorship	
Free distribution	No
Promotional discounts	No
Non-tobacco products identified with tobacco brand names	No[1]
Brand name of non-tobacco products used for tobacco product	No
Appearance of tobacco brands in TV and/or films (product placement)	No[1]
Appearance of tobacco products in TV and/or films	No
Sponsored events	No
Tobacco companies/the tobacco industry publicizing their CSR activities	No
Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies	No
Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth	No
Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images	No[1]
Law explicitly bans tobacco products display at point of sale	No[1]
Other indirect bans	No
Compliance score of indirect bans	—
Subnational law requires fines for violations of indirect advertising bans	No
Law completely bans tobacco vending machines	No
Law bans internet sales of tobacco products	No

[1] Covered by national legislation.

Name of jurisdiction:	As Sulaymānīyah
Bans on direct tobacco advertising	
National TV and radio	Yes
International TV and radio	Yes
Local magazines and newspapers	Yes
International magazines and newspapers	Yes
Billboards and outdoor advertising	Yes
Advertising at point of sale	Yes
Advertising on internet	Yes
Other direct bans	Yes
Compliance score of direct bans	—
Subnational law requires fines for violations of direct advertising bans	Yes
Bans on tobacco promotion and sponsorship	
Free distribution	No
Promotional discounts	No
Non-tobacco products identified with tobacco brand names	No[1]
Brand name of non-tobacco products used for tobacco product	No
Appearance of tobacco brands in TV and/or films (product placement)	No[1]
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Sponsored events	No
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[1] Covered by national legislation.

Name of jurisdiction:	Duhok
Bans on direct tobacco advertising	
National TV and radio	Yes
International TV and radio	Yes
Local magazines and newspapers	Yes
International magazines and newspapers	Yes
Billboards and outdoor advertising	Yes
Advertising at point of sale	Yes
Advertising on internet	Yes
Other direct bans	Yes
Compliance score of direct bans	—
Subnational law requires fines for violations of direct advertising bans	Yes
Bans on tobacco promotion and sponsorship	
Free distribution	No
Promotional discounts	No
Non-tobacco products identified with tobacco brand names	No[1]
Brand name of non-tobacco products used for tobacco product	No
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Other indirect bans	No
Compliance score of indirect bans	—
Subnational law requires fines for violations of indirect advertising bans	No
Law completely bans tobacco vending machines	No
Law bans internet sales of tobacco products	No

[1] Covered by national legislation.

Legend: Summary of MPOWER measures (see page 1)

MONITORING: PREVALENCE DATA

	No known data or no recent data or data that are not both recent and representative
	Recent and representative data for either adults or youth
	Recent and representative data for both adults and youth
	Recent, representative and periodic data for both adults and youth

SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS

	Data not reported/not categorized
	Up to two public places completely smoke-free
	Three to five public places completely smoke-free
	Six to seven public places completely smoke-free
	All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation)

CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE

	Data not reported
	None
	NRT and/or some cessation services (neither cost-covered)
	NRT and/or some cessation services (at least one of which is cost-covered)
	National quit line, and both NRT and some cessation services cost-covered

HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES

	Data not reported
	No warnings or small warnings
	Medium size warnings missing some appropriate characteristics OR large warnings missing many characteristics
	Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
	Large warnings with all appropriate characteristics

MASS MEDIA: ANTI-TOBACCO CAMPAIGNS

	Data not reported
	No national campaign conducted between 1 July 2012 and 30 June 2014 with duration of at least three weeks
	National campaign conducted with 1 - 4 appropriate characteristics
	National campaign conducted with 5 - 6 appropriate characteristics
	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio

ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP

	Data not reported
	Complete absence of ban, or ban that does not cover national television, radio and print media
	Ban on national television, radio and print media only
	Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
	Ban on all forms of direct and indirect advertising

TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES

	Data not reported
	<= 25% of retail price is tax
	26–50% of retail price is tax
	51–75% of retail price is tax
	>75% of retail price is tax