



# Iran (Islamic Republic of)

## IMPACT ASSESSMENT





Before the ratification of the FCTC, we had some sporadic activities in this regard. We can say now it's better than before the ratification.

## Introduction

An impact assessment mission was conducted in Iran from 17 to 21 January 2016. The mission was supported by the Ministry of Health and Medical Education of the Islamic Republic of Iran through the Environmental and Occupational Health Centre. The international impact assessment team consisted of representatives from the WHO FCTC Convention Secretariat and the independent Impact Assessment Expert Group.

## Key facts

  
**10.9%**  
of the adult population are daily smokers;  
**20.8%** of men and **0.9%** of women

  
**3%**  
of young people aged 13-15 smoke (**5.1%** of boys and close to **1%** of girls). However, more young people from this age group use smokeless tobacco

## Key tobacco control milestones

**2005**

Iran ratifies the WHO FCTC

**2006**

WHO FCTC enters into force in Iran

Implementation of comprehensive smoke-free legislation and ban on all direct and indirect forms of TAPS

**2009**

Implementation of pictorial health warnings on cigarette and tobacco product packaging

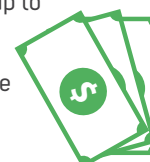
**2013**


Privatisation of the Iranian Tobacco Company (ITC)

**2014**

Iran signs the WHO FCTC Protocol to Eliminate Illicit Trade in Tobacco Products

As of 2013, the penalty for smuggling tobacco is up to **three** times the product value



  
**Decrease**  
of cigarette consumption compared to  
**increase**  
of water pipe consumption

In 2015, Iran implemented a **14%** tobacco tax increase in the budget



Tax is **20%** of the retail price of the most widely sold brand of cigarettes





With the FCTC, we created a movement. Before the FCTC there were some activities in tobacco control ... But with the FCTC we have gained support for adopting comprehensive tobacco control legislation. Before the FCTC, we tried three times and we didn't succeed, but with the FCTC we succeeded. The government started to recognize tobacco control as an important issue.

## Key observations

- The WHO FCTC, as a legally-binding treaty, has enabled Iran to implement national tobacco control legislation. This followed three unsuccessful attempts prior to ratification. Following passage of the Comprehensive National Tobacco Control Act in 2006, the Executive By-law of National Tobacco Control Act was passed in 2007.

- While the 2006 Comprehensive Act on National Control and Campaign against Tobacco (ACT) states that all tobacco control-related policy-making will be done by the Government, the tobacco industry continues to attempt to interfere with the decision-making processes. Iran has used the Guidelines for implementation of Article 5.3 to strengthen and support government action to protect tobacco control policies from industry interference. Before the privatization of the Iranian Tobacco Company in 2013, representatives of the tobacco industry attended policy meetings as a government body. To ensure compliance with Article 5.3 of the Convention, this practice has been discontinued.

- The WHO FCTC created momentum for the implementation of smoke-free legislation in Iran, consequently denormalising smoking. While a smoking ban in public places existed prior to the WHO FCTC, public places were not clearly defined. Two years after ratification, in 2007, Iran implemented a by-law banning tobacco product consumption such as smoking in all public places, workplaces, public transport and outdoor public spaces such as parks. In addition, comprehensive measures have been taken to adequately enforce smoke-

free legislation. There are more than 6,000 environmental health inspectors, a toll-free telephone line for reporting violations of the bans, as well as many smoke-free parks and smoke-free infrastructure facilities all over the country.

- Since ratification of the WHO FCTC, coordination and collaboration between health and non-health institutions, including academia, has flourished. The WHO FCTC has also re-energized civil society, resulting in additional educational and advocacy activities that have reinforced tobacco control efforts in Iran.

- As per Article 12, Iran's Ministry of Health has developed and implemented, in collaboration with relevant agencies, a wide range of anti-tobacco mass media campaigns, including a number focusing on youth and females. Funding for tobacco control activities to raise public awareness on tobacco hazards has been increased. The 2007 Executive By-law of the Act requires all relevant government and nongovernmental agencies to

implement smoking prevention training and education programmes. Each year there are around 1000 minutes of TV or radio tobacco control-related content. In the Tehran municipality, 22 centres for training, skills and behaviour for children and adolescents were set up, three of which deal exclusively with tobacco consumption and addiction.

- Iran has introduced a number of measures demonstrating its commitment to tobacco control efforts over the long-term. In 2006, all direct and indirect forms of tobacco advertising, promotion and sponsorship (TAPS) were prohibited, thus making Iran one of the first countries in the Eastern Mediterranean region to implement a comprehensive TAPS ban. Comprehensive smoke-free legislation was also introduced in the same year. Legislation to ban the sale of tobacco products via the Internet and vending machines came into force in 2007. In 2009, pictorial health warnings on cigarette and tobacco product packaging were implemented.



## Outcomes

- ✓ Served as a driving force for adoption and implementation of the Comprehensive Tobacco Control Act after three previous unsuccessful attempts prior to WHO FCTC ratification.
- ✓ Enhanced multisectoral coordination and collaboration between health, non-health institutions and civil society including academia, which now meet under the newly established National Tobacco Control Headquarters.
- ✓ Mobilized more financial support for tobacco control activities conducted by the Government and NGOs aimed at raising

public awareness of tobacco hazards and tobacco cessation programmes.

- ✓ Created momentum to launch a campaign in favour of tobacco control and increased media coverage on tobacco control issues.
- ✓ Increased awareness about interaction with the tobacco industry.
- ✓ Re-energized civil society by undertaking additional tobacco control education and advocacy activities.