

## **From Fragility to Resilience: Strengthening Tobacco Control in Pakistan**

### ***This panel is accepting abstracts***

Tobacco products are by far the biggest health scourge of the last 100 years, killing 100 million people in the 20<sup>th</sup> Century and on track to kill [1 billion in this century](#). Tobacco control in Pakistan presents unique challenges, shaped by social, economic, and health factors contributing to a fragile public support system. As Pakistan grapples with high tobacco consumption rates, weak enforcement of tobacco control laws, and policy challenges, there is a need to address critical issues to drive meaningful progress in tobacco control.

Over [160,000 annual deaths per year](#) in Pakistan are now putting an unbearable health burden crossing [PKR 700 billion](#). Child smoking uptake is at an alarming rate and the tobacco industry and marketers continue to flood the markets with new electronic nicotine and tobacco products.

Tobacco taxation is a crucial aspect of tobacco control that effectively reduces consumption, deters initiation, and serves as a significant revenue source for the government. Yet in Pakistan, the effectiveness of tobacco taxation is often diluted by tobacco industry tactics, such as [frontloading, price-smoothing, shrinkflation, and underreporting](#). Moreover, the absence of a discernable tobacco taxation policy also hampers effective and progressive taxation. Similarly, the tobacco industry has been actively attempting to undermine the recently implemented Track and Trace System.

Tobacco Control Cells (federal and provincial), WHO, and numerous Civil Society Organizations (CSOs) are committed to enhancing tobacco control laws and ensuring robust enforcement. Aligned with the Framework Convention on Tobacco Control (FCTC), this panel will explore various facets of resilience in tobacco control and will endeavor to respond to the following question: -

1. What are the global best practices in Graphic Health Warning/Plain Packaging and what are the impediments in opting for “Plain packaging”?
2. Why banning new electronic nicotine and tobacco products in (global) and Pakistani markets is vital to curtail and eliminate the pandemic caused by the influx of these products?
3. What are global best practices in tobacco taxation and how can Track & Trace systems strengthen and make tobacco control implementation and enforcement more resilient?

### **Panel Organisers**

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