

Country profile Brunei Darussalam

Summary of MPOWER measures in Brunei Darussalam

| M | P | O | W | | E | R | |
|------------|---------------------|----------------------|-----------------|------------|------------------|----------|---------------------------------------|
| MONITORING | SMOKE-FREE POLICIES | CESSATION PROGRAMMES | HEALTH WARNINGS | MASS MEDIA | ADVERTISING BANS | TAXATION | CIGARETTES LESS AFFORDABLE SINCE 2008 |
| | 7 | | | | 10 | — | — |

Compliance is scored 0—10 where 10 is the highest level of compliance. Compliance is measured only for P and E. The methods used to compile this profile are described in the technical notes of the *WHO report on the global tobacco epidemic, 2019*.

MPOWER score colour key

| | | | | |
|-----------------|-----------------|----------------|--------------------------|-----------------------------|
| Complete policy | Moderate policy | Minimal policy | No policy or weak policy | Not categorized/ No data |
|-----------------|-----------------|----------------|--------------------------|-----------------------------|

Affordability category

| | | |
|--|---|---|
| YES cigarettes became less affordable | NO cigarettes did not become less affordable | ↔ no trend change in affordability of cigarettes |
|--|---|---|

The colours are explained in more detail in the MPOWER legend on the last page of this document. In all tables “...” means data are not available and “—” means data are not required.

WHO Framework Convention on Tobacco Control

| Date of signature | Date of ratification (or legal equivalent) |
|-------------------|--|
| 3 June 2004 | 3 June 2004 |

| Population | Income group |
|------------|--------------|
| 434 076 | High-income |

National tobacco control programme as at 31 December 2018

| | |
|---|-----|
| Specific national government objectives in tobacco control | Yes |
| National agency or technical unit for tobacco control | Yes |
| Number of full-time equivalent staff | 14 |
| Government's expenditures on tobacco control, latest available year (), in currency reported by country | ... |

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Monitor tobacco use and prevention policies

Survey of adults

| | |
|----------------|-----|
| Recent | Yes |
| Representative | Yes |
| Periodic | Yes |

Survey of youth

| | |
|----------------|-----|
| Recent | Yes |
| Representative | Yes |
| Periodic | Yes |

Tobacco use prevalence from the latest survey completed by 31 December 2018

| | Tobacco use | | Tobacco smoking | | Cigarette smoking | | Smokeless tobacco use | | E-cigarette use | |
|--|-------------|-------|-----------------|-------|-------------------|-------|-----------------------|-------|-----------------|-------|
| | Current | Daily | Current | Daily | Current | Daily | Current | Daily | Current | Daily |
| Survey: STEPS Survey, 2016; National, ages 18-69 | | | | | | | | | | |
| Male | 37.3 | 24.8 | 36.3 | 24.8 | ... | ... | 1.7 | 0.3 | 29.5 | 9.1 |
| Female | 5.8 | 1.9 | 3.7 | 1.8 | ... | ... | 2.1 | 0.0 | 4.3 | 0.9 |
| Both sexes | 21.5 | 13.3 | 19.9 | 13.3 | ... | ... | 1.9 | 0.2 | 16.7 | 4.9 |
| Survey: Global School-Based Student Health Survey, 2014; National, ages 13-17 | | | | | | | | | | |
| Male | 18.9 | ... | ... | ... | 17.8 | ... | 1.2 ¹ | ... | ... | ... |
| Female | 5.5 | ... | ... | ... | 4.8 | ... | 0.7 ¹ | ... | ... | ... |
| Both sexes | 12.3 | ... | ... | ... | 11.4 | ... | 0.9 ¹ | ... | ... | ... |

¹Global Youth Tobacco Survey, 2013; National, ages 13-15

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2017

These rates are modelled using all national survey data published since 1990 to estimate the underlying prevalence trends by sex, then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data from 2017. See the report for further details.

| Prevalence (%) | Any tobacco use (smoked and smokeless) | | Any tobacco smoking | | Cigarette smoking | |
|----------------|--|-------|---------------------|-------|-------------------|-------|
| | Current | Daily | Current | Daily | Current | Daily |
| Male | ... | ... | 28.7 | 21.4 | 24.1 | 19.3 |
| Female | ... | ... | 2.6 | 1.9 | 2.1 | 1.5 |
| Both sexes | ... | ... | 15.6 | 11.6 | 13.1 | 10.4 |

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 **Protect** people from tobacco smoke

 **Offer** help to quit tobacco use

| | 2018 | Compliance |
|---|------|------------|
| Complete* smoke-free laws exist in the following places: | | |
| Health-care facilities | Yes | 8 |
| Educational facilities except universities | Yes | 7 |
| Universities | Yes | 7 |
| Government facilities | Yes | 7 |
| Indoor offices and workplaces | Yes | 10 |
| Restaurants | Yes | 8 |
| Cafés, pubs and bars | Yes | 10 |
| Public transport | Yes | 10 |
| All other public places | No | |
| Compliance score | | 7 |
| Law requires fines for smoking | Yes | |
| Fines levied on the establishment | Yes | |
| Fines levied on the smoker | Yes | |
| Funds dedicated for enforcement | No | |
| Complaint system that requires an investigation after a complaint | Yes | |

* "Complete" means that smoking is not permitted, with no exemptions allowed. Ventilation and any form of designated smoking rooms and/or areas do not protect from the harms of second-hand tobacco smoke, and the only laws that provide protection are those that result in the complete absence of smoking in all public places.

Subnational laws on smoke-free environments

All subnational jurisdictions are covered by national legislation at the highest level of achievement.

Treatment of tobacco dependence as at 31 December 2018

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

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Health warnings on tobacco packages

| | 2018 | | | | 2018 | | |
|--|------------|----------------------|-------------------|--|------------|----------------------|-------------------|
| | Cigarettes | Other smoked tobacco | Smokeless tobacco | | Cigarettes | Other smoked tobacco | Smokeless tobacco |
| Does the law mandate that health warnings appear on tobacco packages? | Yes | Yes | Yes ¹ | Does the law require or establish fines for violations regarding health warnings on 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 | 75 | 75 | 75 | 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 |
| What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings? | 75 | 75 | 75 | 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 |
| What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings? | 75 | 75 | 75 | Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours? | No | No | No |
| Does the law mandate that the warning be placed at the top of the principle display areas of the package? | Yes | Yes | Yes | 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 font style, font size and colour for package warnings? | Yes | Yes | Yes | Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging? | Yes | No | No |
| Are the health warnings rotating on packages? | Yes | Yes | Yes | Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package? | Yes | — | — |
| Are the health warnings on packages written in the principal language(s) of the country? | Yes | Yes | Yes | Does the law prevent the display of expiry dates on tobacco packaging? | No | No | No |
| 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 | Is it mandatory for the quit line number to appear on packaging or labelling? | No | No | No |
| Do the health warnings on packages include a photograph or graphic? | Yes | Yes | No | Does the law mandate plain packaging? | No | No | No |
| 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? | Yes | Yes | Yes | | | | |
| Does the law mandate specific health warnings on packages? | Yes | Yes | Yes | | | | |
| How many specific health warnings are approved by the law? | 7 | 7 | 3 | | | | |

¹Except for chewing tobacco which is banned.

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Anti-tobacco mass media campaigns between 1 July 2016 and 30 June 2018

| | |
|--|-----|
| Was there a national campaign aired during the period? | Yes |
| Was the campaign aired on television and/or radio? | Yes |
| Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials? | Yes |
| Were the campaign materials tested with the target audience before the campaign was run? | Yes |
| 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? | Yes |
| 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? | Yes |
| Did you work with journalists to gain publicity or coverage in the news for the campaign? | No |
| Was an evaluation done to assess the impact of the campaign? | Yes |
| Was this campaign part of a comprehensive government tobacco control program? | Yes |

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Enforce bans on tobacco advertising, promotion and sponsorship

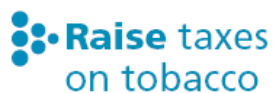
| | 2018 | Compliance |
|--|------|------------|
| Bans on direct tobacco advertising | | |
| National TV and radio | Yes | 10 |
| International TV and radio | No | |
| Local magazines and newspapers | Yes | 10 |
| International magazines and newspapers | No | |
| Billboards and outdoor advertising | Yes | 10 |
| Advertising at point of sale | Yes | 10 |
| Advertising on internet | No | |
| Other direct bans | No | |
| Compliance score of direct bans | | 10 |
| Law requires fines for violations of direct advertising bans | Yes | |
| Bans on tobacco promotion and sponsorship | | |
| Free distribution | Yes | 10 |
| Promotional discounts | No | — |
| Non-tobacco products identified with tobacco brand names | Yes | ... |
| Brand name of non-tobacco products used for tobacco product | No | — |
| Appearance of tobacco brands in TV and/or films (product placement) | Yes | 10 |
| Appearance of tobacco products in TV and/or films | 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 | |
| Complete ban on sponsorship | Yes | 10 |
| Ban on sponsorship contributions (financial or other support) | No | |
| Ban on publicizing sponsorship or other support | Yes | |
| Ban on Corporate Social Responsibility activities (CSR) | No | |
| Tobacco companies/the tobacco industry publicizing their CSR activities | Yes | |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies | Yes | |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth | Yes | |
| Law explicitly bans tobacco products display at point of sale | No | |
| Other indirect bans | Yes | |
| Compliance score of indirect bans | | 10 |
| Law requires fines for violations of indirect advertising bans | Yes | |
| Law completely bans tobacco vending machines | Yes | |
| Law bans internet sales of tobacco products | No | |

Subnational laws on tobacco advertising, promotion and sponsorship

Subnational jurisdictions do not have the authority to adopt laws that ban some or all types of tobacco advertising, promotion and sponsorship mentioned above.

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Tobacco taxation policy and prices as at 31 July 2018

Price of lowest cost brand and premium brand of cigarettes

| | Price of lowest cost brand of cigarettes | Price of premium brand cigarettes |
|--|--|-----------------------------------|
| Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes, country-reported value, 2018 | — | — |

Taxes on the most sold brand of cigarettes

| | WHO's estimate for 2018 |
|--|-------------------------|
| Price of most sold brand of cigarettes (standardized to a pack of 20) | |
| In currency reported by country | — |
| In international dollars (purchasing power parity adjusted) | — |
| 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) or sales tax | — |
| Import duty | — |
| Other taxes (—) | — |

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

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Taxes on the most sold brand of specific tobacco products other than cigarettes

| Price of most sold brand of... | Other smoked tobacco product (standardized to one piece for cigars and cigarillos and 20 grams for the other products) | Smokeless tobacco product (standardized to 20 grams) | Heated tobacco product (per 20 sticks) |
|---|--|--|--|
| In currency reported by country | — | — | — |
| In international dollars (purchasing power parity adjusted) | — | — | — |
| In US dollars at official exchange rates | — | — | — |
| Taxes on the most sold brand (% of retail price) * | | | |
| Total taxes | — | — | — |
| Specific excise | — | — | — |
| Ad valorem excise | — | — | — |
| Value added tax (VAT) or sales tax | — | — | — |
| Import duty | — | — | — |
| Other taxes — — — | — | — | — |

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

Affordability

| | |
|---|---|
| % of GDP per capita required to purchase 100 packs of the most sold brand of cigarettes (the higher the %, the less affordable) | — |
| Cigarettes are less affordable in 2018 compared to 2016 | — |
| Cigarettes have become less affordable between 2008 and 2018 (trend average) | — |

Use of earmarked tobacco taxes for health

Not applicable.

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Supplementary tax information

| | Most recent data reported |
|--|---------------------------|
| Type of excise applied | — |
| 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) | — |
| Specific tax component automatically adjusted for inflation (or other) | — |
| A minimum price policy is implemented | — |
| Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap) | — |
| Tax stamps, fiscal mark, banderole or other type of marking applied on cigarettes | — |
| Tax stamps, fiscal mark, banderole or other type of marking applied on other tobacco products | — |
| Sales of duty (or excise) free cigarettes banned | Yes |

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

| | Most recent data reported |
|--|---------------------------|
| Is tax revenue data for all tobacco products or cigarettes only? | All Tobacco Products |
| Year | 2015 |
| Currency | BND |
| Total Excise (specific and ad valorem) | 196 665.00 |
| Value added tax (VAT) and other sales taxes | ... |
| Import duties and all other taxes (excluding corporate taxes on tobacco companies) | ... |
| Total | ... |

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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 |
| | Complete absence of ban, or 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 or many 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 July 2016 and June 2018 with duration of at least three weeks |
| | National campaign conducted with one to four appropriate characteristics |
| | National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio |
| | 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 (or at least 90% of the population covered by complete subnational legislation) |

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 |
| | ≥25% and <50% of retail price is tax |
| | ≥50% and <75% of retail price is tax |
| | ≥75% of retail price is tax |

AFFORDABILITY

| | |
|-----|--|
| YES | Cigarettes less affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2018. |
| NO | Cigarettes more affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2018. |
| ↔ | No trend change in affordability of cigarettes since 2008. |