

## Country profile Cook Islands

### Summary of MPOWER measures in Cook Islands

M	P	O	W		E	R	
MONITORING	SMOKE-FREE POLICIES	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION	CIGARETTES LESS AFFORDABLE SINCE 2008
	10				10	70.3%	YES

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
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### Affordability category

YES cigarettes became less affordable	NO cigarettes did not become less affordable	↔ no trend change in affordability of cigarettes
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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)
14 May 2004	14 May 2004

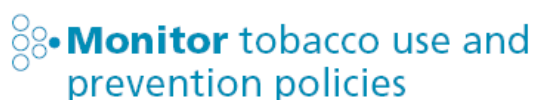
Population	Income group
17 411	High-income

### 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	2
Government's expenditures on tobacco control, latest available year (2008), in currency reported by country	NZD 50 000

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands



### 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
<b>Survey: STEPS Survey, 2014; National, ages 18-64</b>										
Male	...	...	37.9	28.4	...	...	...	...	...	...
Female	...	...	27.7	20.6	...	...	...	...	...	...
Both sexes	...	...	32.6	24.3	...	...	...	...	...	...
<b>Survey: Global Youth Tobacco Survey, 2016; National, ages 13-15</b>										
Male	29.7	...	28.1	...	23.5	...	3.8	...	...	...
Female	13.9	...	13.9	...	11.9	...	2.4	...	...	...
Both sexes	21.5	...	20.7	...	17.5	...	3.0	...	...	...

### 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	...	...	32.2	23.4	25.7	19.4
Female	...	...	22.4	15.1	18.0	12.8
Both sexes	...	...	27.3	19.3	21.8	16.1

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands

 **Protect** people from tobacco smoke

 **Offer** help to quit tobacco use

	2018	Compliance
<b>Complete* smoke-free laws exist in the following places:</b>		
Health-care facilities	No	...
Educational facilities except universities	No	...
Universities	No	...
Government facilities	Yes	10
Indoor offices and workplaces	No	—
Restaurants	No	...
Cafés, pubs and bars	Yes	5
Public transport	Yes	10
All other public places	—	
Compliance score		10
Law requires fines for smoking	Yes	
Fines levied on the establishment	Yes	
Fines levied on the smoker	No	
Funds dedicated for enforcement	No	
Complaint system that requires an investigation after a complaint	No	

\* "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

Subnational jurisdictions do not have the authority to adopt laws that ban tobacco smoking in any or all of the places mentioned above.

### 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 Cook Islands?	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?	Fully
Does the national/federal health insurance or the national health service cover the cost of this product?	No
Is any NRT on the country's essential drugs list?	No
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?	No
Varenicline	—
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?	—
Health clinics or other primary care facilities	Yes in most
Hospitals	Yes in most
Office of a health professional	No
In the community	Yes in most
Other	No
Health clinics or other primary care facilities	Fully
Hospitals	Fully
Office of a health professional	—
In the community	Partially
Other	—
Does the national/federal health insurance or the national health service cover the cost of this support?	—

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands



### 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	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	50	50	50	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"?	Yes	Yes	Yes
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	50	50	50	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?	Yes	Yes	Yes
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	50	50	50	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?	No	No	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?	6	6	6				

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands



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

Was there a national campaign aired during the period?	No
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?	—

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands

### **Enforce** bans on tobacco advertising, promotion and sponsorship

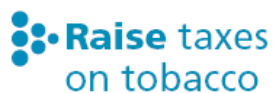
	2018	Compliance
<b>Bans on direct tobacco advertising</b>		
National TV and radio	Yes	10
International TV and radio	No	
Local magazines and newspapers	Yes	10
International magazines and newspapers	No	
Billboards and outdoor advertising	Yes	10
Advertising at point of sale	No	—
Advertising on internet	Yes	
Other direct bans	Yes	
Compliance score of direct bans		10
Law requires fines for violations of direct advertising bans	Yes	
<b>Bans on tobacco promotion and sponsorship</b>		
Free distribution	Yes	10
Promotional discounts	Yes	10
Non-tobacco products identified with tobacco brand names	Yes	10
Brand name of non-tobacco products used for tobacco product	Yes	10
Appearance of tobacco brands in TV and/or films (product placement)	Yes	10
Appearance of tobacco products in TV and/or films	Yes	8
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	—	
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	No	
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	Yes	

### **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.

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands



### 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	NZD 24.00	NZD 25.60

#### Taxes on the most sold brand of cigarettes

	WHO's estimate for 2018
<b>Price of most sold brand of cigarettes (standardized to a pack of 20)</b>	
In currency reported by country	NZD 24.00
In international dollars (purchasing power parity adjusted)	...
In US dollars at official exchange rates	16.38
<b>Taxes on this brand (% of retail price) †</b>	
Total taxes	70.3%
Specific excise	60.4%
Ad valorem excise	0.0%
Value added tax (VAT) or sales tax	9.9%
Import duty	0.0%
Other taxes	0.0%

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

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands

### 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 20 grams) Roll Your Own	Smokeless tobacco product (standardized to 20 grams)	Heated tobacco product (per 20 sticks)
In currency reported by country	NZD 22.67	...	...
In international dollars (purchasing power parity adjusted)	...	...	...
In US dollars at official exchange rates	15.47	...	...
<b>Taxes on the most sold brand (% of retail price) *</b>			
Total taxes	74.4%	...	...
Specific excise	63.9%	...	...
Ad valorem excise	0.0%	...	...
Value added tax (VAT) or sales tax	10.5%	...	...
Import duty	0.0%	...	...
Other taxes	0.0%	...	...

\* 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)	8.26%
Cigarettes are less affordable in 2018 compared to 2016	No*
Cigarettes have become less affordable between 2008 and 2018 (trend average)	Yes

\* Cigarettes became more expensive between 2014 and 2016 but more affordable between 2016 and 2018.

### Use of earmarked tobacco taxes for health

50% of excise revenues are distributed to the Ministry of Health for Noncommunicable disease programs.



# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands

### Supplementary tax information

	Most recent data reported
Type of excise applied	Specific excise
Uniform excise tax applied Yes (uniform), No (tiered/varying rates)	Yes
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)	No
A minimum price policy is implemented	No
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	No
Tax stamps, fiscal mark, banderole or other type of marking applied on other tobacco products	No
Sales of duty (or excise) free cigarettes banned	No

### 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	2016
Currency	NZD
Total Excise (specific and ad valorem)	5 996 337.00
Value added tax (VAT) and other sales taxes	...
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	993 049.00
Total	6 989 386.00

# WHO report on the global tobacco epidemic, 2019

## Country Profile: Cook Islands

**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.