CHALLENGES IN CHANGING HOUSEHOLD BEHAVIORS
THE CASE OF TOBACCO CONSUMPTION IN PAPUA NEW GUINEA

WORLD BANK GROUP

Xiaohui Hou

Senior Economist

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Motivation

To accompany the NCD Roadmap to better understand household behaviors on tobacco consumption

To answer the questions such as:

- Who are the smokers ?
- What do they smoke?
- How much do they spend on tobacco?
- What are the key determining factors for smoking?
- What are the challenges and what are the implications?

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Data

- Data: 2009-2010 Household Income and Expenditure Survey in PNG
  - National representative household survey
  - Cross-section sample of 4,191 households
  - 12,181 individuals (age 18 and over), with 6,239 males and 5,942 females

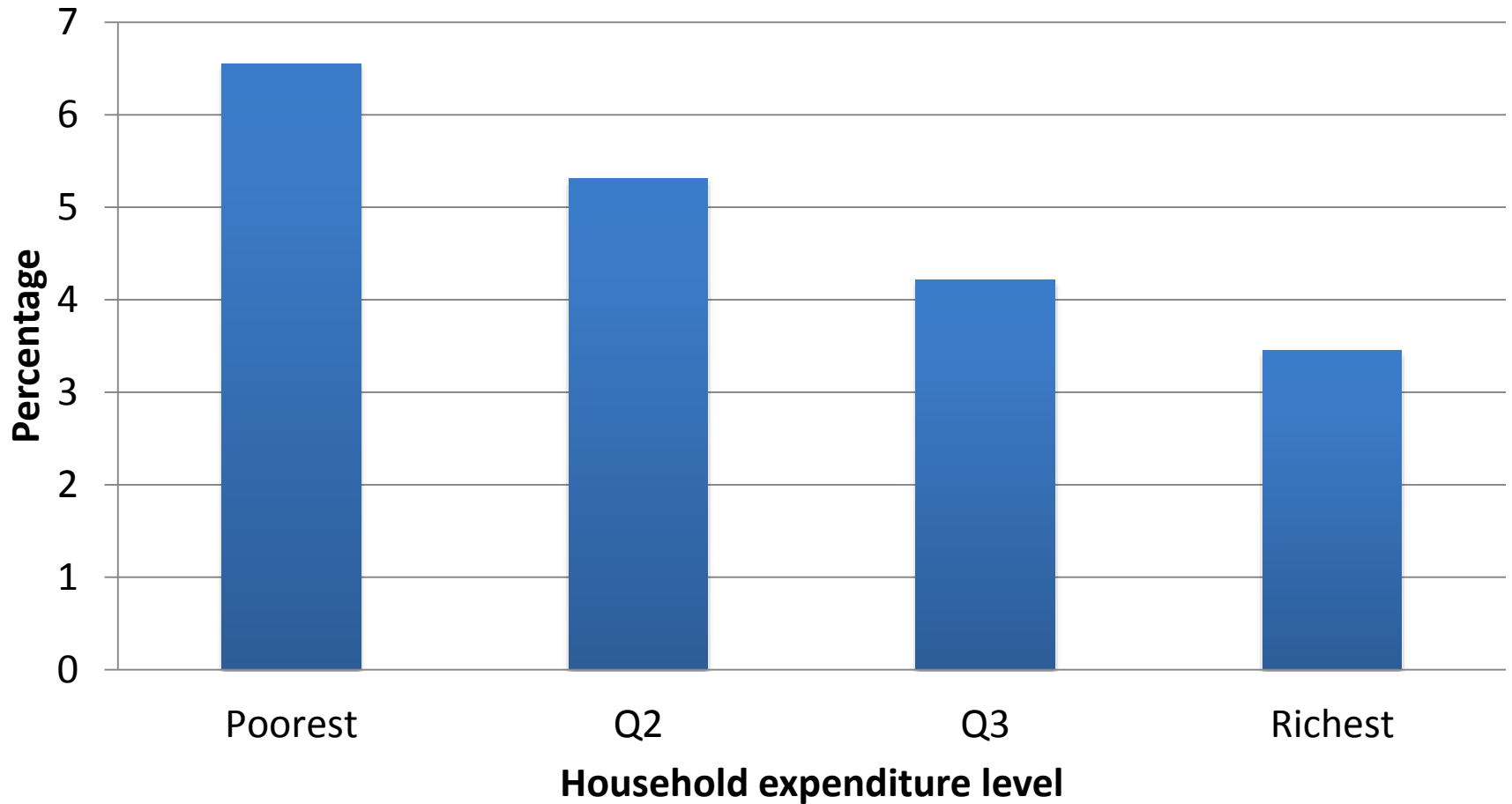# The smoking prevalence is higher among the poorest quartile
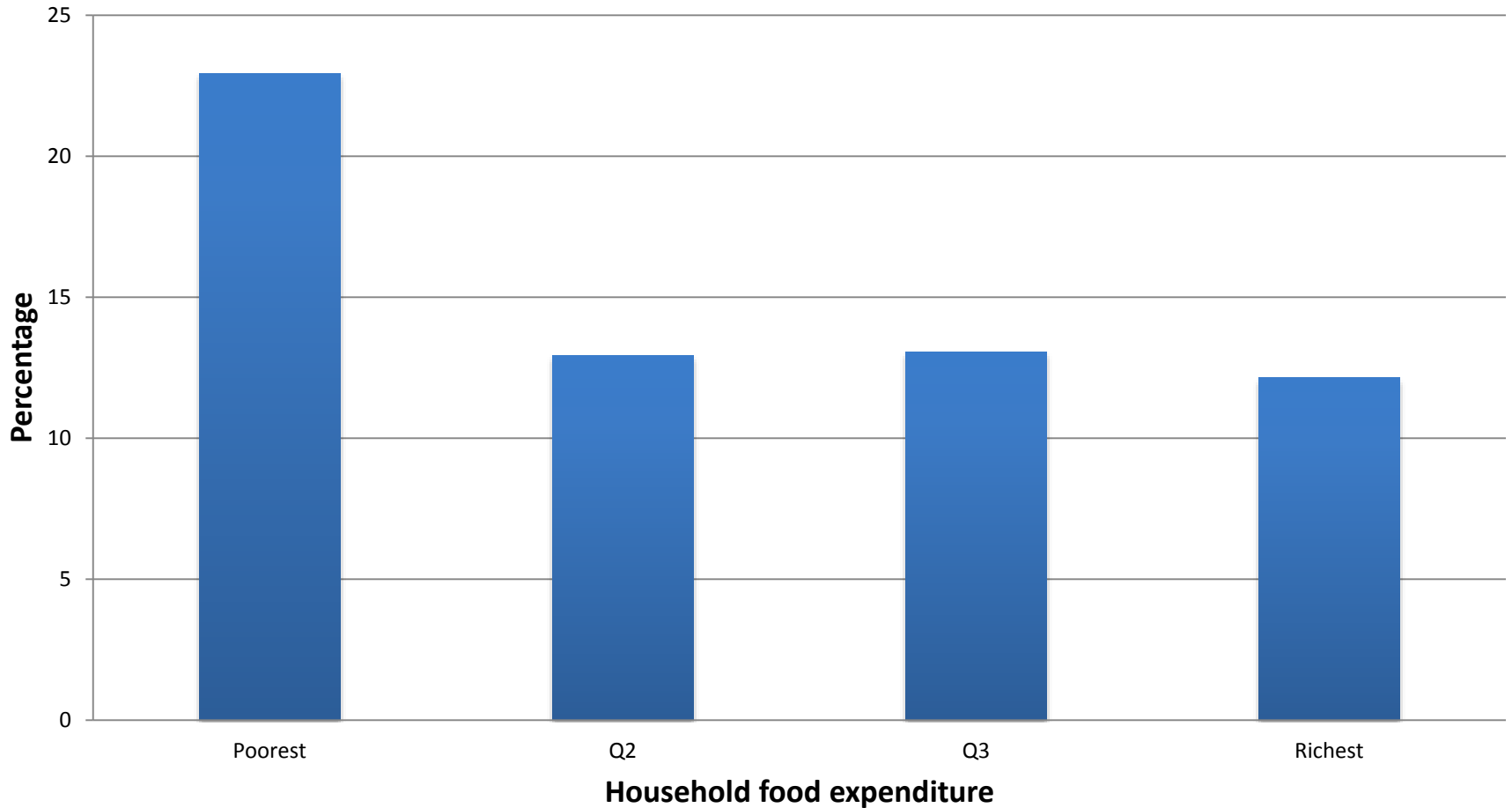
age 18+
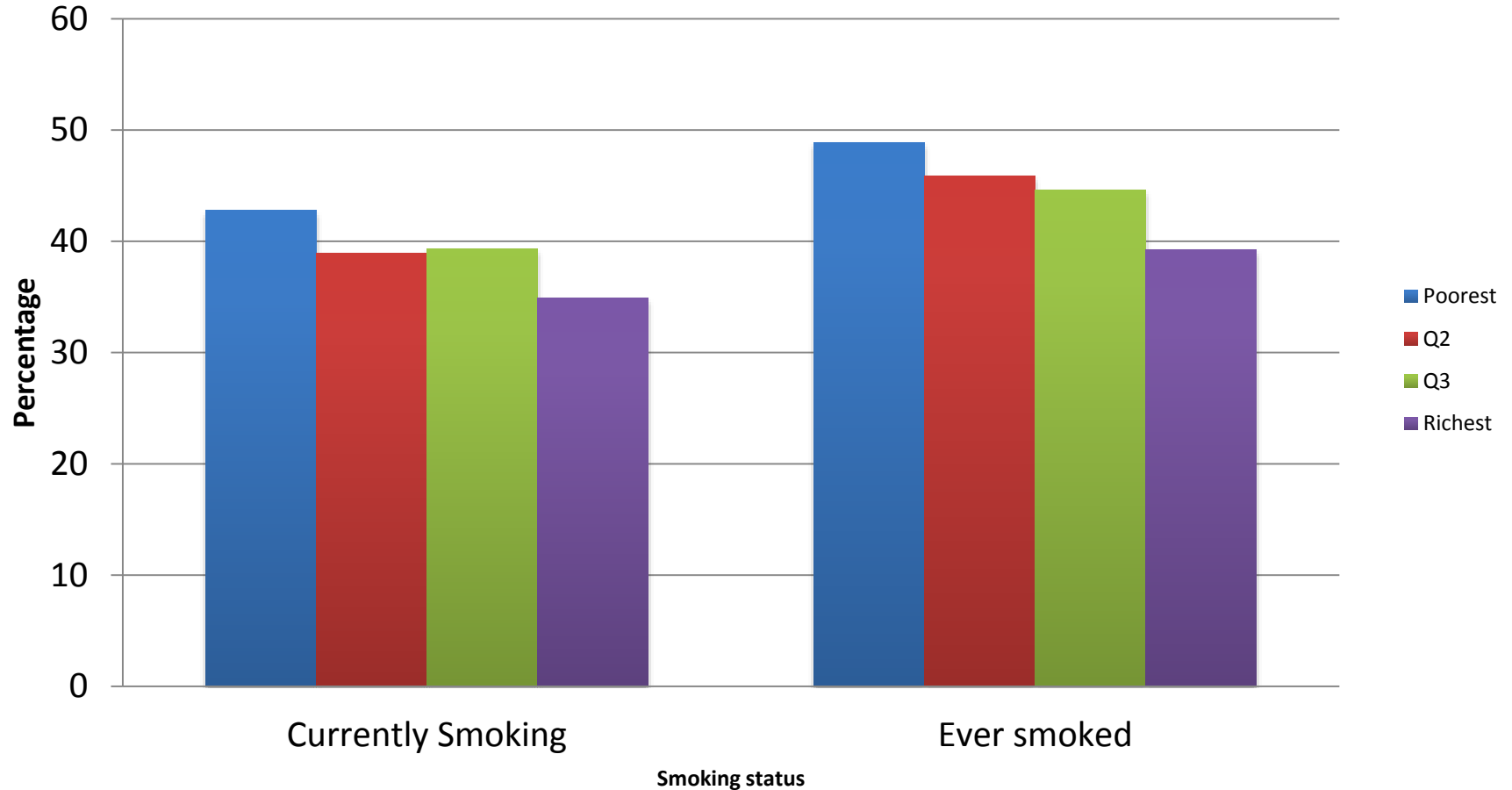
The prevalence of youth smoking on average is less than 10%; but the rate is higher among the poor youth
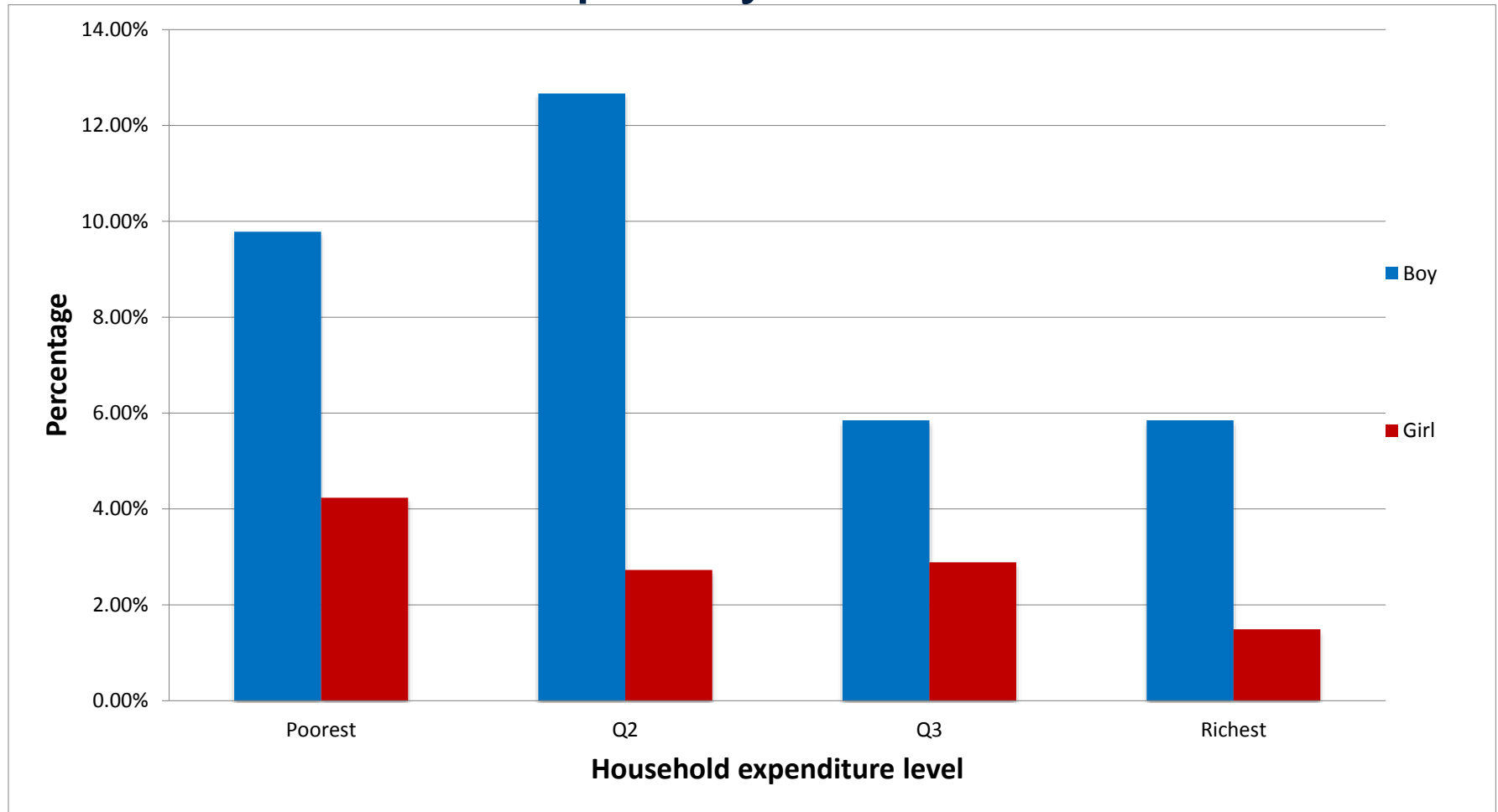
The poorest quartile spends about 6.5% of total consumption on tobacco

The poorest quartile consumes about 23% of total food expenditure

Challenge 1: The vicious cycle of tobacco and poverty

Challenges

- low income people smoke more, suffer more, spend more, and die more from tobacco use

- Lack of inquiry and little advice or support provided by health workers
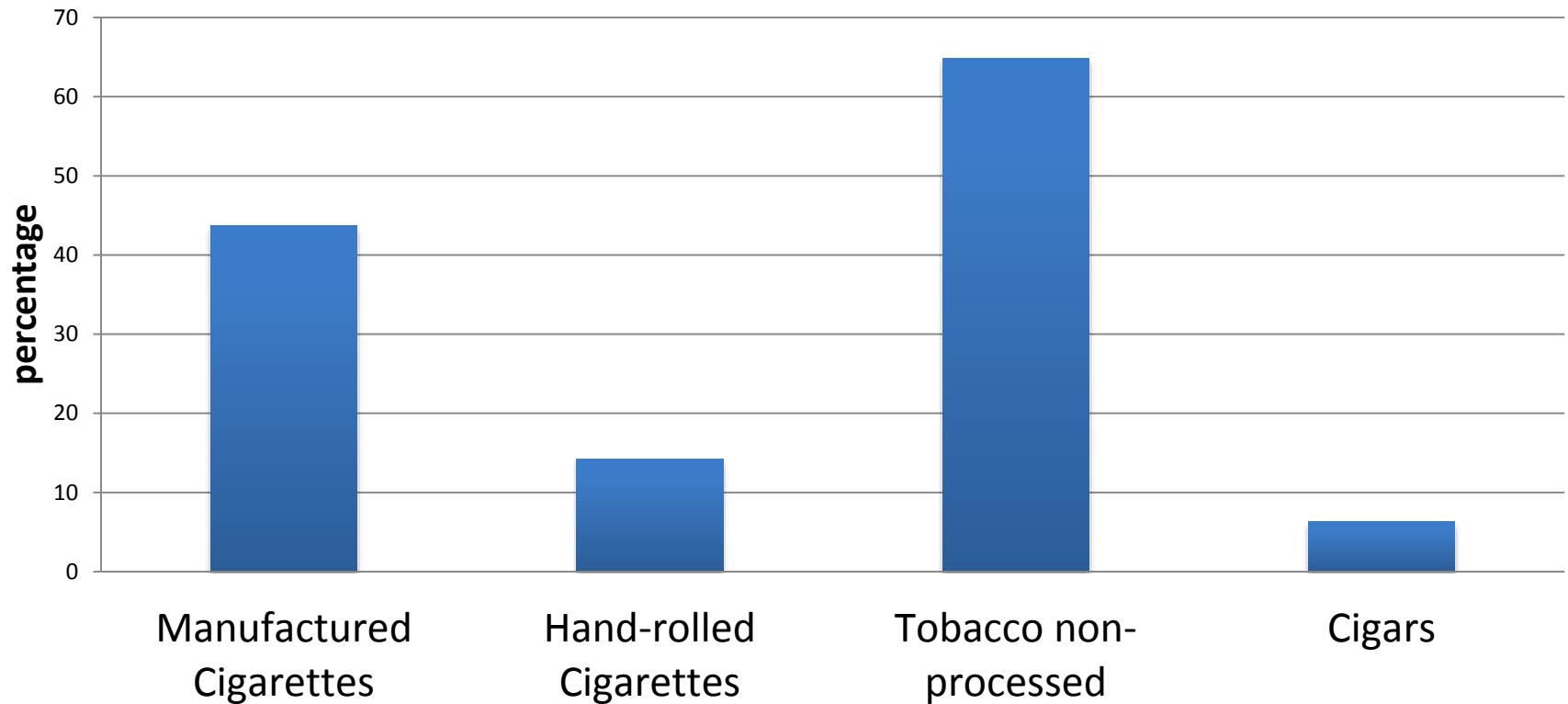
- smoking may be considered the norm among family and peers

Possible Solutions

- Consultation and support from health workers are needed

- Children should receive education on the harmfulness of smoking in school
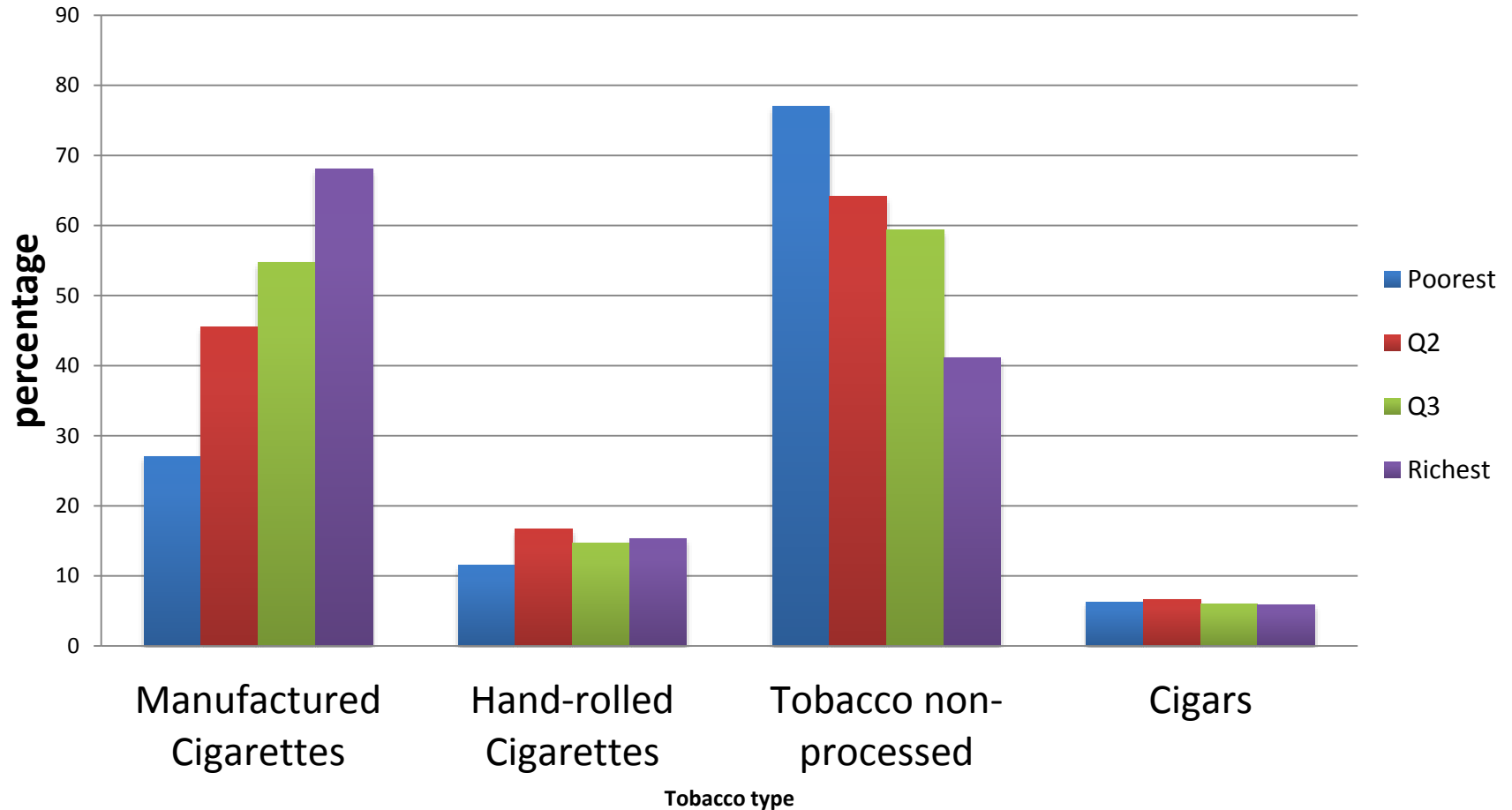
Non-processed tobacco is the most consumed type

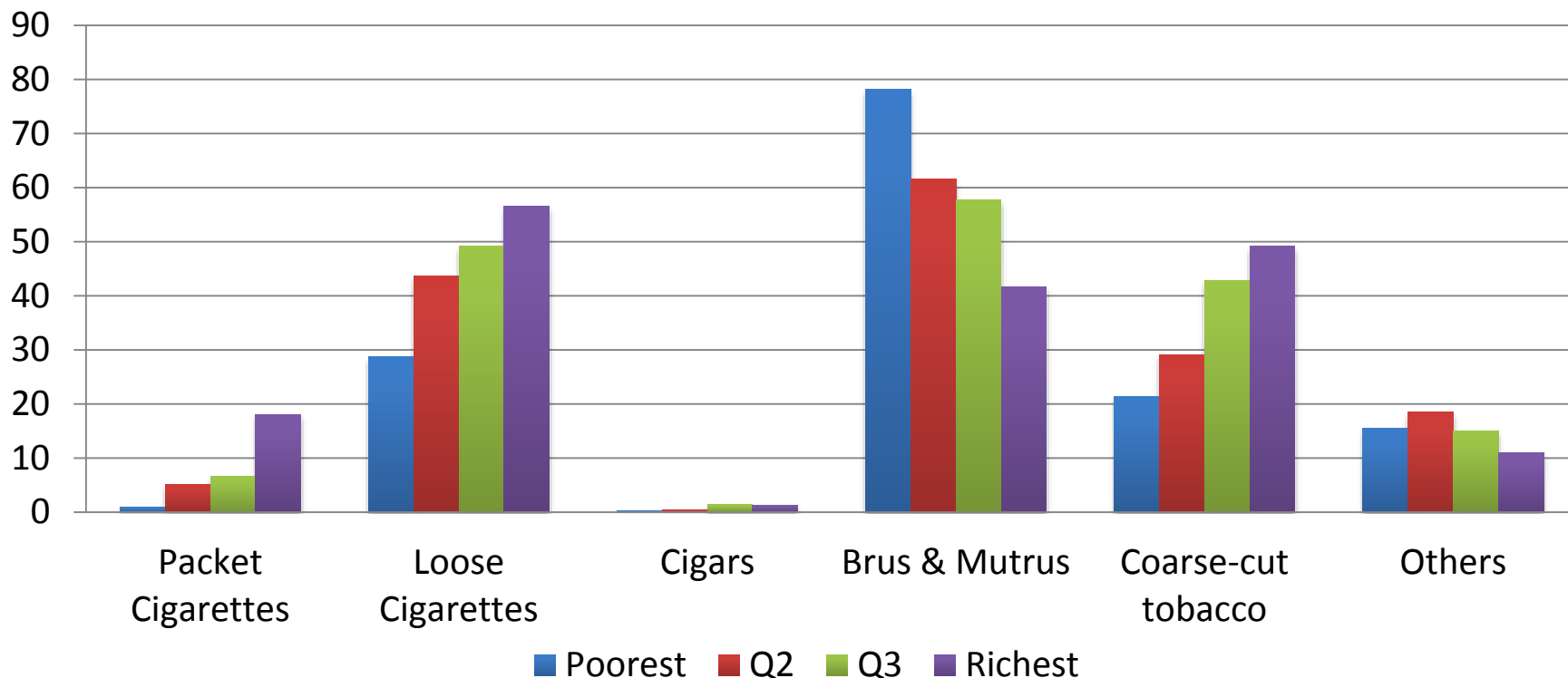Percentage of various types of tobacco consumption among all current smokers

The poor is more likely to consume unprocessed tobacco

Brus and Mutrus – Most Consumed types of tobacco, particularly by the Poor

% of households among those with tobacco expenditure – by different types of tobacco

Challenge 2: How to prevent individuals not to merely "buy down"/substitute by buying local brands or rolling their own cigarettes?
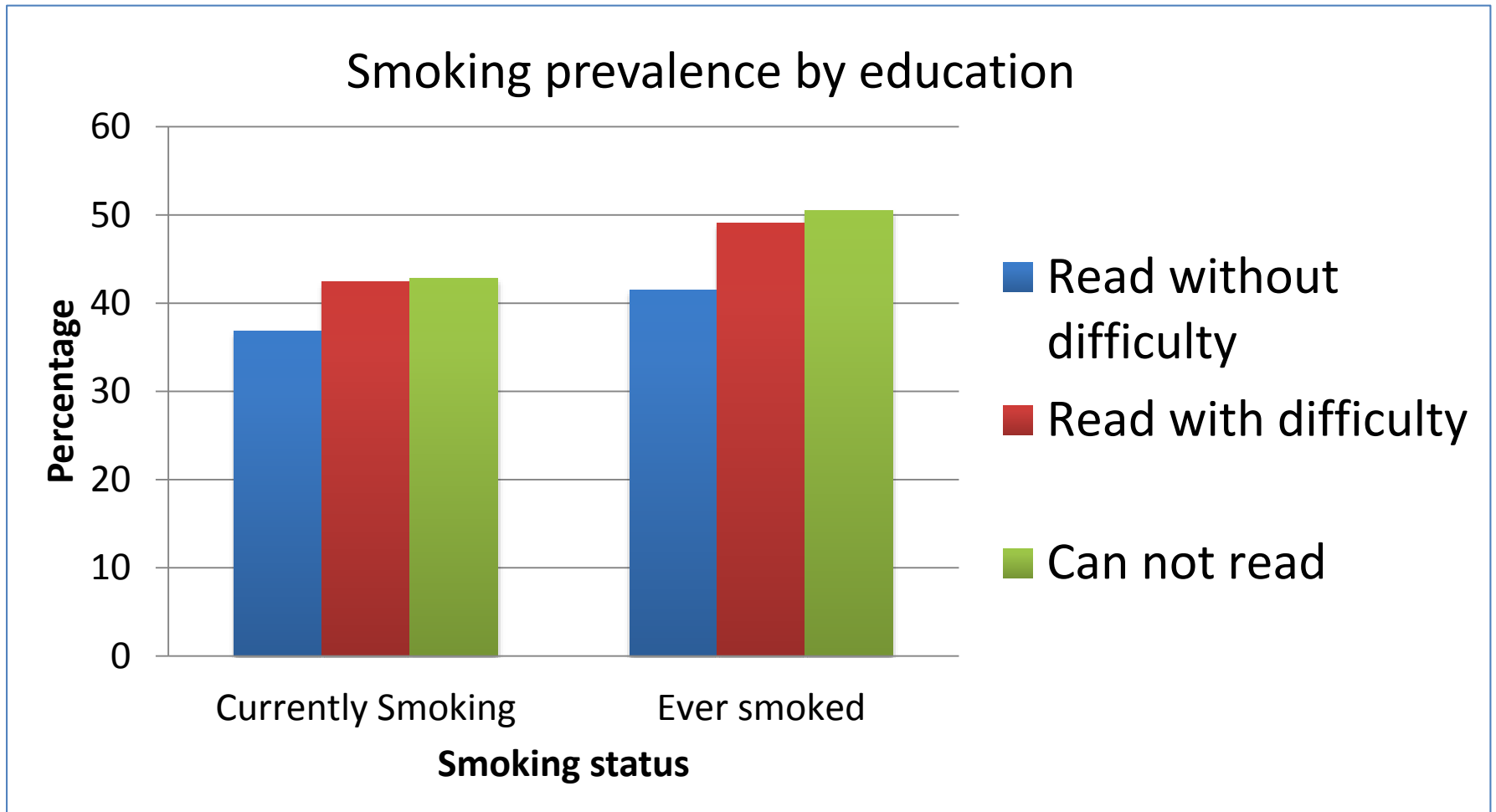

Possible Solutions

- **Increase the retail prices of local tobacco**

- **Switch growing tobacco to other agricultural products**

People who cannot read smoke more

Challenge 3: How to educate the smokers the harmful effects of smoking?
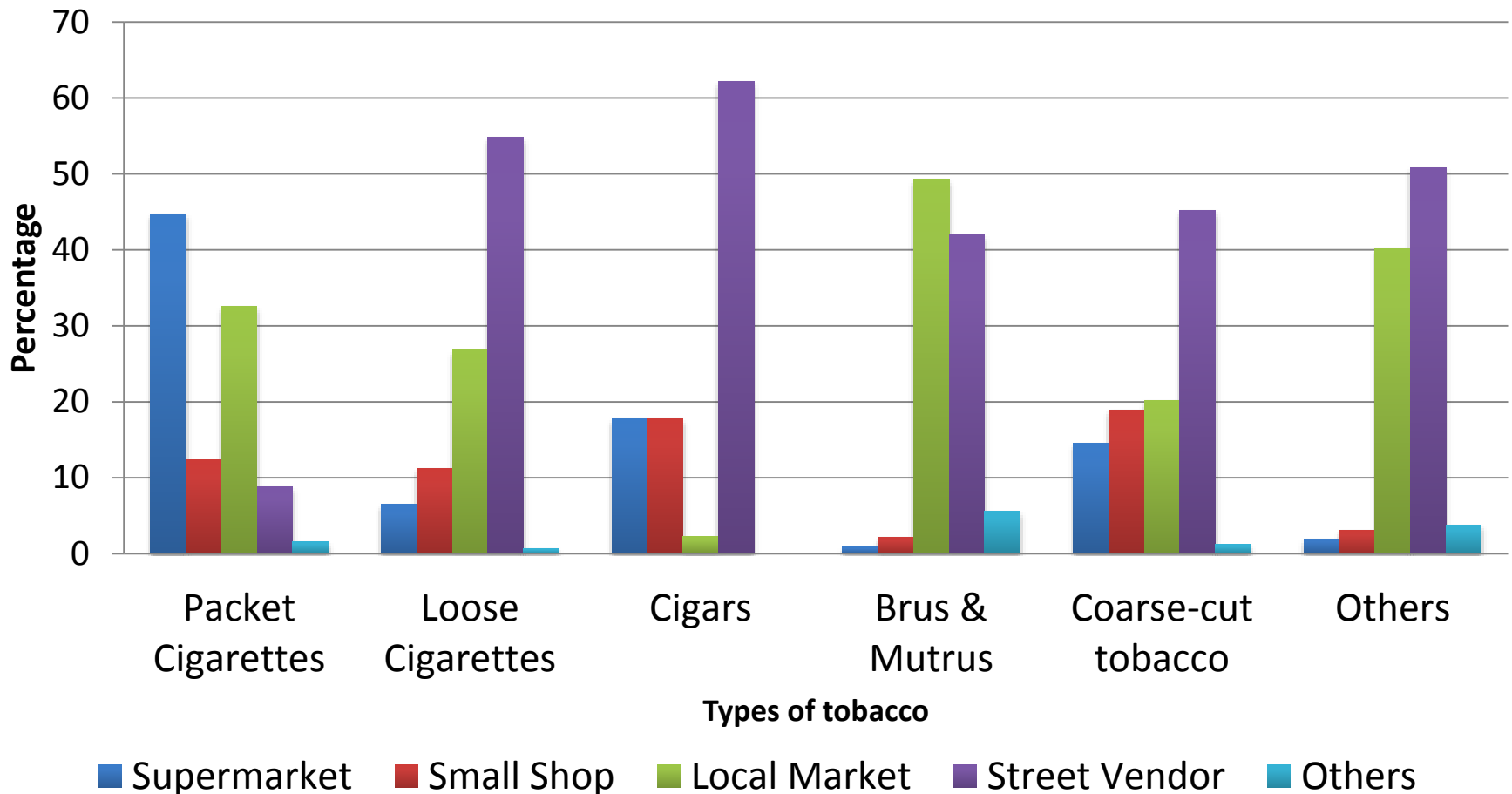
Challenges

- **Written education materials may not be culturally or linguistically appropriate for most smokers**

Possible Solutions

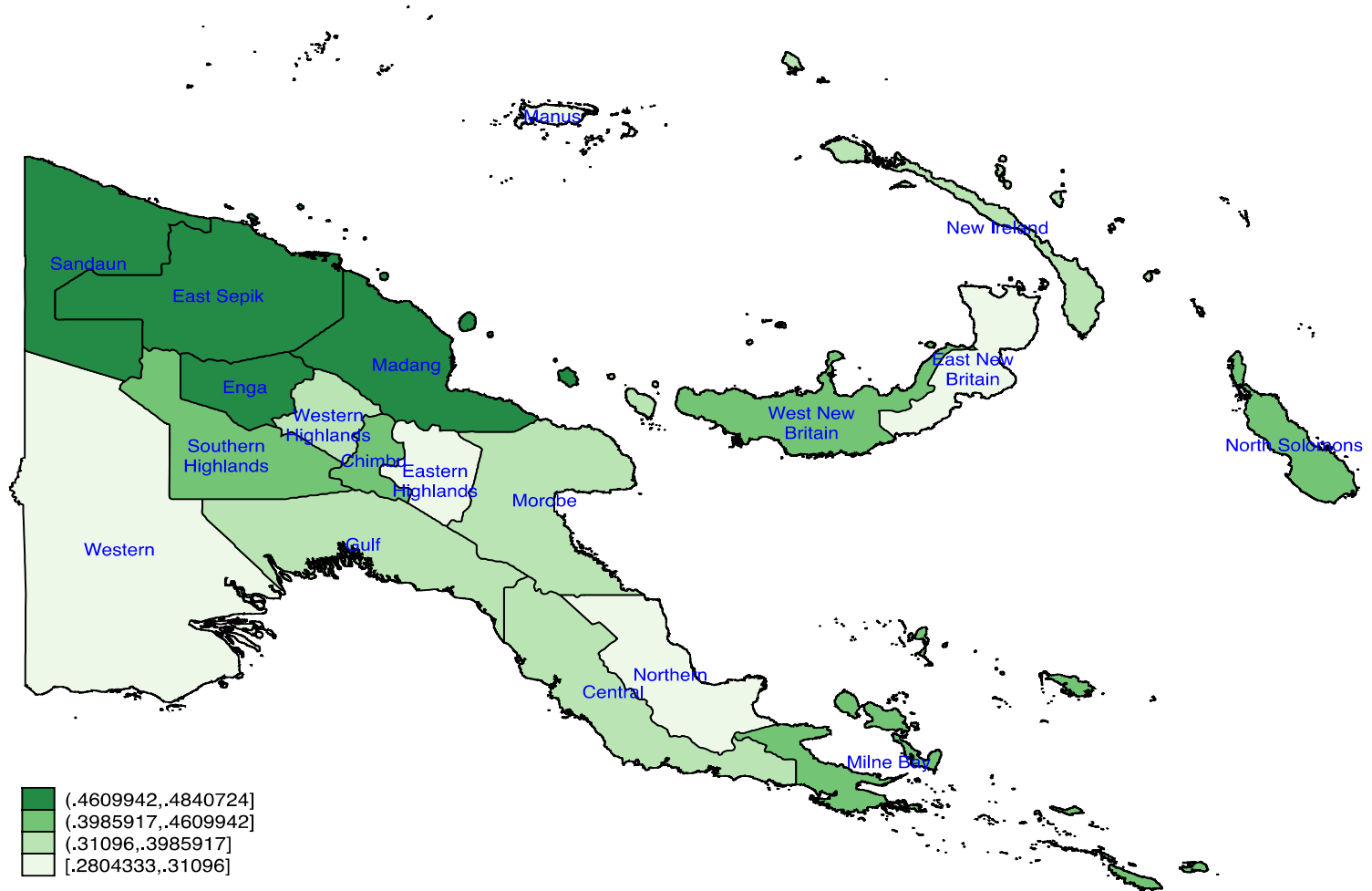- **Other methods – like radio to target this segment of population.**

Most tobacco products were purchased at the local market and street vendor

Challenge 4: How to regulate these "informal" markets?

Smoking prevalence across provinces in PNG

Legend:
- (.4609942,.4840724]
- (.3985917,.4609942]
- (.31096,.3985917]
- [.2804333,.31096]

Challenge 5: How to enforce tobacco control policy implementation in a decentralized context?

Implications

- Tobacco tax increase is one of the most cost-effective ways to reduce tobacco consumption

- However, in the Pacific context there are challenges linked with better understanding of household behaviors which are driven
  - (not only) by economics
  - (but also) by history, cultures, environment and the current transition

- Households level analyses (both quantitative and qualitative) are required to understand household behaviors

- Requires the development and research communities to find innovative ways/instruments to examine the policy impacts

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