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

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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?
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.
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

- Manufactured Cigarettes
- Hand-rolled Cigarettes
- Tobacco non-processed
- Cigars
The poor is more likely to consume unprocessed tobacco.

The bar graph illustrates the consumption of different types of tobacco by income quartiles (Poorest, Q2, Q3, Richest). The graph shows a higher percentage of unprocessed tobacco consumption among the poorest compared to other income groups for all types of tobacco products: manufactured cigarettes, hand-rolled cigarettes, tobacco non-processed, and cigars.
Brus and Mutrus – Most Consumed types of tobacco, particularly by the Poor

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

Presentation Title
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

Smoking prevalence by education

Currently Smoking

Ever smoked

- Read without difficulty
- Read with difficulty
- Can not read

Presentation Title
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
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.