



CIGARETTE ISSUES & TOBACCO CONTROL POLICIES IN MALAYSIA

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ISSUES**
&
**TOBACCO
CONTROL POLICIES**
IN MALAYSIA

For readers interested in the economic aspects of cigarette issues and tobacco control policies in Malaysia and other developing countries, this book provides a comprehensive analytical and empirical framework addressing key debated issues. This book covers a range of interesting topics from demand for cigarettes and smoking prevalence in Malaysia, the Malaysia *Abridged SimSmoke* model, the illicit cigarette issues to the willingness to pay (WTP) for smoking cessation among Malaysians.



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Preface

Today we know that tobacco is one of the leading causes of disease and death in the world. An increase in the number of smokers and the small reduction of prevalence are worrying since smoking related deaths account approximately 20% of all deaths annually in Malaysia and more than 15% of the total hospitalization in this country are due to smoking-related illnesses. As an upper middle income country, with a rapidly expanding economy and general improvement in living standards since the early eighties have made cigarettes affordable despite the imposition of various taxes on it and the accelerating hike in price of cigarettes over the years. However, to date there have been lacking of comprehensive research being conducted to investigate the overall scenario of the demand for cigarettes in Malaysia. Thus, the publication of this book is a product of a pioneering project initiated by the Tobacco Control Unit, Disease Control Division under the Ministry of Health, Malaysia and the University Putra Malaysia. In line with strong national and international monitoring for the fight against the tobacco epidemic, through MPOWER policies, coupled with the challenges from illicit trade, the present study is deemed timely and relevant. This book is organized thematically into six chapters. Chapter One presents the Overview of Cigarettes Issues in Malaysia follows with Determinants of Demand for Cigarettes in Chapter Two. The cigarette demand model is derived to determine the relationships between the quantity of cigarettes consumed and the price of cigarettes, income, and non-price tobacco policies. Meanwhile, Chapter Three focuses on developing the Malaysia *Abridged SimSmoke* model and highlights the findings of the model in relation with the impact of taxation policy and non-tobacco control policies effectiveness in Malaysia. As global action against tobacco smuggling is strengthening, Chapter Four demonstrates the Illicit Cigarette Demand model for Malaysia. It is then followed by Chapter Five that highlights the findings of discrepancy approach used in relation with the size of the illicit cigarette trade in Malaysia. In particular, the proposed alternative estimation will provide sufficiently useful information and acts as a benchmark on the size of the illicit cigarette

trade for policy-makers to take further actions to control illicit cigarette trade activities in Malaysia. As an alternative to cigarette taxation policy, Chapter Six presents a study to discuss the Willingness to Pay for Smoking Cessation among Malaysians, which can be a yardstick for the government to design effective smoking cessation policies. It is hoped that the book will benefit readers particularly students, academicians, researchers, healthcare practitioners, employers and policy makers. The contributions of all those involved in this research project including all the respondents and participants, especially Dr. Noraryana Hassan the Ministry of Health and Dr Nizam Baharum from the Universiti Sains Islam Malaysia, the Institute for Public Health, the National Poison Centre, Universiti Sains Malaysia, Universiti Putra Malaysia, are of most valuable to the success of this study and the publication.

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