

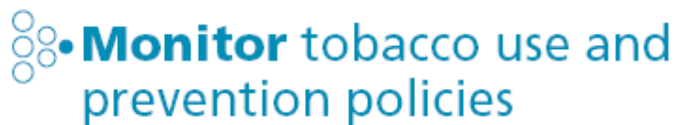
**Country profile  
Romania**

**WHO Framework Convention on Tobacco Control (WHO FCTC) status**

Date of signature	25 June 2004
Date of ratification (or legal equivalent)	27 January 2006

**Socioeconomic context**

Population (thousands)	21 388
Income group	Middle



**Prevalence of tobacco use**

**Tobacco use data from the latest survey results available to WHO as at 31 December 2012**

Smoked tobacco prevalence (%)	Among youth		Among adults			
	Current tobacco smoking <sup>1</sup>	Daily tobacco smoking	Current tobacco smoking	Daily tobacco smoking	Current cigarette smoking	Daily cigarette smoking
Male	25.2	18.0	37.4	34.9	37.4	34.9
Female	15.4	10.0	16.7	14.5	16.7	14.5
Total	...	14.0	26.7	24.3	26.7	24.3

Youth: Health Behaviour in School-aged Children 2009/2010; National, ages 15-15

Adult: Global Adult Tobacco Survey, 2011; National, ages 15+

<sup>1</sup> "Current" means at least once in the past week.

	Among youth	Among adults
Smokeless tobacco prevalence (%)	...	...
Male	...	...
Female	...	...
Total	...	...

**WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2011**

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	38	35	38	...
Female	18	16	18	...
Total	28	25	28	...

## Tobacco control measures and programmes as at 31 December 2012



## Smoke-free environments

	2012
<b>Public places with smoke-free legislation:</b>	
Health-care facilities	Yes
Educational facilities except universities	No
Universities	No
Government facilities	No
Indoor offices	No
Restaurants	No
Cafés, pubs and bars	No
Public transport	No
All other public places	NA
Compliance score §	7
National law requires fines for smoking	Yes
Fines levied on the establishment	No
Fines levied on the smoker	Yes
Dedicated funds for enforcement	No
Citizen complaints and investigations	Yes

§ A score of 0—10, where 0 is low compliance.

## Subnational jurisdictions with complete smoke-free legislation

None reported.



### Treatment of tobacco dependence

		2012
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in your country?		Yes
Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	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
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Fully
Varenicline	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	Fully
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities	Yes in some
	Hospitals	Yes in some
	Office of a health professional	Yes in some
	In the community	Yes in some
	Other	...
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	Fully
	Hospitals	Fully
	Office of a health professional	Fully
	In the community	No
	Other	...



### Health warnings on tobacco packages

	2012	
	Cigarettes	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	35	15
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	30
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	40	0
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No
Does the law mandate font style, font size and colour for package warnings?	Yes	Yes
Are the health warnings rotating on packages?	Yes	No
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	Yes	Yes
Do the health warnings on packages include a photograph or graphic?	Yes	No
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	No	No
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	Yes
Does the law mandate specific health warnings on cigarette packages?	Yes	Yes
How many specific health warnings are approved by the law?	16	1
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes

## Country Profile: Romania

### Health warnings on tobacco packages (continued)

	2012	
	Cigarettes	Smokeless tobacco
Are there any laws requiring that cigarette 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
Are there any laws requiring that cigarette packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	Yes	Yes
Are there any laws requiring that cigarette packaging and labelling do not use descriptors depicting flavours?	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on cigarette packaging, including when used as part of a brand name or trademark?	No	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on cigarette packaging?	No	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	–	–
Does the law prevent the display of expiry dates on cigarette packaging?	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	No	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No
Are there national laws or regulations completely banning the sale of all smokeless tobacco products?	No	

### Anti-tobacco mass media campaigns

		2011-2012
Did the country have at least one national mass media campaign during the period?		No
Evidence-based planning	Campaign was part of a comprehensive tobacco control programme	–
	Campaign was pre-tested with the target audience	–
	Research about the target audience was conducted	–
Implementation	Campaign was aired on TV and/or radio	–
	Campaign used media planning to purchase or secure air-time and/or placement	–
	Earned media/public relations were used to promote the campaign	–
Evaluation	Process evaluation was employed to assess implementation	–
	Outcome evaluation was employed to assess effectiveness	–


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

	2012
<b>Direct bans</b>	
National TV and radio	Yes
International TV and radio	Yes <sup>1</sup>
Local magazines and newspapers	Yes
International magazines and newspapers	No
Billboards and outdoor advertising	Yes
Point of sale	No
Internet	Yes
Other direct bans	No
Compliance score of direct bans §	10
<b>Indirect bans</b>	
Free distribution	No
Promotional discounts	No
Non-tobacco goods and services 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
Appearance of tobacco products in TV and/or films	No
Sponsored events	No
Compliance score of indirect bans §	7
Publicity of corporate social responsibility activities by tobacco companies	No
Publicity of corporate social responsibility activities by other entities	No
Tobacco companies funding or making in-kind contributions to smoking prevention media campaigns	No
Required anti-tobacco ads for any visual entertainment media product that depicts tobacco products, use or images	No
Ban on tobacco vending machines	Yes

§ A score of 0–10, where 0 is low compliance.

<sup>1</sup> The law does not explicitly address cross-border advertising. However, given that advertising is banned on all TV and radio, it is interpreted that both domestic and international levels are covered by the ban.

**Subnational jurisdictions with a complete ban on tobacco advertising, promotion and sponsorship**

None reported.



## Tobacco taxation policy as at 31 July 2012

### Price of lowest-cost brand of cigarettes

		2012
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	RON 9.50

### Price of Marlboro or similar brand of cigarettes

		2012
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	RON 12.80

### Taxes on the most popular brand of cigarettes

	WHO's comparable estimate for 2008	WHO's comparable estimate for 2010❖	WHO's comparable estimate for 2012♦
<b>Price of most sold brand, pack of 20 cigarettes</b>			
In currency reported by country	RON 6.50	RON 9.90	RON 13.50
In international dollars (purchasing power parity)	3.43	4.88	6.11
<b>Taxes on this brand (% of retail price) ⚡</b>			
<b>Total taxes</b>	<b>72.4%</b>	<b>83.2%</b>	<b>73.2%</b>
Specific excise	31.4%	41.8%	33.9%
Ad valorem excise	25.0%	22.0%	20.0%
Value added tax (VAT)	16.0%	19.4%	19.4%
Import duty	0.0%	0.0%	0.0%
Other taxes	0.0%	0.0%	0.0%

❖ The country has increased tobacco excises overall since 2008; however, due to price variability the effect is not necessarily apparent in the tax indicators.

♦ The country has increased tobacco excises overall since 2010; however, due to price variability the effect is not necessarily apparent in the tax indicators.

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

## Annual tax revenues from tobacco products

	Most recent year: 2011
Is tax revenue data for all tobacco products or cigarettes only?	All tobacco products
Total Excise (specific and ad valorem)	6 634 300 000.00
Value added tax (VAT) and other sales taxes	...
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	...
Total	...
Currency	RON

## National tobacco control programme

	Most recent year available
Specific national government objectives in tobacco control	No
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	3
<b>Government expenditure on tobacco control:</b>	
In currency reported by country	RON 20 000 000
In US\$ at official exchange rate	7 940 105

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