

# Turkey

## Tobacco Policy Status

**SMOKE-FREE ENVIRONMENTS:** Turkey is one of seven countries that implemented a comprehensive smoke-free law in 2008. Since July 2009, a ban on smoking in all cafes, cafeterias, restaurants and bars has been in place. Enforcement and public education help ensure maximum effectiveness.

**BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP:** Turkey has a comprehensive ban on tobacco advertisement, promotion and sponsorship. A few aspects of tobacco advertising, promotion and sponsorship are heavily regulated, but not completely banned.

**HEALTH WARNINGS ON TOBACCO PRODUCTS:** Smoked tobacco products currently have a combined picture and text warning that covers 65% of the front of the pack and a text-only warning that covers 43% of the back of the pack. Smokeless tobacco products warnings must cover 30% of the front and 40% of the back of the pack, and may also include graphic warnings or texts.

**TOBACCO TAXATION AND PRICES:** The price of cigarettes has been steadily increasing ahead of inflation due to increases in tobacco taxes. The most popular brand of cigarettes in Turkey is currently taxed at 78% of retail price.

## Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	Yes <sup>†</sup>	Indoor offices	Yes	
Educational facilities, except universities	Yes	Public transport	Yes	
Universities	Yes	Restaurants	Yes	
Governmental facilities	Yes <sup>§</sup>	Pubs and bars	Yes	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes	Free distribution	Yes	
International TV and radio	Yes	Promotional discounts	No	
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	No	
International magazines/newspapers	Yes	Non-tobacco brand used for tobacco product	No	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	Yes	
Point-of-sale	Yes	Sponsored events	Yes	
Internet	Yes			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	16	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes	
Warnings include a picture or graphic	Yes <sup>1</sup>	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	54% <sup>1</sup>	Warnings have mandated font style, font size and color	Yes	
Front	65% <sup>1</sup>	Ban on misleading descriptors	Yes	
Back	43% <sup>1</sup>			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	TRY	4.50	Total taxes	78%
In US\$ at official exchange rate	USD	2.98	Total excise (specific and ad valorem)	63%
			Value added tax (VAT)	15%

\* Individual categories of tax may not add to total due to rounding

<sup>†</sup> The law allows psychiatric hospitals and elderly facilities to have designated smoking areas. Source: The Law on Prevention and Control of Hazards of Tobacco Products as amended by Law No. 5727, Art. 2(2).

<sup>§</sup> Designated smoking areas are allowed in certain government facilities, namely: care facilities for the elderly; psychiatric hospitals; and prisons. Source: The Law on Prevention and Control of Hazards of Tobacco Products as amended by Law No. 5727, Art. 2(2).

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>

<sup>1</sup> Decree of the Tobacco Products and Alcoholic Drinks Market Regulatory Authority (TAPDK No 5168. Dec 16, 2009).