

Table 2 Projected 15-year return on investment, by selected tobacco control policy and country

MPOWER policy	WHO FCTC article/ guideline	Policy	Egypt (2019–2033)	Iran (2023–2037)	Jordan (2019–2033)	Lebanon (2023–2037)	Pakistan (2023–2037)	Tunisia (2021–2035)
P	8	Smoke-free public places	91:1	124:1	180:1	48:1	10:1	109:1
O	14	Brief cessation advice by trained health professionals		4:1		2:1	1:1	3:1
W	12	Mass media campaigns	76:1	52:1	130:1	113:1		130:1
	11	Graphic health warnings			324:1			163:1
	11 and 13	Plain packaging of tobacco products	68:1		164:1	378:1	42:1	55:1
E	13	Bans on advertising, promotion and sponsorship	137:1		423:1		147:1	178:1
R	6	Raising cigarette taxes	1076:1	467:1	1547:1	629:1	311:1	449:1
Total returns on investment			107:1	41:1	247:1	86:1	27:1	63:1

Source: Collated from WHO FCTC investment cases in EMR countries (10–15)