Advancing Tobacco Tax Reform and Smoke-Free Policy Enforcement in Jordan

Project Information

- **Program: Center of Excellence for Applied Epidemiology**
- **Department: Research and Policy**

OBJECTIVES

To advance evidence-based tobacco control reform in Jordan by strengthening public, political, and institutional support for well-designed tobacco tax reform and comprehensive smoke-free public-place protections, thereby contributing to reduced tobacco use, improved public health outcomes, and increased government revenue.

REGIONS OF WORK

This project will be implemented in Jordan.

BENEFICIARIES

The Jordanian public, particularly youth, women, and low-income groups most affected by tobacco use and least able to absorb its costs, will benefit from the reforms advanced by this project.

PROJECT PHASES

Phase 1 – Review tobacco taxation and smoke-free policies, conduct a rapid market price review, develop fiscal evidence and affordability scenarios, and convene a technical validation roundtable.

Phase 2 – Develop tobacco taxation and smoke-free policy papers and advocacy materials, convene high-level policy dialogues, and conduct targeted meetings with government officials, parliamentarians, and other stakeholders.

Phase 3 – Implement strategic media and digital communication campaigns and mobilize youth advocates and CSOs to strengthen public support for tobacco tax reform and comprehensive smoke-free protections.

PROJECT DESCRIPTION

This 12-month project, led by the Eastern Mediterranean Public Health Network (EMPHNET), will advance evidence-based tobacco control reform in Jordan through an integrated advocacy approach combining fiscal evidence generation, high-level policy dialogue, targeted engagement of the Ministry of Finance, Ministry of Health, and parliament, and strategic media and youth mobilization. The project will build public, technical, and political support for well-designed tobacco tax reform and comprehensive smoke-free protections, while countering tobacco industry narratives and proposals for designated smoking areas.

Project Start and End Date	**1st of August 2026 – 31st of July 2027**
Partner Organizations	**Ministry of Health (MoH)**

Currently . . .

Jordan has one of the highest tobacco use rates in the world, with rising uptake among youth, including e-cigarettes. Although cigarette taxes represent a substantial share of retail prices, structural weaknesses limit their impact on affordability. Waterpipe tobacco is inadequately taxed, and taxes on e-cigarette and heated tobacco products have been reduced.

Smoke-free enforcement is inconsistent, with ongoing proposals for designated smoking areas threatening to weaken existing protections. Progress has been blocked by tobacco industry narratives, fragmented civil society advocacy, and the absence of locally grounded fiscal evidence.

What's next . . .

The project will generate locally grounded fiscal and policy evidence, develop tobacco taxation and smoke-free advocacy materials, convene high-level policy dialogues, and engage government representatives, parliamentarians, and civil society organizations. Strategic media campaigns and youth mobilization will strengthen public and political support for well-designed tobacco tax reform and comprehensive smoke-free protections, while countering tobacco industry narratives and proposals for designated smoking areas.

BY THE NUMBERS

Tobacco Use

71.2%
Males in Jordan currently using tobacco products.

28.8%
Females in Jordan currently using tobacco products.

Tobacco Taxation

78%
Cigarette taxes as a share of retail price.

21%
Waterpipe tobacco taxes as a share of retail price.

Up to 70%
Reduction in taxes on e-cigarette and heated tobacco products.

GHD|EMPHNET Information: Global Health Development (GHD) Eastern Mediterranean Public Health Network (EMPHNET) works at achieving its mission by responding to public health needs with deliberate efforts that allow for health promotion and disease prevention.

- Abdallah Ben Abbas St, Building No. 42, Amman, Jordan
- Email: comm@emphnet.net
- Tel: +962-6-5519962
- Fax: +962-6-5519963
- www.emphnet.net