

ROMANIA

Timeline of Tobacco Control Policies and ITC Surveys (6E/RO)

2004

- Minimum of 30 minutes broadcasted weekly for educational campaigns
- Gov't ministries required to develop national education programs

Nov 1, 2004

- Ban on tobacco advertising on billboards

2007

- Varenicline available with a prescription – cost covered by gov't
- Smoking cessation helpline available
- National "Stop Smoking" Program

Jan 2006

- FCTC ratification

2008

- Bupropion available with a prescription – cost covered by gov't
- NRT available in pharmacies without a prescription. Cost not covered by gov't
- Smoking cessation programs available in some facilities where cost is fully covered

Jan 2008

- Comprehensive advertising, promotion and sponsorship ban

Oct 2008

- Health warnings mandated on all tobacco products: at least 30% of packaging – characteristics and position specified
- Pictorial and a combined 35% required for cigarette health warnings
- Cigarette emission tolerances implemented
- Manufacturers required to file list of all product constituents, the reason for inclusion and emission data – especially tar, nicotine and CO for all brand variants
- Partial smoke-free legislation enacted in all facilities – allowances made for designated smoking areas
- Banned the sale of cigarettes to minors (<18)
- Banned the sale of cigarette packs <20 units
- Banned the sale of tobacco products via vending machines
- Marketing of oral tobacco products banned

2014

- Tax represents 75% of total retail price for most popular pack of cigarettes
- Lowest cost pack of cigarettes is equal to €2.85
- Pack of Marlboro or similar is equal to €3.32
- Government expenditure on tobacco control activity is equal to 4.5 million euros

2016

- Comprehensive smoke free legislation adopted
- Excise tax placed on e-cigarette liquid starting at .5 lei/mL (€1.1) updated yearly to reflect inflation
- Use of e-cigs prohibited wherever tobacco smoking is

2004

2006

2008

2010

2012

2014

2016