# Israel

## Tobacco Control Policies

Israel became a Party to the WHO Framework Convention on Tobacco Control on November 22, 2005.

**Smoke Free Places:** Smoking is prohibited in specified indoor public places and indoor workplaces, including government offices, hospitals, childcare facilities and preschools, and primary and secondary schools. The law permits designated smoking rooms in other indoor public places and indoor workplaces, such as malls, restaurants, bars, pubs, and nightclubs. Smoking is also prohibited in specified forms of public transport, including trains, buses, and taxis.

**Tobacco Advertising, Promotion and Sponsorship:** The law prohibits most forms of tobacco advertising and promotion, subject to some exceptions. These exceptions include some advertising in newspapers, written advertising (mail, text message, etc.) to consenting consumers over the age of 21, and advertising at certain points of sale. Product display is prohibited at most points of sale. It is uncertain whether tobacco sponsorship is permitted.

**Tobacco Packaging and Labeling:** As of January 8, 2020, plain packaging is required for all tobacco products, excluding cigars and pipe tobacco sold in specialty tobacco shops. The law requires text-only health warnings to appear on smoked and smokeless tobacco products. The health warnings must cover 30 percent of each of the two principal display areas. There are twelve warnings that must be rotated with equal frequency. Misleading packaging and labeling, including terms such as "light" and "low tar," is prohibited.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Israel are below these recommendations.

| SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN | | | |
|---|---|---|---|
| Health-care facilities | Yes | Private offices | No |
| Primary and secondary schools | Yes | Public transport | No |
| Universities | No | Restaurants | No |
| Governmental facilities | Yes | Bars and Pubs | No |
| Can subnational jurisdictions enact more stringent smoking restrictions? | Yes | | |

| BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP | | | |
|---|---|---|---|
| Domestic TV and radio | Yes | Promotional discounts | Yes |
| Domestic magazines and newspapers | No | Non-tobacco products or services with tobacco brand names | Yes |
| Outdoor advertising | Yes | Tobacco products with non-tobacco brand names | Yes |
| Point-of-sale advertising | No | Paid placement in media | No |
| Retail product display | No | Financial sponsorship, including corporate social responsibility | Yes |
| Internet advertising | Yes | Publicity of sponsorships | Yes |
| Free distribution | Yes | | |

| HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS | | | |
|---|---|---|---|
| Text warnings describe health impacts | Yes | Number of published warnings at any given time | 12 |
| Warnings include a picture or graphic | No | Warnings required to rotate | Required |
| % of principal display areas covered (front and back) | 65% | Warnings are written in the principal language(s) | Yes |
| Front | 65% | Ban on misleading packaging and labeling | Yes |
| Back | 65% | Health warnings on smokeless tobacco products | No |

| TOBACCO TAXATION AND PRICE | | | |
|---|---|---|---|
| PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES | | TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE) | |
| In country currency | 36.00 ILS | Total taxes | 77% |
| In US dollars | 10.62 USD | Total excise | 62% |

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrollaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2023. Available at: www.who.int/teams/health-promotion/tobacco-control/global-tobacco-report-2023

Last updated: July 20, 2022