

# Moldova

## Tobacco Control Policies

Moldova became a Party to the WHO Framework Convention on Tobacco Control on May 4, 2009.

**Smoke Free Places:** The law prohibits smoking in all enclosed and semi-enclosed public places and workplaces as well as all public places managed by healthcare facilities, educational institutions, and local public authorities. Designated smoking areas are permitted in semi-open places, which are defined as any place that is less than 50 percent enclosed. Smoking is prohibited on all means of public transportation, including taxis. With respect to outdoor places, the law prohibits smoking at amusement parks; children's playground; and in outdoor areas managed by healthcare facilities, educational institutions, and central and local authorities. The law also prohibits smoking within 10 meters of an entrance to an enclosed public place, including windows or air intake units.

**Tobacco Advertising, Promotion and Sponsorship:** There is a ban on nearly all direct and indirect forms of tobacco advertising and promotion. Although sponsorship by the tobacco industry is not completely prohibited, publicity of the sponsorship is prohibited.

**Tobacco Packaging and Labeling:** Packaging of cigarettes, roll-your-own tobacco, and waterpipe tobacco must bear a pictorial health warning covering 65 percent of the front and back of each pack. The 14 available warnings are displayed in sets of seven which rotate annually. In addition, two of the lateral sides must contain a general text warning taking up 30 percent of each lateral side. For other smoked tobacco products, a general warning must be printed on 30 percent of the most visible surface, while the text warning must be printed covering 40 percent of the next most visible surface. Misleading packaging and labeling, which includes terms such as "light" and "medium" and other signs, 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 Moldova are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
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	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	Yes	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	7
Warnings include a picture or graphic	Yes	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	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	33.00 MDL	Total taxes	62%
In US dollars	1.97 USD	Total excise	46%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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