



Workshop: Cost of smoking

Objective

The objective is to demonstrate the amount of money spent by a smoker on cigarettes per year and what he or she could buy instead.

Target group and the group size

The exercise is suitable for students as well as smokers. It can be done individually or in a large group.

Time use

- The exercise takes approximately 15 minutes to complete.
- The debriefing takes approximately 15 minutes.

Preparation, supplies, facilities and equipment

- A classroom
- Calculators and note-taking materials
- The average prices of cigarette packets, rolling tobacco packets, rolling papers and filters. (See below.)

Prices

- Rolling tobacco: (Bonus Gold, regular) €4.80
- Rizla 50 sheets: €1.30
- Long filters 100pc: €0.90
- Short filters 100pc: €0.90
- Cigarettes, packet of 27: (L&M Blue Maxi, large) €6.40
- Cigarettes, packet of 20: (L&M Blue Label, regular) €5.50
- Matches and lighters. Approx. €10/year

Assignment and work instructions

The instructor and the group work together to create a few smoker profiles with realistic smoking habits. For each profile, decide the level of consumption and calculate the cost of smoking per month or year. Discuss what else could be bought with the amount of money a given smoker is spending and how that information could be used to motivate someone who wants to quit.

Discussion

How much money does each smoker profile spend per year? And in a decade? What thoughts did the amount bring to mind, was the result surprising? Could consumption be even higher? Is calculating the cost helpful to the customer? Should it be used as a motivational tool in smoking cessation support? What else could the money be used for?



Notes

Case examples and calculations.

Example 1.

Minna smokes 15 roll-ups per day. She buys the supplies herself; a tobacco packet (yield 50 roll-ups) €4.80, Rizla papers 50pc €1.30, filters 10pc €0.90 and a lighter €2.50. Total cost of 50 roll-ups: €4.80 + €1.30 + €0.45 = €6.55. €0.131/piece.

50 roll-ups last Minna approximately 3-4 days. She smokes approximately 450 roll-ups per month. $450 : 50 = 9 \times €6.55 = €58.95/\text{month}$. Cost per year (365 days) is €717.25.

Example 2.

Saku also smokes 15 per day. He smokes L&M Blue cigarettes. A packet of 20 costs €5.50, which means that one cigarette costs €0.27. The monthly cost is therefore €121.50. Cost per year (365 days) is €1,478.25.

