

TII Index 2025

(Tobacco Industry Interference Index)

FACT SHEET

State Parties to the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) are obligated to protect their health policies by using Article 5.3 and its implementing guidelines, which empowers them to protect public health policies from commercial and other vested interests.

What is TII Index?

The TII Index, an initiative launched in 2019, is a civil society review of how governments implement the measures outlined under Article 5.3 of WHO FCTC and has been conducted once every two years since its inception.

Procedure of determining TII Index;

The Global TII Index 2025 surveyed 100 countries in the Eastern Mediterranean region, the Americas, Europe, South and Southeast Asia and the Western Pacific region, and is based on publicly available information on tobacco industry (TI) interference in countries and their respective governments' responses to this interference, during the period 1st April 2023 to 31st March 2025.'

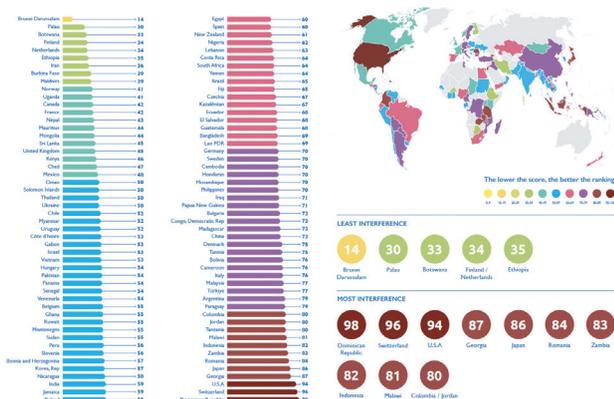
"The lower the score, the stronger the performance."

A standard questionnaire and scoring method were used to identify and quantify the frequency and severity of TI interference, and specific government measures to address these incidents based on specific recommendations in the Article 5.3 guidelines.

Key findings regarding the tobacco industry interferences in Sri Lanka;

- 1 According to the Global TII Index 2025, **Sri Lanka is ranked 17th, with a score of 45.**
- 2 Sri Lanka's **overall score has deteriorated by three points** compared to year 2023, indicating an increase in tobacco industry interference.

FIGURE 1: TOBACCO INDUSTRY INTERFERENCE OVERALL COUNTRY RANKING



The deterioration in Sri Lanka TII Index is attributed to several strategies employed by the tobacco industry during the past few years.

- **Conflict of Interest:** Government officials and tobacco industry links
 - Senior government officials and relatives hold roles in the tobacco industry, including board and consultancy positions.
 - Senior government officials hold or have held leadership roles in tobacco companies, raising serious conflict-of-interest concerns.
- **Greenwashing practices** to improve the tobacco industry's unethical image under the guise of Corporate Social Responsibility (CSR).

Due to these persistent challenges, the implementation of the following proposed policy priorities has been significantly delayed, with some pending since 2019.

- Developing a scientific tax system to ensure the accurate collection of tobacco product taxes by the government.
- Prohibition of the sale of single stick cigarettes.
- Prohibition of maintaining tobacco retail outlets within 100 meters of an educational institution or religious place.
- Making offences under the National Authority on Tobacco and Alcohol (NATA) Act into cognizable offences.
- Increasing fines and penalties for offences relating to the NATA Act.
- Discouraging tobacco cultivation and diverting tobacco farmers to other crops.
- Implementing plain packaging.

Recommendations;

ADIC calls upon policymakers and all relevant stakeholders to place public health above commercial interests, to expedite the establishment and effective implementation of critical tobacco control policies without further delay, and to remain vigilant in actively identifying, challenging, and preventing all forms of tobacco industry interference in policy-making processes and public health efforts.

Global TII 2025 Report

Sri Lanka TII 2025 Report