

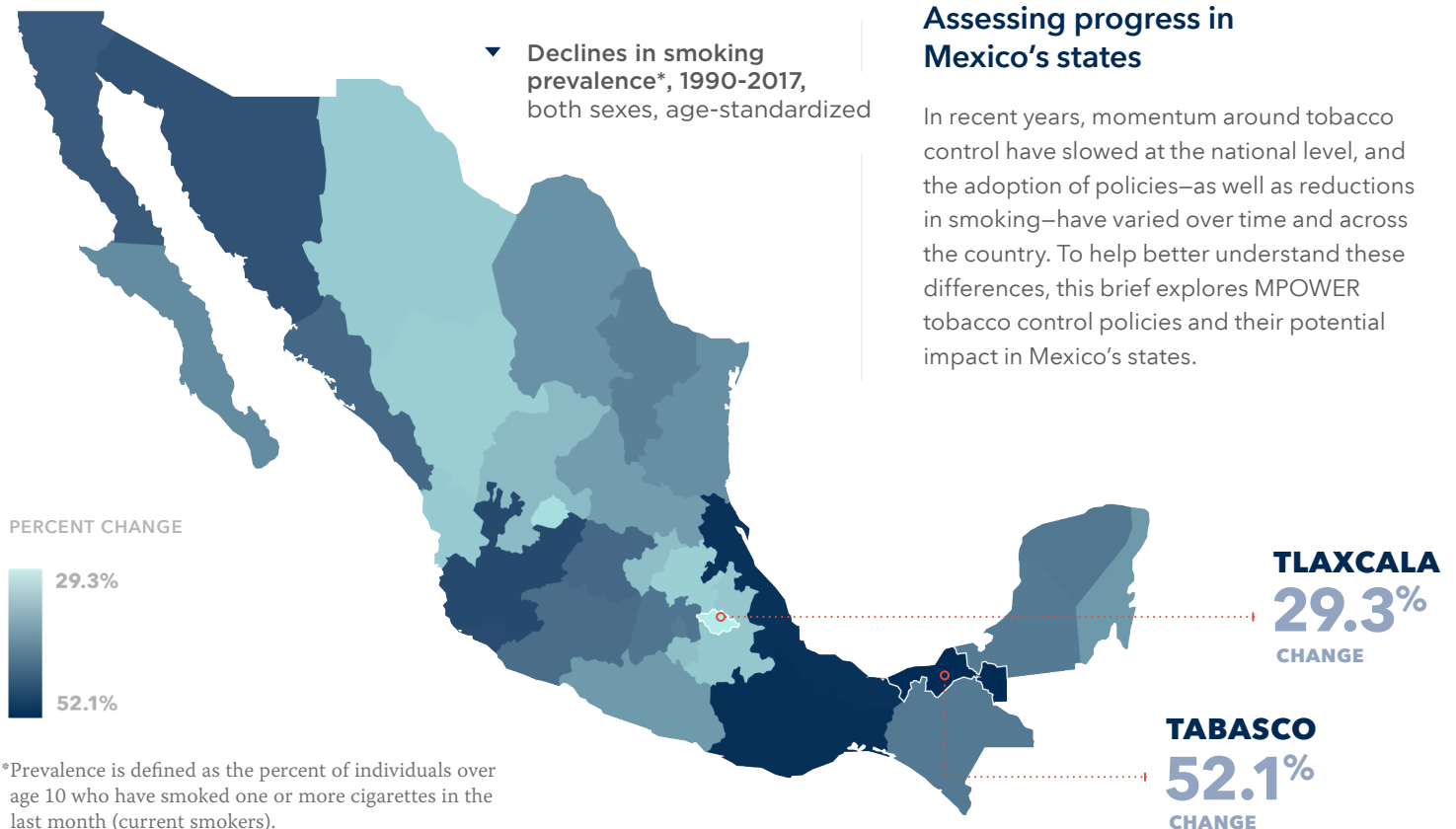
Overview

As part of the Bloomberg Initiative to Reduce Tobacco Use, the Institute for Health Metrics and Evaluation (IHME) and the Instituto Nacional de Salud Pública of Mexico (INSP) have conducted a comprehensive assessment of tobacco control policies in Mexico's 32 states, examining their implications for tobacco use and its associated health outcomes.

Mexico has made progress on tobacco control, but many challenges remain

Tobacco use is the seventh leading risk factor for poor health and early death in Mexico, and the country faces a high burden of tobacco-related disease. Recognizing the need for strong control measures, Mexico became the first country in Latin America to ratify the WHO Framework Convention on Tobacco Control in 2004, and has made efforts to tackle this issue through a range of policy measures. This includes the wide-ranging 2008 General Law on Tobacco Control.

Tobacco control efforts have showed results: Mexico has seen declines in smoking prevalence at the national level. In 1990, 28% of Mexicans smoked, falling to 16% in 2017. **However, Mexico still had over 16 million smokers in 2017. This means more can still be done.**



Assessing progress in Mexico's states

In recent years, momentum around tobacco control have slowed at the national level, and the adoption of policies—as well as reductions in smoking—have varied over time and across the country. To help better understand these differences, this brief explores MPOWER tobacco control policies and their potential impact in Mexico's states.

States take the lead on protecting people from tobacco smoke, but a comprehensive national smoke-free law is needed

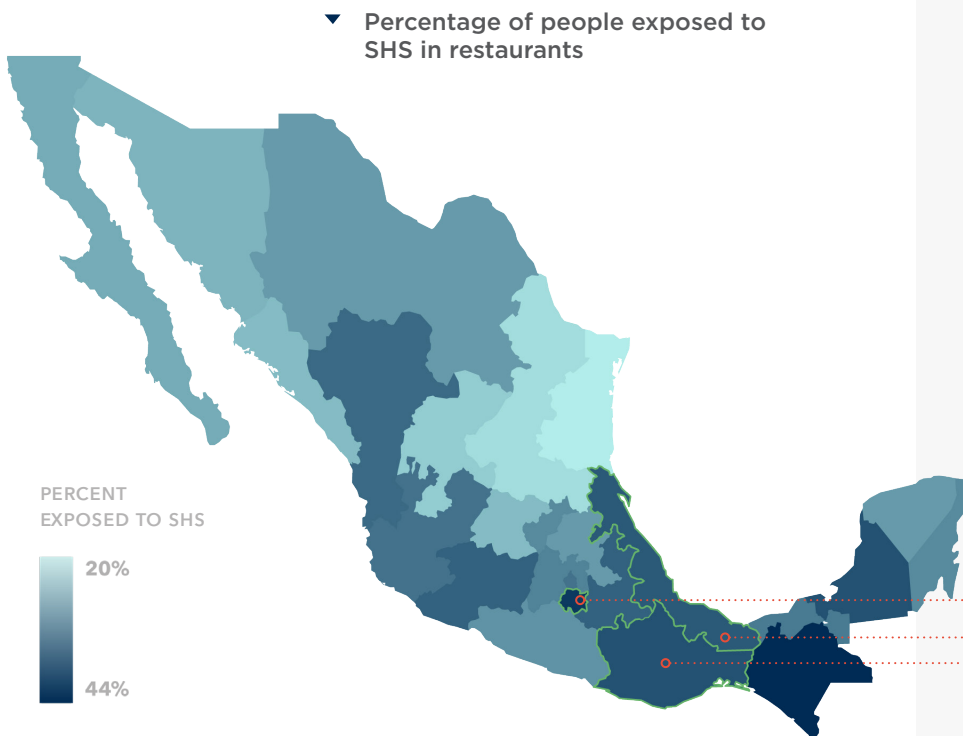
In 2008 federal law mandated a partial ban on smoking in public places, but Mexico is yet to implement a full smoking ban at the national level.

Some state governments have adopted their own, more comprehensive smoke-free laws. Since 2008, 11 states have transitioned from partial to complete smoking bans in public places.

However, these bans currently cover less than half of the population, and enforcement varies. Strong national leadership on protection is still needed.

Exposure to secondhand smoke remains high in many states

Despite smoking bans, many people are still exposed to secondhand smoke (SHS) in indoor public places.



Morelos, Oaxaca, and Veracruz have implemented 100% smoke-free laws, and yet still have some of the country's highest reported exposure to SHS in restaurants.

This suggests that legislation is not enough: strong enforcement of smoking bans is critical to protect people from the dangers of SHS.

Eleven states have passed full smoking bans

- Partial ban
- ★ National partial ban
- 🛡️ Complete ban

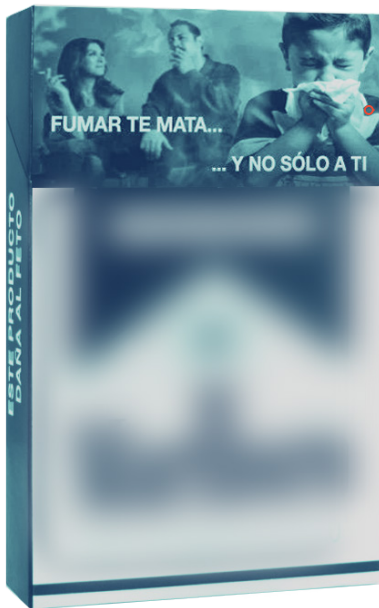
●	1990	Mexico City
●	1991	Mexico
●	1991	Oaxaca
●	1991	Quintana Roo
●	1992	Coahuila
●	1992	San Luis Potosi
●	1995	Baja California
●	1995	Michoacan
●	1997	Tlaxcala
●	1999	Sonora
●	1999	Zacatecas
●	2000	Aguascalientes
●	2000	Puebla
●	2001	Chiapas
●	2001	Colima
●	2001	Hidalgo
●	2001	Jalisco
●	2001	Tamaulipas
●	2002	Guanajuato
●	2004	Guerrero
●	2004	Nuevo Leon
●	2006	Durango
●	2007	Yucatan
🛡️	2008	Mexico City
●	2008	Sinaloa
🛡️	2008	Tabasco
★	2008	Mexico
●	2009	Campeche
●	2009	Chihuahua
🛡️	2012	Morelos
🛡️	2012	Veracruz
🛡️	2012	Zacatecas
🛡️	2013	Baja California
●	2013	Jalisco
🛡️	2013	Baja California Sur
🛡️	2013	Estado de Mexico
🛡️	2013	Nuevo Leon
🛡️	2014	Sinaloa
🛡️	2015	Oaxaca



Stronger measures and an inclusive approach are required to help people quit

The 2008 General Law on Tobacco Control implemented some cost-covered smoking cessation services, and Mexico has published national guidelines for treating tobacco dependence. However, the availability and affordability of cessation services varies widely around the country.

Additionally, because the services provided to smokers are based on assessments of physical dependence, only certain treatments are available to occasional smokers. Often, they are not eligible for pharmacological treatments. Further efforts are needed to ensure that people who do not smoke every day also receive the help they need to quit.



Chiapas, Tabasco, and Oaxaca, the states with the lowest smoking prevalence in Mexico, had the lowest percentage of people noticing advertising at point of sale and the highest percentage of people trying to quit in 2016. Mexico City, with the country's second highest prevalence, also had the highest percentage of people noticing advertising and the lowest percentage who tried to quit.



A need for cessation services: the case of Chihuahua

Chihuahua has the highest rates of lung cancer deaths nationwide. As of 2016, though, only 14 cessation clinics existed in the state, all of which require at least some

out of pocket costs. In the same year, the percentage of smokers who tried to or did quit was amongst the lowest in the country.

Robust cessation services are a key weapon in the fight against lung cancer and other smoking-related diseases, and still require policy attention at the national level. In Chihuahua, these findings suggest a pressing need to strengthen public awareness of the benefits of quitting smoking, and to increase support and resources for smoking cessation services.



The effects of warnings vary across the country...

In line with the 2008 General Law on Tobacco Control, Mexico has dramatically increased the size of warning labels on cigarette packs. Warning must cover at least 30% of the front, 100% of the back, and 100% of one of the sides. Images must be included on the front of the package.

Percentage of people who thought about quitting after seeing health warnings, 2016*

- ▶ **Highest** San Luis Potosi, **55%**
- ▶ **Lowest** Baja California Sur, **26%**

*aged 12-65 years old



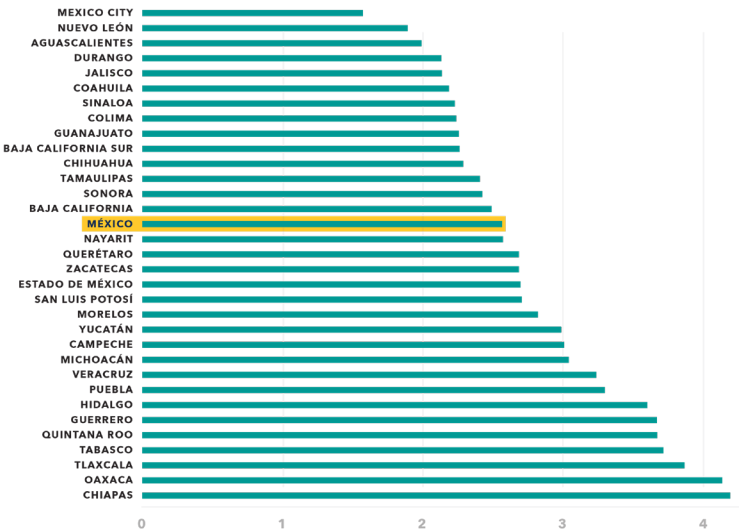
...as do the effects of TAPS bans

Another provision of the 2008 General Law has been restrictions on TAPS. This is now only allowed in personal communications by mail, or in adult-only magazines or establishments. However, this means that TAPS may still be found at some points of sale, and a comprehensive ban is still needed.

Increased taxation can stop the rising affordability of tobacco

Taxation, which raises the price of cigarettes, is a key tool in reducing their affordability and consumption. In Mexico, real cigarette prices have not risen much since 2011, and rising incomes mean that cigarettes were actually more affordable in 2016 than they were in 2011.

Relative Income Price (RIP) of cigarettes in Mexico, 2016



% OF ANNUAL PER CAPITA GDP REQUIRED TO BUY ½ PACK OF CIGARETTES A DAY FOR A YEAR

▲ In Mexico City less than 2% of a person’s annual income was needed to buy half a package of cigarettes a day, compared to over 4% in Chiapas.

Combating rising rates of smoking-related ischemic heart disease (IHD) in Mexico City

The affordability of cigarettes is highest in Mexico City, which also has one of the highest prevalence of smoking in Mexico. Tobacco-related deaths from IHD are also the highest in the country- and they’re growing. Raising the price of tobacco products through taxation can have an important impact on reducing this burden, alongside ensuring the enforcement of Mexico City’s smoking and TAPS bans.

The findings in this brief draw on:

The Global Burden of Disease (GBD) Study 2017

Draws on over 40 data sources for tobacco in Mexico, including Global Adult Tobacco Surveys (GATS) and Global Youth Tobacco Surveys (GYTS), National Health Surveys, and National Addiction Surveys

Encuesta Nacional de Consumo de Drogas, Alcohol y Tabaco (ENCODAT) 2016

Price data from Instituto Nacional de Estadística y Geografía

The way ahead

Going forward, Mexico’s federal and state governments can continue to build on their progress.

- 1 21 states in Mexico still need to transition from a partial to a complete smoking ban. Enforcing a comprehensive, 100% smoke-free law at the national level will also help to strengthen efforts at the state level.
- 2 States must ensure strong enforcement of tobacco control policies, so that efforts to reduce tobacco use achieve their intended outcomes across the whole of the country.
- 3 Increasing taxation on tobacco will reverse the trend of increasing affordability in every state.

This project was funded by Bloomberg Philanthropies in collaboration with IHME in collaboration with the Instituto Nacional de Salud Pública (INSP).



To explore these findings in more detail, please visit <https://vizhub.healthdata.org/tobacco-control/mexico>