

Bolivia (Plurinational State of)



How many people die from smoking in Bolivia each year?

4,056

What is the economic cost of smoking and tobacco use in Bolivia each year?

1,195,783,936

bolivianos

Current Rates of Smoking and Tobacco Use in Bolivia

Tobacco use continues to be an epidemic in Bolivia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Bolivia as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Bolivia

15+ years old; 2019

Men

18.2%

Women

7.3%

Adult smoking prevalence in Bolivia is 13%.

Number of Adult Smokers in Bolivia

15+ years old; 2019

Men

731,464

Women

299,984

Number of adult smokers in Bolivia is 1,031,448.

Youth Smoking Prevalence in Bolivia

10-14 years old; 2019

Boys

13.6%

Girls

8%

Youth smoking prevalence in Bolivia is 11%.

Adult Smokeless Tobacco Use in Bolivia

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women

Not Available

Deaths Caused by Tobacco in Bolivia

% deaths attributable to tobacco use in 2019

Men

8.1%

Women

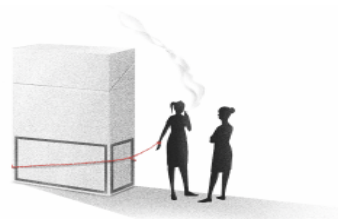
2.5%

5% of all deaths in Bolivia are caused by tobacco use.

Learn more about global **Prevalence**,
Youth Smoking and **Deaths**.

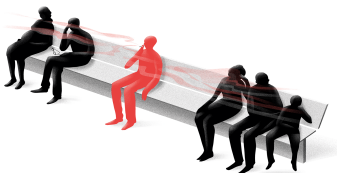
Negative Effect of Tobacco Use in Bolivia

Tobacco use harms both the public and fiscal health of Bolivia, threatening efforts to improve equity, alleviate poverty, and protect the environment.



Societal Harms

The economic cost of smoking Bolivia is 1,195,783,936 bolivianos. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.



Harms Development

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Bolivia, a smoker must spend 5.27% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 400 tons of butts wind up as toxic trash in Bolivia each year, equal to 114 female African elephants.



Harms Health Equity

The tobacco industry markets its products aggressively to lower-income populations and youth in Bolivia.



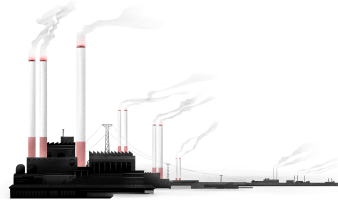
Harms NCDs

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about **Health Effects**.

Impact of the Tobacco Supply Chain on Bolivia

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Bolivia.



Tobacco Production

There were approximately 2 billion cigarettes produced in Bolivia in 2016.



Tobacco Growing

There were 1202 tons of tobacco produced in Bolivia in 2019 on 1171 hectares of quality agricultural land that could have been used to grow food.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam's Gross National Income (GNI), 5x Ghana's GNI and 9x Paraguay's GNI.

Learn more about global **Growing** and **Product Sales**.

Ending the Tobacco Epidemic in Bolivia

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Bolivia

Designated Smoke-Free Areas in Bolivia

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

Availability of Cessation Services in Bolivia

Quitting Resources
None

National Quit Line
No

Learn more about best practices in [Cessation](#).

Tobacco Packaging Regulations in Bolivia

Quality of Tobacco Packaging Regulation
None
Text warning label only
✓ Graphic warning label only
Plain Packaging with graphic warning label

% of Pack Covered
60%

Learn more about best practices in [Counter Marketing](#).

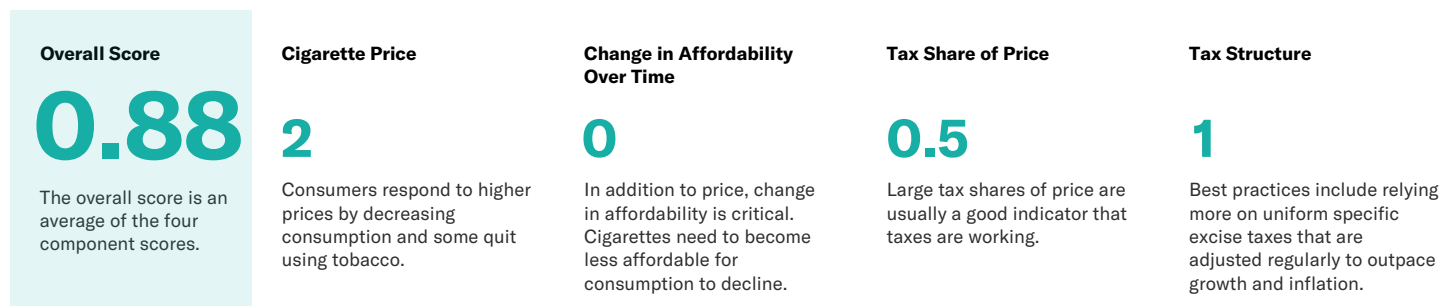
Tobacco Control Mass Media Campaigns in Bolivia

Ran a National Anti-Tobacco Campaign	Yes
Part Of A Comprehensive Tobacco Control Program	No
Pre-Tested With The Target Audience	Yes
Target Audience Research Was Conducted	No
Aired On Television And/Or Radio	Yes
Utilized Media Planning	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	Yes
Process Evaluation Was Used To Assess Implementation	Yes
Outcome Evaluation Was Used To Assess Effectiveness	No

Learn more about best practices in [Mass Media](#).

Tobacco Tax Policies in Bolivia

Using evidence-based international recommendations/best practices, the Tobacco Economics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.



Learn more about the [Scorecard in Bolivia](#).

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Bolivia

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans

6 out of 7 direct bans implemented

National TV and radio	Yes
International TV and radio	Yes
International magazines and newspapers	Yes
International magazines and newspapers	Yes
Billboard and outdoor advertising	Yes
Advertising at point of sale	No
Advertising on internet	Yes

Indirect Bans

8 out of 10 indirect bans implemented

Free distribution in mail or through other means	Yes
Promotional discounts	Yes
Non-tobacco products identified with tobacco brand names	Yes
Brand name of non-tobacco products used for tobacco product	Yes
Appearance in TV and/or films: tobacco brands (product placement)	Yes
Appearance in TV and/or films: tobacco products	No
Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
Complete ban on sponsorship	Yes
Any form of contribution (financial or other support) to any event, activity or individual	Yes
Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	Yes

Ad Ban Compliance

20%