## Colombia



How many people die from smoking in Colombia each year?

13,226

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

4,527,530,296,404

Colombian pesos

## **Current Rates of Smoking and Tobacco Use in Colombia**

Tobacco use continues to be an epidemic in Colombia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Colombia 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 Colombia**

15+ years old; 2022

len Women

**12.1% 4.5%** 

Adult smoking prevalence in Colombia is 8.2%.

#### **Number of Adult Smokers in Colombia**

15+ years old; 2022

Men Women 2,213,443 884,202

Number of adult smokers in Colombia is 3,111,232.

## **Youth Smoking Prevalence in Colombia**

10-14 years old; 2022

oys Girls

L1% 1.3%

Youth smoking prevalence in Colombia is 1.2%.

## **Adult Smokeless Tobacco Use in Colombia**

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

**Both Men and Women** 

N/A

Adult smokeless tobacco use prevalence in Colombia is N/A.

#### **Deaths Caused by Tobacco in Colombia**

% deaths attributable to tobacco use in 2021

Men

Women

4.6%

2.6%

 $3.7\%\ \text{of all deaths}$  in Colombia are caused by to bacco use.

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

## **Negative Effect of Tobacco Use in Colombia**

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



#### **Societal Harms**

The economic cost of smoking Colombia is 4,527,530,296,404 Colombian pesos. 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 Colombia, a smoker must spend 2.7% 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 2,318 tons of butts wind up as toxic trash in Colombia each year, equal to 662 female African elephants.



## **Harms Health Equity**

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



## **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 Colombia

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 Colombia.



#### **Tobacco Production**

There were approximately 7,200,000 cigarettes produced in Colombia in 2023.



### **Tobacco Industry**

The total revenue of the 6 largest tobacco companies in the world was USD 362 billion in 2022, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.



#### **Tobacco Growing**

There were 4,238 tons of tobacco produced in Colombia in 2022 on 2,312 hectares of quality agricultural land that could have been used to grow food.

Learn more about global Growing and Product Sales.

## **Ending the Tobacco Epidemic in Colombia**

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 Colombia**

## **Designated Smoke-Free Areas in Colombia**



**Availability of Cessation Services** in Colombia

**Quitting Resources** 

NRT and/or some cessation services (at least one of which is cost-covered)

**National Quit Line** 

No

## Learn more about best practices in Cessation.

**Tobacco Packaging Regulations in Colombia** 

Quality of Tobacco Packaging Regulation

None

Text warning label only

✓Text warning label with graphic warning label
Plain Packaging with text/graphic warning label

% of Pack Covered

30%

## Learn more about best practices in Counter Marketing.

# **Tobacco Control Mass Media Campaigns in Colombia**

Ran a National Anti-Tobacco Campaign	No
Part Of A Comprehensive Tobacco Control Program	Not applicable
Pre-Tested With The Target Audience	Not applicable
Target Audience Research Was Conducted	Not applicable
Aired On Television And/Or Radio	Not applicable
Utilized Media Planning	Not applicable
Earned Media/Public Relations Were Used To Promote The Campaign	Not applicable
Process Evaluation Was Used To Assess Implementation	Not applicable
Outcome Evaluation Was Used To Assess Effectiveness	Not applicable

Learn more about best practices in Mass Media.

## **Tobacco Tax Policies in Colombia**

Using evidence-based international recommendations/best practices, the Tobacconomics 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.

**Overall Score** 

3.5

The overall score is an average of the four component scores.

**Cigarette Price** 

2.00

Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time

5.00

In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline. **Tax Share of Price** 

3.00

Large tax shares of price are usually a good indicator that taxes are working.

**Tax Structure** 

4.00

Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the Scorecard in Colombia.

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

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	7 out of 7 direct bans implemented	Indirect Bans	7 out of 10 direct bans implemented	
National TV and radio	Yes	Free distribution in mail or throu	gh other means Yes	
International TV and radio	Yes	Promotional discounts	Yes	
International magazines and newspa	ppers Yes	Non-tobacco products identified names	with tobacco brand Yes	_
International magazines and newspa	ppers Yes	Brand name of non-tobacco prod product	ucts used for tobacco Yes	_
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: to placement)	obacco brands (product Yes	_
Advertising at point of sale	Yes	Appearance in TV and/or films: to	obacco products Yes	_
Advertising on internet	Yes	Prescribed anti-tobacco ads requentertainment media product the products, use or images		_
		Complete ban on sponsorship	No	
	Compliance	Any form of contribution (financi any event, activity or individual	al or other support) to No	_
Ę	57%	Ban on the publicity of financial of support by the tobacco industry of individuals		