

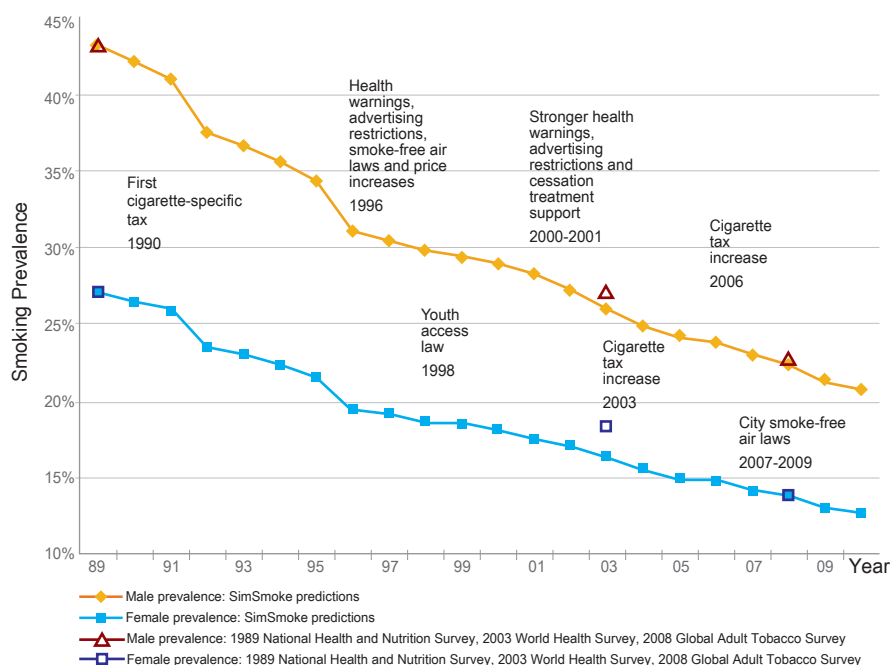
Tobacco Control Success Story: Brazil

EFFECTIVE TOBACCO CONTROL SINCE 1990

Over the past 20 years, Brazil has reduced its adult smoking rates by nearly 50%, from 34.8% in 1989 to 18.5% in 2008.¹ This dramatic decrease in smoking can be attributed to the implementation of strong tobacco control policies. Half of all lifetime smokers die from tobacco use. As a result of the significant decline in tobacco use, 420,000 premature deaths from smoking related causes were prevented between 1990 and 2010.²

Brazil Smoking Prevalence for Individuals Aged 18 and Above, 1989–2010

SimSmoke Predictions and Various Surveys (Levy 2012)



Two National Entities Formed in 1999 Play Critical Roles in Setting Tobacco Control Policies

- The National Commission for Tobacco Control is an inter-ministerial body based at the National Cancer Institute and chaired by the Minister of Health. The Commission initially advised the President during the negotiations for the WHO Framework Convention on Tobacco Control (FCTC). After the FCTC was adopted in 2005, the Commission was renamed the National Commission for the Implementation of the FCTC (CONICQ) and charged with building a national agenda for FCTC implementation in Brazil.
- The National Agency for Sanitary Surveillance (ANVISA) is authorized to regulate, control and inspect tobacco products.

The Ministry of Finance sets tobacco tax policy. In 2011, the Federal Secretariat of Revenue (RECEITA) within the Ministry of Finance developed a new tobacco taxation structure to ensure tobacco tax increases over the next four years.

OVERVIEW OF TOBACCO CONTROL POLICIES IN BRAZIL, 1988-2012

Smoke-Free

A comprehensive law enacted in 2011 makes Brazil the largest country in the world with a complete ban on smoking in all indoor public places.

- Prior to enactment of the national law, 7 states and 17 cities implemented comprehensive smoke-free air laws, including the states of São Paulo and Rio de Janeiro. Home to the two largest cities in Brazil, these two states implemented their 100% smoke-free laws in 2009.
- Smoking banned in aircrafts and other public transport vehicles in 2000.

Advertising, Promotion, Sponsorship

Cigarette advertising largely restricted by 2000.

- The 2011 national law bans tobacco product advertising at the point of sale.
- Restrictions on advertising strengthened in 2000:
 - Tobacco advertisements allowed in indoor sales venues only.
 - Advertisements banned in print and electronic media.
 - Tobacco product sponsorship of events prohibited.
- First advertising restrictions introduced in 1996.

Tax

Although cigarette prices in Brazil are among lowest in the region,³ a new tobacco tax structure went into effect in 2012 that guarantees tobacco tax increases over the next four years.

- There were multiple tax increases on tobacco since the 1990s. However, the real price of cigarettes fluctuated due to a variety of factors, including instituting tobacco tax rate increases below the rate of inflation.
- The new tax structure is designed to reduce the gap between cigarette prices across brands, while increasing the real prices for cigarettes.

OVERVIEW OF TOBACCO CONTROL POLICIES IN BRAZIL, 1989-2012

Warning Labels

Strong, graphic health warning labels with information about where to get help with quitting have been on packs since 2001.

- Beginning in 2016, a 30% text warning label will be added to one side of cigarette packs to complement the 100% graphic health warning required on one side of packs since 2001.
- Pictorial health warnings introduced in 2001. ANVISA regulations require that graphic pictures be printed alongside written health warnings and include a cessation helpline telephone number.⁴ The regulation also requires that the warnings be printed on advertisements. Public opinion polls show strong support for these warning labels.⁵
- Use of misleading descriptive terms such as “light” and “mild” prohibited on cigarettes packages in 2001.⁶ As a result of this policy, the public is no longer misled to believe that some cigarettes are safer than others.
- New text health warnings with the messages “Nicotine is a drug and causes addiction” and “Smoking causes sexual impotency” introduced in 1999.
- Text warning labels on cigarette packs first required in 1988.

The outstanding progress Brazil has made in reducing tobacco-related deaths through its national tobacco control program is a model for low- and middle-income countries around the world. As a result of the policy measures implemented over the past two decades, tobacco use has dropped significantly and lives have been saved. Strong implementation and enforcement of Brazil's 2011 comprehensive tobacco control law will ensure many more lives are saved in the future.

Cessation

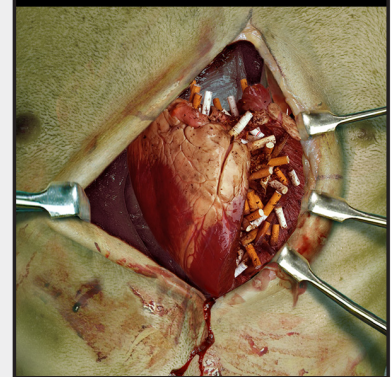
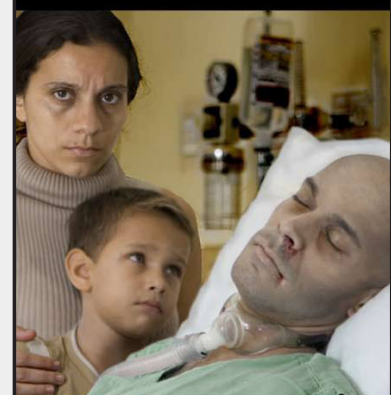
Information on the dangers of smoking and available treatment for cessation implemented nationally and locally by the mid-90s.⁷

- Government provision of free cessation services to smokers starts in 2002.

Other

ANVISA passed new regulations in 2012 that ban the use of additives and flavorings in all tobacco products.

- The ANVISA regulation is designed to lessen the appeal of tobacco products for youth.
- The new regulations ban the use of menthol, clove and most sweeteners, among other additives.

FUMAÇA TÓXICA**INFARTO****SOFRIMENTO****MORTE**

1. Monteiro C, Cavalcante T, Moura E, Claro R, Szwarcwald C. 2007. Population-based evidence of a strong decline in the prevalence of smokers in Brazil (1989–2003). *Bull World Health Organ* 85: 527–534; Szklo AS, de Almeida LM, Figueiredo VC, Autran M, Malta D, et al. 2012. A snapshot of the striking decrease in cigarette smoking prevalence in Brazil between 1989 and 2008. *Prev Med* 54: 162–167.
2. Levy D., de Almeida L., Szklo A. 2012. The Brazil SimSmoke Policy Simulation Model: The Effect of Strong Tobacco Control Policies on Smoking Prevalence and Smoking-Attributable Deaths in a Middle Income Nation. *PLOS Medicine* 9(11). Available from: <http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001336>.
3. Iglesias R, Prabhat J, Pinto M, Luiza da Costa e Silva V, Godinho J. 2007. Health, Nutrition and Population Discussion Paper: Tobacco control in Brazil. Washington (DC): The World Bank. Available from: <http://siteresources.worldbank.org/HEALTHNUTRITIONANDPOPULATION/Resources/281627-1095698140167/BrazilTobaccoControlFinal.pdf>.
4. INCA. 2003. Health warnings and images on cigarette packages. Tobacco Control. Available from: http://www.inca.gov.br/english/cigarette_packages.html.
5. Tuma R. 2007. Brazil learns what works in anti-smoking campaigns: High Taxes and Graphic Photos. *JNCI News*, Oxford Journals, 423.
6. 2009. Brazil and tobacco use: a hard nut to crack. *Bull World Health Organ*. 87(11): 805-884. Available from: <http://www.who.int/bulletin/volumes/87/11/09-031109/en/index.html>.
7. Iglesias R, Prabhat J, Pinto M, Luiza da Costa e Silva V, Godinho J. 2007. Health, Nutrition and Population Discussion Paper: Tobacco control in Brazil. Washington (DC): The World Bank. Available from: <http://siteresources.worldbank.org/HEALTHNUTRITIONANDPOPULATION/Resources/281627-1095698140167/BrazilTobaccoControlFinal.pdf>.