

BRAZIL

Tobacco Policy Status



TOBACCO TAXATION AND PRICES Taxation on tobacco products in Brazil is low. Cigarettes are taxed according to class, which is determined by cigarette length and packaging. Shorter length cigarettes have the lowest tax rate while the longest cigarettes have higher tax rates. Tax comprises just over 25 percent of retail price of the most popular brand. **SMOKE-FREE ENVIRONMENTS** There are no restrictions on smoking in public places in Brazil leaving Brazilians to breathe in harmful tobacco smoke in all public places. **BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP** No complete ban on advertising and promotion exists. Tobacco companies are permitted to advertise through international mass media, sponsorship and at the point of sale. **HEALTH WARNINGS ON TOBACCO PACKAGES** Brazilian tobacco product warning labels are among the most graphic and effective around the world. Health warnings labels and associated images are displayed on at least 50 percent of the package. **TREATMENT OF TOBACCO DEPENDENCE** There are some resources available to smokers who want to quit. Cessation medications are available for purchase but counseling assistance is not widely available. **TOBACCO PREVENTION FUNDING** Brazil's national tobacco control unit is among the better resourced units in the world although it still falls short of being adequately equipped to meet the needs of one of the world's largest populations. A staff of 30 with a budget of just over USD \$ 4 million manage the work of the unit.

WHO Report on the Global Tobacco Epidemic, Brazil, 2008

TOBACCO TAXATION AND PRICES			
PRICE OF MOST POPULAR BRAND ²		USD at official rate	\$0.81
In currency reported by country	1.75 BRL	International dollars ³	\$1.29
SMOKE-FREE ENVIRONMENTS			
Health care facilities	No	Indoor offices	No
Educational facilities (except universities)	No	Restaurants	No
Universities	No	Pubs and bars	No
Governmental facilities	No	Enforcement*	- / 10
HEALTH WARNINGS ON TOBACCO PACKAGES			
Laws or regulations banning misleading terms	Yes	Warnings are large, clear, visible and legible	Yes
% of principal display areas covered by warnings	50%	Warnings rotate	Yes
Warnings are mandated and specific	Yes	Warnings are written in the principal language(s)	Yes
Warnings appear in/on each package/label	Yes	Warnings include a picture	Yes
Warnings describe harmful effects of tobacco use	Yes		
TREATMENT OF TOBACCO DEPENDENCE			
Quitline	Yes	Counseling in hospitals	Yes, in some
Nicotine replacement therapies (NRT) sold	Yes	Counseling in offices of health professionals	Yes, in some
Bupropion sold	Yes	Counseling in the community	Yes, in some
Counseling in health clinics	Yes, in some		
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP			
National TV and radio	Yes	Free distribution	Yes
International TV and radio	No	Promotional discounts	No
Local magazines/newspapers	Yes	Non-tobacco products with tobacco brand names	Yes
International magazines/newspapers	No	Non-tobacco brand used for tobacco product ⁴	No
Billboards/outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	No
Point of sale	No	Sponsored events	Yes
Internet	Yes	Enforcement*	8 / 10
TOBACCO PREVENTION FUNDING			
Specific national government objectives	Yes	GOVERNMENT'S EXPENDITURE ON TOBACCO CONTROL	
National agency or technical unit for tobacco control	Yes	In currency reported by country	10,000,000 BRL
Number of full-time equivalent staff	30.5	In USD at official exchange rate	\$4, 608,295

¹WHO Report on the Global Tobacco Epidemic, 2008: The MPOWER package. Geneva, World Health Organization, 2008. ²Pack of 20 sticks. ³International dollar has same purchasing price locally as a US dollar in the United States. ⁴Cumulative score (maximum of 10) from 5 experts who ranked enforcement as minimal (0), moderate (1), full (2). (...) Data not reported