07_MEXICO ANNEXES_TIMELINE PRESENTATION

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IDRC Grant/ Subvention du CRDI: 108819-001-Strengthening the evidence for advancing tobacco control policy in Mexico, Colombia, and India
Global Tobacco Economics Consortium, GTEC. Workplan and Policy engagement strategies for Mexico

Luz Myriam Reynales Shigematsu, MD, MSc, PhD
Belén Sáenz de Miera Juárez, MA, PhD in Economics

London, UK. Feb 19-21, 2019
Tobacco Excise Taxes in Mexico

Source: Belén Sáenz de Miera. Los impuestos como componente clave de una estrategia integral para el control del tabaco en México Informe de la Sociedad Civil 2018
Participation of the special tax in the final price per pack of 20 cigarettes (most sold brand)

Nota: Estimaciones propias basadas en los precios de venta al público de la marca de cigarros más vendida (Marlboro) en enero de cada año (INEGI) y la estructura impositiva según la Ley del IEPS.

Ref: Belén Sáenz de Miera. Los impuestos como componente clave de una estrategia integral para el control del tabaco en México Informe de la Sociedad Civil 2018
Monitor tobacco use. GATS Mexico 2015

Smoking prevalence by gender, Mexico 2009 y 2015

Highlights

 Smoking prevalence among adults in Mexico remains unchanged around 16.0% (14 million of smokers).
 However, daily smokers consume fewer cigarettes per day in 2015 (7.7 cigarettes vs 9.3).

Key Message

 Strengthening and effective implementation of strategies articulated in the General Law for Tobacco Control and the WHO Framework Convention on Tobacco Control (FCTC) provisions could contribute to reductions in tobacco use.
## Goals for Mexico

### Table 2. Fitted trends in current tobacco smoking among persons aged 15 years and over

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
<th>Both sexes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lower 95% CI</td>
<td>Point estimate</td>
<td>Upper 95% CI</td>
</tr>
<tr>
<td>2000</td>
<td>30.3</td>
<td>37.2</td>
<td>44.8</td>
</tr>
<tr>
<td>2005</td>
<td>25.6</td>
<td>30.6</td>
<td>36.2</td>
</tr>
<tr>
<td>2010</td>
<td>21.4</td>
<td>25.4</td>
<td>30.2</td>
</tr>
<tr>
<td>2015</td>
<td>18.4</td>
<td>21.0</td>
<td>25.3</td>
</tr>
<tr>
<td>2020</td>
<td>12.9</td>
<td>17.4</td>
<td>22.1</td>
</tr>
<tr>
<td>2025</td>
<td>10.3</td>
<td>14.5</td>
<td>19.9</td>
</tr>
</tbody>
</table>

Voluntary target (15% relative reduction from 2010 to 2025)

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Both sexes</th>
<th>Estimated no. of current smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.8</td>
<td>5.9</td>
<td>11.5</td>
<td></td>
</tr>
</tbody>
</table>

### Table 3. Fitted trends in daily tobacco smoking among persons aged 15 years and over

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
<th>Both sexes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lower 95% CI</td>
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</tr>
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<td>2000</td>
<td>16.9</td>
<td>21.7</td>
<td>26.3</td>
</tr>
<tr>
<td>2005</td>
<td>14.6</td>
<td>17.8</td>
<td>21.3</td>
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<tr>
<td>2010</td>
<td>12.1</td>
<td>14.8</td>
<td>19.8</td>
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<tr>
<td>2015</td>
<td>9.6</td>
<td>12.2</td>
<td>15.0</td>
</tr>
<tr>
<td>2020</td>
<td>7.5</td>
<td>10.1</td>
<td>13.3</td>
</tr>
<tr>
<td>2025</td>
<td>5.4</td>
<td>8.4</td>
<td>11.4</td>
</tr>
</tbody>
</table>

Voluntary target (50% relative reduction from 2010 to 2025)

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Both sexes</th>
<th>Estimated no. of daily smokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.4</td>
<td>3.3</td>
<td>6.6</td>
<td></td>
</tr>
</tbody>
</table>
“The Global Tobacco Economics Consortium. Strengthening the leadership of Mexico, Colombia and India to advance tobacco control policy”

**Workplan (I)**

- **Deliverables (Year 1):**
  - Tax Diagnostic
  - Policy Brief: Summary of potential tax scenarios and expected outcomes

- **Staffing:** Belen Sáenz de Miera (Economist, MA, PhD) and Luz Myriam Reynales (PI), Epidemiological Team: Emmanuel Gonzalez (MSc), Luis Zavala Arciniega (MSc) and Wayra Paz (MSc).

- **Procurement of datasets that will be used:**
  - Tobacco prices
  - Tobacco taxes Revenues
  - Smoking Prevalence (National / Subnational)
  - Morbidity and Mortality (National / Subnational)
  - Tobacco control policy indicators (National / Subnational)

- **Feasibility issues**
  - Previous work and analysis,
  - New and updated data to finalize the Mexico economic paper.
Workplan (II)

• Coordination among technical and mobilization group in Mexico
  • There are more than 5 grants initiatives (including IDRC, IDRC-Cancer UK) supported by international partners working in tobacco taxes in Mexico
    • WHO / Tobacco economics Geneva and Washington
      • PAHO- Washington and Mexico Office
    • Bloomberg Philanthropies (Tobacco economics)
      • Ethos and CIAD
    • BID
  • The IT argument related to the illicit products in Mexico (PAHO- Washington, ACS)
Jan 15th - Feb 15th: Registration of electoral platforms

Feb 1st: Start of the last Congress legislative period of the LXIII Legislature

Feb 11st – Mar 29th: Register of Presidential Candidates

Mar 30th - Jun 27th: Electoral campaigns

Apr 13th – Apr 19th: Register of local candidates

Apr 30th: End of the last Congress legislative period of the LXIII Legislature

Jun 28th - Jul 1st: Electoral ban

Dec 14th – Feb 11th: Pre-campaigns

Advocacy actions with candidates and political parties:
Working tables with PAHO/WHO and the Instituto Belisario Dominguez to develop a set of essential policies to fulfill the SDG agenda (2030)

Grassroots advocacy: Mexico Sin Humo social media campaign to invite people to sing a petition and to demand their candidates specific actions on tobacco control

World No Tobacco Month

Control Tobacco Actions
Political Panorama in Mexico (I)

- Elected President: Andrés Manuel López Obrador
- Political Party: MORENA “Coalition Juntos haremos historia”
- Federal: Senate and Chamber of Deputies (majority)
- 5 local governments: CDMX*, Morelos, Chiapas, Tabasco and Veracruz.

**Immediate political agenda:**
- State social policy: address poverty considering first the income and continue with the development of competencies.
- Young people to build the future: Attending 2.6 million young adults in vulnerable situations.
- Pensions for Elderly: Duplicate the pension
- Finance: “Fight against corruption”
Political Panorama in Mexico (II)

- **Health agenda**
  - Strengthen and expand the public health system (IMSS, ISSSTE, SSA, SEDENA)
  - Program of medicines and free services for the population without social security (pharmacy)
  - Public policies for national production and acquisition of medicines, active principles, biotechnology and vaccines as national security policy.

- **Transition team**
  - Public policy proposals
  - Economic package 2019
  - Ministry of Economic policy and finance:
    - Carlos Manuel Urzúa Macías
  - Internal Political Affairs
    - Olga Sánchez Cordero
  - International Affairs
    - Marcelo Ebrard Casaubón
  - Communications Affairs
    - César Yañez Centeno

Yeidckol Polevnsky: President of MORENA, her daughter Works for BAT (conflict of Interest)

Alfonso Romo businessman in the area of genetics and transgenetics work in the group tabamex and group Monterrey (Sintentic genomics) that works with transplants and he is the coordinating leader of the Project Nation 2018-2024

Carlos Urzua was a Ministry of Finance, improve the fiscal revenues, and the income redistribution oriented to the social programs
• Advocacy actions with transition government team and the new Congress: follow up of the commitments done by the elected president.
• Proposal, form the civil society, to be included in the National Development Program 2018 - 2024

Grassroots advocacy: Expose the challenges that the new government is facing and what is the minimum that they have to do to differentiate themselves from the previous government. Show that civil society is willing to help but also will be watching the progress.
2019 - 2020

**CONGRESS AND EXECUTIVE**

- Mar: "100 days" report.
- Apr: Deputies limit to approve the NDP.
- May: Presentation of the NDP.
- Oct 20: Approval of the income and revenue legislation in the Senate.
- Oct 31: Approval of the income and revenue legislation in deputies.

**SENDING THE NDP TO THE CONGRESS.**

Period of sessions of the LXIV Legislature.

2019

January - February - March - April - May - June - July - August - September - October - November - December 2020

**TAXES**

- Open call for tax discussion. (Everybody)
- May 31: Final tax proposal.
- Public support for the tax. (Everybody)
- Reinforcement on illicit trade. (Everybody)
- Tax benefits. (Everybody)

**GTEC Data Policy Briefs**

Period of sessions of the LXIV Legislature.

**Slide supported by Adriana Rocha.**

Polithink. Mexico