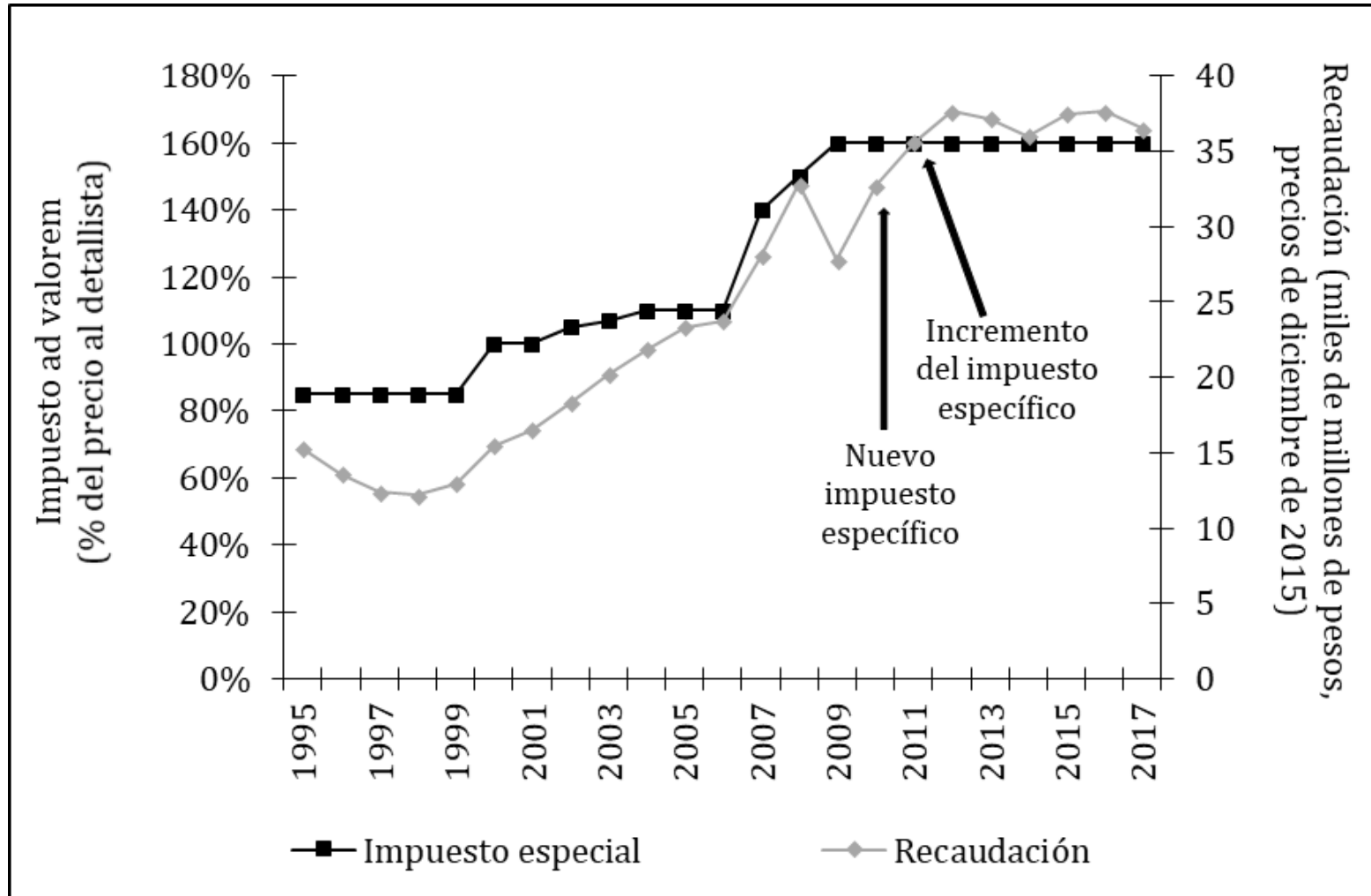


Workplan and Policy engagement strategies for Mexico

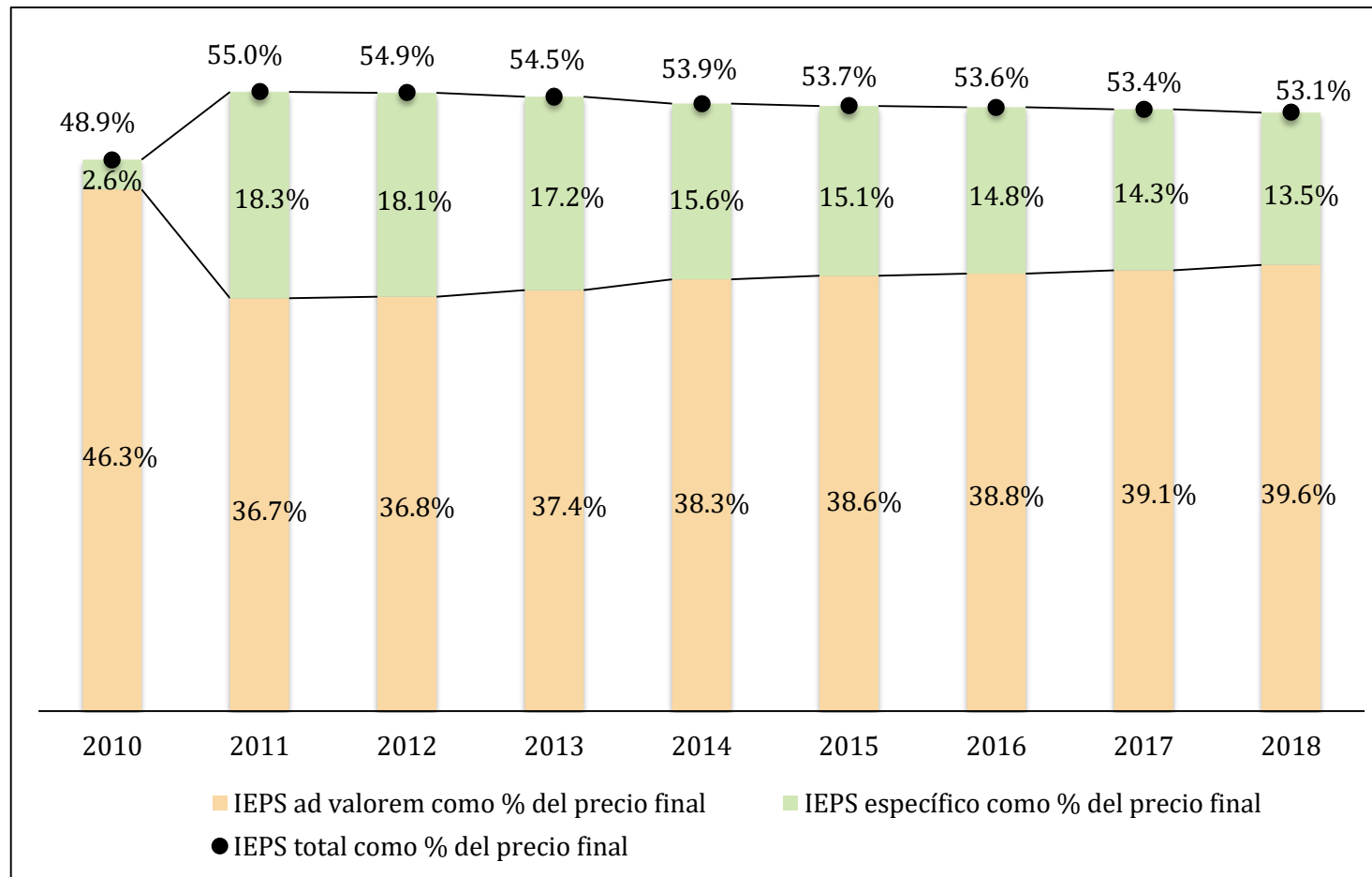
Belén Saénz de Miera and Luz Myriam Reynales

Cuernavaca, Mor. Mex.
July 9 – 11, 2018

Tobacco Excise Taxes in Mexico



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*

Workplan (I)

- Deliverables (Year 1):
 - Tax Diagnostic
 - Policy Brief: Summary of potential tax scenarios and expected outcomes (September – October, 2018)
- Staffing: Belen Sáenz de Miera (Economist, PhD) and Luz Myriam Reynales (PI)
- 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)

- CONS
 - There are 4 – 5 initiatives by international partners working in tobacco taxes in Mexico
 - WHO / Tobacco economics Geneva and Washington
 - Bloomberg Philantropies (Tobaccoeconomics) Ethos and CIAD
 - BID
 - The IT argument related to the illicit products in Mexico

Federal Government

Mexican Congress

Elections

Control Tobacco Actions

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

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

Recess Period



Jan 15th - Feb 15th:
Registre of electoral platforms

Feb 11st – Mar 29th
Register of Presidential Candidates

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

Jun 28th - Jul 1st
Electoral ban

Dec 14th – Feb 11th:
Pre- campainings

Mar 30th - Jun 27th:
Electoral campaigns

BMJ paper
Health, Taxes
& Poverty

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)

WORLD NO TOBACCO MONTH

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

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, 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)

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

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

- **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
 - ❖ Alfonso Romo Garza
 - ❖ Gerardo Esquivel
 - ❖ Arturo Herrera Gutiérrez
- **Internal Political Affairs**
 - ❖ Olga Sánchez Cordero
 - ❖ Tatiana Clouthier
- **International Affairs**
 - ❖ Hector Vasconcelos
 - ❖ Marcelo Ebrard Casaubón
- **Communications Affairs**
 - ❖ César Yañez Centeno

Carlos Urzua was a Ministry of Finance, improve the fiscal revenues, and the income redistribution oriented to the social programs

2018

Federal Government

Mexican Congress

Sep 1st:
Last President Peña's State
of the Union

Nov15th:
Presentation
Economic Package
2018

Dec 1st:
Protest New President

Sep1st:
Start of the first Congress
legislative period of the LXIV
Legislature

Dec 31st:
End of the first Congress
legislative period of the LXIV
Legislature
Approval Economic Package

Aug 23th
Designation of
Deputies and
senators

Sep 15 – Oct 15
Integration Congress
Comissions

Discussion Economic Package
Dec 15th
Economic Package

Jul

Aug

Sep

Oct

Nov

Dec

Elections

Jul 1st: Elections

GTEC
Policy Briefs

GTEC
Meeting
Jul 9-11

Tobacco Control
Actions

- 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.

Feb 28
President present the
National Development
Plan for approval

Jan

Feb

Mar

Apr

May

Jun

- Cont.....
- Advocacy actions with transition government team and the new Congress: follow up of the commitments done by the elected president.
- Proposal, from the civil society, to be included in the **National Development Program 2018 - 2024**