

## 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*

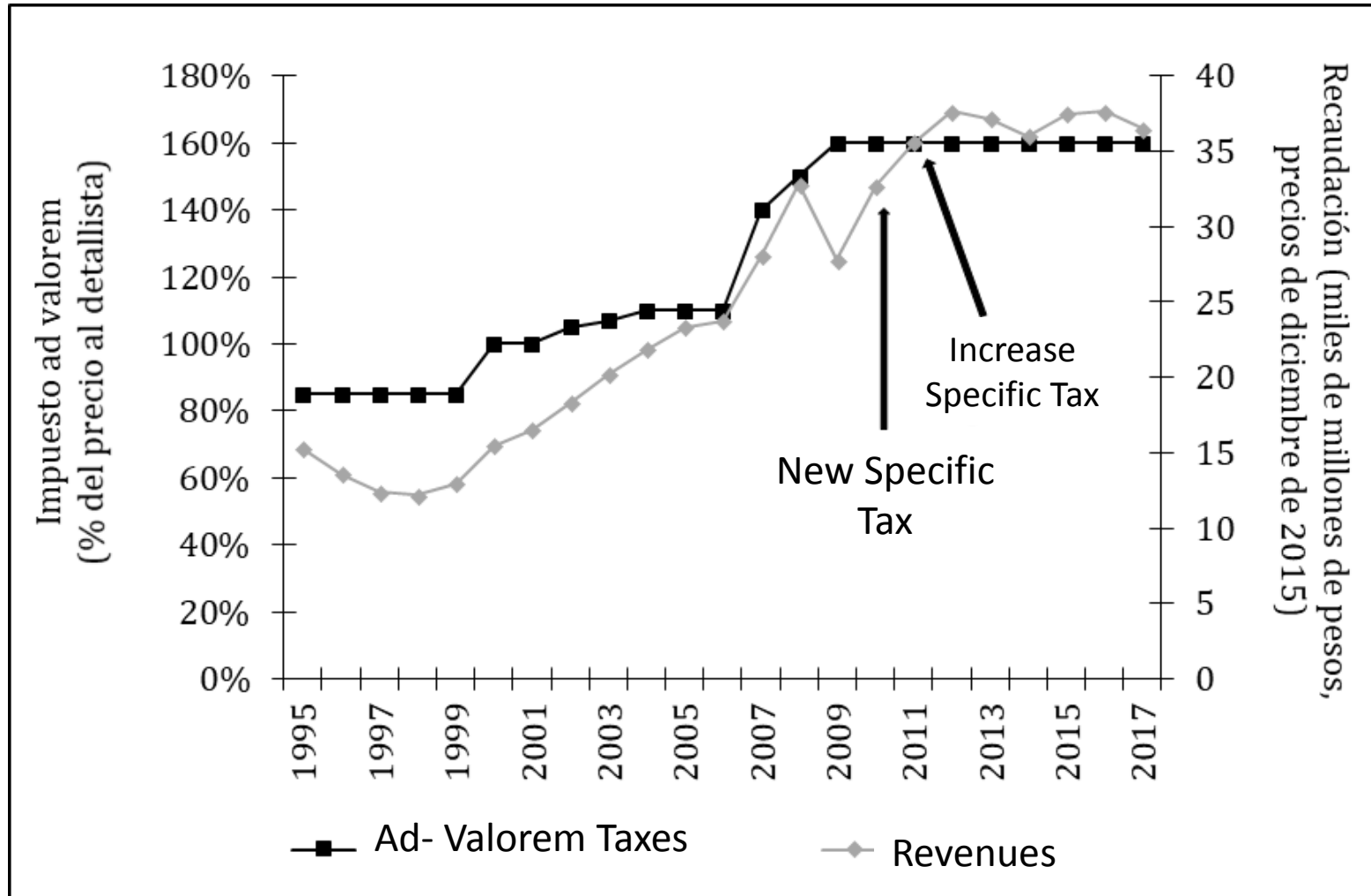


# Global Tobacco Economics Consortium, GTEC. Workplan and Policy engagement strategies for Mexico

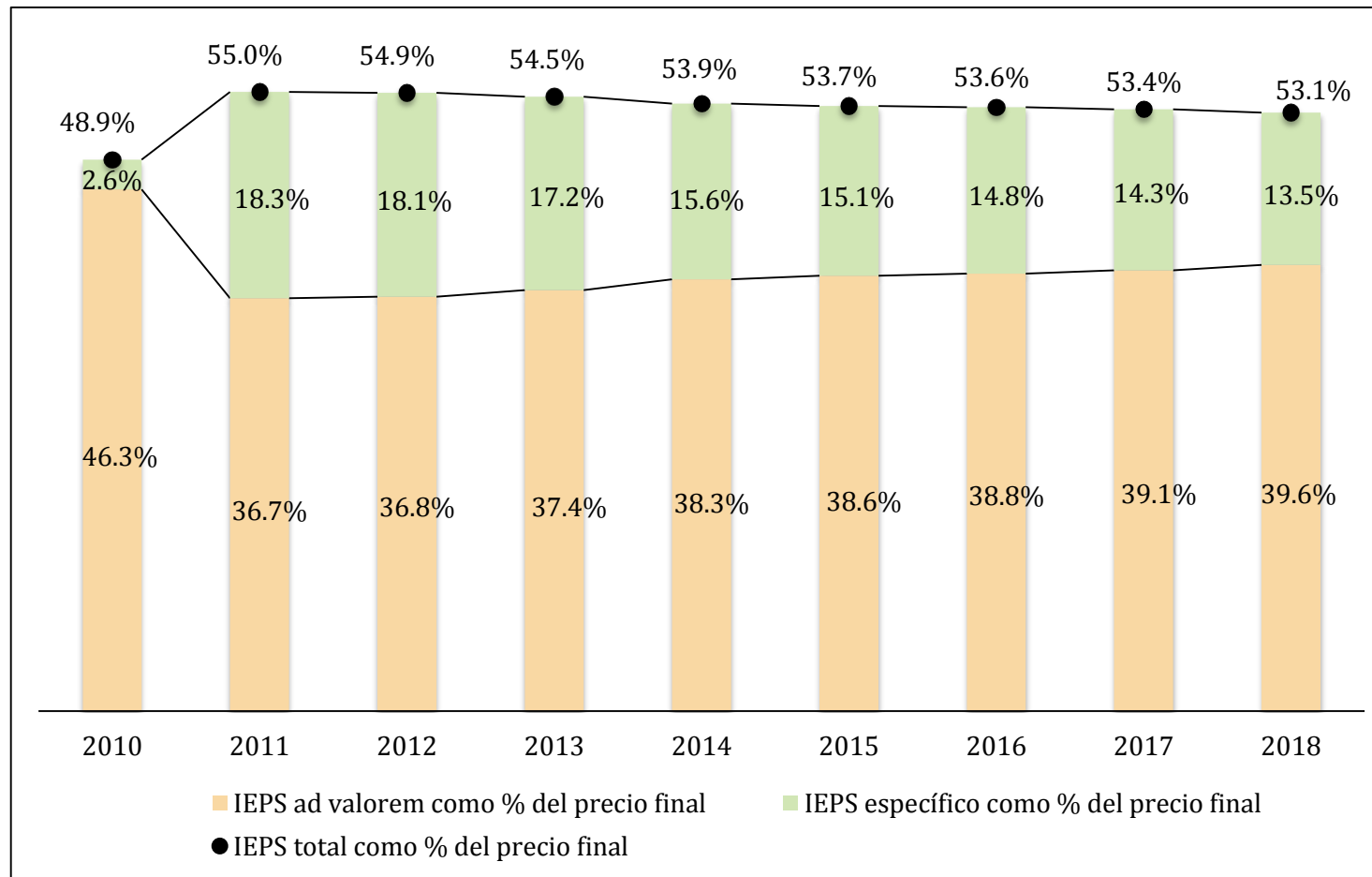
Luz Myriam Reynales Shigematsu, MD, MSc, PhD  
Belén Sáenz de Miera Juárez, MA, PhD in Economics

London, UK. Feb 19-21, 2019

# Tobacco Excise Taxes in Mexico



# Participation of the special tax in the final price per pack of 20 cigarettes (most sold brand)

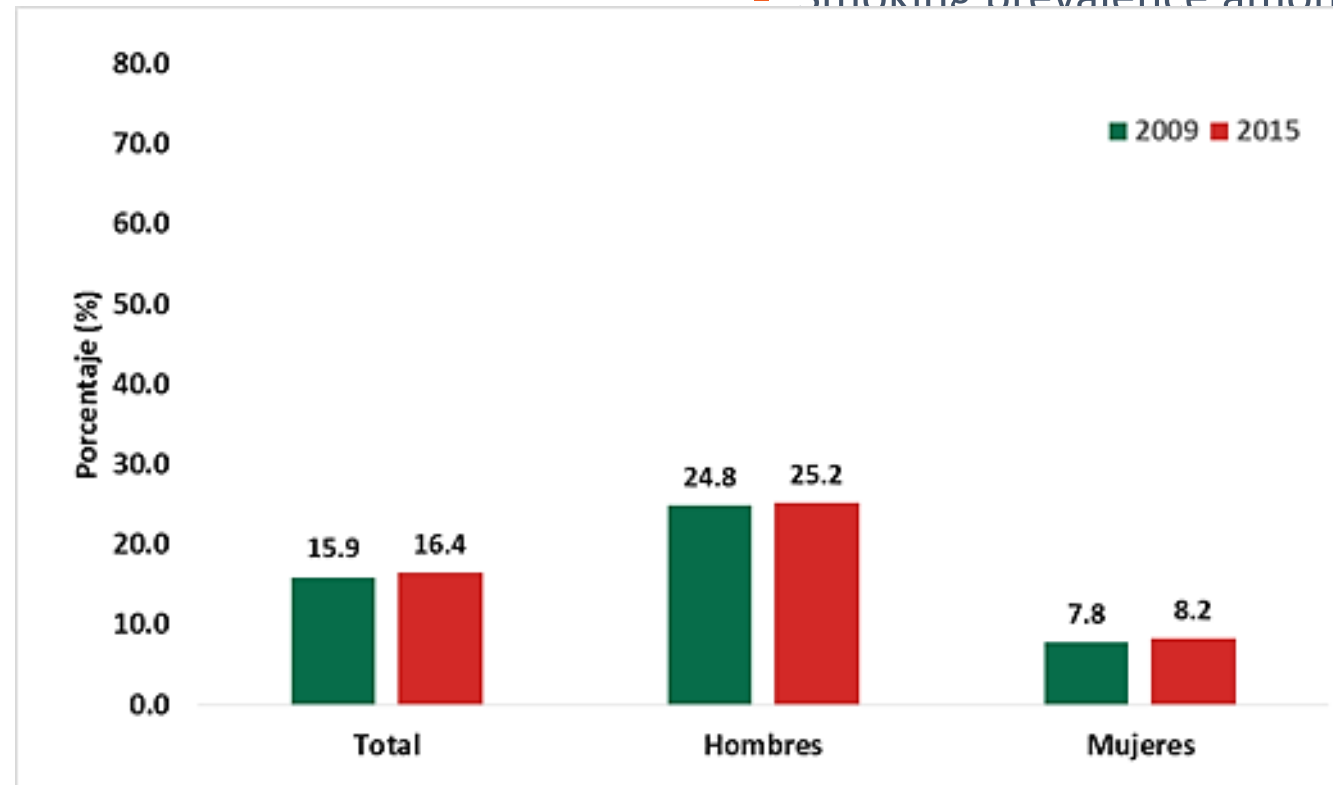


Nota: Estimaciones propias basadas en los precios de venta al público de la marca de cigarros más vendida (Marlboro) en enero de cada año (INEGI) y la estructura impositiva según la Ley del IEPS.

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



Smoking prevalence among adults in around (rs). Assume 2015 vs 9.3).

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aw for  
HO  
Tobacco  
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**

Year	CURRENT TOBACCO SMOKING (%)									
	Men			Women			Both sexes			Estimated no. of current smokers
	Lower 95% CI	Point estimate	Upper 95% CI	Lower 95% CI	Point estimate	Upper 95% CI	Lower 95% CI	Point estimate	Upper 95% CI	
2000	30.3	37.2	44.8	10.7	13.4	16.2	20.0	24.7	29.8	16,900,400
2005	25.6	30.6	36.2	8.8	10.7	12.7	16.7	20.1	23.7	15,037,900
2010	21.4	25.4	30.2	6.9	8.4	10.0	13.7	16.4	19.5	13,541,500
2015	16.4	21.0	25.3	5.2	6.7	8.3	10.5	13.5	16.4	12,257,200
2020	12.9	17.4	22.1	3.8	5.3	7.1	8.1	11.1	14.3	10,936,600
2025	10.3	14.5	19.9	2.6	4.2	5.8	6.3	9.1	12.6	9,699,000
Voluntary target (30% relative reduction from 2010 to 2025)		17.8			5.9			11.5		

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

Year	DAILY TOBACCO SMOKING (%)									
	Men			Women			Both sexes			Estimated no. of daily smokers
	Lower 95% CI	Point estimate	Upper 95% CI	Lower 95% CI	Point estimate	Upper 95% CI	Lower 95% CI	Point estimate	Upper 95% CI	
2000	16.9	21.7	26.3	5.7	7.4	9.5	11.0	14.2	17.5	9,708,500
2005	14.6	17.8	21.3	4.8	5.9	7.2	9.4	11.5	13.8	8,618,700
2010	12.1	14.8	17.9	3.7	4.7	5.7	7.7	9.5	11.5	7,805,600
2015	9.6	12.2	15.0	2.9	3.7	4.7	6.1	7.7	9.6	7,029,000
2020	7.5	10.1	13.3	2.1	2.9	4.0	4.7	6.3	8.4	6,257,100
2025	5.4	8.4	11.4	1.5	2.3	3.3	3.4	5.2	7.2	5,545,000
Voluntary target (30% relative reduction from 2010 to 2025)		10.4			3.3			6.6		

Source: WHO global report on trends in prevalence of tobacco smoking, Ginebra, 2015

# “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 Philantropies (Tobacoeconomics)
      - Ethos and CIAD
    - BID
  - The IT argument related to the illicit products in Mexico (PAHO- Washington, ACS)

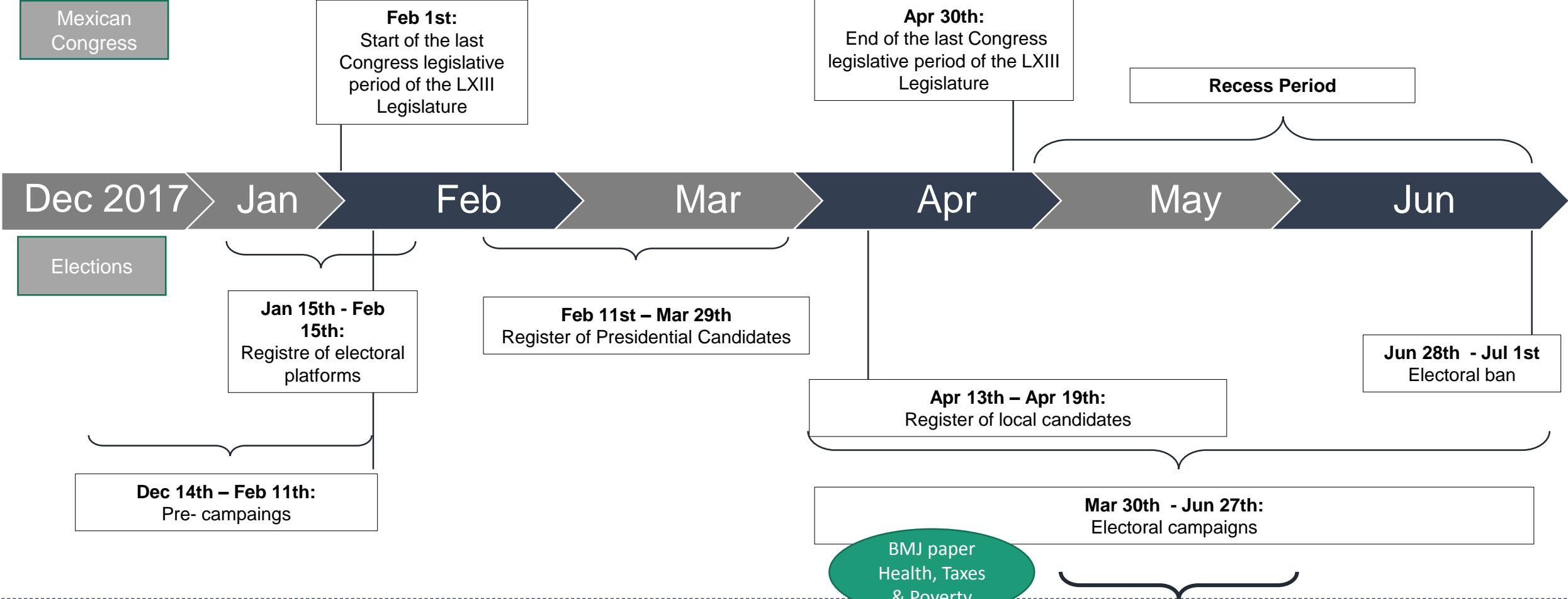


Federal Government

Mexican Congress

Elections

Control Tobacco Actions



**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**

BMJ paper  
Health, Taxes  
& Poverty

*Slide supported by Adriana Rocha.  
Polithink. Mexico*

# 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)

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

- **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
  - **Comunications Affairs**
    - ❖ César Yañez Centeno

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

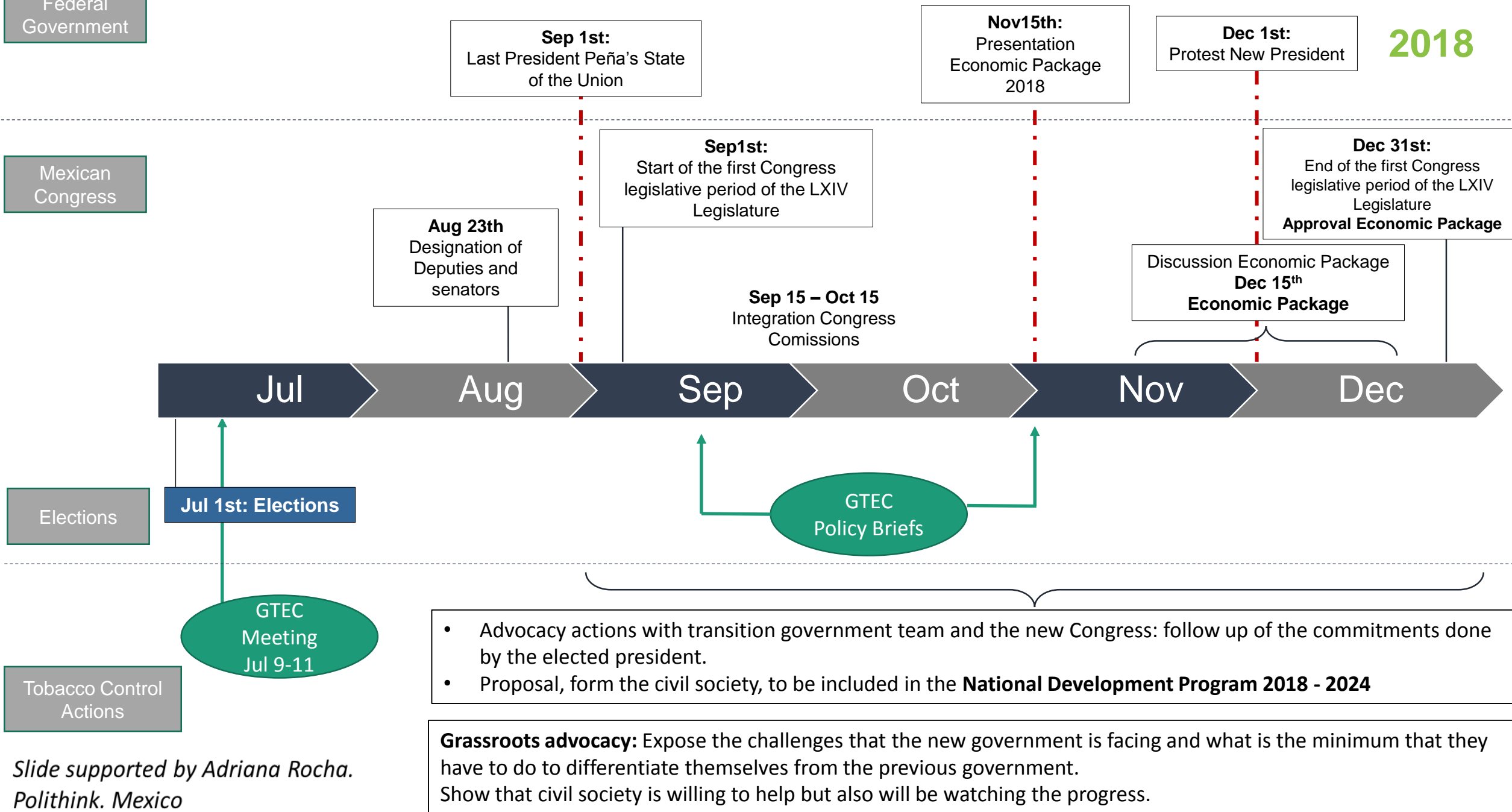
Federal Government

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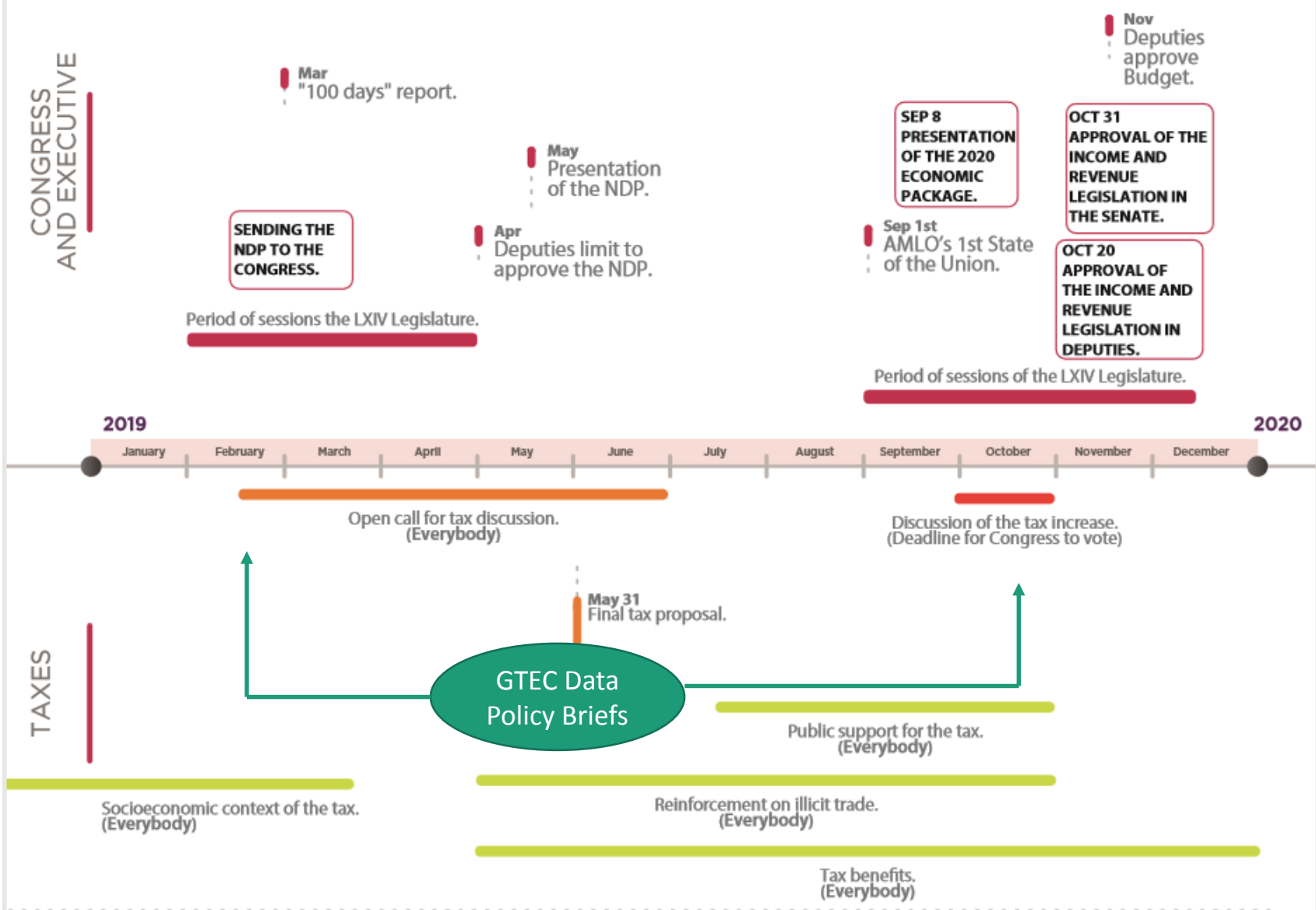
Tobacco Control Actions

2018



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Polithink. Mexico

2019 - 2020



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