

MEXICO

Tobacco Policy Status



TOBACCO TAXATION AND PRICES The price of cigarettes to consumers in Mexico remains low in comparison with other regions of the world. The relative price of cigarettes is three times higher in the United Kingdom than in Mexico, and two times higher in China than in Mexico. In Mexico, taxes represented 59 percent of the total price of cigarettes in 2006, compared to 75 percent or more in many high-income countries. **SMOKE-FREE ENVIRONMENTS** Smoking is prohibited in government buildings, but this law is not enforced. Smokefree legislation for Mexico City took effect in January 2008, but is being aggressively challenged by the tobacco industry. **BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP** According to the law which was last updated in September 2006, tobacco advertising is banned on radio, television, and in magazines targeted to children. **HEALTH WARNINGS ON TOBACCO PACKAGES** Health warnings on tobacco packs are required to be 25% of the pack surface (essentially 50% of one side of each pack). Current warnings are words-only (no graphics) and generally rendered in recessive colors which blend into the pack graphics and are difficult to read. **TREATMENT OF TOBACCO DEPENDENCE** Mexican smokers wanting to quit have access to limited resources. Available counseling support is mainly limited to hospitals. A National Quitline was established by the Ministry of Health in November 2007. **TOBACCO PREVENTION FUNDING** In November 2007, the Mexican Minister of Health announced the establishment of a National Tobacco Control office, which is expected to begin operating in early 2008. The resources available to the national tobacco control unit are inadequate to address the needs of the one of the largest populations in the western hemisphere.

WHO Report on the Global Tobacco Epidemic, Mexico, 2008

TOBACCO TAXATION AND PRICES			
PRICE OF MOST POPULAR BRAND ²		USD at official rate	\$1.47
In currency reported by country	16 MXN	International dollars ³	\$2.10
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	No	Warnings are large, clear, visible and legible	-
% of principal display areas covered by warnings	25%	Warnings rotate	-
Warnings are mandated and specific	-	Warnings are written in the principal language(s)	-
Warnings appear in/on each package/label	-	Warnings include a picture	-
Warnings describe harmful effects of tobacco use	-		
TREATMENT OF TOBACCO DEPENDENCE			
Quitline	No	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 most		
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP			
National TV and radio	Yes	Free distribution	No
International TV and radio	No	Promotional discounts	No
Local magazines/newspapers	No	Non-tobacco products with tobacco brand names	No
International magazines/newspapers	No	Non-tobacco brand used for tobacco product ⁴	No
Billboards/outdoor advertising	No	Appearance of tobacco products in TV and/or films	No
Point of sale	No	Sponsored events	No
Internet	No	Enforcement*	9 / 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 county	...
Number of full-time equivalent staff	...	In USD, at official exchange rate	...

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