

BRAZIL : Per capita consumption of cigarette evolution along with the background of non-prices measures and real prices of cigarette - 1990-2004

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INTRODUCTION

Increasing real prices of tobacco products is one of the most cost-effective tobacco control policies. In Brazil, tobacco control non price measures became progressively stronger in last 18 years. But tobacco tax policy adopted since 1999 contributed to decrease the real prices of cigarette. The objective is to analyze the evolution of per capita consumption of cigarettes (PCCC) between 1990 and 2004, along with the evolution of real prices of cigarette (RPC) and the background of tobacco marketing and tobacco control non prices measures (TCNP).

METHODOLOGY

PCCC was calculated from Ministry of Finance data on cigarette production, exportation and importation plus estimates on cigarette illegal market, considering population over 15 y.o. Cigarette real prices data was obtained from a study on tobacco control in Brazil, sponsored by World Bank¹. Information on TCNP was obtained from documents of Instituto Nacional de Câncer/Ministry of Health, publications and from the legislation frame. Due to the observed PCCC trends, the whole period was split into three sub periods (1990-1994; 1995 - 1999 ; 2000 e 2005).

¹Roberto Iglesias, Prabhat Jha, Márcia Pinto, Vera Luiza da Costa e Silva, and Joana Godinho-2007 - Tobacco Control in Brazil - The World Bank

RESULTS

Between 1990-2004 per capita consumption of cigarette decreased 35% (from 1837 to 1179 cigarettes per year) but the decrease rate slowed down progressively along this period. (Graphic 1)

1990 to 1994

PCCC declined 30%.
RPC reached its highest value in 1993.
TCNP were mainly based in advocacy and education, single and generic health warning on packs. There were strong advertising and marketing activities in mass media and low media advocacy for tobacco control (Graphic 1 & Table 1)

1995 to 1999

PCCC declined only 7%.
There was an important decrease in RPC.
TCNP became progressively stronger and important measures were adopted such as smoking restriction in enclosed public places (1996); rotating and diversified health warnings in tobacco products packaging (1996); tobacco advertising - restriction in the hour for broadcasting (1996); increasing the national network for tobacco control in local level. (Graphic 1 & Table 2)

2000 to 2005

PCCC decreased only 4%.
RPC reached the lowest level in 2001 after 1993. TCNP measures got stronger: banning advertising from the main mass media (2000); prohibition of sponsorship of sport and art events by tobacco products (2003); prominent health warnings with photo in main display areas of tobacco products (2002); quit line number in tobacco products packs (2002); smoking cessation treatment in public health system (2004); strong media advocacy. (See Graphic 1 & Table 3)

Graphic 1 : BRAZIL - Per capita cigarette consumption, real prices of cigarettes and tobacco control non prices measures - 1990-2004

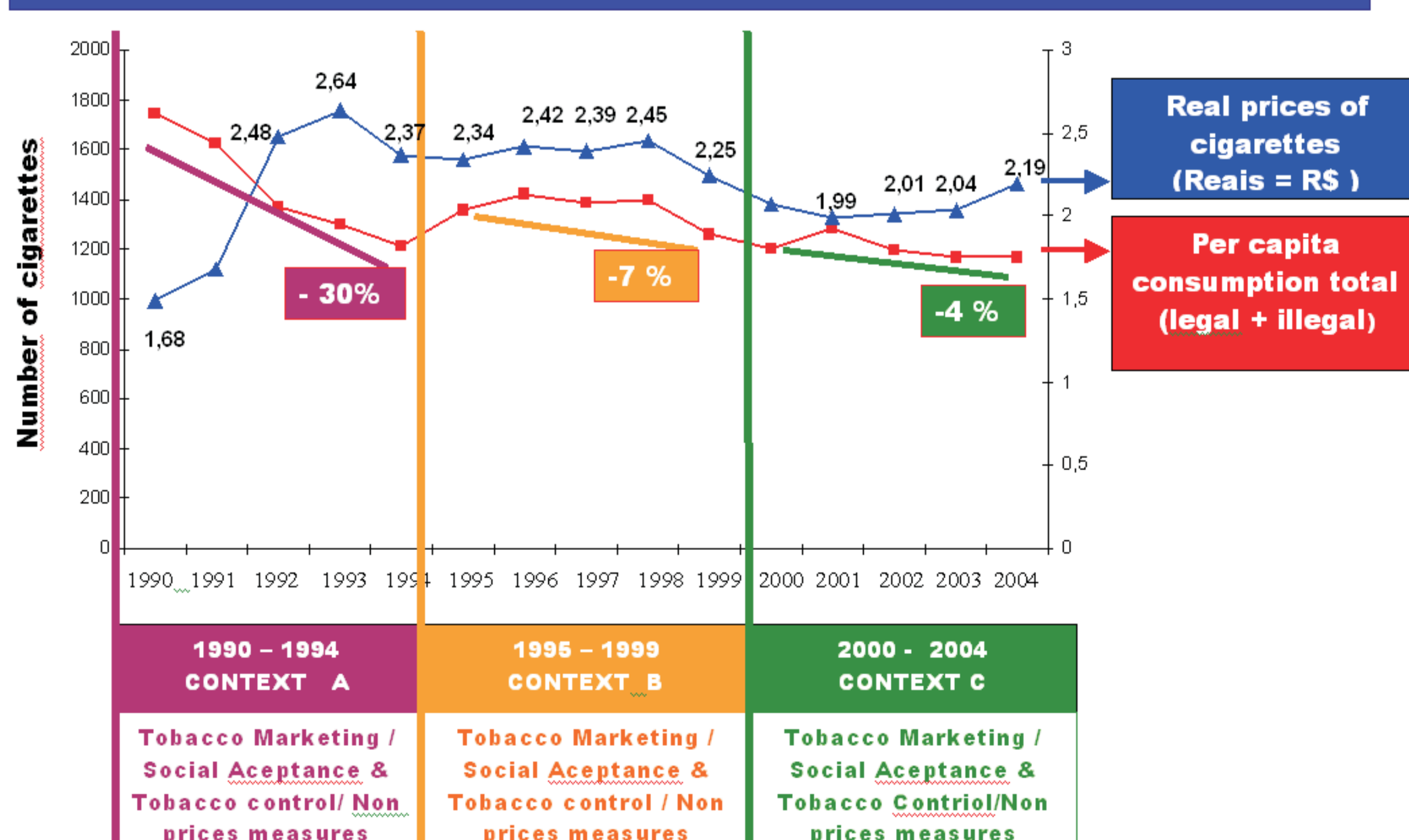


Table 1 1990 -1994 CONTEXT A	
TOBACCO MARKETING & SOCIAL ACCEPTANCE	TOBACCO CONTROL - NON PRICE MEASURES
Cigarette advertising in mass media 	Advocacy - targeting opinion leaders & decision makers
	Decentralization - educative measures: states and municipalities - initial phase
• Sport and arts sponsorship 	Awareness Campaigns: World No Tobacco Day & National Day Against Tobacco
Tobacco control - low support from media and opinion makers 	Counter advertising in paid media - very rarely
Low interest among health professionals 	Health Warning - one generic - lateral surface - poor visibility
	No formal smoking cessation treatment in Public health No restriction to smoking indoors

Table 3 2000 - 2005 CONTEXT C	
TOBACCO MARKETING & SOCIAL ACCEPTANCE	TOBACCO CONTROL - NON PRICE MEASURES
2000 tobacco products advertising prohibited 	Tobacco control network (decentralization) reached 26 states and DF, and 3, 500 municipalities
2003 tobacco products sponsorship prohibited 	2003 The National Committee for FCTC Implementation was created - including 13 Ministries representatives
Media more supportive for tobacco control 	Annual stronger awareness campaigns - World No Tobacco Day & National Day Against Tobacco
2002 Tobacco industry intensify brand colors diversification to keep communication on light and mild descriptors 	2003 - Law determining the broadcast of tobacco Counter advertising and health warnings during broadcast of international events sponsored by tobacco products
	2001 Creation of a National Quit line: call and quit smoking
	2002 Prohibition of brands descriptors: lights and mild
	2004 Implementation of smoking cessation treatment in public health system

Table 2 1995 -1999 CONTEXT B	
TOBACCO MARKETING & SOCIAL ACCEPTANCE	TOBACCO CONTROL - NON PRICE MEASURES
• Advertising - restriction in the hour for broadcasting in TV 	Decentralization of educative actions (smoke free environments and cessation) to states and municipalities: school, workplaces and health units
• Tobacco products sponsorship : arts and sports events 	National awareness Campaign: World No Tobacco Day & National Day Against Tobacco
	Counter advertising sporadic in TV; free media systematic catching
	1996 - Federal Law - limits smoking in enclosed public places to smoking designated rooms /
	Advertising broadcasting hour restriction
	Health warnings becomes rotating and varied
	1999 - Regulation on tobacco products - National Agency on Sanitary Surveillance was created
	1999 - Creation of a National Committee to support the Brazilian delegation during FCTC negotiation.
	Dissemination of minimal contact approach for smoking cessation.
	No formal treatment for cessation in public health system yet

CONCLUSIONS

- The PCCC decrease was highest, when the real price of cigarettes reached the highest level, even in a context of incipient non prices measures.
- The important halt in the PCCC after 2000 can be explained by the important decrease of the real price of cigarette from 1998 on.
- By the other hand the increasing strength of non-price tobacco control measures adopted in this period probably prevented PCCC from increasing.
- This confirms the power of price measures to reduce tobacco consumption and how this measure can enhance the effect of non price measures.