Tobacco harms the health, the treasury, and the spirit of Argentina. Every year, more than 47,700 of its people are killed by tobacco-caused disease. Still, more than 120,000 children (10–14 years old) and 540,900 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Argentina and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

### Adult Smoking (15+ Y.O.)

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Argentina than on average in very high-HDI countries, there are still more than 32,930,000 men who smoke cigarettes each day, making it an ongoing and dire public health threat. Even though fewer women smoke in Argentina than on average in very high-HDI countries, there are still more than 21,164,000 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Children Smoking (10–14 Y.O.)

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
</tr>
<tr>
<td>Girls</td>
</tr>
</tbody>
</table>

More boys smoke in Argentina than on average in very high-HDI countries. More girls smoke in Argentina than on average in very high-HDI countries.

### Deaths

<table>
<thead>
<tr>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Argentina than on average in very high-HDI countries, tobacco still kills 589 men every week, necessitating action from policymakers. Even though fewer women die from tobacco in Argentina than on average in very high-HDI countries, tobacco still kills 327 women every week, necessitating action from policymakers.

### Societal Harms

The economic cost of smoking in Argentina amounts to 407.19 million peso. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

### Smokeless Tobacco

<table>
<thead>
<tr>
<th>% using tobacco daily: 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.2%</td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Argentina than on average in very high-HDI countries, 6,270 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 billion, which is equal to 65% of the Gross National Income of Argentina. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

### Growing

There were 119,434 metric tons of tobacco produced in Argentina in 2014. However, tobacco growing is only a small fraction of agriculture in Argentina, with only 0.04% of agricultural land devoted to tobacco cultivation.

### Production

There were 32.17 billion cigarettes produced in Argentina in 2016.
Current Policy in Argentina

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

HealthCare Facilities

Educational Facilities

Universities

Government Facilities

Indoor Offices

Restaurants

Pubs and Bars

Public Transport

All Other Indoor Public Places

Funds for Smokefree Enforcement

Offer Help

National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources

NRT and/or some cessation services (at least one of which is cost-covered)

National Quitline

Yes

Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice

Type of Warning Label

Graphic

Percent of Pack Covered

50%

Plain Packaging

Yes

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016

Yes

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

Yes

Pre-Tested With The Target Audience

Yes

Target Audience Research Was Conducted

Yes

Aired On Television And/or Radio

No

Utilized Media Planning

No

Earned Media/Public Relations Were Used To Promote The Campaign

Yes

Process Evaluation Was Used To Assess Implementation

n/a

Outcome Evaluation Was Used To Assess Effectiveness

No

Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans

6/7 possible bans

Number of Indirect Ad Bans

9/10 possible bans

Ad Ban Compliance Percent

High

Direct bans

• National TV and radio
• International TV and radio
• Local magazines and newspapers
• International magazines and newspapers
• Billboard and outdoor advertising
• Advertising on internet

Indirect bans

• Free distribution in mail or through other means
• Promotional discounts
• Non-tobacco products identified with tobacco brand names
• Brand name of non-tobacco products used for tobacco product
• Appearance in TV and/or films: tobacco brands (product placement)
• Appearance in TV and/or films: tobacco products
• Complete ban on sponsorship
• Any form of contribution (financial or other support) to any event, activity or individual
• Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Argentina

71.2% of Retail Price is Excise Tax

ta6.org/country/argentina