Tobacco harms the health, the treasury, and the spirit of Brazil. Every year, more than 150,000 of its people are killed by tobacco-caused disease. Still, more than 207,000 children (10-14 years old) and 192,950 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Brazil 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.

**Issues**

Brazil

**Societal Harms**

The economic cost of smoking in Brazil amounts to 730,31 million real. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**

Even though fewer people use smokeless tobacco on average in Brazil than on average in high-HDI countries, 466,800 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 20% of the Gross National Income of Brazil. 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 862,396 metric tons of tobacco produced in Brazil in 2014. However, tobacco growing is only a small fraction of agriculture in Brazil, with only 0.15% of agricultural land devoted to tobacco cultivation.

**Production**

There were 53.21 billion cigarettes produced in Brazil in 2016. Cigarette imports exceeded cigarette exports in Brazil in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Brazil
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
National quit line, and both NRT and some cessation services 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
65%

Plain Packaging
No

Warn About the Dangers to the Whole Population in a Media Campaign
Ran a National Anti-Tobacco Campaign in 2014 or 2016

Appropriate Characteristics
Yes

Part Of A Comprehensive Tobacco Control Program
Yes

Pre-Tested With The Target Audience
No

Target Audience Research Was Conducted
Yes

Aired On Television And/Or Radio
Yes

Utilized Media Planning
Yes

Earned Media/Public Relations Were Used To Promote The Campaign
Yes

Process Evaluation Was Used To Assess Implementation
Yes

Outcome Evaluation Was Used To Assess Effectiveness
Yes

Enforce Bans on Advertising
Ban on all forms of direct and indirect advertising is the best practice.

Number of Direct Ad Bans
7/7 possible bans

Number of Indirect Ad Bans
6/10 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 at point of sale
- 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)
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

WHO Benchmark
Minimum

70% of Retail Price is Excise Tax

Brazil

40% of Retail Price is Excise Tax

ta6.org/country/brazil