Tobacco harms the health, the treasury, and the spirit of Chile. Every year, more than 12,000 of its people are killed by tobacco-caused disease. Still, more than 55,000 children (10-14 years old) and 375,500 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Chile 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.)
% using tobacco daily: 2015

Male
28.3%
More men smoke in Chile than on average in very high-HDI countries.

Female
24.2%
More women smoke in Chile than on average in very high-HDI countries.

Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015

Boys
4.02%
More boys smoke in Chile than on average in very high-HDI countries.

Girls
4.95%
More girls smoke in Chile than on average in very high-HDI countries.

Deaths
% caused by tobacco: 2016

Male
12.26%
Even though fewer men die from tobacco in Chile than on average in very high-HDI countries, tobacco still kills 136 men every week, necessitating action from policymakers.

Female
9.66%
Even though fewer women die from tobacco in Chile than on average in very high-HDI countries, tobacco still kills 96 women every week, necessitating action from policymakers.

Societal Harms

The economic cost of smoking in Chile amounts to 7,432,560 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
% using tobacco daily: 2013

n/a  n/a

Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 44% larger than the Gross National Income of Chile. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

Growing

There were 6,362 metric tons of tobacco produced in Chile in 2014. However, tobacco growing is only a small fraction of agriculture in Chile, with only 0.01% of agricultural land devoted to tobacco cultivation.

Production

There were 16.9 billion cigarettes produced in Chile in 2016.
Solutions

Current Policy in Chile

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 cessation services (neither 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
- Pre-Tested With The Target Audience
- Target Audience Research Was Conducted
- Aired On Television And/Or Radio
- Utilized Media Planning
- Earned Media/Public Relations Were Used To Promote The Campaign
- Process Evaluation Was Used To Assess Implementation
- Outcome Evaluation Was Used To Assess Effectiveness

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

4/10 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
- Appearance in TV and/or films: tobacco brands (product placement)

Chile

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

Chile 66.39% of Retail Price is Excise Tax

ta6.org/country/chile