Tobacco harms the health, the treasury, and the spirit of Colombia. Every year, more than 20900 of its people are killed by tobacco-caused disease. Still, more than 72000 children (10-14 years old) and 2778000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Colombia 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
  - **11.1%**
  - Even though fewer men smoke on average in Colombia than on average in high-HDI countries, there are still more than 1971800 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

- Female
  - **4.3%**
  - More women smoke in Colombia than on average in high-HDI countries.

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

- Boys
  - **2.08%**
  - More boys smoke in Colombia than on average in high-HDI countries.

- Girls
  - **1.46%**
  - More girls smoke in Colombia than on average in high-HDI countries.

**Deaths**
% caused by tobacco: 2016

- Male
  - **10%**
  - Even though fewer men die from tobacco in Colombia than on average in high-HDI countries, tobacco still kills 235 men every week, necessitating action from policymakers.

- Female
  - **8.84%**
  - Even though fewer women die from tobacco in Colombia than on average in high-HDI countries, tobacco still kills 166 women every week, necessitating action from policymakers.

**Societal Harms**

The economic cost of smoking in Colombia amounts to 3416058 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**

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 25% larger than the Gross National Income of Colombia. 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 28600 metric tons of tobacco produced in Colombia in 2014. However, tobacco growing is only a small fraction of agriculture in Colombia, with only 0.03% of agricultural land devoted to tobacco cultivation.

**Production**

There were 6.58 billion cigarettes produced in Colombia in 2016. Cigarette imports exceeded cigarette exports in Colombia in 2016, which hurt the country’s trade balance.

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**Notes:**

*Information sourced from: [ta6.org/country/colombia]*
## Solutions

### Current Policy in Colombia

**Protect from Smoke**

All public places completely smoke-free is the best practice.

### Smokefree

- HealthCare Facilities
- Universities
- Indoor Offices
- Pubs and Bars
- All Other Indoor Public Places

- Educational Facilities
- Government Facilities
- Restaurants
- Public Transport

### Funds for Smokefree Enforcement

### Offer Help

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

<table>
<thead>
<tr>
<th>Quitting Resources</th>
<th>NRT and/or some cessation services (at least one of which is cost-covered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Quitline</td>
<td>No</td>
</tr>
</tbody>
</table>

### Warn About the Dangers to Tobacco Users on Product Packaging

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

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>Graphic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>30%</td>
</tr>
<tr>
<td>Plain Packaging</td>
<td>No</td>
</tr>
</tbody>
</table>

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

Ran a National Anti-Tobacco Campaign in 2014 or 2016 is the best practice.

<table>
<thead>
<tr>
<th>Appropriate Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part Of A Comprehensive Tobacco Control Program</td>
</tr>
<tr>
<td>Pre-Tested With The Target Audience</td>
</tr>
<tr>
<td>Target Audience Research Was Conducted</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</td>
</tr>
</tbody>
</table>

### Enforce Bans on Advertising

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

<table>
<thead>
<tr>
<th>Direct Ad Bans</th>
<th>7/7 possible bans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect Ad Bans</td>
<td>7/10 possible bans</td>
</tr>
</tbody>
</table>

| Ad Ban Compliance Percent | Moderate |

### Raise Taxes

**WHO Benchmark**

Minimum 70% of Retail Price is Excise Tax.

**Colombia** 62.46% of Retail Price is Excise Tax.

### Enforce Bans on Advertising

- 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

- 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
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

__ta6.org/country/colombia__