Tobacco harms the health, the treasury, and the spirit of Ecuador. Every year, more than 3500 of its people are killed by tobacco-caused disease. Still, more than 11000 children (10-14 years old) and 484000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Ecuador 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>6.7%</td>
</tr>
<tr>
<td>Female</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Ecuador than on average in high-HDI countries, there are still more than 380400 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

Even though fewer women smoke in Ecuador than on average in high-HDI countries, there are still more than 104000 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.98%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.52%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Ecuador than on average in high-HDI countries, there are still more than 7500 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

Even though fewer girls smoke in Ecuador than on average in high-HDI countries, there are still more than 3800 girls who smoke cigarettes each day, making it a sign of an ongoing and dire public health threat.

**Deaths**
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5.69%</td>
</tr>
<tr>
<td>Female</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Ecuador than on average in high-HDI countries, tobacco still kills 46 men every week, necessitating action from policymakers.

Even though fewer women die from tobacco in Ecuador than on average in high-HDI countries, tobacco still kills 22 women every week, necessitating action from policymakers.

**Societal Harms**
The economic cost of smoking in Ecuador amounts to 141 million dollar. 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

<table>
<thead>
<tr>
<th></th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**Industry**
The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 258% larger than the Gross National Income of Ecuador. 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 9190 metric tons of tobacco produced in Ecuador in 2014. However, tobacco growing is only a small fraction of agriculture in Ecuador, with only 0.08% of agricultural land devoted to tobacco cultivation.

**Production**
There were 1.1 billion cigarettes produced in Ecuador in 2016.
## Solutions

### Current Policy in Ecuador
**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

**Raise Taxes**

**WHO Benchmark**

**Minimum 70%** of Retail Price is Excise Tax

**Ecuador 59.26%** of Retail Price is Excise Tax

### 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)

<table>
<thead>
<tr>
<th>National Quitline</th>
<th>Yes</th>
</tr>
</thead>
</table>

### 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**

- 60%

**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**

- No

**Appropriate Characteristics**

- Part Of A Comprehensive Tobacco Control Program: n/a
- Pre-Tested With The Target Audience: n/a
- Target Audience Research Was Conducted: n/a
- Aired On Television And/Or Radio: n/a
- Utilized Media Planning: n/a
- Earned Media/Public Relations Were Used To Promote The Campaign: n/a
- Process Evaluation Was Used To Assess Implementation: n/a
- Outcome Evaluation Was Used To Assess Effectiveness: n/a

### 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**

- 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 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)
- 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

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**Ecuador**

ta6.org/country/ecuador