Tobacco harms the health, the treasury, and the spirit of El Salvador. Every year, more than 1700 of its people are killed by tobacco-caused disease. Still, more than 3000 children (10-14 years old) and 283000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in El Salvador 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
**% using tobacco daily: 2015**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in El Salvador than on average in medium-HDI countries, there are still more than 202900 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Children Smoking
**% using tobacco daily: 2015**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.87%</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in El Salvador than on average in medium-HDI countries, there are still more than 2600 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Deaths
**% caused by tobacco: 2016**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4.86%</td>
<td>3.91%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in El Salvador than on average in medium-HDI countries, tobacco still kills 20 men every week, necessitating action from policymakers.

### Societal Harms
The economic cost of smoking in El Salvador amounts to 40 million colon. 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>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<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, 1253% larger than the Gross National Income of El Salvador. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.
Solutions

Current Policy in El Salvador

Protect from Smoke

All public places completely smoke-free is the best practice

Smokfree

- 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

El Salvador

36.03% 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

- National quit line
- 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

- 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

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

6/7 possible bans

Number of Indirect Ad Bans

5/10 possible bans

Ad Ban Compliance Percent

Moderate

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

- 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
- Any form of contribution (financial or other support) to any event, activity or individual

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