Tobacco harms the health, the treasury, and the spirit of Guatemala. Every year, more than 2800 of its people are killed by tobacco-caused disease. Still, more than 13000 children (10-14 years old) and 798000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Guatemala 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.

### Adults Smoking (15+ Y.O.)
% using tobacco daily: 2015

**Male**

13.4%

Even though fewer men smoke on average in Guatemala than on average in medium-HDI countries, there are still more than 662800 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Female**

2.5%

Even though fewer women smoke in Guatemala than on average in medium-HDI countries, there are still more than 135200 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

**Boys**

0.91%

Even though fewer boys smoke in Guatemala than on average in medium-HDI countries, there are still more than 8900 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Girls**

0.5%

More girls smoke in Guatemala than on average in medium-HDI countries.

### Deaths
% caused by tobacco: 2016

**Male**

3.91%

Even though fewer men die from tobacco in Guatemala than on average in medium-HDI countries, tobacco still kills 37 men every week, necessitating action from policymakers.

**Female**

2.48%

Even though fewer women die from tobacco in Guatemala than on average in medium-HDI countries, tobacco still kills 17 women every week, necessitating action from policymakers.

### Societal Harms

The economic cost of smoking in Guatemala amounts to 1414 million quetzal. 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

0.1%

Even though fewer people use smokeless tobacco on average in Guatemala than on average in medium-HDI countries, 9900 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, 416% larger than the Gross National Income of Guatemala. 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 27084 metric tons of tobacco produced in Guatemala in 2014, with 0.37% of agricultural land devoted to tobacco cultivation.
## Solutions

### Current Policy in Guatemala

**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

- **Guatemala** 38.27% of Retail Price is Excise Tax

### 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>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>13%</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

<table>
<thead>
<tr>
<th>Appropriate Characteristics</th>
<th>n/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part Of A Comprehensive Tobacco Control Program</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre-Tested With The Target Audience</td>
<td>n/a</td>
</tr>
<tr>
<td>Target Audience Research Was Conducted</td>
<td>n/a</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
<td>n/a</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
<td>n/a</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
<td>n/a</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
<td>n/a</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</td>
<td>n/a</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>Number of Direct Ad Bans</th>
<th>0/7 possible bans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Indirect Ad Bans</td>
<td>3/10 possible bans</td>
</tr>
<tr>
<td>Ad Ban Compliance Percent</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Direct bans

- Free distribution in mail or through other means
- Promotional discounts
- Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images

**ta6.org/country/guatemala**