Tobacco harms the health, the treasury, and the spirit of Mexico. Every year, more than 47200 of its people are killed by tobacco-caused disease. Still, more than 96000 children (10-14 years old) and 7069000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Mexico 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**
11.9%
Even though fewer men smoke on average in Mexico than on average in high-HDI countries, there are still more than 5389000 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Female**
3.6%
Even though fewer women smoke in Mexico than on average in high-HDI countries, there are still more than 1680000 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**
1.04%
Even though fewer boys smoke in Mexico than on average in high-HDI countries, there are still more than 62400 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Girls**
0.59%
Even though fewer girls smoke in Mexico than on average in high-HDI countries, there are still more than 34100 girls who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Deaths
% caused by tobacco: 2016

**Male**
8.97%
Even though fewer men die from tobacco in Mexico than on average in high-HDI countries, tobacco still kills 632 men every week, necessitating action from policymakers.

**Female**
4.91%
Even though fewer women die from tobacco in Mexico than on average in high-HDI countries, tobacco still kills 275 women every week, necessitating action from policymakers.

### Societal Harms
The economic cost of smoking in Mexico amounts to 57127 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

**0.2%**
Even though fewer people use smokeless tobacco on average in Mexico than on average in high-HDI countries, 181100 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, which is equal to 33% of the Gross National Income of Mexico. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

### Growing
There were 15119 metric tons of tobacco produced in Mexico in 2014. However, tobacco growing is only a small fraction of agriculture in Mexico, with only less than 0.01% of agricultural land devoted to tobacco cultivation.

### Production
There were 47.18 billion cigarettes produced in Mexico in 2016.
Solutions

Current Policy in Mexico
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
National quit line, and both NRT and some cessation services cost-covered

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
65%
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
n/a

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
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
3/7 possible bans
Number of Indirect Ad Bans
6/10 possible bans
Ad Ban Compliance Percent
Moderate

Direct bans
• National TV and radio
• International TV and radio
• Billboard and outdoor advertising

Indirect bans
• Free distribution in mail or through other means
• Promotional discounts
• Non-tobacco products identified with tobacco brand names
• Complete ban on sponsorship
• Any form of contribution (financial or other support) to any event, activity or individual
• Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes
WHO Benchmark
Minimum 70% of Retail Price is Excise Tax
Mexico
53.2% of Retail Price is Excise Tax

http://ta6.org/country/mexico