Tobacco harms the health, the treasury, and the spirit of Peru. Every year, more than 7700 of its people are killed by tobacco-caused disease. Still, more than 33000 children (10-14 years old) and 1812000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Peru 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 Peru than on average in high-HDI countries, there are still more than 1333300 men who smoke cigarettes each day, making it an ongoing and dire public health threat.
- Female 4.2%
  More women smoke in Peru than on average in high-HDI countries.

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

- Boys 1.29%
  Even though fewer boys smoke in Peru than on average in high-HDI countries, there are still more than 18600 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.
- Girls 1.09%
  More girls smoke in Peru than on average in high-HDI countries.

Deaths
% caused by tobacco: 2016

- Male 6.64%
  Even though fewer men die from tobacco in Peru than on average in high-HDI countries, tobacco still kills 88 men every week, necessitating action from policymakers.
- Female 5.06%
  Even though fewer women die from tobacco in Peru than on average in high-HDI countries, tobacco still kills 60 women every week, necessitating action from policymakers.

Societal Harms

The economic cost of smoking in Peru amounts to 1653 million nuevo sol. 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, 88% larger than the Gross National Income of Peru. 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 6492 metric tons of tobacco produced in Peru in 2014. However, tobacco growing is only a small fraction of agriculture in Peru, with only less than 0.01% of agricultural land devoted to tobacco cultivation.

Production

Cigarette imports exceeded cigarette exports in Peru in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Peru

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

- NRT and/or some cessation services (at least one of which is 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

No

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
- 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

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

0/10 possible bans

Ad Ban Compliance Percent

Moderate

Direct bans

- National TV and radio
- International TV and radio
- Advertising on internet

Indirect bans

Peru

Raise Taxes

WHO Benchmark

- Minimum
- 70% of Retail Price is Excise Tax

Peru

- 33.75% of Retail Price is Excise Tax

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