Tobacco harms the health, the treasury, and the spirit of the Philippines. Every year, more than 117,700 of its people are killed by tobacco-caused disease. Still, more than 94,000 children (10-14 years old) and 1,283,800 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in the Philippines 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 Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>33.9%</td>
</tr>
<tr>
<td>Female</td>
<td>3.6%</td>
</tr>
</tbody>
</table>

More men smoke in the Philippines than on average in medium-HDI countries. Even though fewer women smoke in the Philippines than on average in medium-HDI countries, there are still more than 1,234,700 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 Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>1.34%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.46%</td>
</tr>
</tbody>
</table>

More boys smoke in the Philippines than on average in medium-HDI countries. More girls smoke in the Philippines than on average in medium-HDI countries.

**Deaths**
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>% Deaths Caused by Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>22.65%</td>
</tr>
<tr>
<td>Female</td>
<td>13.25%</td>
</tr>
</tbody>
</table>

More men die in the Philippines than on average in medium-HDI countries. More women die in the Philippines than on average in medium-HDI countries.

**Societal Harms**

The economic cost of smoking in the Philippines amounts to 2,693,26 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

1.7%

Even though fewer people use smokeless tobacco on average in the Philippines than on average in medium-HDI countries, 1,163,800 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 94% of the Gross National Income of the Philippines. 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 6,141,18 metric tons of tobacco produced in the Philippines in 2014, with 0.29% of agricultural land devoted to tobacco cultivation.

**Production**

There were 84.96 billion cigarettes produced in the Philippines in 2016.
Solutions

Current Policy in the Philippines
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
Philippines 60.61% 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)  
National Quitline  
No

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
Appropriate Characteristics
Part Of A Comprehensive Tobacco Control Program  
Yes
Pre-Tested With The Target Audience  
No
Target Audience Research Was Conducted  
Yes
Aired On Television And/Or Radio  
Yes
Utilized Media Planning  
Yes
Earned Media/Public Relations Were Used To Promote The Campaign  
Yes
Process Evaluation Was Used To Assess Implementation  
Yes
Outcome Evaluation Was Used To Assess Effectiveness  
No

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  
1/10 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
• Appearance in TV and/or films: tobacco brands (product placement)