Tobacco harms the health, the treasury, and the spirit of Spain. Every year, more than 57200 of its people are killed by tobacco-caused disease. Still, more than 75000 children (10-14 years old) and 9605000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Spain 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 | 27.6% | More men smoke in Spain than on average in very high-HDI countries. | Female | 18.6% | More women smoke in Spain than on average in very high-HDI countries. |

**Children Smoking** (10-14 Y.O.)

| % using tobacco daily: 2015 | Boys | 2.56% | More boys smoke in Spain than on average in very high-HDI countries. | Girls | 4.48% | More girls smoke in Spain than on average in very high-HDI countries. |

**Deaths**

| % caused by tobacco: 2016 | Male | 22.28% | More men die in Spain than on average in very high-HDI countries. | Female | 5.08% | Even though fewer women die from tobacco in Spain than on average in very high-HDI countries, tobacco still kills 204 women every week, necessitating action from policymakers. |

**Societal Harms**

The economic cost of smoking in Spain amounts to 20773 million euro. 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 | Boys | 2.5% | More people use smokeless tobacco in Spain than on average in very high-HDI countries. |

**Industry**

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 28% of the Gross National Income of Spain. 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 29140 metric tons of tobacco produced in Spain in 2014. However, tobacco growing is only a small fraction of agriculture in Spain, with only 0.04% of agricultural land devoted to tobacco cultivation.

**Production**

There were 3 billion cigarettes produced in Spain in 2016. Cigarette imports exceeded cigarette exports in Spain in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Spain
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
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
65%
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 No

Appropriate Characteristics
A Comprehensive Tobacco Control Program
n/a
Reached With The Target Audience
n/a
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
Process Evaluation Was Used To Assess Implementation
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
6/7 possible bans
Number of Indirect Ad Bans
8/10 possible bans
Ad Ban Compliance Percent
High

Direct bans
• National TV and radio
• International TV and radio
• Local magazines and newspapers
• Billboard and outdoor advertising
• Advertising at point of sale
• Advertising on internet

Indirect bans
• Free distribution in mail or through other means
• Promotional discounts
• 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)
• 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

WHO Benchmark
Minimum
70% of Retail Price is Excise Tax
Spain
60.88% of Retail Price is Excise Tax

ta6.org/country/spain