

PHILIPPINES

Tobacco Policy Status



TOBACCO TAXATION AND PRICES Tax has increased steadily in recent years and is expected to continue to rise through 2011. **SMOKE-FREE ENVIRONMENTS** No national level ban on smoking in all public places, workplaces, and public transport exists. Smokers are permitted to smoke in designated areas in most public places. **BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP** Advertising, promotion and sponsorship are not banned across all mass media formats in the Philippines and existing bans are poorly enforced. A total ban on advertising in mass media and sponsorship of tobacco products is projected for mid-2008. Pending litigation initiated by the tobacco industry challenges an existing ban on outdoor advertising. The companies are seeking to allow advertising on the outside premises of places where tobacco products are sold. **HEALTH WARNINGS ON TOBACCO PACKAGES** Tobacco product warning labeling meets only the minimum required size for effective labeling. Labels are not graphic and rotate only simple health warning messages. **TREATMENT OF TOBACCO DEPENDENCE** Adequate support is not available to Filipino smokers seeking to quit. Counseling and cessation medications are scarcely available. **TOBACCO PREVENTION FUNDING** Government expenditure on tobacco control in the Philippines is highly disproportionate to the scope of the problem of tobacco use among the population. The government spends less than US \$ 10,000 on tobacco control for a population of more than 83 million, of which nearly 16% (or over 13 million Filipinos) are smokers.

WHO Report on the Global Tobacco Epidemic, Philippines, 2008

TOBACCO TAXATION AND PRICES			
PRICE OF MOST POPULAR BRAND ²		USD at official rate	\$0.49
In currency reported by country	25.00 PHP	International dollars ³	\$4.91
SMOKE-FREE ENVIRONMENTS			
Health care facilities	Yes	Indoor offices	No
Educational facilities (except universities)	Yes	Restaurants	No
Universities	Yes	Pubs and bars	No
Governmental facilities	Yes	Enforcement*	5 / 10
HEALTH WARNINGS ON TOBACCO PACKAGES			
Laws or regulations banning misleading terms	No	Warnings are large, clear, visible and legible	Yes
% of principal display areas covered by warnings	30%	Warnings rotate	Yes
Warnings are mandated and specific	Yes	Warnings are written in the principal language(s)	Yes
Warnings appear in/on each package/label	Yes	Warnings include a picture	No
Warnings describe harmful effects of tobacco use	Yes		
TREATMENT OF TOBACCO DEPENDENCE			
Quitline	No	Counseling in hospitals	Yes, in some
Nicotine replacement therapies (NRT) sold	Yes	Counseling in offices of health professionals	Yes, in some
Bupropion sold	No	Counseling in the community	No
Counseling in health clinics	No		
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP			
National TV and radio	Yes	Free distribution	No
International TV and radio	Yes	Promotional discounts	No
Local magazines/newspapers	Yes	Non-tobacco products with tobacco brand names	Yes
International magazines/newspapers	No	Non-tobacco brand used for tobacco product ⁴	Yes
Billboards/outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	Yes
Point of sale	No	Sponsored events	Yes
Internet	Yes	Enforcement*	5 / 10
TOBACCO PREVENTION FUNDING			
Specific national government objectives	Yes	GOVERNMENT'S EXPENDITURE ON TOBACCO CONTROL	
National agency or technical unit for tobacco control	Yes	In currency reported by country	500 000 PHP
Number of full-time equivalent staff	...	In USD at official exchange rate	\$9 745

¹WHO Report on the Global Tobacco Epidemic, 2008: The MPOWER package. Geneva, World Health Organization, 2008. ²Pack of 20 sticks. ³International dollar has same purchasing price locally as a US dollar in the United States. ⁴Cumulative score (maximum of 10) from 5 experts who ranked enforcement as minimal (0), moderate (1), full (2). (...) Data not reported