



Peru

18-22 NOVEMBER
2013

NEEDS ASSESSMENT MISSION



Introduction

The needs assessment mission for the implementation of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) was conducted November 18-22, 2013, by the Convention Secretariat jointly with the Ministry of Health of Peru. The international team, which came at the government's invitation, included representatives of the Pan American Health Organization (PAHO) and the United Nations Development Programme (UNDP). The team met with the leaders of government agencies, NGOs and civil society who are involved in implementing the WHO FCTC at country level.

Tobacco control milestones in Peru



- 2004** Peru ratifies the WHO FCTC.
- 2005** The WHO FCTC enters into force in Peru.
- 2006** Peru adopts the General Law for the Prevention and Control of Tobacco Use Risks.

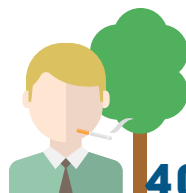
Cigarette pricing in Peru, 2009 - 2013

YEAR	PRICE
2009	4 soles
2010	4.7 soles
2013	6 soles

Rates and types of tax applied to cigarettes in Peru as percentage of the retail price, 2009-2013

YEAR	CUSTOMS DUTY	VAT	CONSUMPTION TAX
2009	30%	15%	25% ad valorem
2010	30%	15%	30% ad valorem
2013	50%	15%	23% specific

Key facts



40-50%

of **young** people aged 13-15 have been exposed to tobacco **smoke** in **public places**.



7.8%

of **females** aged 12-65 are current tobacco **smokers**.



Over
80%

of those surveyed support **banning smoking** in all **enclosed public places**.

US\$ 2.13

is the average **price** of a pack of 20 **cigarettes** in Peru.



19.7%

of **males** aged 12-65 are current tobacco **smokers**.



11.9%

of **boys** aged 14-16 are current cigarette **smokers**.



6.5%

of **girls** aged 14-16 are current cigarette **smokers**.



The last tobacco manufacturing company in Peru closed in

2005.

US\$ 532,000

of **illicit tobacco products** were seized in **2011**,



and

US\$ 703,000

in **2012.**

Main findings and recommendations

● The World Health Organization Framework Convention on Tobacco Control, or WHO FCTC, went into effect in Peru in 2005. In 2006, Peru passed the General Law for the Prevention and Control of Tobacco Use Risks, together with amendments and regulations, to implement the WHO FCTC. However, these laws and regulations do not fully comply with WHO FCTC requirements.

Recommendation: *Revise the General Law for the Prevention and Control of Tobacco Use Risks so that it fully complies with the WHO FCTC and strengthen enforcement, mainly through improving cooperation among the government agencies responsible for enforcing the law.*

● Peru does not currently have a multisector national tobacco control strategy or action plan or a national coordinating mechanism for tobacco control.

Recommendation: *Immediately develop a national tobacco control strategy and establish a multisector coordination mechanism at the national level. The coordination mechanism should clearly define the roles and responsibilities each ministry and other stakeholders have so that everyone contributes to implementing the WHO FCTC. Additionally, raise awareness within the government in order to prevent tobacco industry interference.*

● The WHO FCTC requires Peru to provide universal protection from exposure to tobacco smoke in all indoor public spaces, including workplaces and public transportation. Peru's General Law for the Prevention and Control of Tobacco Use Risks fulfills this

There is no legal provision that stipulates that no branch of government should not endorse, support or form partnerships with the tobacco industry and there is no requirement to ensure transparency in interactions.

Recommendation: *Include the obligations under Article 5.3 as an amendment to the legislation or as new regulations.*

requirement. However, enforcement is not as thorough as would be ideal.

Recommendation: *Implementation and monitoring should be strengthened so that the law is universally applied.*

● Peru has not yet fully implemented regulations requiring tobacco product importers to regularly provide information to the government about the contents and emissions of their products and to make this information available to the public.

Recommendation: *These regulations should be fully implemented. Additionally, tobacco products should be subject to random testing to measure their contents and emissions. This should be implemented in a way that makes the tobacco industry responsible for the cost.*

● The Ministry of Economy and Finance is responsible for tobacco tax policies in Peru, in consultation with tobacco control stakeholders.

Recommendation: *Increase the tax on tobacco products on a regular basis, bearing in mind general inflation rates and increases in household income, to make tobacco products less affordable over time.*

● The Ministry of Health provides a toll-free telephone number for those who want to quit using tobacco. Through this toll-free telephone line, it provides information about the nearest health center where tobacco users can receive substance abuse counseling and a prescription for medication to help them quit.

However, Peru does not have national guidelines on tobacco cessation and the treatment of tobacco dependence. Additionally, nicotine replacement therapy is not on the list of essential drugs in Peru.

Recommendation: *Strengthen the treatment system to help people quit using tobacco.*

● The Protocol to Eliminate Illicit Trade in Tobacco Products is an additional tool to help reduce the supply of tobacco products. Consultations have begun with the Government of Peru on the ratification of this Protocol.

Recommendation: *Ratify and implement the Protocol.*

● Peru has longitudinal data on youth tobacco use. However, it does not have comparable data for adults or adequate data about tobacco smoking other than with cigarettes.

Recommendation: *Conduct youth and adult surveys about tobacco use on a regular basis, either as independent surveys or as part of national surveys that are already conducted on other subjects.*

● The current United Nations Development Assistance Framework, or UNDAF, does not include prevention and control of noncommunicable diseases generally, or the WHO FCTC specifically.

Recommendation: *Specifically reference the WHO FCTC in the next UNDAF.*

Post needs assessment assistance available from the Convention Secretariat

● Supporting the development of a national strategic plan.

● Supporting access to resources through donor coordination.

● Facilitating technical support for tobacco tax policy.

● Supporting activities to strengthen supervision and inspection of smoke-free public places.

● Supporting the development of a media strategy.

Outcomes



1) After the needs assessment mission took place, Peru increased the specific excise tax on cigarettes from 0.07 soles per stick to 0.18 soles per stick, for an increase of 157%.

2) The tax increase implemented built on a proposal developed by the Ministry of Finance following the mission of the Convention Secretariat and its partners, and a subsequent post needs assessment mission of the World Bank.

3) The move also benefited from the support of PAHO, which hosted a Tax Sim simulation training.