



# Tobacco Tax Communications

Training & Collaboration



# Meet the Trainers!

TRAINER	ROLE
Claudio Tanca	CTFK International Communications
Luke Telander	Digital Advocacy Center Trainer
Jesse Danzig	Digital Advocacy Center Trainer
Simone Fukuda	CTFK Research



# Goals of This Training

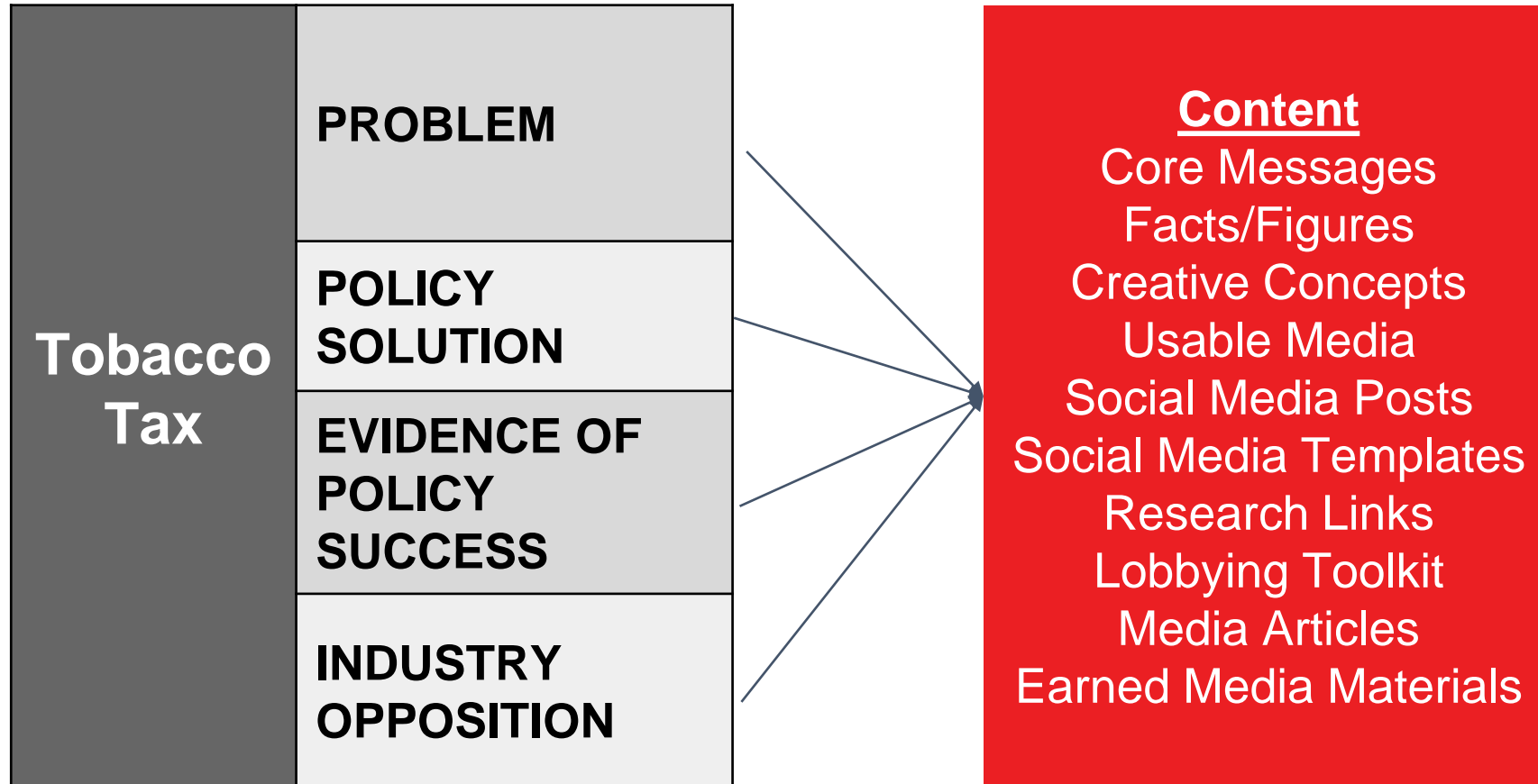


The training will cover the following:

- 1 Insights from your assignments
- 2 Future Training Previews + Group Discussions
- 3 Next Steps for Working Group

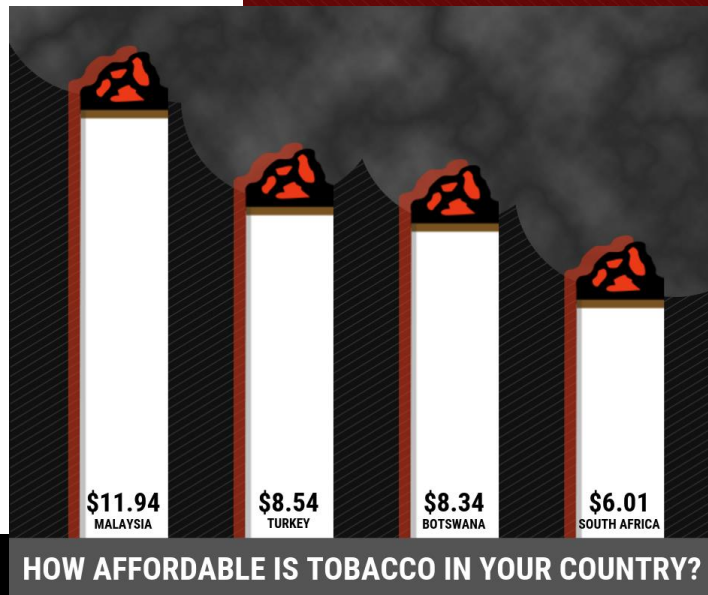


# Resource Framework





# Some of Your Favorite Visual Materials

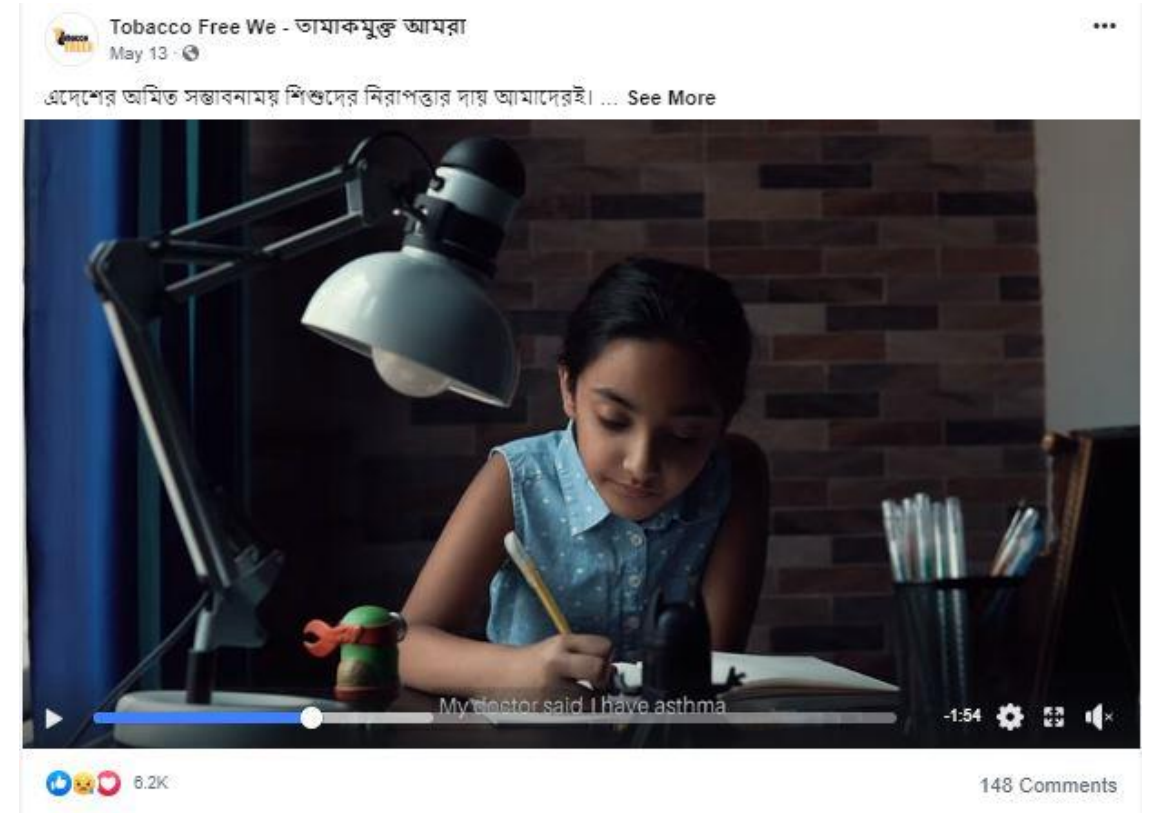






# Additions from the Group

## ECONOMICS OF TOBACCO TAXATION TOOLKIT





## Q&A with Trainees

- Thanks to Ni Made Shellasih + Renny Nurhansa from Jaminan Sosial Universitas Indonesia (PKJS-UI)/Center for Social Security Studies Universitas Indonesia (CSSS-UI) for being willing to share their thoughts about the training and how they hope to incorporate the resources into their future campaigns in Indonesia.





# Questions/Comments?

Use the chat function to ask any questions

- Additional questions about website and resources available?
- Are you starting to/planning on integrating some of these resources into your day-to-day content?
- Does anyone have another example they'd like to share?







# Diving Deeper - This isn't the End, it's the Beginning

While this training series is coming to a close with this webinar, our tobacco tax communications working group is just getting started.

Based on your feedback we want to sustain this network to help you continue learning and growing from additional capacity building opportunities and strengthened networks.



# Potential New Tobacco Tax Working Groups

As part of our ongoing capacity building work with this network, we're hoping to launch several smaller capacity building opportunities. We'll give you a sneak peek now so you can decide what might be interesting to you.

- **Research + Data:** Further examine research concepts + provide assistance the leadership of their tax advocacy campaigns.
- **Digital Content Strategy + Design:** Building on our design accelerator from earlier this year, this training will take a closer look at the visual materials on the DAC, helping you adapt them to your needs.
- **Combating Industry Myths:** A closer look at the data and tactics that can help you stop Big Tobacco in its track.





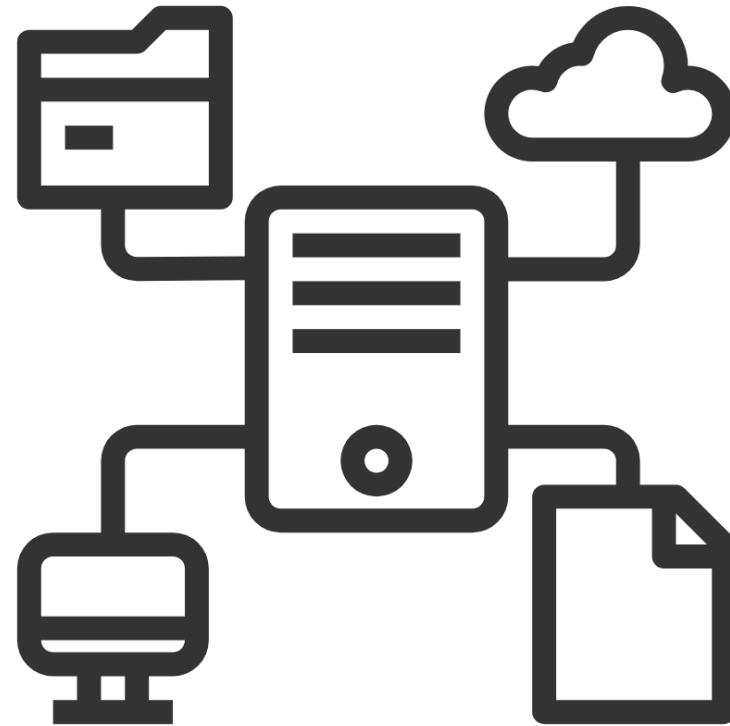
# DATA

1 How you can use research to  
1 ground your campaign in data  
1 and power effective and accurate  
1 communication.



# Research + Data Capacity Building Opportunities

Our team will work with grantees to further explain research concepts, while also assisting the leadership of your tax advocacy campaigns in identifying technical expertise to 1) develop the technical ask and 2) pull together the supporting evidence to justify the campaign and counter tobacco industry opposition.







# Key Concepts on Tobacco Taxation

## Tax System

- Goal: Simple and harmonized/uniform
- Reality: Complex and not harmonized/uniform
- ***Tobacco tax advocacy campaigns that produce lasting impact understand and set objectives toward the end goal.***

## Tax Types

- Excise: a type of tax applied to a good consumed in a country.
- Specific: the tax applied to a product is an amount based on quantity.
- Ad valorem: the tax applied is based on the percentage of the value of the product.
- Mixed: when both excise and ad valorem taxes are applied
- **Tobacco tax increases as regressive or progressive? *Progressive!***  
***Consider the “externalities”!!!***





# Key Terms in Tobacco Taxation

**Affordability:** the ability to buy a product based on product price and consumer income.

- **Indexation:** structured/planned adjustments of the tax.

**Illicit trade:** the illegal trade of tobacco products\*

**Earmarking:** designating a tax (or portion of a tax) for a particular purpose.

**Hard earmarks versus soft earmarks.**

**Price elasticity of demand (PED):** the change in the quantity demanded or purchased of a product in relation to its price change.



# Price Elasticity of Demand (PED) of Tobacco

- For low- and middle-income countries, it estimated that a 10% increase in price leads to a 5% decrease in demand of tobacco products and a 4% decrease in high-income countries.
- This is an average, each country will have its own PED for tobacco products based on analysis of country-specific data.

Table 1: Estimated price elasticities based on time-series and HES data in SEE region\*

Country	Price elasticity estimate – time series	Price elasticity estimate – household expenditure data
Albania	-0.78	-0.57
B&H	-0.83	-0.65
Croatia	-0.44	-1.07**
Kosovo	-0.68	-0.29
Macedonia	-0.47	n/a
Montenegro	-0.68	-0.57
Serbia	-0.76	-0.45

**Source:** Improving tobacco taxation policies in Southeastern Europe. Institute of Economic Sciences. Policy brief. February 2019. Available at: <https://tobacconomics.org/research/improving-tobacco-taxation-policies-in-southeastern-europe/>



# Success Story: Colombia



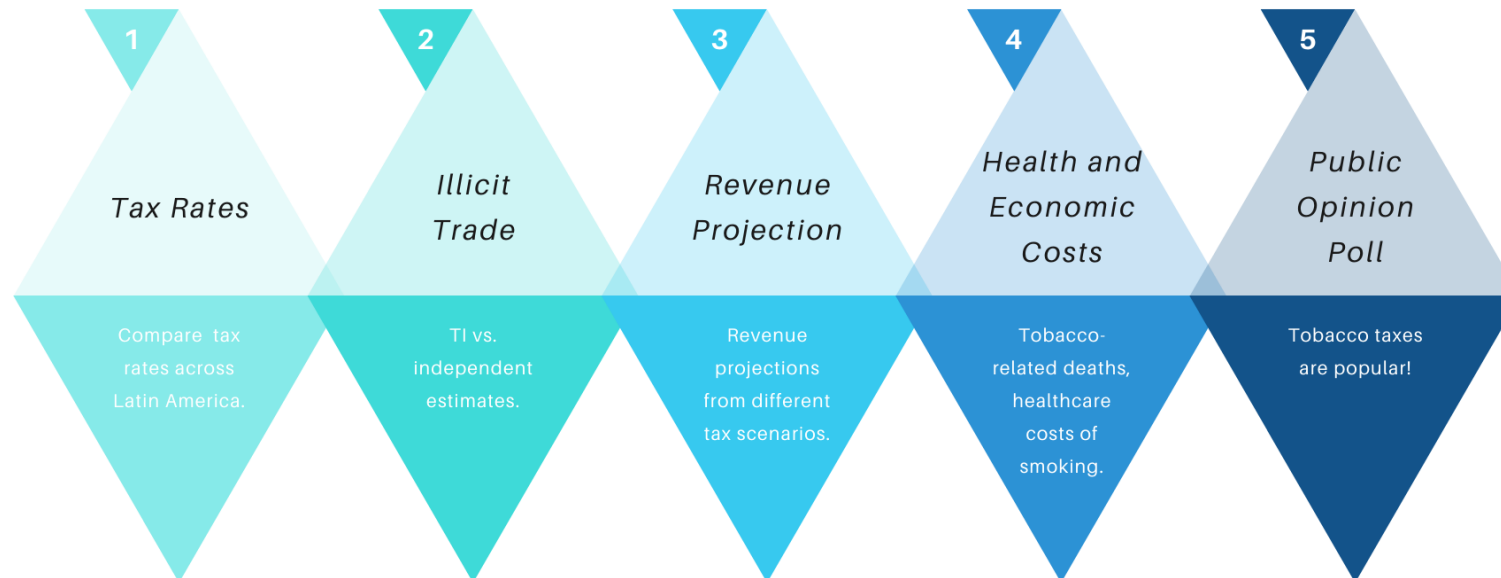


# Success Story- Colombia

## Background

Before 2016, Colombia had one of the lowest tobacco taxes in Latin America.

## How was data used to advocate for a tobacco tax policy?





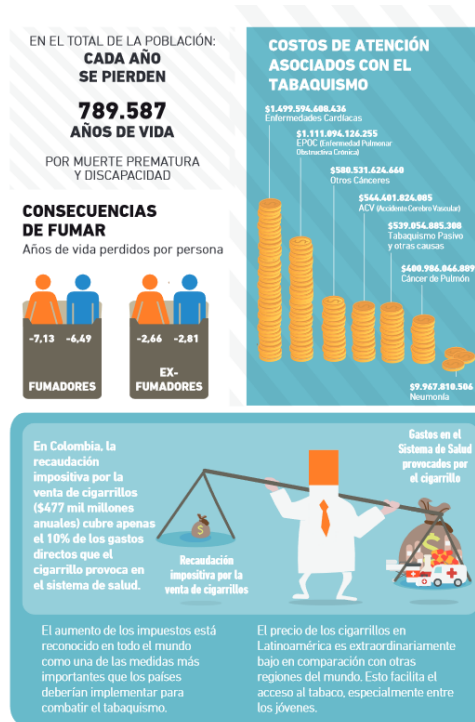
# Success Story- Colombia

## Regional comparison of tax rates

Country	Tax Rate
CHILE	81,24%
ECUADOR	73,02%
COSTA RICA	71,50%
VENEZUELA	71,04%
URUGUAY	68,70%
ARGENTINA	67,83%
MEXICO	66,62%
BRASIL	63,15%
PANAMA	56,52%
<b>COLOMBIA</b>	<b>43,77%</b>
PERÚ	42,14%
BOLIVIA	42,03%
PARAGUAY	17,34%

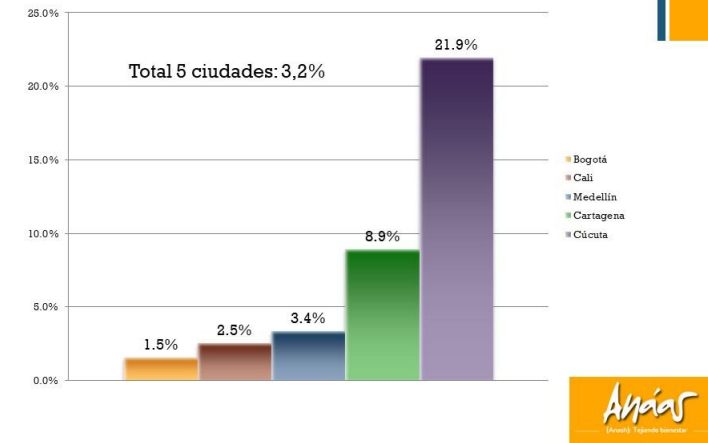
**Source:** Tobacco Control Report for the Region of the Americas. Pan-American Health Organization, 2013.

## Costs of smoking

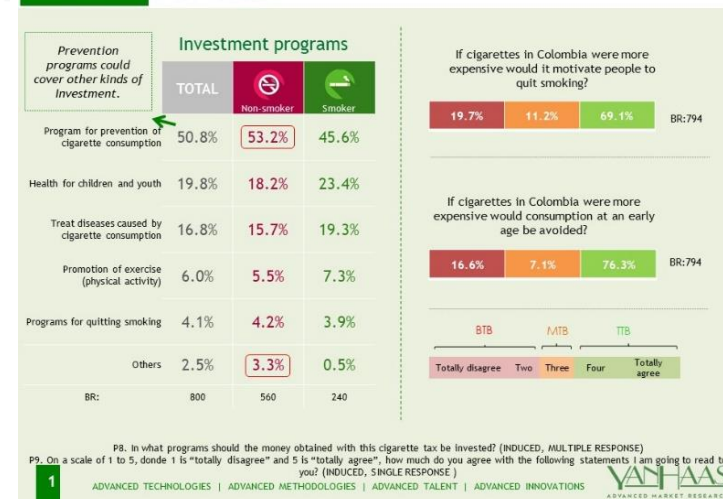


**Source:** Carga de enfermedad atribuible al tabaquismo en Colombia. Instituto de Efectividad Clínica y Sanitaria, 2016.

+ Penetración del contrabando – Agosto-septiembre 2016  
Cigarrillos ilegales como porcentaje de cajetillas consumidas en 5 ciudades  
Resultados preliminares



## INVESTMENT OF TAXES





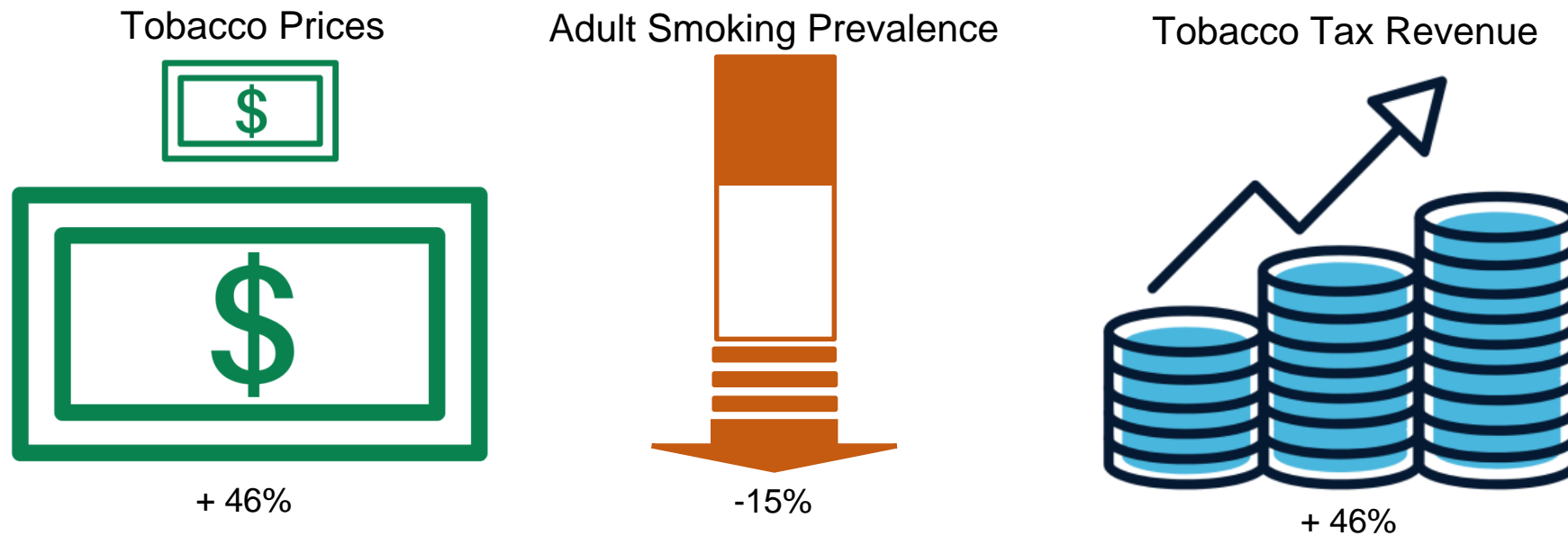


# Success Story- Colombia

## Result

In 2016, Colombia passed a tobacco tax that significantly increased the specific excise tax on tobacco products over 2 years.

## Impact (2016-2017)



**Source:** Fundación Anáas calculations based on National Department of Statistics (DANE), Consumer Price Index.  
Fundación Anáas calculations based on National Department of Statistics (DANE), National Survey of Quality of Life 2016, 2017.



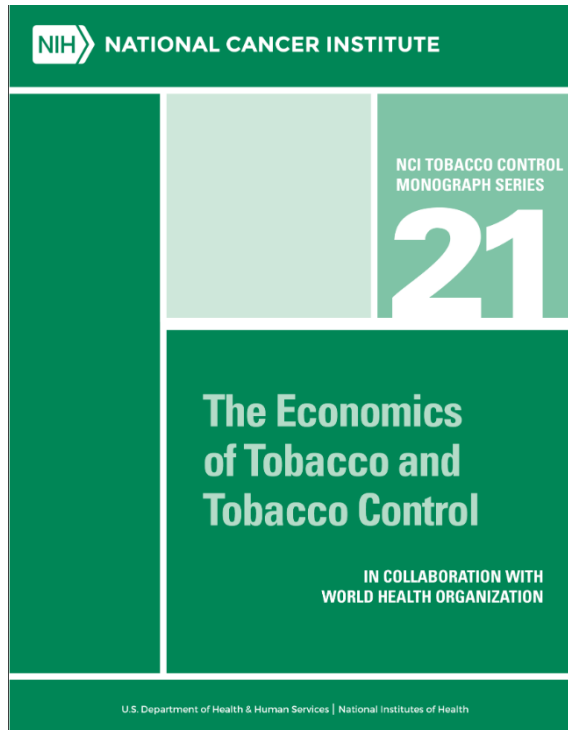
# Points to remember on evidence

- Tax advocacy campaigns need to engage **technical experts**.
- Anticipate the **illicit trade** argument against tobacco taxes.
- Be careful with the term “earmark” and consider pitching **strategic investments** when advocating on how revenue could be used.
  - Hard earmarks are generally not favored by fiscal policymakers, but soft earmarks can be.



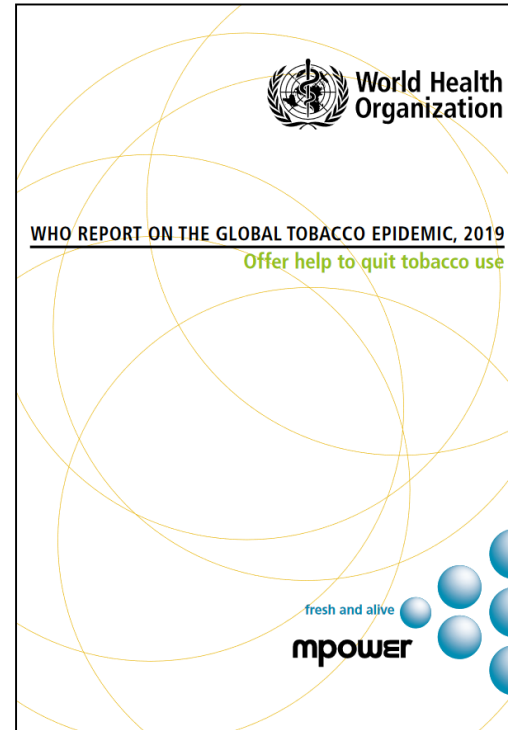
# Resources

## Comprehensive guide



[https://cancercontrol.cancer.gov/brp/tcrb/monographs/21/docs/m21\\_complete.pdf](https://cancercontrol.cancer.gov/brp/tcrb/monographs/21/docs/m21_complete.pdf)

## Country specific data



## Appendix VII Tables 9.1 and 9.2

[https://www.who.int/tobacco/global\\_report/en/](https://www.who.int/tobacco/global_report/en/)

## Economic cost figures



## Title: Global economic cost of smoking-attributable diseases. Authors: Goodchild M, Nargis N, Tursan d'Espaignet E. Published in: Tobacco Control

<https://tobaccocontrol.bmj.com/content/tobaccocontrol/27/1/58.full.pdf>



# Research/Data Questions?

Use the chat function to ask any questions about:

- Accessing resources/experts
- Types of information available
- Country specific information
- Tax terminology





# DESIGN

**1 We've curated a ton of great visual  
1 resources for you. Drawing on our design  
1 accelerator we want to help you take these  
1 materials and make them your own.**





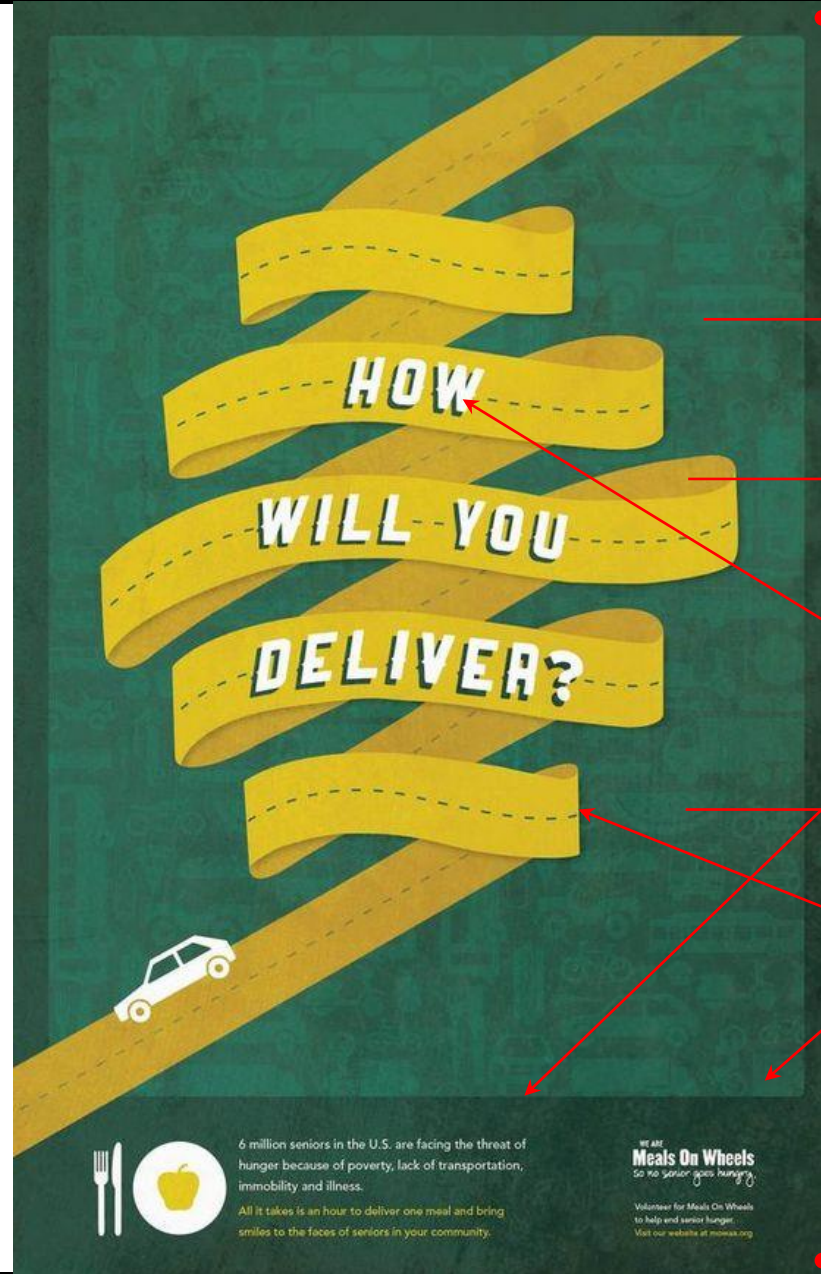
# Digital Content Strategy + Design Working Group

This working group will build on the lessons of our content strategy and design accelerator, helping you strengthen your design skills using the visual resources on the DAC and directly implementing them into your campaigns.





## Core elements from Design Principles



Layout  
use of space

Background  
flat, textured, gradient  
etc.

Image (subject matter)  
Main illustration or  
photography

Typography  
variety & hierarchy

Hierarchy  
Organization of text,  
balance between text &  
image

Color  
contrast, monochromatic  
etc.

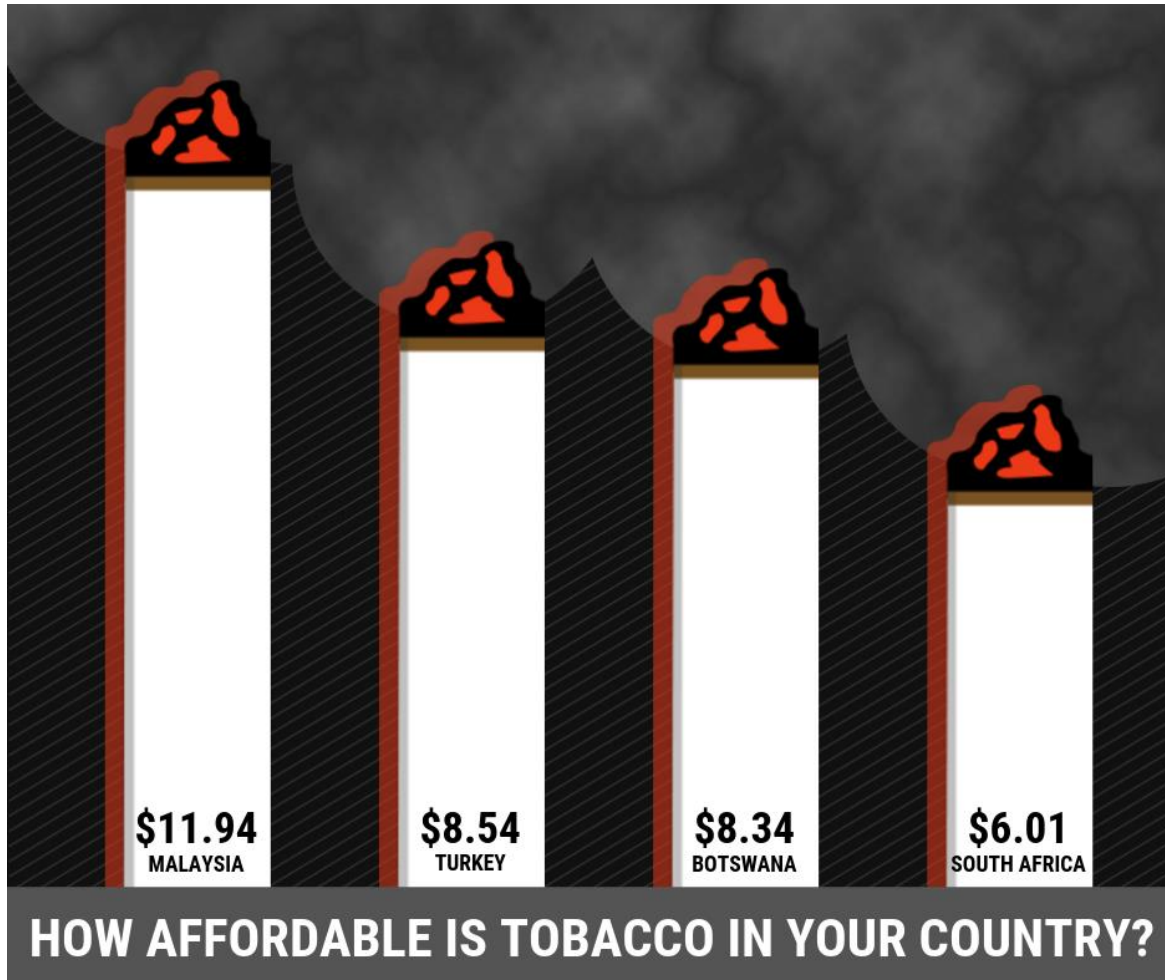


# Core Elements for Content Concepts

- **Emotional Appeal:** Drive supporters to action by making an emotional impact
- **Tangible Data:** Make abstract data easy to understand and/or emotionally resonant
- **Personal Narrative:** Make abstract issue personal through individual storytelling
- **Timely Hook:** Insert your message into trending conversations and seasonal



# Social Media Templates



**TOBACCO TAXES WORK:**  
\_\_\_\_\_ IMPELMENTED A X% TAX, AND REDUCED  
SMOKING RATES BY Y% IN Z YEARS.

A yellow background with a subtle dot pattern. In the center is a black outline of an upward-pointing arrow with a dollar sign (\$) inside. Below the arrow is a stack of four coins, represented by horizontal lines.

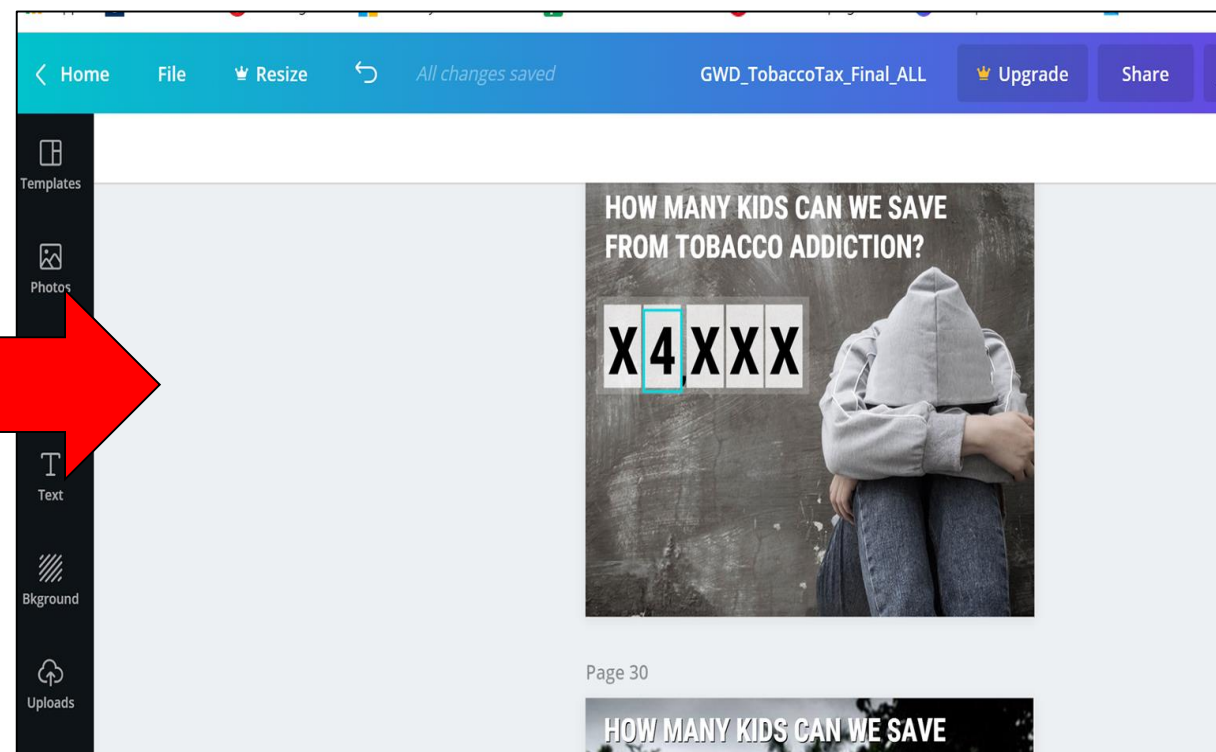
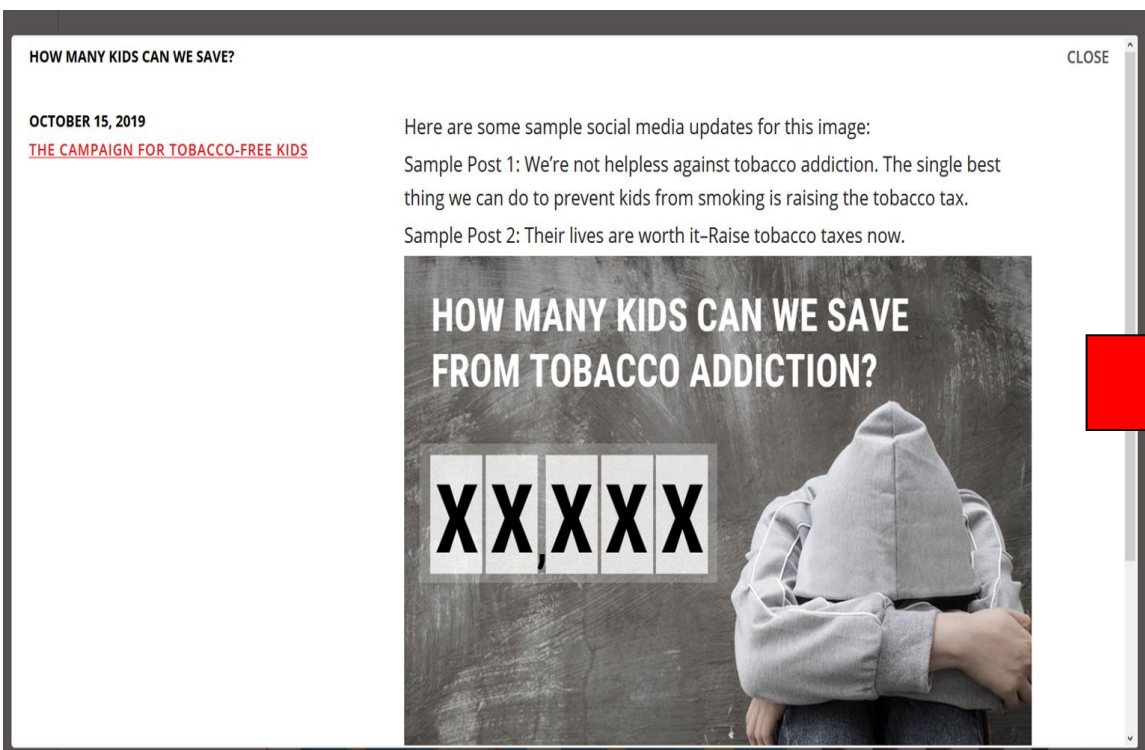




# Editable Content in Canva

Content On Digital Advocacy Center....

linked to free Canva editing tool







# Creative Design Questions?

Use the chat function to ask any questions

- How to access Canva
- Editing skills
- Creative assets available
- Posting graphics to social media





ENOUGH  
IS  
ENOUGH  
#kickbuttsday



MAKE  
TOBACCO  
HISTORY  
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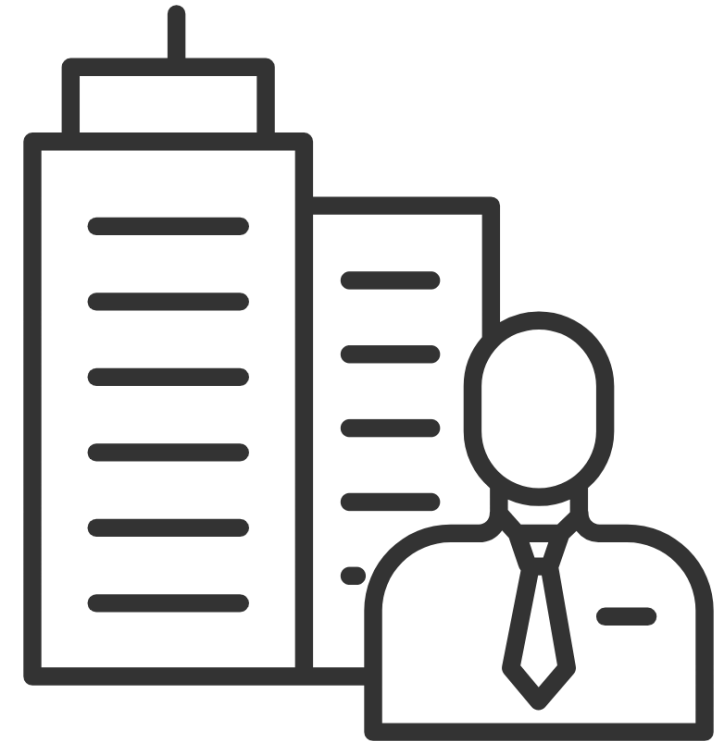
# INDUSTRY

1 Our resources will help you create ironclad arguments that can rise above the industry myths and misinformation.



# Industry Working Group

Our industry working group will take a deeper dive into the industry resources on the Digital Advocacy Center. You'll learn from CTFK's industry experts and connect with others fighting industry efforts. Here's a taste of what we'll go over.





# Tobacco Tax Manipulations

## MESSAGE

The tobacco Industry says tobacco taxes will just push people to black market products and cause illicit trade.

## MEDIA RESOURCES

New Report Finds Tobacco Industry Exaggerates Extent of Illicit Tobacco Trade and Proven Strategies Exist to Prevent It

## Usable Media



## RESEARCH - LINKS

Confronting illicit tobacco trade: a global review of country experiences.



# Tobacco Tax Myths

## MESSAGE

**Tobacco companies claim to be an economic driver of a countries' prosperity when the opposite is true.**

## FACT - FIGURES

Many studies show that widespread use of tobacco obstructs countries' economic development, due to the increased healthcare costs and reduced productivity.

## Usable Media



## RESEARCH - LINKS

Ashes to ashes: how British American tobacco avoids taxes in low and middle income countries





# Tobacco Industry Questions?

Use the chat function to ask any questions

- Illicit trade
- Economic costs attributable to industry
- Tobacco industry misbehavior





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ENOUGH**  
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**MAKE  
TOBACCO  
HISTORY**  
#kickbuttsday

# Next Steps





# Feedback on Assignments

Stay tuned as I follow up with you all to provide some general guidance on how to take the ideas from your assignment and put them into action.

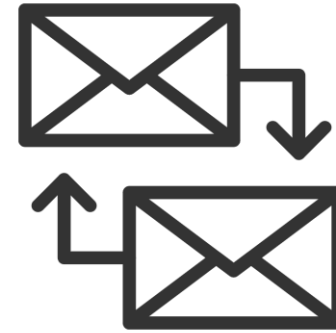




# Keeping in Touch



What's App: Used for day-to-day grantee led communication, where people can share new resources and insights in real time.



Email Newsletter: Semi-regular communication that will highlight the most important resources and grantee success stories



# Next Steps

1. Follow-up on development of communications channels
2. Gauge interest in specific working groups/capacity development sessions and schedule deep dive trainings
3. Continue to update site with new tax resources/develop content for new issue areas.