



The Strategy Framework





Philippines



Action for Economic Reform (AER)

- Generated cigarette affordability data & and the projected impact of tobacco taxes on health & revenue
- Collaborated with University of Philippines School of Economics to secure the support of the DoH, DoF, and Senators
- Coordinated lobbying, media outreach, and other advocacy efforts
 - Forum to release the BI Economic Report for the Philippines
- Drafted the bill that was sponsored by the administration and supported by WB and CTFK



Kenya



High-level commitment of the Treasury

- Tobacco Economics 101 seminar to increase TC policy capacity and enthusiasm in the Treasury
- Publication of Economics of Tobacco Taxation in Kenya
- IILA (International Institute for Legal Affairs) successfully lobbied for Treasury to propose Excise Duty Bill 2015
 - Specific tax rate of KShs 2500/mille
 - Proposal to the National Assembly

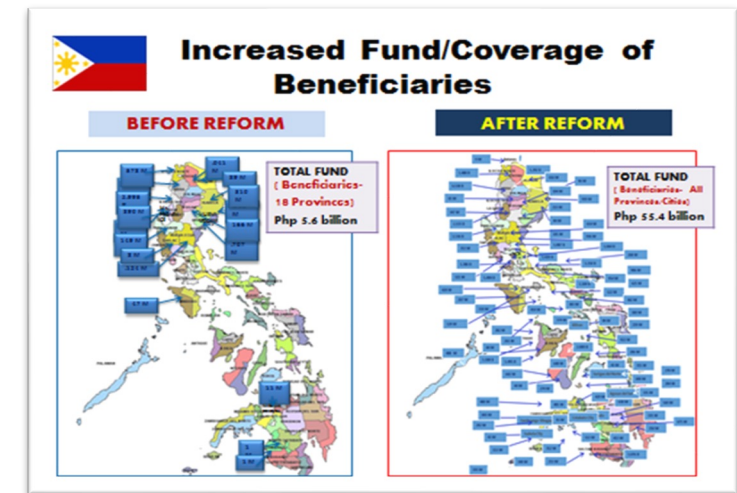


Philippines - Farmers

“Excise tax reform would cause structural dislocation for domestic tobacco farmers”

Countering actions:

- Estimated “at-risk” population
 - Showed that TI exaggerated 3X
- Revenue earmarking
 - 15% of revenues to support crop diversification and alternative livelihoods for farmers





Chile

■ Chile-based Civil Society Organizations (CSOs)

- Fundación Educación Popular en Salud (EPES).
- Chile Libre de Tabaco.
- Partnership with the alliance for “Healthy Fiscal Reform,” including advocates for alcohol and sugar tax and for tobacco.

■ International CSOs

- PAHO
- CTFK

■ Media

■ Research & Technical Support

- Universidad Adolfo Ibáñez (UAI)
 - Economic expert Guillermo Paraje

■ Chile Government

- MOH
- Congress: Finance Commission & Health Commission



Effective Use of the Media

Mexico

- Local and international CSOs worked with Fleishman-Hillard on communications strategy
- Events were designed to maintain media attention and pressure on legislators
 - Press conference launches of reports, opinion polls, and other tobacco tax materials.



A mass-media campaign in the two weeks leading up to the congressional vote had a strong influence on legislators

- Billboards, banner ads., murals, internet micro-site, social networking