

Tobacconomics Cigarette Tax Scorecard, 2nd Edition Communications Toolkit

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Release Event: FCTC Ninth Session of the Conference of the Parties (COP9) (in parallel to the virtual conference)

Key Messages:

1. Governments have made insufficient progress in addressing the world’s leading cause of preventable death, even though the most effective tool—tobacco taxation—would save millions of lives and increase government revenues.
 - The global average cigarette tax score has barely risen over the past several years from 1.93 (out of 5.00) in 2014 to 2.28 in 2020. Overall scores have improved in 81 countries, stayed the same in 24 countries, and worsened in 48 countries. Only 75 of the 160 countries for which data are available score 2.50 or higher out of a maximum of five points.
 - In 2020, eight countries received a score of four or higher (doubled from 2018), led by Ecuador and New Zealand, with scores of 4.63, and followed by United Kingdom and Canada, with scores of 4.38 and 4.25, respectively.
 - Cigarette prices in low-income countries have decreased by an average of \$Intl PPP 0.28 from 2018 to 2020 and cigarettes are generally becoming more affordable. Lowering these prices makes cheap cigarettes more accessible to low-income populations, especially young people.
 - Tax as percentage of price is decreasing overall in the Western Pacific region (both total tax share and excise tax share) and excise tax share of price is decreasing in the region of the Americas. At the same time the tobacco industry is increasing prices, resulting in average price increases in these regions. Thus, revenues that could be gained by governments through tax increases are being captured by the tobacco industry. These regional gains in revenues allow the

industry to lower prices in many low-income countries, maintaining stable global profits while expanding their market.

2. Despite the economic shock caused by the Covid-19 pandemic, the big four multinational tobacco companies are now continuing on a business-as-usual trajectory with stable global profits. Cigarette prices globally are also increasing, except most notably in low-income countries, where the industry seeks to expand its market.
3. This moment of urgency presents the opportunity for action. Instead of allowing the tobacco companies to capture additional profits while imposing substantial burdens on public health, governments should raise tobacco taxes.
4. Although the WHO FCTC currently has 182 Parties, covering 90 percent of the global population, according to the WHO, only 13 percent of the global population have adequate tobacco tax policies in place. This discrepancy highlights a significant missing link in the realization of the full potential of the world's first public health treaty to curb tobacco use.

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Press Release:

The second edition of the Tobacconomics Cigarette Tax Scorecard is out today and shows that governments have made insufficient progress in addressing the world's leading cause of preventable death, despite established evidence that the most effective tool—tobacco taxation—would reduce smoking and increase revenues.

The global average cigarette tax score has barely risen over the past several years from 1.93 (out of 5.00) in 2014 to 2.28 in 2020. Overall scores have improved in 81 countries, stayed the

same in 24 countries, and worsened in 48 countries. Only 75 of the 160 countries for which data are available score 2.50 or higher out of a maximum of five points.

In this edition of the Scorecard, New Zealand and Ecuador scored the highest with scores of 4.63, followed by United Kingdom and Canada, with scores of 4.38 and 4.25, respectively.

From 2018 to 2020, cigarette prices increased globally—except most notably in low-income countries, where the tobacco industry seeks to expand its market. There, average prices *decreased* by \$Intl PPP 0.28. Lowering these prices makes cigarettes more affordable and accessible to low-income populations, especially young people.

During the same period, while average cigarette prices rose in the Americas and Western Pacific regions, the average tax share of retail price decreased. Thus, revenues that could be gained by governments through tax increases were captured by the tobacco industry. These regional gains in revenues allow the industry to lower prices in many low-income countries and maintain stable global profits while expanding their market.

The Scorecard’s lead author, Tobacconomics Director, Frank Chaloupka said, “Despite the economic shock caused by the Covid-19 pandemic, the big four multinational tobacco companies are now continuing on a business-as-usual trajectory with stable global profits. Instead of allowing the tobacco companies to capture additional profits while imposing substantial burdens on public health, governments should raise tobacco taxes.”

Following the biennial release of the WHO *Report on the Global Tobacco Epidemic, 2021*, the Tobacconomics Cigarette Tax Scorecard (2nd edition) uses the newly released data to assess countries’ cigarette tax policies with respect to consistency with the widely accepted best practices of cigarette taxation. The Scorecard is based on four key components: cigarette price, change in affordability, tax structure, and tax share of retail price. The 2021 Scorecard can be found at www.tobacconomics.org.

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Important Handles:

- @Tobacconomics
- @FCTCofficial
- @WHO

Important Hashtags:

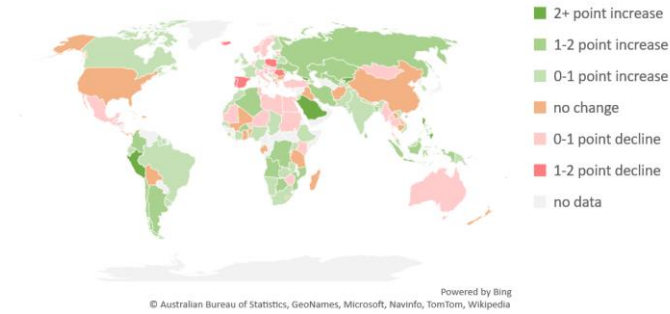
- #CigaretteTaxScorecard
- #COVID19
- #COP9
- #cigarette
- #tobacco
- #research
- #publichealth
- #tobaccocontrol
- #poverty
- #tax
- #country/ #region

Sample Twitter Posts [Key Messages]:

(1/2) The new edition of the @Tobacconomics #CigaretteTaxScorecard [memo emoji] shows that most gov'ts are still failing to implement effective #cigarette tax policies despite some improvements.

This is a missed opportunity in #COVID19 recovery efforts.

Changes in Countries' Overall Cigarette Tax Scores, 2014 - 2020



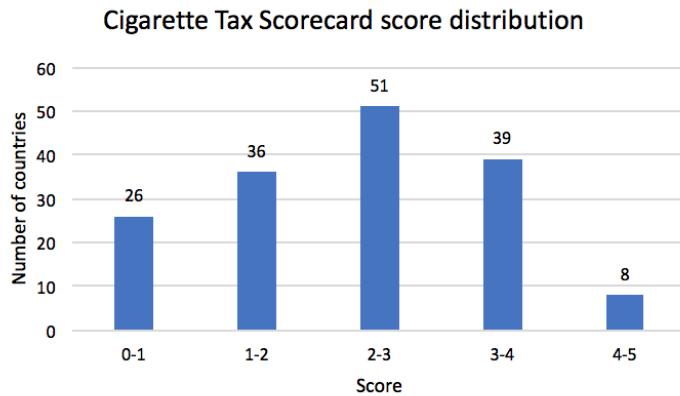
(2/2) #Tobacco taxes can be used to advance #publichealth & raise revenues- [two emoji] goals that are even more important during the #COVID19 pandemic.

Learn more about how your country can improve its #cigarette tax system [down arrow emoji] [link to Scorecard]

[insert cover photo]

The [two emoji]nd edition of the @Tobacconomics #CigaretteTaxScorecard shows only modest progress in #cigarette tax systems globally. In 2020, [eight emoji] countries received [four emoji]+ points out of 5 compared to [four emoji] in 2018. most gov'ts are not implementing best practices.

Learn more [magnifying glass emoji] [link to Scorecard]



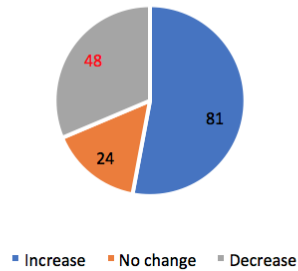
Since 2014, the global average score in the @Tobacconomics #CigaretteTaxScorecard rose from 1.93 to 2.28 points out of [five emoji].

Out of 160 countries:

- 81 countries [up arrow emoji] their score,
- 24 countries saw no change, &
- 48 countries [down arrow emoji] their score.

Learn more:
[link to Scorecard]

Number of countries and the changes in overall score, 2014-2020

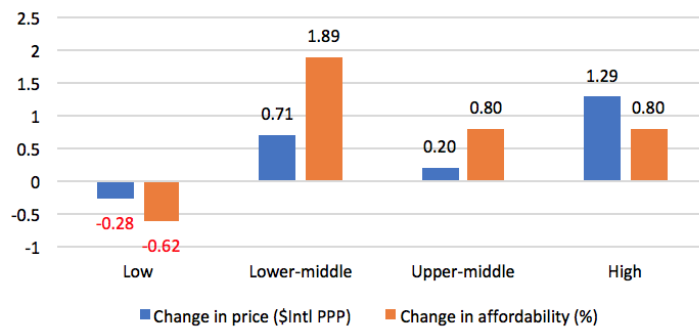


The globalization of the #tobacco industry harms those in poverty around the [globe emoji]. Between 2018 & 2020, #cigarette prices [down arrow emoji] and affordability [up arrow emoji] in low-income countries.

Learn more in the @Tobacconomics #CigaretteTaxScorecard:

[link to Scorecard]

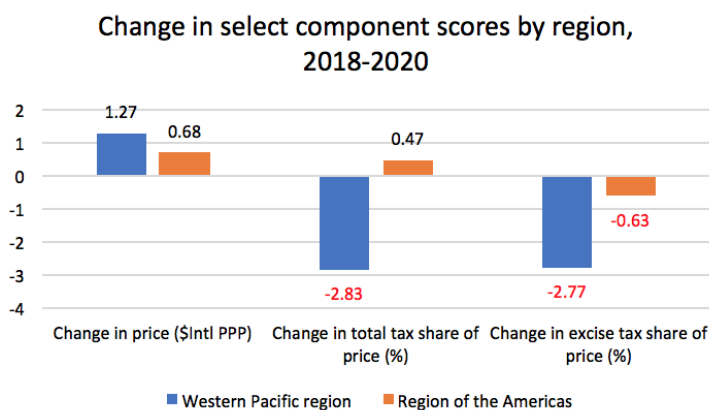
Change in select component scores by income group, 2018-2020



As #cigarette prices [up arrow emoji] in the #WesternPacific & the #Americas, the #tax share of price is [down arrow emoji]. Gov'ts are losing tax revenue, while the #tobacco industry profits.

Learn more about #cigarette tax policies in the [two emoji]nd edition of the @Tobacconomics #CigaretteTaxScorecard:

[link to Scorecard]



(1/2) As #cigarette tax policies largely improve around the world, the #tobacco industry is using new strategies to expand in #lowincomecountries.

Between 2018 & 2020, prices [down arrow emoji] \$Intl PPP 0.28 in these countries, as they [up arrow emoji] \$Intl PPP 0.56 globally.

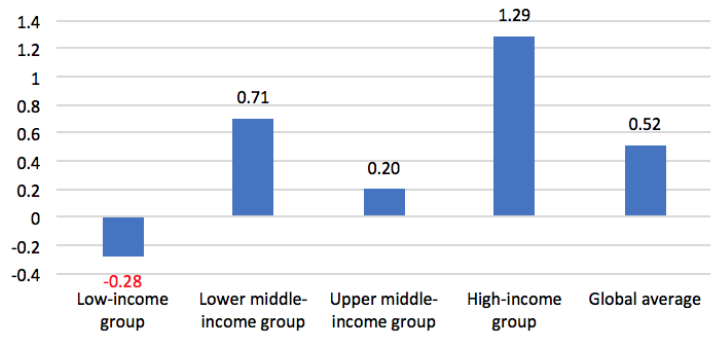
(2/2) By [down arrow emoji] prices, #smoking becomes more accessible to youth & those in #poverty.

The brand new #CigaretteTaxScorecard explores these trends & guides policy makers towards effective #cigarette tax policies.

Learn more [magnifying glass emoji]

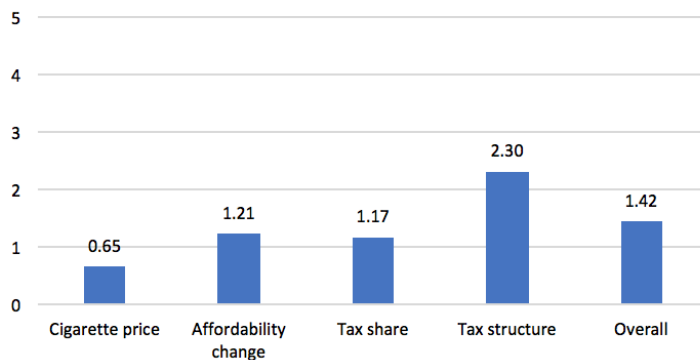
[link to Scorecard]

Change in price (\$Intl PPP) by income group,
2018-2020



(1/2) As governments struggle with the #publichealth & economic effects of #COVID19, multinational #tobacco companies are earning stable global profits by expanding in #lowincomecountries [graph trending up emoji].

Average scores of low-income countries, 2020



(2/2) Implementing effective #cigarette tax policies is necessary in response to the industry's expansion strategies around the [globe emoji].

Learn more in the [two emoji]nd edition of the @Tobacconomics #CigaretteTaxScorecard [down arrow emoji]

[link to Scorecard]
[cover image]

.@Tobacconomics latest #CigaretteTaxScorecard reveals urgent need to improve #tobacco taxation and stop companies from capturing addt'l profits [money bag emoji] in countries with low & postponed #tax payments.

The latest on best practices in #cigarette taxes [down arrow emoji]
[link to Scorecard]
[cover image]

Countries need to protect #publichealth not #tobacco companies.

Currently, the industry is capturing potential #tax revenues because gov'ts have not implemented effective #cigarette tax policies.

Read more in the new @Tobacconomics #CigaretteTaxScorecard:
[link to Scorecard]
[cover image]

During the #COVID19 crisis, #tobacco companies have been capturing extra [money bag emoji] due to low & postponed taxes while burdening #publichealth.

Now is the time to improve #cigarette tax policies.

More in the [two emoji]nd edition of the @Tobacconomics #CigaretteTaxScorecard:
[link to Scorecard]
[cover image]