

# Workshop

## Advancing tobacco taxes in Latin America

28-30 October 2024  
555 Penn Washington D.C.



Tobacco consumption remains a significant public health challenge in Latin American countries, contributing to a substantial burden of disease and economic cost. In response, governments across the region have been exploring various policy measures to reduce tobacco consumption, with tobacco taxation emerging as the most effective, yet most underutilized, strategies. This workshop aims to bring together policymakers from finance and health sectors to discuss and evaluate the role of tobacco taxes in reducing consumption, improving health outcomes, and mobilizing revenue.

The workshop will provide a platform for sharing experiences, best practices, and evidence-based research on tobacco taxation. Participants will engage in in-depth discussions on the economic, social, and health impacts of tobacco taxes, as well as the challenges and opportunities for implementing effective tax policies in different Latin American contexts. Through facilitating dialogue and knowledge exchange, the workshop seeks to foster regional cooperation and support the development of comprehensive tobacco taxation policies that can lead to sustainable improvements in public health.

### OBJECTIVES

Build capacity in the ministries of health and finance of selected Latin American countries in the support, design, administration, and implementation of effective tobacco taxes, through the exchange of experiences and the use of evidence and simulation tools.

Create a space for policymakers, public health professionals, and other stakeholders to share experiences, best practices, and innovative approaches to implementing and optimizing tobacco tax policies in various Latin American contexts.

Collaboratively identify challenges and opportunities and create actionable roadmaps for advancing national tobacco tax policies.

### PARTICIPANTS

- Focal points of ministries of health responsible for tobacco control programs.
- Focal points of ministries of finance responsible for the design of excise taxes.
- Technical experts on tobacco taxes.

### PARTICIPATING COUNTRIES

- Argentina
- Belize
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Ecuador
- Guatemala
- Mexico
- Panama
- Paraguay
- Peru
- Uruguay
- Venezuela

<b>DAY 1: 28 OCTOBER 2024</b>	
<b>Time</b>	<b>Activity</b>
8:00-8:45	<b>Breakfast</b> <i>Breakfast will be served at the venue.</i>
9:00-9:20	Welcome remarks
<b>Session 1: Setting the scene</b> Facilitators: Rosa Sandoval, Pan American Health Organization PAHO/WHO) Itziar Belausteguigoitia, Pan American Health Organization PAHO/WHO)	
9:20-9:40	<b>Economic rationale for tobacco taxes in the current health and fiscal context</b> Ceren Ozer, World Bank
9:40-9:55	<b>Health and economic burden of tobacco in the Americas</b> Itziar Belausteguigoitia, PAHO/WHO
9:55-10:15	<b>Article 6 FCTC: Tobacco Taxes, Public Health Impact &amp; Progress in the Americas</b> Rosa Sandoval, PAHO/WHO
10:15-10:25	<b>Questions &amp; Answers</b>
10:25-10:55	<b>Group Photo &amp; Coffee break</b>
<b>Session 2: The benefits of tobacco taxes</b> Facilitators: Rosa Sandoval, PAHO/WHO Itziar Belausteguigoitia, PAHO/WHO	
10:55-11:15	<b>Demand analysis and effectiveness of tobacco taxation in improving health</b> Jeff Drope, Johns Hopkins University (JHU)- Economics For Health
11:15- 11:30	<b>Impact of tobacco on poverty</b> Alan Fuchs, World Bank
11:30-11:50	<b>Revenue generation potential of tobacco taxes in Latin America</b> Ceren Ozer, World Bank
11:50-12:00	<b>Questions &amp; Answers</b>
12:00-13:30	<b>Lunch</b>
<b>Session 3: Key considerations in tobacco tax design</b> Facilitators: Jeff Drope, JHU-Economics For Health Norman Maldonado, World Bank	
13:30-14:00	<b>Best-Practices in tobacco tax policy design</b> Guillermo Paraje, Universidad Adolfo Ibáñez
14:00-14:15	<b>Questions &amp; Answers</b>
14:15-14:45	<b>Tobacconomics Scorecard: How Do the Americas Compare Globally, and Where Are We Falling Behind?</b> Jeff Drope, JHU-Economics For Health.
14:45-15:00	<b>Questions &amp; Answers</b>
15:00-15:40	<b>Panel 1: Advancing and Protecting Tobacco Tax Policies through Empirical Evidence</b> <i>Moderated by Norman Maldonado</i> <ul style="list-style-type: none"> <li>• Liz Callañaupa, Ministry of Finance, Peru</li> <li>• Belen Saenz, National Institute of Public Health, Mexico</li> </ul>
15:40 -16:30	<b>Coffee Break</b>
<b>Launch of OECD Report</b>	

<i>Tobacco Taxation in Latin America and the Caribbean: A call for tobacco tax reform</i>	
16:30 – 16:35	<b>Introduction</b> Bert Brys, OECD
16:35 – 16:49	<b>Opening remarks</b> (remotely) Mauricio Cardenas, Former Minister of Finance of Colombia Patricia Jannet García, Former Minister of Health of Peru
16:49 – 17:10	<b>Presentation of the OECD report</b> Michele Cecchini, Céline Colin, Alexa Segal (OECD Secretariat)
17:10 – 17:22	<b>Questions &amp; Answers</b> Moderated by Bert Brys, OECD
17:22 – 17:27	<b>Concluding remarks</b> Johanna Birckmayer, Bloomberg Philanthropies
17:27 – 17:30	<b>Closing</b> Moderated by Bert Brys, OECD
18:00 – 20:00	<b>Participant Welcome Mixer</b> <i>A welcome mixer with Hors d'Oeuvres &amp; food stations will be held at Succotash restaurant, located at 915 F St NW, just a 12-minute walk from the workshop venue.</i>
DAY 2: 29 OCTOBER 2024	
Time	Activity
8:00-8:45	<b>Breakfast</b>
<b>Session 4: Leveraging fiscal reforms to advance tobacco tax policy</b> Facilitators: Bert Brys, OECD Kevin Welding, JHU-Institute Global Tobacco Control (IGTC)	
9:00-9:30	<b>Fiscal reform trends and opportunities of tobacco taxes</b> Bert Brys, OECD
9:30-9:45	<b>Questions &amp; Answers</b>
9:45-10:30	<b>Panel 2: Country Experiences on raising the profile of tobacco taxes – challenges in context of fiscal reforms</b> <i>Moderated by Bert Brys, OECD</i> <ul style="list-style-type: none"> <li>• João Hamilton, Ministry of Finance &amp; Leticia Cardoso, Ministry of Health of Brazil</li> <li>• Nestor Urrea, Ministry of Finance &amp; Marcela Galeano, Ministry of Health of Colombia</li> </ul>
10:30-10:45	<b>Questions &amp; Answers</b>
10:45-11:00	<b>Coffee Break</b>
<b>Session 5: Challenges to advancing tobacco tax policies</b> Facilitators: Bert Brys, OECD Kevin Welding, JHU-IGTC	
11:00-11:30	<b>Panel 3: Main arguments against tobacco taxation &amp; lessons learned in Latin America</b> <i>Moderated by Kevin Welding</i> <ul style="list-style-type: none"> <li>• <i>Poverty</i>: Norman Maldonado, World Bank</li> <li>• <i>Illicit trade</i>: Carlos Guerrero, JHU-Economics For Health</li> <li>• <i>Employment</i>: Guillermo Paraje, Universidad Adolfo Ibáñez</li> </ul>
11:30-11:40	<b>Questions &amp; Answers</b>
11:40-12:30	<b>Panel 4: Supply Side Analysis—Navigating Challenges in Tobacco Tax Administration</b> <i>Moderated by Jeff Drope</i>

	<p><b>Understanding the Supply Chain Structure for Effective Tax Administration</b>  German Rodriguez-Iglesias, JHU-Economics For Health</p> <p><b>Low-Hanging Fruits in Tobacco Tax Administration</b>  Kevin Welding, JHU-IGTC</p> <p><b>Key Challenges in Tobacco Tax Administration: The Role of VAT</b>  Bert Brys, OECD</p>
12:30-12:45	<b>Questions &amp; Answers</b>
12:45-14:00	<b>Lunch</b>
<p><b>Session 6: Paving the way forward on tobacco taxes</b>  Facilitators: German Rodriguez- Iglesias, JHU- Economics For Health  Ana Cristina Mena, PAHO/WHO</p>	
14:00-14:30	<b>Regional Cooperation on Tobacco Taxes: Lessons and Challenges from Europe and Africa</b> , Jeff Drope, JHU-Economics For Health
14:30-14:45	<b>Open Discussion</b>
14:45- 15:05	<b>Tobacco taxes simulations. TaxSim model.</b> Mark Goodchild, WHO
15:05 -15:20	<b>Coffee Break</b>
15:20-17:00	<p><b>Country Working Groups: Strategic Planning for Tobacco Taxes</b>  <i>Country participants will be divided into two groups based on participant profiles and the current status of tobacco tax policy in their countries. MoF and MoH delegates from a country must be in the same group.</i></p> <p><b>Group 1: Tobacco Tax Simulations</b>      <b>Group 2: Developing a Tobacco Tax Implementation Roadmap</b></p> <p>Facilitated by: Mark Goodchild (WHO); Itziar Belausteguigoitia (PAHO/WHO); Ana Cristina Meena (PAHO/WHO); Carlos Guerrero (JHU-Economics For Health); German Rodriguez-Iglesias (JHU- Economics For Health)</p> <p>Facilitated by: Rosa Sandoval (PAHO/WHO); Kevin Welding (JHU); Norman Maldonado (World Bank), Diana Ceron (PAHO/WHO)</p>

<b>DAY 3: 30 OCTOBER 2024</b>	
<b>Time</b>	<b>Activity</b>
8:00-8:45	<b>Breakfast</b>
9:00-9:30	<b>Completion of group work by country: simulations and road maps</b>
9:30-10:30	<p><b>Country presentations of simulation results and road map</b>  <i>Government representatives will present their detailed road maps/ simulations outlining their next steps for advancing tobacco taxation reforms in their respective countries.</i></p> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>• Jeff Drope, JHU-Economics For Health</li> <li>• Bert Brys, OECD</li> <li>• Norman Maldonado, World Bank</li> <li>• Rosa Sandoval, PAHO/WHO</li> </ul>
10:30-10:45	<b>Open Discussion</b>

10:45-11:00	<b>Coffee Break</b>
<b>Session 7: Fiscal policy considerations for health taxes</b> Facilitators: Rosa Sandoval, PAHO/WHO Ana Cristina Mena, PAHO/WHO	
11:00-11:30	<b>Tobacco taxes and UHC Financing</b> Edit Velenyi, World Bank <b>Alcohol and sugar-sweetened beverage taxes: regional overview and best practices,</b> Mark Goodchild, WHO
11:30 – 12:00	<b>Panel 5: Country experiences in implementing health taxes</b> <i>Moderated by Rosa Sandoval</i> <ul style="list-style-type: none"> <li>• Colombia: Blanca Llorente, Anaas Foundation</li> <li>• Brazil: Mônica Andreis, ACT Promoção da Saúde</li> <li>• Brazil, Leticia Cardoso, Ministry of Health</li> </ul>
12:00 – 12:15	<b>Questions &amp; Answers</b>
12:15 – 12:45	<b>Panel 6: Bridging Law, Health and Economics</b> <i>Moderated by Patricia Sosa, Tobacco Free Kids</i> <ul style="list-style-type: none"> <li>• Isabel Barbosa, O'Neill Institute at Georgetown University</li> <li>• Adriana Carvalho, ACT Promoção da Saúde</li> <li>• Daniel Dorado, Corporate Accountability</li> </ul>
12:45-12:50	<b>Questions &amp; Answers</b>
12:50-14:15	<b>Lunch</b>
14:15-15:00	<b>Addressing Needs and Challenges in Tobacco Tax Policy: Perspectives from Ministries of Finance and Health</b>
15:00-15:30	<b>Presentations on Ministry-Specific Tobacco Tax Challenges and Solutions: Part 1</b>
15:30-16:00	<b>Coffee Break</b>
16:00 -16:30	<b>Presentations on Ministry-Specific Tobacco Tax Challenges and Solutions: Part 2</b>
16:30-17:00	<b>Closing remarks</b> <ul style="list-style-type: none"> <li>• Rosa Sandoval, PAHO/WHO</li> <li>• Jeff Drope, JHU-Economics For Health</li> <li>• Kevin Welding, JHU-IGTC</li> <li>• Ceren Ozer, World Bank</li> <li>• Bert Brys, OECD</li> </ul>