

RAISING TAXES ON TOBACCO: LESSONS FROM THE PHILIPPINES AND UKRAINE

Caitlin Weiger, MHS

Background

- There is an urgent need to better understand the political dynamics that lead to the adoption of tobacco tax policy
- This study explored the process and determinants that led to the successful passage of the 2012 Sin Tax Reform Law in the Philippines and the 2017 Seven-Year Plan for tobacco tax increase in Ukraine

Methods

- A case study approach was used
- Data were gathered from key informant interviews (n=36) and documents (n=47)
- Cross-case analysis was subsequently employed to identify similarities and difference across the two cases

Results

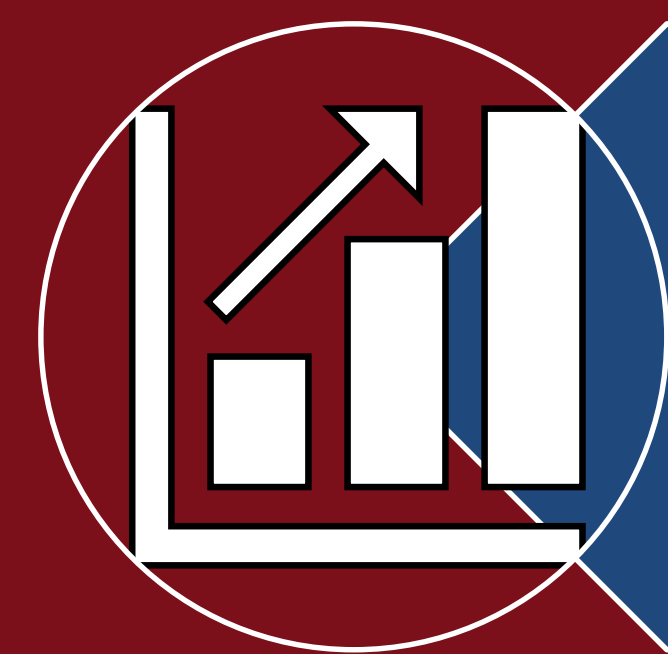
- The political economy of the Philippines and Ukraine opened a window of opportunity for proponents



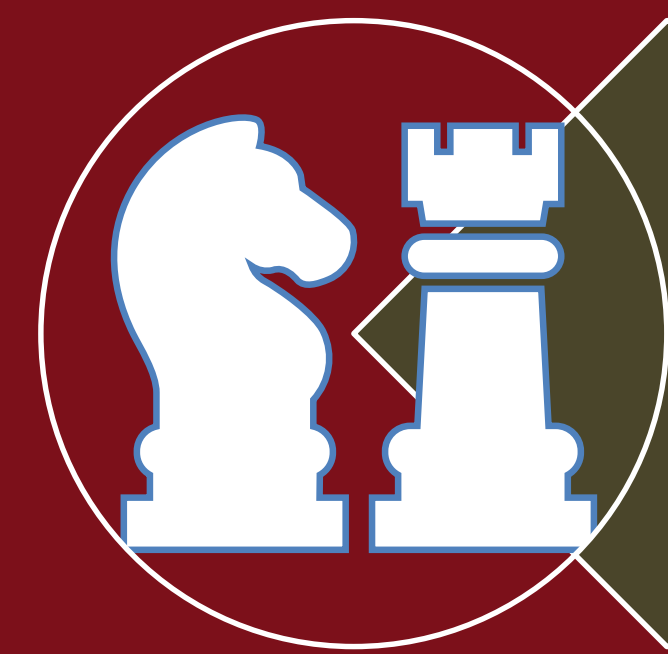
JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Institute for Global
Tobacco Control

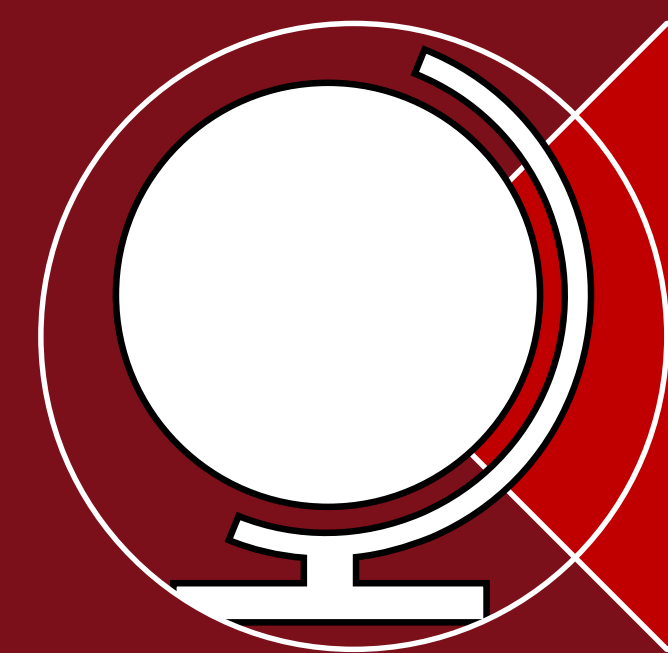
To facilitate the passage of the tobacco tax policy, proponents in the **Philippines and Ukraine worked in partnerships, leveraging key political entry points and framing the policy as a public health matter rather than a revenue generating measure.**



Science



Strategy



Context

Results

- Leveraging key entry points, proponents worked in partnership, involving supporters within the Ministries of Finance and Health
- Proponents framed the policy as a health and revenue generating measure
- Experts trusted by the government used local data to counter industry arguments, address concerns and develop models

Conclusion

Tobacco tax proponents need to:

1. Develop a thorough understanding of the country's political economy in order to identify entry points and tailor their messages and tactics effectively
2. Work collaboratively, involving proponents from both the Ministries of Health and Finance
3. Frame the policy as a win for health and a win for revenue,
4. Involve experts trusted by the government
5. Use local data to enhance the credibility of the models and arguments

Authors:

Connie Hoe, PhD, Caitlin Weiger, MHS, Ayodeji Awopegba, DMD, Joanna Cohen, PhD

www.globaltobaccocontrol.org

Acknowledgements: This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (Bloomberg.org)

