

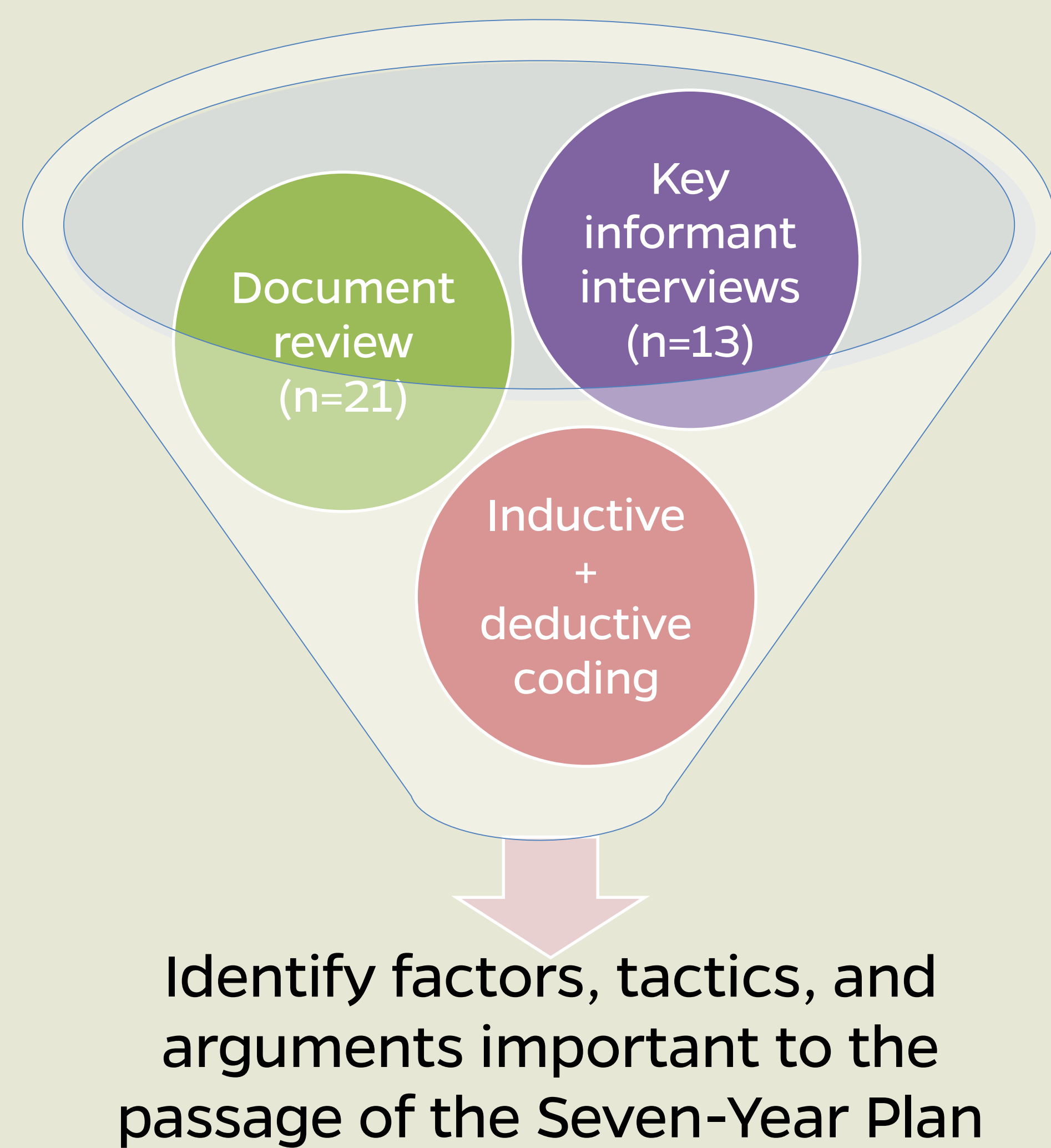
UKRAINE'S SEVEN-YEAR PLAN TO INCREASE TOBACCO TAXES: TACTICS AND ARGUMENTS OF OPPONENTS AND PROPONENTS

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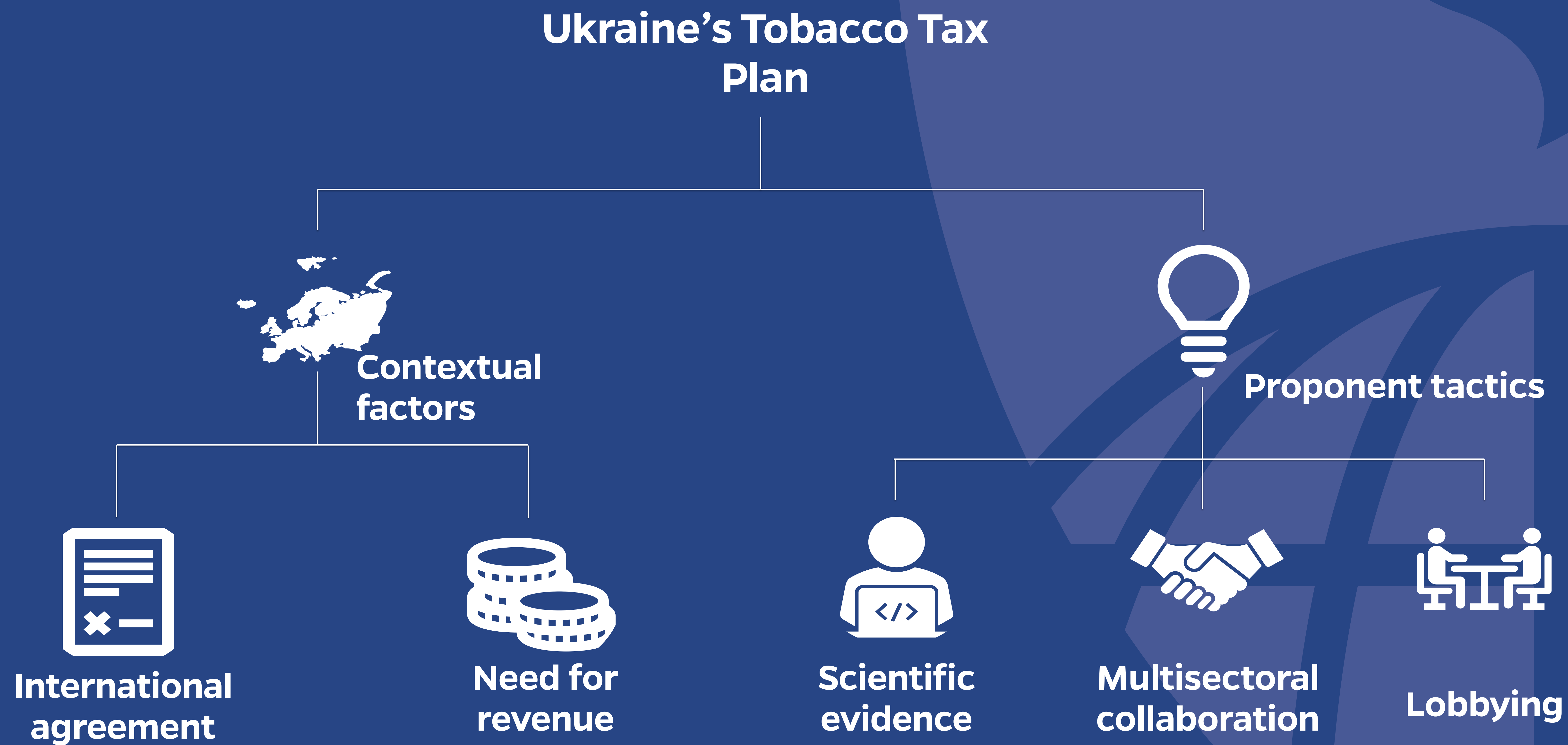
Background

- A better understanding of how successful tobacco control policies are passed can provide a guide for how other countries can pass strong tobacco tax policies
- 23% of Ukrainians smoked in 2017 and 130,000 Ukrainians died that year from smoking caused disease
- Ukraine successfully passed the Seven-Year Plan, a multi-year tobacco tax policy, in 2017 to increase taxes on cigarettes over the long- to medium-term

Methods



Contextual factors and proponent tactics helped pass a multi-year tobacco tax plan in Ukraine, but industry interference led to legislative concessions.



www.globaltobaccocontrol.org

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Results

Proponent tactics

- Collection and dissemination of scientific evidence
- Sensitized decision makers
- Partnership building
- Media advocacy

Opponent tactics

- Covert lobbying → industry concessions

Industry arguments

- Tobacco taxes are regressive
- Increasing taxes will increase smuggling
- Reduced consumption will limit government revenue and force the industry to close factories

Factors

- External pressure: Ukraine-European Union Association Agreement
- Economic recession → need for government revenue

Discussion

- The external pressure imposed by the U-EUAA and the need for additional government revenue put proponents in a strong position to advocate for incremental tax increases
- Industry interference prevented it from actually reaching all U-EUAA requirements
- A concurrent focus on passing legislation requiring transparency of government-tobacco industry interactions in line with guidelines for article 5.3 will additionally support tobacco control policy work.

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