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

Ukraine’s Tobacco Tax Plan

- Contextual factors
- Proponent tactics

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.

Authors:
Caitlin Weiger, MHS, Connie Hoe, PhD
Joanna Cohen PhD

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