World Health Organization

WHO Report on the Global Tobacco Epidemic, 2015

Country profile

Bolivia (Plurinational State of)

WHO Framework Convention on Tobacco Control (WHO FCTC) status

Date of signature	27 February 2004
Date of ratification (or legal equivalent)	15 September 2005

Socioeconomic context

Population	10 847 664
Income group	Middle-income

National tobacco control programme as at 31 December 2014

	2014
Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	2
Government's expenditures on tobacco control, latest available year, in currency reported by country	. . . . . .

Summary of MPOWER measures

M	P	O	W		E	R
MONITORING	SMOKE-FREE POLICIES	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION

The legend explaining the colours in this table appears at the end of this document.
The method used to summarise each measure is described in Technical Note I of the WHO Report on the Global Tobacco Epidemic, 2015.

Monitor tobacco use and prevention policies

Prevalence of tobacco use

Tobacco use data from the latest survey results as at 31 December 2014

	Youth tobacco use		Adult tobacco smoking		Adult cigarette smoking	
Smoking prevalence (%)	**Current tobacco use**	**Current cigarette smoking**	**Current**	**Daily**	**Current**	**Daily**
Male	20.9	15.3	. . .	. . .	37.4	. . .
Female	16.4	9.9	. . .	. . .	17.2	. . .
Both sexes	18.7	11.3	. . .	. . .	26.7	. . .

Youth: Global Youth Tobacco Survey, 2012; National, ages 13-15
Adult: Centro Latinoamericano de Investigacio´n Cienti´fica (CELIN) - Bolivia, 2010; National, ages 15+

Smokeless tobacco use data from the latest survey results as at 31 December 2014

	Youth smokeless use	Adult smokeless use
Smokeless prevalence (%)	. . .	. . .
Male	. . .	. . .
Female	. . .	. . .
Both sexes	. . .	. . .

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2013

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	**Daily**	**Current**	**Daily**
Male	32.7	23.5	25.9	18.8
Female	18.1	12.4	14.3	8.7
Both sexes	25.3	17.9	20.0	13.7

Smoke-free environments

	2014	Compliance 2014§
Public places with smoke-free legislation:		
Health-care facilities	Yes	7
Educational facilities except universities	Yes	7
Universities	No	—
Government facilities	Yes	5
Indoor offices and workplaces	No	—
Restaurants	No	—
Cafés, pubs and bars	No	—
Public transport	Yes	5
All other public places	NA	
Compliance score §		3
National law requires fines for smoking	Yes	
Fines levied on the establishment	Yes	
Fines levied on the smoker	No	
Funds dedicated for enforcement	No	
Complaint system that requires an investigation after a complaint	No	

§ A score of 0—10. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.
Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:
• the most senior government official in charge of tobacco control or tobacco-related conditions;
• the head of a prominent NGO dedicated to tobacco control;
• a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
• a staff member of a public health university department;
• the Tobacco Free Initiative focal point of the WHO country office.

Subnational laws on smoke-free environments

No subnational legislation was reported.

Treatment of tobacco dependence as at 31 December 2014

		2014
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in Bolivia (Plurinational State of)?		No
Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	No
	Is any NRT on the country's essential drugs list?	No
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	No
Varenicline	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	. . .
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities	No
	Hospitals	Yes in some
	Office of a health professional	Yes in some
	In the community	No
	Other	No
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	—
	Hospitals	No
	Office of a health professional	Partially
	In the community	—
	Other	—

Health warnings on tobacco packages

	2014		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	No
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	50	50	–
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	50	50	–
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	50	50	–
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No	–
Does the law mandate font style, font size and colour for package warnings?	Yes	Yes	–
Are the health warnings rotating on packages?	Yes	Yes	–
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes	–
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	No	No	–
Do the health warnings on packages include a photograph or graphic?	Yes	Yes	–
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes	–
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes	–
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No	–
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	Yes	–
Does the law mandate specific health warnings on packages?	Yes	Yes	–
How many specific health warnings are approved by the law?	7	7	–

Health warnings on tobacco packages (continued)

	2014		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes	–
Are there any laws requiring that tobacco packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?	Yes	Yes	No
Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	No	No	No
Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	No	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark?	Yes	Yes	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	Yes	Yes	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	No	No	–
Does the law prevent the display of expiry dates on tobacco packaging?	No	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	No	No	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No	No

Anti-tobacco mass media campaigns between 1 July 2012 and 30 June 2014

Name of mass media campaign	No campaign implemented with duration of of at least three weeks
Was this campaign national?	—
The campaign was sponsored or run by:	—
Was the campaign aired on television and/or radio?	—
Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?	—
Were the campaign materials tested with the target audience before the campaign was run?	—
Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency?	—
Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc?	—
Did you work with journalists to gain publicity or coverage in the news for the campaign?	—
Was an evaluation done to assess the impact of the campaign?	—
Was this campaign part of a comprehensive government tobacco control program?	—

Enforce bans on tobacco advertising, promotion and sponsorship

Bans on tobacco advertising, promotion and sponsorship

	2014	Compliance 2014§
Bans on direct tobacco advertising		
National TV and radio	Yes	8
International TV and radio	Yes[1]	
Local magazines and newspapers	Yes	5
International magazines and newspapers	Yes[2]	
Billboards and outdoor advertising	Yes	3
Advertising at point of sale	No	—
Advertising on internet	No	
Other direct bans	No	
Compliance score of direct bans §		8
Law requires fines for violations of direct advertising bans	Yes	
Bans on tobacco promotion and sponsorship		
Free distribution	Yes	2
Promotional discounts	No	—
Non-tobacco products identified with tobacco brand names	No	—
Brand name of non-tobacco products used for tobacco product	No	—
Appearance of tobacco brands in TV and/or films (product placement)	No	—
Appearance of tobacco products in TV and/or films	No	—
Sponsored events	Yes	2
Tobacco companies/the tobacco industry publicizing their CSR activities	NA	
Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies	NA	
Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth	NA	
Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images	No	
Law explicitly bans tobacco products display at point of sale	No	
Other indirect bans	No	
Compliance score of indirect bans §		3
Law requires fines for violations of indirect advertising bans	Yes	
Law completely bans tobacco vending machines	No	
Law bans internet sales of tobacco products	No	
Subnational laws or regulations ban some or all types of tobacco advertising, promotion and sponsorship	No	

[1]The law does not explicitly address cross-border advertising. However, given that advertising is banned on TV and radio, it is interpreted that both domestic and international levels are covered by the ban.

[2]The law does not explicitly address cross-border advertising. However, given that advertising is banned in all magazines and newspapers, it is interpreted that both domestic and international levels are covered by the ban.

§ A score of 0—10, where 0 is low compliance. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.
Three to five experts were asked to provide assessments independently by interview. These experts included at least three of the following persons:
• the most senior government official in charge of tobacco control or tobacco-related conditions;
• the head of a prominent NGO dedicated to tobacco control;
• a health professional (e.g. physician, nurse, pharmacist) specializing in tobacco-related conditions;
• a staff member of a public health university department;
• the Tobacco Free Initiative focal point of the WHO country office.

Subnational laws on tobacco advertising, promotion and sponsorship

No subnational legislation was reported.

Regulation of e-cigarettes

Note: In this table the term "e-cigarettes" is interpreted as including all forms of electronic nicotine delivery systems.

	2014
National laws or regulations completely ban the sale of e-cigarettes	No
National laws or regulations regulate e-cigarettes	No
E-cigarettes are regulated as a therapeutic product	—
E-cigarettes are regulated as a tobacco product	—
E-cigarettes are covered by national laws and regulations on smoke-free environments	—
E-cigarettes are covered by national laws and regulations on health warnings on packaging	—
E-cigarettes are covered by national laws and regulations on tobacco advertising, promotion and sponsorship	—

Tobacco taxation policy and prices as at 31 July 2014

Price of lowest cost brand of cigarettes

		Country-reported value for 2014
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	BOB 5.00

Price of Marlboro or similar brand cigarettes

		Country-reported value for 2014
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	BOB 14.00

Taxes on the most sold brand of cigarettes

	WHO's comparable estimate for 2014
Price of most sold brand of a pack of 20 cigarettes	
In currency reported by country	BOB 10.00
In international dollars (purchasing power parity)	2.74
In US dollars at official exchange rates	1.45
Taxes on this brand (% of retail price) ⌘	
Total taxes	**40.35%**
Specific excise	0.00%
Ad valorem excise	27.31%
Value added tax (VAT)	13.04%
Import duty	0.00%
Other taxes	0.00%

⌘ Individual categories of tax may not add to total due to rounding.

Taxes on the most sold brand of smoked tobacco product other than cigarettes

	WHO's comparable estimate for 2014
Price of most sold brand (information not available)	
In currency reported by country	—
In international dollars (purchasing power parity)	—
In US dollars at official exchange rates	—
Taxes on this brand (% of retail price)	
Total taxes	—
Specific excise	—
Ad valorem excise	—
Value added tax (VAT)	—
Import duty	—
Other taxes	—

Taxes on the most sold brand of smokeless tobacco product

	WHO's comparable estimate for 2014
Price of most sold brand (information not available)	
In currency reported by country	—
In international dollars (purchasing power parity)	—
In US dollars at official exchange rates	—
Taxes on this brand (% of retail price)	
Total taxes	—
Specific excise	—
Ad valorem excise	—
Value added tax (VAT)	—
Import duty	—
Other taxes	—

Annual tax revenues from tobacco products at the national/federal level

	Most recent year
Is tax revenue data for all tobacco products or cigarettes only?	All Tobacco Products
Year	2013
Total Excise (specific and ad valorem)	121 965 692.00
Value added tax (VAT) and other sales taxes	15 743 867.00
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	60 477 522.00
Total	198 187 081.00
Currency	BOB

Supplementary tax information

	Most recent year
Type of excise applied	Ad valorem excise
Uniform excise tax applied Yes (Uniform), No (Tiered/varying rates)	Yes
Greater reliance on specific tax in mixed excise regime	—
Minimum specific tax applied in ad valorem or mixed excise regime	No
Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT)	No
% of GDP per capita required to purchase 100 packs of most sold brand (the higher the %, the less affordable)	4.78%
Cigarettes are less affordable in 2014 compared to 2008	Yes
Specific tax component automatically adjusted for inflation (or other)	—
Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)	35.71%
Tax stamps applied on tobacco products	Yes
Bans or limits on duty free imports by travellers	Limited
If duty free imports are limited, duty free allowance (number of cigarette sticks)	400

Legend: Summary of MPOWER measures (see page 1)

MONITORING: PREVALENCE DATA

	No known data or no recent data or data that are not both recent and representative
	Recent and representative data for either adults or youth
	Recent and representative data for both adults and youth
	Recent, representative and periodic data for both adults and youth

SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS

	Data not reported/not categorized
	Up to two public places completely smoke-free
	Three to five public places completely smoke-free
	Six to seven public places completely smoke-free
	All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation)

CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE

	Data not reported
	None
	NRT and/or some cessation services (neither cost-covered)
	NRT and/or some cessation services (at least one of which is cost-covered)
	National quit line, and both NRT and some cessation services cost-covered

HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES

	Data not reported
	No warnings or small warnings
	Medium size warnings missing some appropriate characteristics OR large warnings missing many characteristics
	Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
	Large warnings with all appropriate characteristics

MASS MEDIA: ANTI-TOBACCO CAMPAIGNS

	Data not reported
	No national campaign conducted between 1 July 2012 and 30 June 2014 with duration of at least three weeks
	National campaign conducted with 1 - 4 appropriate characteristics
	National campaign conducted with 5 - 6 appropriate characteristics
	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio

ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP

	Data not reported
	Complete absence of ban, or ban that does not cover national television, radio and print media
	Ban on national television, radio and print media only
	Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
	Ban on all forms of direct and indirect advertising

TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES

	Data not reported
	<= 25% of retail price is tax
	26–50% of retail price is tax
	51–75% of retail price is tax
	>75% of retail price is tax