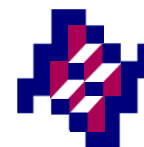


Public Health Institutes of the World



## **Participation of the National Institute of Public Health in the implementation of FCTC in Mexico**

**Mario Henry Rodríguez**



**IANPHI Annual Meeting 2011**

**Hilton Helsinki Kalastajatorppa, Helsinki, Finland**

***Towards Strong and Connected Public Health Institutes***

# Mexico and the FCTC



- **March 1, 2003. Mexico took part in the 6<sup>th</sup> meeting of the WHO-FCTC**
- **May 21, 2003. WHO-FCTC was adopted by the WHO assembly**
- **April 14, 2004. The WHO FCTC was approved by the Mexican Congress**
- **May 28, 2004. Mexico ratified the WHO FCTC**
- **The Mexico Smoke-free legislation came into in force in May 30, 2008**

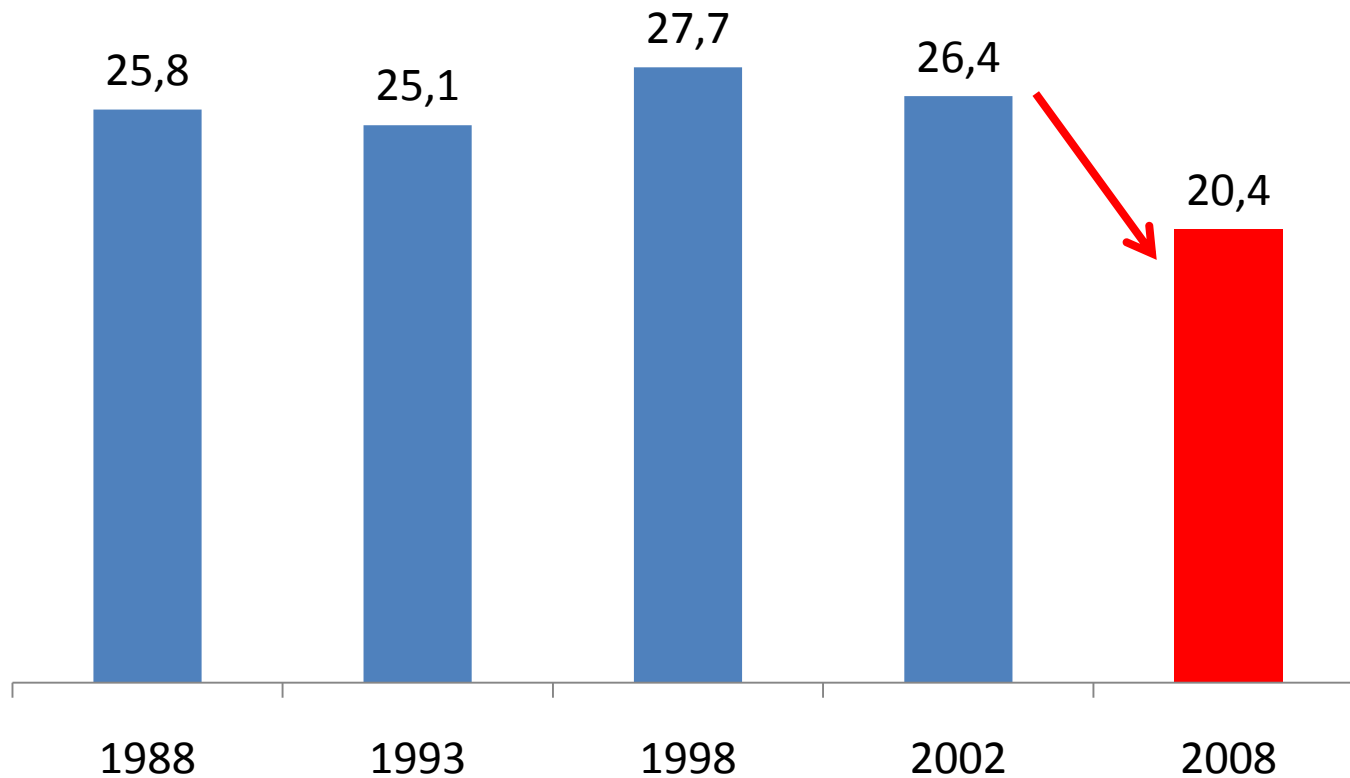


# 1) Conducts Tobacco National Surveys

## Global Tobacco Surveillance System



### *Prevalence of adult smoking in Mexico, 1988-2008*



*In the last decade, the prevalence of adult smoking has decreased by 5% however in young people it has increased by 3%*

## 2) Impact evaluation of Mexico City's legislation



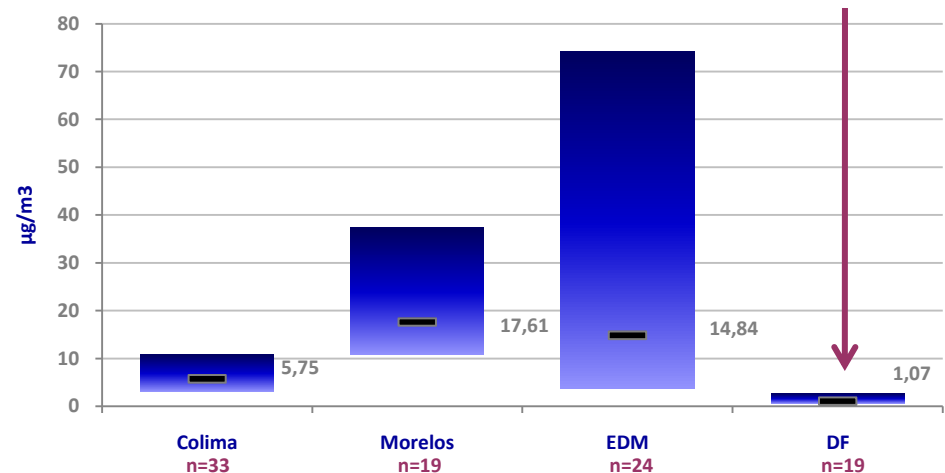
### Tobacco Products Laboratory in the NIPH

LACOT

Laboratorio Analítico de  
Compuestos de Tabaco



*In Mexico City there is a higher  
compliance to the Tobacco Control  
Statute*



Interquartile range: median, P25, P75

Barrientos – Gutiérrez T. *et al.*

*Monitoring secondhand smoke exposure  
in restaurants and bars*

# 3) Communicates risks, generates knowledge and release public information

## Research, surveillance and exchange of information



**GYTS – 2003 - 2011**



**GATS 2010**



**How to make a smoke free workplaces**



**Monthly Bulletins**



**First Report on Tobacco Control in México 2005**



**The economics of tobacco**



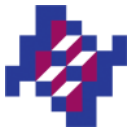
**Tobacco supplements**

**Salud Pública de México**



# 4) *Contributes to development of social marketing*

## Protection from exposure to tobacco smoke in public places

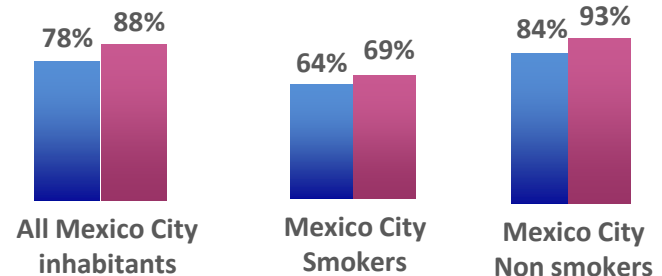


### “Enjoy smoke-free places”

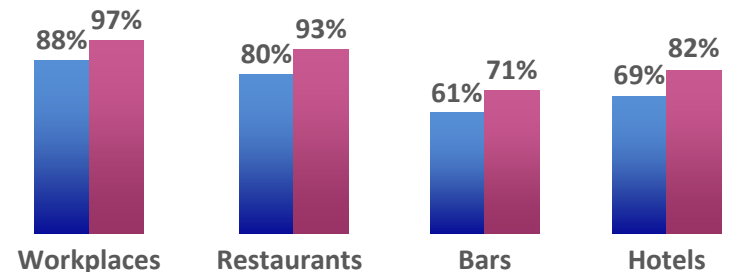


*Promotion designed in the NIPH*

A high and increasing percentage of Mexico City’s inhabitants supports smoke-free indoor workplaces. 2008.



The support for banning smoking has increased for every enclosed indoor area where the Law applies, 2008.



■ Before the Law (March) ■ After the Law (November/December)

Thrasher, et al.

**More than 80% of citizens of Mexico supported the smoke-free legislation**

## 5) Design and evaluates warning intervention

Mexico implemented new health warnings since September 25, 2010



**FUMANDO MULTIPLICAS POR CINCO TU RIESGO DE PADECER CÁNCER DE BOCA**

Fumando manchas tus dientes y tienes alto riesgo de padecer cáncer de boca y labios.

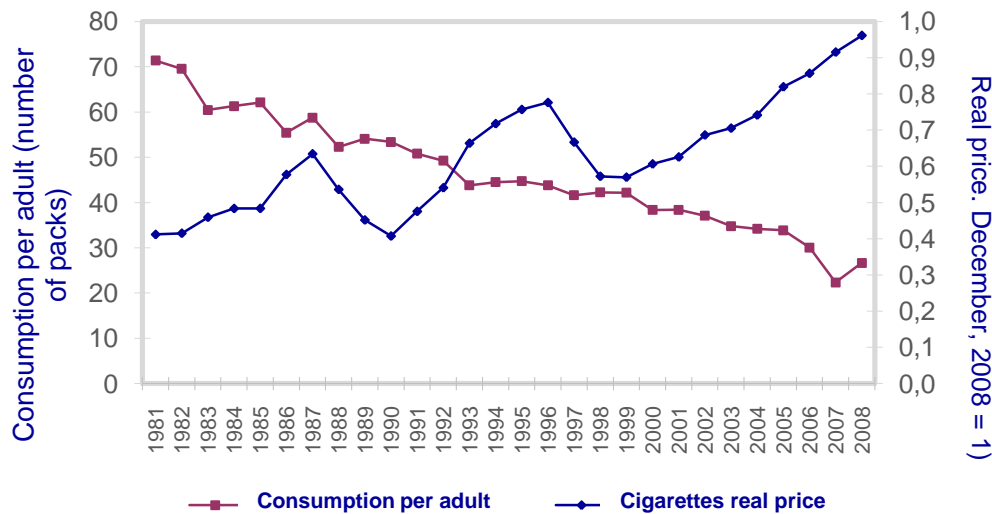
**CONTIENE POLONIO 210**  
Sustancia radioactiva, tóxica y cancerígena.

Deja de fumar, te conviene  
01800 911 2000

*The new packaging and labeling includes rotating images (pictograms) designed in the NIPH*

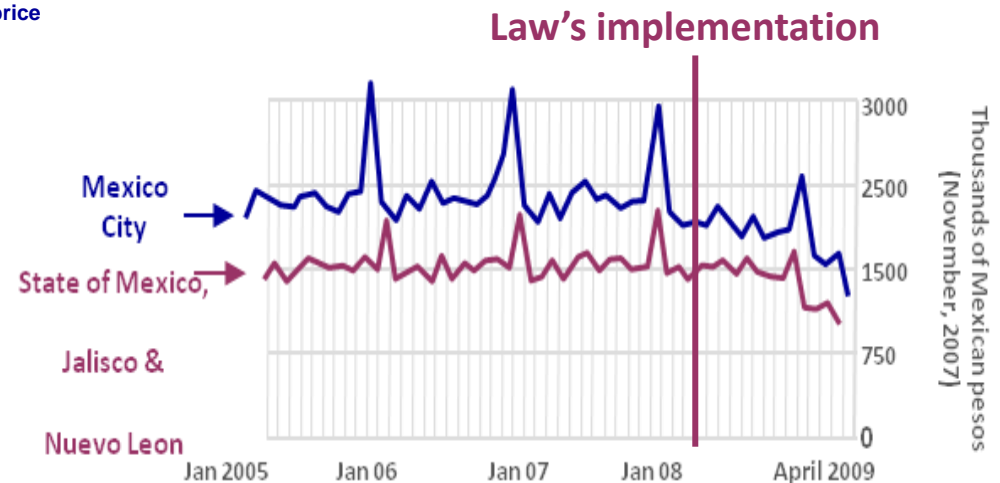
## 6) Documents the economic perspective

### Implementation of fiscal policies for tobacco control & economic impact evaluation



**Raising cigarette taxes  
Reduces smoking.  
Especially among kids**

➤ **There is no negative economic impact in the Restaurant sector due to smoke-free legislation**



Source: Guerrero-López C et al. INSP



## 8) Participates in capacity building for tobacco control

Cooperation in the scientific, technical and legal fields



PERSPECTIVAS  
DE CONTROL  
DEL  
TABAQUISMO  
EN AMÉRICA  
LATINA Y EL  
CARIBE



JOHNS HOPKINS  
SCHOOL OF  
PUBLIC HEALTH  
INSTITUTE FOR  
GLOBAL  
TOBACCO  
CONTROL



2001, 2002, 2003, 2004, 2006, 2007  
2008, 2009, 2010 y 2011



August 1 – 5, 2011  
Tobacco control strategies in  
Mexico: Local and federal  
legislation

Over 500 students and faculty from Mexico and Latin America have shared their experience in tobacco control

# Tobacco Research Department at the National Institute of Public Health, Mexico



## 10 años Departamento de Investigación sobre **Tabaco**

**Scientific evidence, action,  
and commitment for  
everyone's health**

***10 years traslating the  
knowledge into  
actions!***



<http://www.insp.mx/tabaco>

**THANK YOU!**