



Puerto Rico: A Success Story of Comprehensive Approaches to Tobacco Control Work

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Smoking in Puerto Rico: An Overview



- It is responsible for **11.5%** of all deaths and **10%** of all health care costs in Puerto Rico (PR). Dietz et al., 1991
- **10 deaths per day** related to tobacco PRDH, 2001
- In the American continent, Puerto Rico has the highest incidence of oral and pharyngeal cancer. GLOBOCAN 2002 database: summary table by cancer
- In the late 1960s the rate of smoking among adults in Puerto Rico was **25%** and **20.3%** in 1996. PR-BRFSS, 2008
- In July 2008, **12.2%** of the adult population smoke (364,445) PR-BRFSS July 2008
- The current smoking prevalence among adults is **11.6%** PRDH, 2010

Smoking in Puerto Rico: An Overview



- Puerto Rico (PR) is the 3rd jurisdiction with the lower prevalence (preceeded by the Virgin Island and Utah) PR-BRFSS 2004
- Smoking is more prevalent in men than in women. Estudio Continuo de Salud 2003
- 60.2% of the smokers in PR want to quit Estudio Continuo de Salud 2003
- In 2003 Tobacco Industry in Puerto Rico (RJ Reynolds (Winston), Phillip Morris (Marlboro), American Tobacco, Lorillard, Brown & Williamson, etc.)
 - 117,669,000 packages of cigarettes sold
 - Government Tax \$1.23 per package (aprox. \$144,732,000)
 - Estimate of \$ spent daily in publicity \$235,000.00
 - \$1.3 billons - \$145 millions = terrible \$ loss by the PR government.

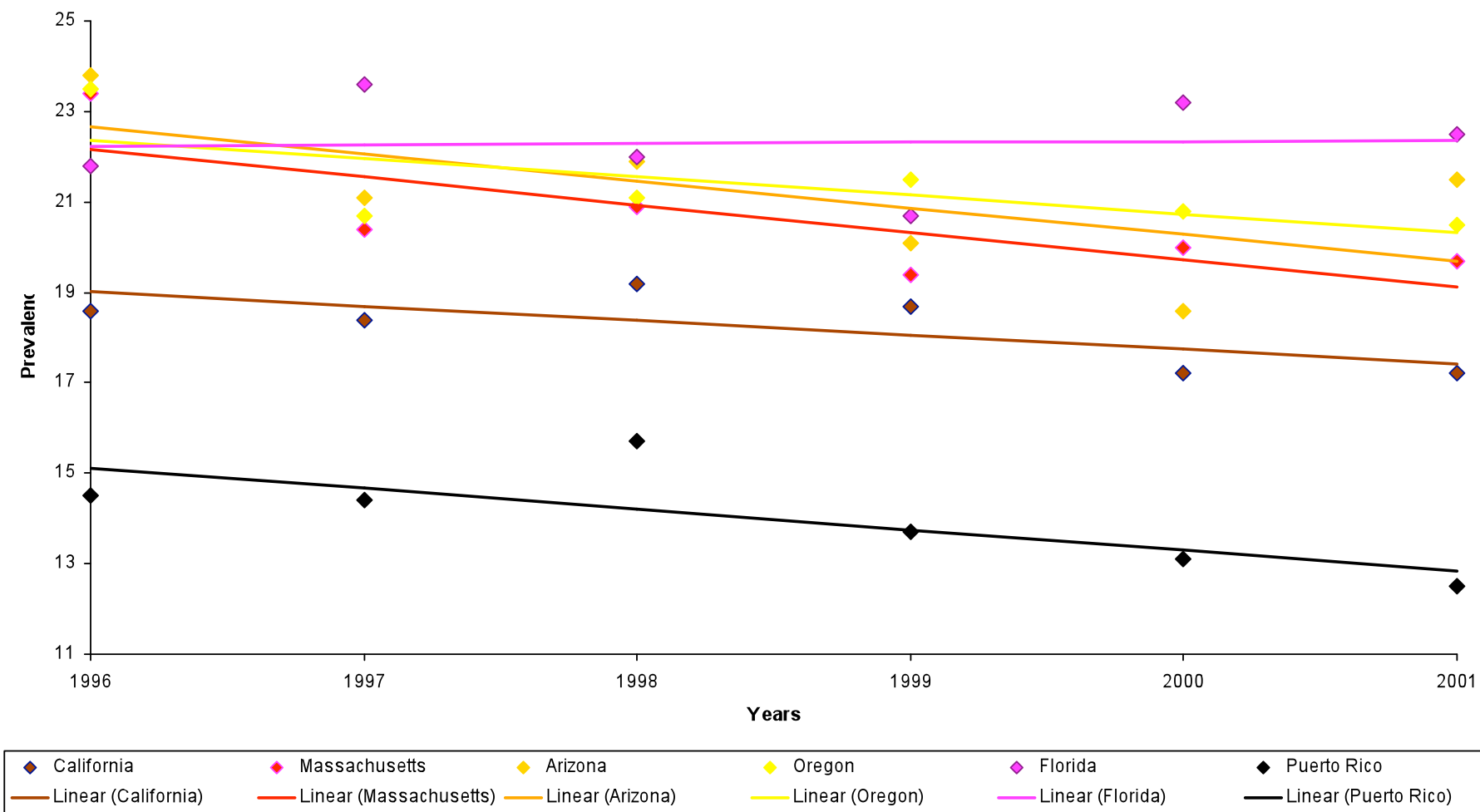
P.R. Tobacco Control Priority Areas

Priority Areas	Policy						
Subcategories	Allocation Settlement Funds	Industry Sponsorship of Community Groups	Clean Indoor Air	Youth Access	Local and State Legislation	Organizational Policy	System Change
Pre-contemplation							
Contemplation							
Preparation	X						
Action		X		X			X
Maintenance			X		X	X	

Budget Based in CDC formula

Component	Recommended Minimum	Actual Budget
Programs to reduce the burden of chronic diseases related with tobacco	\$ 2,775,000.00	*
School programs	\$ 4,868,000.00	*
Compliance with laws	\$ 1,817,768.76	*
Community programs to reduce tobacco use	\$ 3,564,972.40	*
State program	\$ 1,551,412.80	\$239,000.00
Anti-marketing	\$ 3,878,532.00	*
Cessation	\$ 3,455,399.00	\$450,000.00
Surveillance and Evaluation	\$ 2,191,108.50	\$78,812.00
Administration	\$ 1,095,554.25	*
Total	\$ 25,197,747.70	\$767,812.00

Smoking prevalence trends of states with CTCP and Puerto Rico



Coalition for a Tobacco Free Coalition

- **Asociación Americana del Corazón**
- **Asociación Médica de Puerto Rico**
- ASSMCA
- **Calidad de Vida, RUM**
- **Centro para la Prevención y Control de Uso de Tabaco y la Detección Temprana de Cáncer Oral, RCM**
- **Colegio de Profesionales de la Salud, RCM**
- **Consortio CRUSADA**
- **Departamento de Asuntos del Consumidor**
- **Departamento de Educación**
- **Departamento de la Familia**
- **Departamento de Salud**
- **Escuela de Farmacia, RCM**
- **Escuela de Odontología, RCM**
- **Escuela de Salud Pública, RCM**
- **Facultad de Educación, Universidad de Puerto Rico, Recinto de Río Piedras**
- **Farmacías El AMAL**
- **Fundación Alfa-1 de Puerto Rico**
- **Fundación Dr. García Rinaldi**
- **Fundación Luis A. Señeriz**
- **Hogar CREA, Inc.**
- **Hospital Oncológico I. González Martínez**
- **Humana de Puerto Rico, Inc.**
- **Liga Puertorriqueña Contra el Cáncer**
- **New Voice, IAL PR Inc.**
- **Latinos Saludables Sin Tabaco (NLTCN)**
- **Oficina de Asuntos de la Juventud**
- **Ponce School of Medicine**
- **Programa de Servicios Integrales de Salud al Adolescente**
- **Programa IPDAS, Universidad Interamericana**
- **Promoviendo Alternativas Saludables, Corp.**
- **Servicio de Información sobre el Cáncer del Instituto Nacional del Cáncer**
- **Sociedad Americana del Cáncer**
- **Telemedik**
- **Triple S, Inc.**
- **Universidad Sagrado Corazón**
- **Well New, Inc.**
- **Otros profesionales de la salud**

Community Outreach



- ✓ Tobacco Summits
- ✓ Trainings and workshops to help health care providers incorporate evidence-based tobacco control practices into their clinical practices and Cessation Kit (around the island and in professional conferences)
- ✓ Training to American Cancer and PR Department of Health for the creation of tobacco cessation services (one in each 8th health regions around the island)
- ✓ Training and Quality Control to PR Quitline counselors.
- ✓ Liaisons among 60 organizations, for institutionalization of the PRQ as a tool for cessation
- ✓ Creation of culturally appropriate educational materials

Tobacco Control Policies in Puerto Rico

- 1993 Act No. 40: restricts smoking in some public and private places.
- 1993 Act No. 62: regulates publicity and advertisement.
- 1993 Act No. 128: prohibits tobacco sales to minors.
- 1997 Act No. 111: regulates selling cigarettes in vending machines.
- 1998 Act No. 204: prohibits employment of minors for tobacco sales or promotions.
- 2000 Act No. 6: prohibits sale of tobacco shaped candies near or in schools.
- 2002 Act No. 63: increases cigarette excise tax from \$4.15 to \$6.15 on each hundred or fraction of one hundred cigarettes.
- 2006 Act No. 66: amends Act No. 40, creating a smoke free Puerto Rico. Includes in the prohibition work places, restaurants, and casinos.
- 2008 Act No. 21: covers tobacco cessation expenses by all health services organizations, and requires the implementation by the P.R. Department of Health of the Tobacco and Tobacco by-Product Use and Dependence Treatment Protocol.
- 2008 Act No. 35: creates a special fund for tobacco control.
- 2009 Act No. 7: increases cigarette excise tax from \$6.15 to \$11.15 on each hundred or fraction of one hundred cigarettes.



Gracias for your attention!

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