Using the media in tobacco and soda tax campaigns: the Mexico experience

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MEXICO SALUDHABLE COALITION

- Obesity
- Diabetes
- Cancer
- CVD
- Alcohol
- Renal diseases
- Many others

>100 member organizations working on NCDs

4 main risk factors:
- Unhealthy diets
- Sedentarism
- Alcohol
- Tobacco

TOBACCO TAX
SUGARY DRINKS TAX

Fundación InterAmericana del Corazón México
Alianza por la salud alimentaria
MEDIA CAMPAIGNS TARGETING DECISION-MAKERS

WHO CAN BE YOUR AUDIENCE?

- President
- Key Ministers
- Other government officials/agencies
- Legislators
- Political/interest groups
- Parliamentary Leaders
- Heads of relevant legislative committees

KEY ELEMENTS OF YOUR MESSAGE

- NAME YOUR TARGET
- Include a concrete demand or call to action
- Draft a concise message and in “their language”
- Show the costs of inaction/wrong decision
- Set the TONE OF THE DEBATE you want to lead
- Be a step ahead!
- Use of strategic media outlets (those that are relevant to them)
- Analyze the perfect TIMING!!
- Assure quick response
- SUPPORT AND PRAISE YOUR ALLIES
Tobacco consumption is the first cause of preventable death globally.

21% of Mexicans smoke; **185 deaths every day** related to tobacco use.

10% of deaths by tobacco are on non-smokers (second-hand smoke).

30% of cancers in Mexico are related to tobacco use.

Tobacco taxes have not raised since 2011 (industry pressures).

"To some legislators, the tobacco industry is more important than you"
Policy Goals:

A $7 pesos increase tax on tobacco (Ad valorem + new fixed rate)

Objectives:

a) Raise awareness among consumers about the problems associated to tobacco consumption.
b) Position the need of an increase in the tobacco tax in the political and media agenda.
c) Stigmatize tobacco and raise awareness of health harms and costs.
TOBACCO TAX: Yes to the tobacco tax!

Demonstration outside of the Chamber of Deputies (pressure those in charge)

Demonstration in front of Philip Morris offices (“name and shame”)
TOBACCO TAX: Yes to the tobacco tax!

Online and Social Media Strategy:
Development of web site – online information system
www.VotoPorLaSalud.org

Key infographics placed on billboards and deliverables; as well as published in newspapers
TOBACCO TAX: OUTCOMES

Policy wins:

- Approval of a fixed rate as part of the tobacco tax: ad valorem, fixed rate and other taxes now are 65% of price in total (excise + VAT)
- Stigmatization of tobacco industry and its products.
- Approval of a General Law on Tobacco Control (2008)
- Openness to strengthen tobacco control measures (taxes, packaging, etc).

Pending issues:

- Assure an adjustment to inflation and increase it (75% according to the FCTC)
- Strengthen the fight on smoke-free environments countrywide
- Fight against industry actions on false allegations (illegal markets)
- Law enforcement
WHY AN SSBs TAX IN MEXICO?

- Nutrition transition: Mexico a **global leader in SSB consumption**; 70% of added sugar in the Mexican diet from SSBs
- Overweight and obesity: **1 in every 3 children and youth**; 7 of every 10 adults
- Burden of disease: Diabetes one of the leading causes of death; **24,100 deaths each year from SSB consumption**
- Collapse of Mexican productivity and the national health system
A 2 peso per liter (20%) federal excise tax on SSBs starting in 2014.

Earmark SSB tax revenue to obesity and chronic disease prevention, starting with the installation of water fountains in Mexican schools.

**Policy Goals:**

**Joint objectives:**

a) Promote an evidence-based tax: Health + Revenue + Future
b) Create a strong, collective voice: a broad-based national alliance
c) Stigmatize SSB and raise awareness of health harms and costs
d) Position the topic and solution on the political and media agenda
e) Find, inform and accompany our legislative champion(s)
f) Convince the Executive and Congress of viability and feasibility
g) Garner strong international, expert support and collaboration
SSBs TAX: MEDIA STRATEGY

Framing of the lobbying and media strategy:

- Tax as a solution
- Obesity on the rise
- Congressmen need to act
- Now is the perfect time!
- “Name and shame” strategy
- Revenue allocation

Balance of earned and paid media:
- Lobbying, advocacy and research
SSBs TAX: Who’s side are you on?

Objective:
Show them who supports the tax (health-interested VS industry)

Timing:
During discussions on Committees (after approved in the lower Chamber)

Final audience:
Senators

Objective:
Compare health impact of SSBs VS water (awareness)

Timing:
During the beginning of the fiscal discussion

Final audience:
Both Chambers

Señores Senadores: ¿DE QUÉ LADO ESTÁN?

Apoyan el Impuesto:
- C. Presidente: Enrique Peña Nieto
- Secretario de Hacienda: Luis Videgaray
- OMS/OPS (Organización Mundial de la Salud y Organización Panamericana de la Salud)
- La Cámara de Diputados
- Organizaciones No Gubernamentales
- INSPE Instituto Nacional de la Salud Pública
- TODOS los mexicanos preocupados por su salud

No apoyan el Impuesto:
Diversas voces que en realidad son una sola y que no da la cara:
- La industria refresquera
  Que ve por sus intereses y no le importa “NADA” la salud de los mexicanos
  Es sencillo:

Vota Sí $2 de impuesto a bebidas azucaradas

Senator: $2 de impuesto a bebidas azucaradas

Responsable de la publicación: Luis M. Encarnación
Public campaigns targeting SSB’s and added sugar, to create awareness
SSBs TAX: OUTCOMES

Policy wins:

• Strong partnership model (lobbying, advocacy and research)
• The difficult: social support for a tax (Fall 2013)
• The unbelievable: the tax was declared constitutional (Fall 2015)
• Defeat the undefeatable = industry twice (2013 and 2015)
• The Mexican tax becomes a global beacon with expert-advised, peer-reviewed published research (INSP+UNC/BMJ)
  • 6% (2014); 8% (2015); 11.1% (1st semester 2016)

Pending issues:

• Continue to stigmatize SSBs and increase the tax ($2 pesos or 20%)
• Defend tax against industry proposals to withdraw it or decrease it
• Further analysis on the short and long-term impacts/benefits
• Assure allocation of revenue to obesity prevention and potable water (mainly in schools)
• Put an end to the debate on its effectiveness
• Advocate for comprehensive obesity prevention
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