

Philippines

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: Smoking is completely banned in health-care, educational, and government facilities and on public transportation. However, enforcement is weak. Only two cities are strictly enforcing smoke-free policies (Davao City and Makati City), but several local initiatives are currently underway in other cities and municipalities.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Tobacco advertising is banned on national and international TV, radio, and print media. However, tobacco advertising is still allowed at point of sale in the form of posters and leaflets. Tobacco companies heavily advertise at point of sale and through indirect methods such as free distribution and promotional discounts.

HEALTH WARNINGS ON TOBACCO PACKAGES: Current health warnings do not meet minimum FTC requirements. The health warnings are text only and cover 30% of the front of the pack.

TOBACCO TAXATION AND PRICES: The Philippines has a non-indexed four-tier tobacco tax system that differentiates between low-, medium-priced, high-priced and premium brands. The Department of Finance is contemplating amending the current tax structure to a single unitary rate. Tobacco taxes in the Philippines fall below the World Bank's recommendation that tobacco taxes make up two-thirds to four-fifths of retail price.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS			
Health-care facilities	Yes	Indoor offices	No
Educational facilities, except universities	Yes	Public transport	Yes [†]
Universities	Yes	Restaurants	No
Governmental facilities	Yes [‡]	Pubs and bars	No
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP			
National TV and radio	Yes	Free distribution	No
International TV and radio	Yes	Promotional discounts	No
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	No
International magazines/newspapers	Yes	Non-tobacco brand used for tobacco product	No
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	Yes
Point-of-sale	No	Sponsored events	Yes
Internet	Yes		
HEALTH WARNINGS ON TOBACCO PACKAGES			
Law mandates specific warnings	Yes	Number of approved warnings	4
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes
Warnings include a picture or graphic	No	Warnings are written in the principal language(s)	Yes
% of principal display areas covered (front and back)	15%	Warnings have mandated font style, font size and color	No
Front	30%	Ban on misleading descriptors	No
Back	0%		
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*
In currency reported by country	PHP	25.00	Total taxes
In US\$ at official exchange rate	USD	0.53	Total excise (specific and ad valorem)
			Value added tax (VAT)
			11%

... Data not reported/not available

— Data not required/not applicable

* Individual categories of tax may not add to total due to rounding