

**WORKSHOP ON COMPETITION ASSESSMENT IN THE CONTEXT OF THE REGULATORY IMPACT
ASSESSMENT**

**CASE STUDY
LESS RESTRICTIVE REGULATORY AND NON REGULATORY ALTERNATIVES**

Regulation and control of tobacco

Globally, smoking is recognized as a public health problem, with significant economic and social impacts. In response, several actions have been undertaken internationally, through the World Health Organization (WHO), national governments and nongovernmental organizations, in order **to reduce the consumption of tobacco**. Instead of directly prohibiting the consumption of tobacco, government interventions have combined a number of tools, both regulatory and non-regulatory, to achieve such an objective. For example, in Mexico, the General Law to Control Tobacco (2008) and its Bylaw (2009) was enacted, and the Framework Agreement for the Control of Tobacco of the WHO (2008) was ratified, adopting policies such as the banning on the sale of cigarettes to minors and its advertising on radio and television, the mandatory inclusion of warnings on cigarette packs (placement of legends and pictographs), initiatives to establish smoke free places (in public spaces such as schools and restaurants), prevention programs, and establishing taxes to tobacco. In this way, it has sought to reduce the consumption of tobacco through the combination of a number of alternative instruments (prohibitions and restrictions, consumer information, market incentives such as taxes, etc.).

Responsible institution

- Ministry of Health and the National Office for the Control of Tobacco, among others.

Additional information

- According to the WHO, smoking is the leading cause of preventable / avoidable death in the world.
- In Mexico, it is estimated that 167 people die every day from causes associated with Tobacco. Hence, in the country, smoking is within the ten priority problems of public health.
- According to some studies, a tax equivalent to 75% of the retail price could have generated revenue in excess of 40,000 million pesos in 2013.

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Reflection elements

- Tobacco is considered as an addictive substance, does that justify government intervention? What are the market failures that justify the government intervention?
- What information issues do you identify in this problem?
- What externalities exist in the consumption of tobacco?
- What measures or policies are more effective, regulatory or non-regulatory?
- How to compare the consumption of tobacco with other substances like alcohol or drugs?