



Health Research Brief

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TRIPLE BURDEN OF DISEASE SERIES

How Can We Protect the Gains of the 2012 Sin Tax Reform Law?

(National Survey to Monitor the Impact of the Sin Tax Law by the Social Weather Stations)



RECOMMENDATIONS



Advocate for single higher tax rate on

tobacco products to reduce consumption and discourage downshifting.



Launch advocacy campaigns on anti-smoking awareness

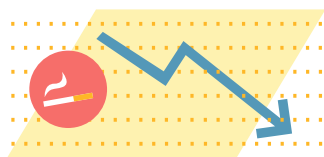
targeted to age groups 10-19 and 40-44, rural residents, those who never smoked, and those with no formal education.



Collect longitudinal data to establish the impact of the Sin Tax reforms in

detering smoking and improving benefits on public health.

KEY FINDINGS

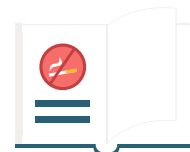


Smoking prevalence and cigarette consumption have decreased following the implementation of the Sin Tax reforms in 2013.



Smokers responded to the increased price of cigarettes by shifting to a more affordable brand or resorting to per stick purchase rather than per pack.

Rural residents and those with no formal education are more likely to be current smokers.



One out of three males and nine out of 10 females have never smoked.

METHODOLOGY

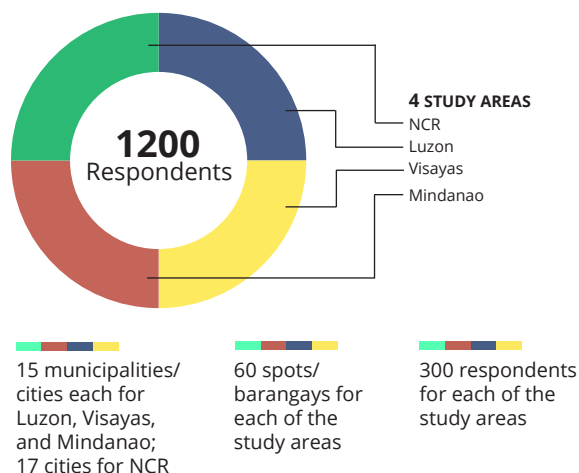
Two rounds (August and November) of the 2015 SWS Survey on Usage, Attitudes, and Behavior of Filipinos Towards Smoking were utilized.

Each round has a nationally representative sample of **1,200** respondents, identified using multi-stage probability sampling.

The survey data includes:

1. demographic profile
2. smoking status
3. smoking behavior and practice

Descriptive, associative, and likelihood analyses of the survey data were employed.

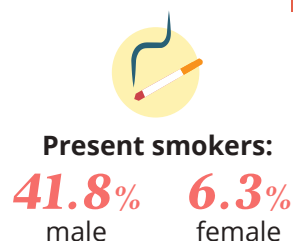


ALL FOR HEALTH
TOWARDS
HEALTH FOR ALL

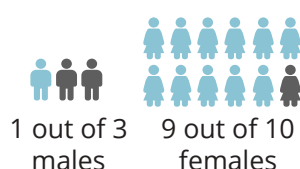
RESULTS

Demographic profile of smokers in the Philippines

SEX

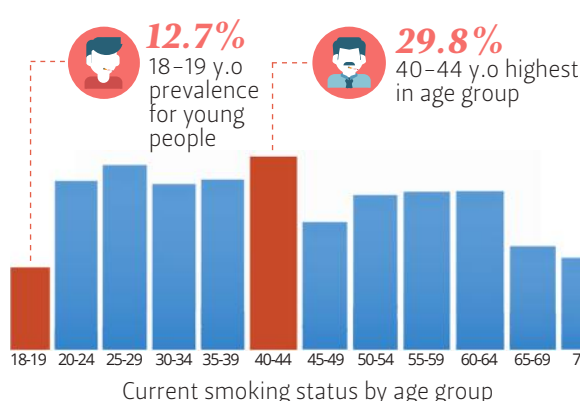


Never smoked:



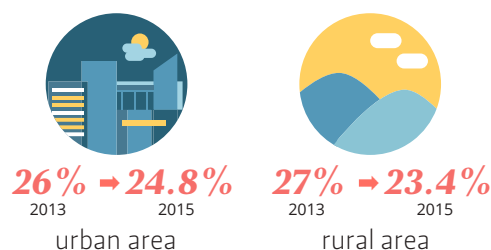
AGE

Present smokers:



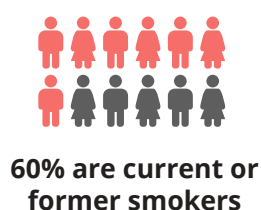
TYPE OF RESIDENCE

Prevalence of current smokers does not differ much between urban and rural areas.

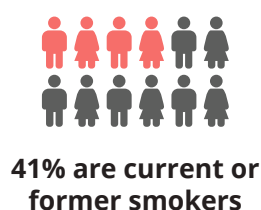


SOCIO-ECONOMIC STATUS

Classes A and B



Classes D1, D2 and E



EDUCATION

Without Formal Education

38.6% current smokers
20% former smokers

With Formal Education (primary, secondary, higher education)

1 out of 4 are current smokers

BRAND PREFERENCE

- 28.77 percent of respondents have since switched to different cigarette brands following the Sin Tax reforms in 2013
- Six of every 10 smokers who switched indicated *affordability* as the major reason for switching brands
- Mighty cigarettes recorded the highest change in patronage with consumption rate of 8.48 percent (2013) to 18.91 percent (2015)

Table 1. Number of sticks consumed per day in 2013 and 2015

No. of sticks (grouped)	% in 2013	% in 2015
0	1.04	0.00
1 to 5	1.83	9.96
6 to 10	1.92	8.79
11 to 15	0.38	1.25
16 to 20	1.33	3.38
More than 20/pack	93.50	76.62

While consumption of more than 20 sticks or a pack per day has declined, consumption of just 1-5 or 6-10 sticks per day has increased.

Multinomial logistic regressions results suggest that only **educational attainment** and **type of residence** yield statistically significant results.

Filipinos with at least primary education are less likely to be current smokers than those with no formal education.

Rural dwellers are more likely to become current smokers than those who reside in urban areas.