

# Colombia

## Tobacco Control Policies

Colombia became a Party to the WHO Framework Convention on Tobacco Control on July 9, 2008.

**Smoke Free Places:** Smoking is prohibited on public transportation, in enclosed public places, and in enclosed workplaces, without exception. The ban includes a residence that is a place of work for others.

**Tobacco Advertising, Promotion and Sponsorship:** Tobacco advertising is prohibited in all forms of media. The law also prohibits all “tobacco promotion.” Although the law does not define “promotion,” a Constitutional Court case (C-830-10) found the term to have the meaning of “tobacco advertising and promotion” as set forth in the WHO Framework Convention on Tobacco Control. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

**Tobacco Packaging and Labeling:** A warning text and accompanying image must appear on the two principal display areas (front and back) of tobacco product packages, and occupy 30 percent of each display area. Each of the six prescribed warnings must appear on an equal number of packages of each brand each year. The Ministry of Welfare is required to update the warnings annually. Misleading terms such as “light” and “low tar” are prohibited on tobacco packaging, but other misleading packaging (e.g., colors, numbers, and symbols) is not prohibited.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Colombia are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
Can subnational jurisdictions enact more stringent smoking restrictions?	No		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	Yes	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	6
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	30%	Warnings are written in the principal language(s)	Yes
Front	30%	Ban on misleading packaging and labeling	Yes
Back	30%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	5152.00 COP	Total taxes	73%
In US dollars	1.38 USD	Total excise	57%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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