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*Plurinational State of Bolivia*  
*Ministry of Health*

## Ministerial Resolution No. 0508

June 1, 2015

### WHEREAS:

Article 35, paragraph I of the Political Constitution of the State, establishes that the State at all of its levels shall protect the right to health, pursuing public policies geared towards improving the quality of life, the collective wellbeing and free access to health care for the public;

Article 2 of the Code of Health provides that health is a good of public interest, and that it is incumbent upon the State to see to the health of the individual, the family and the population as a whole;  
Through Law N° 3029, dated April 22, 2005, the Ratification of the "Framework Convention for Tobacco Control", adopted in Geneva, Switzerland on May 21, 2003, and signed by Bolivia on February 27, 2004, was approved;

Article 5, paragraphs I and II of Supreme Decree N° 29376 dated December 12, 2007, establishes the requirement to include on cigarette packs, boxes of cigars [*cigarros*], boxes of cigars [*sic, puros*] or pouches of pipe tobacco the images, photographs or graphic illustrations and warning statements issued annually by the Ministry of Health and Sports, and printed in a total space occupying (50%) of both principal exposed surfaces;

Article 14, paragraph I, numeral 22) of Supreme Decree N° 29894 of February 07, 2009, Organizational Structure of the Executive Branch of the Plurinational State, determines the attributions of the Minister and of the Executive Branch, to issue ministerial resolutions, as well as bi-ministerial and multi-ministerial ones in coordination with the respective ministers, within the framework of their competencies;

Furthermore, Article 90, sub-paragraph d), establishes the attribution of ensuring the health of the public through its promotion, the prevention of disease, healing and rehabilitation;

Through Multimministerial Resolution N° 0003 dated May 14, 2009, the Specific Regulation for the Administration of Law N° 3029 of the Framework Convention for Tobacco Control was approved;  
Through Internal Note MS/VSP/DGPS/UPS/N1/358/2015 of May 05, 2015, the Technician for Health Promotion, via the Unit Chief for Health Promotion, the General Director for Health Promotion and the Vice Minister of Health and Promotion, asks Madame Minister of Health to approve through a Ministerial Resolution the Third Series of Graphic Health Warnings (8 statements and images), so that they will be printed on packages of tobacco products; thus fulfilling Supreme Decree N° 29376 of 2007, Art. 5 (Obligations), which states, "On packs of cigarettes, boxes of cigars [*puros*], or pouches of pipe tobacco, images, photographs or graphic illustrations are to be included, as well as statements provided by the Ministry of Health every two years.

Legal Report MS/DGAU/UAJU/869/2015 of May 12, 2015, recommends the issuance of a Ministerial Resolution in order to comply with the legislation.

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Through Road Map: UPS-31241-DPCH, the Executive Office of the Cabinet instructs the General Bureau of Legal Affairs to attend to the request.

**THEREFORE:**

The Minister of Health, in the exercise of the attributions conferred upon her by Supreme Decree N° 29894 of February 07, 2009, on the Organizational Structure of the Executive Branch of the Plurinational State;

**R E S O L V E S:**

ARTICLE ONE.- To approve the eight (8) images and health warning statements for printing on cigarette packs, boxes of cigars [*cigarros*], boxes of cigars [*sic, puros*] or pouches of pipe tobacco, pursuant to the attached annex, which comprises an integral and indissoluble part of this Resolution, in an area of fifty per cent (50%) of the lower part of both main exposed surfaces (front and back), and it is mandatory for this to be carried out by manufacturers and importers of tobacco products in the territory of the Plurinational State of Bolivia.

ARTICLE TWO.- The Bureau for Health Promotion shall provide the images and health warning statements to manufacturers or importers of tobacco products, in a high resolution format, in Illustrator and Freehand, incorporated into PSD (Photoshop), with a minimum resolution of 300 DPI in CMYK, and printing is to be done with a resolution of at least 120 DPI.

ARTICLE THREE.- The period of validity of the health warnings established in Article One of this Resolution shall commence 180 days after the publication of the images and statements, at the same time in a press publication of national circulation.

ARTICLE FOUR.- The Bureau for Health Promotion, the National Police of Bolivia, the National Customs of Bolivia, Autonomous Departmental Governments and Autonomous Municipal Governments, shall be in charge of the strict enforcement and execution of this Resolution.

Let this be registered, with notice given hereof, and let it be filed.

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*Dra. Sandra I. Durán Canelas*  
DIRECTOR GENERAL  
OF LEGAL AFFAIRS  
MINISTRY OF HEALTH

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*Dra. Carla A. Parada Barba*  
VICE MINISTER OF HEALTH  
AND PROMOTION  
MINISTRY OF HEALTH

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*Dra. Ariana Campero Nava*  
MINISTER OF HEALTH  
PLURINATIONAL STATE [cut text]

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*Ministry of Health*

	<p><b>DANGER!</b> Smoking damages your teeth and gives you bad breath</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>		<p><b>DANGER!</b> Tobacco smoke causes <b>HEART ATTACKS</b> in smokers and non-smokers</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>	
	<p><b>DANGER!</b> Tobacco smoke causes <b>lung cancer</b> in smokers and non-smokers</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>		<p><b>DANGER!</b> Tobacco smoke causes <b>low birth weight and miscarriage</b> in smokers and non-smokers</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>	

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	<p><b>DANGER!</b> Smoking causes breast cancer in women</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>		<p><b>DANGER!</b> Smoking is the first step towards some kind of cancer</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>	
	<p><b>DANGER!</b> Tobacco smoke causes asthma, pneumonia and bronchitis in your children</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>		<p><b>DANGER!</b> Smoking kills you. If you won't quit smoking for yourself, then quit for those who need you</p> <p>[IMAGE]</p> <p>Ministry of Health www.minsalud.gob.bo</p>	

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*Dra. Sandra I. Durán Canelas*

DIRECTOR GENERAL

OF LEGAL AFFAIRS

MINISTRY OF HEALTH

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VICE MINISTER OF HEALTH

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*Dra. Ariana Campero Nava*

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PLURINATIONAL STATE [cut text]