

Ministry of Health and Sports
La Paz, Bolivia

Ministerial Resolution No. 0576 of 25 May 2011

Whereas:

Article 35, paragraph 1, of the Constitution establishes that the State, at all levels of Government, shall protect the right to health, promoting public policies to improve quality of life, collective well-being and free access to health services for all citizens;

Article 2 of the Health Code provides that health is a public good and the State is responsible for protecting the health of the individual, the family and the population as a whole;

By virtue of Act No. 3029 of 22 April 2005, Bolivia ratified the Framework Convention for Tobacco Control adopted in Geneva, Switzerland, on 21 May 2003, and signed by Bolivia on 27 February 2004;

Article 5, paragraphs I and II, of Supreme Decree No. 29376 of 12 December 2007 sets forth the obligation to print the images, pictures, graphic illustrations and health warnings, provided by the Ministry of Health and Sports each year, on cigarette packs, cigar boxes, “puro” cigar boxes and bags of pipe tobacco pictures; the prints must occupy 50 % of the two principal display areas;

Article 14, paragraph I (22) of Supreme Decree No. 29894 of 7 February 2009, entitled Organizational Structure of the Executive Body of the Plurinational State, authorizes the ministers of the Executive to issue ministerial resolutions, as well as bi-ministerial and interministerial resolutions in coordination with related ministries, within their area of competence; likewise, article 90, section (d), sets forth the obligation to guarantee public health through health promotion, illness prevention, healing and rehabilitation.

Interministerial Resolution No. 0003 of 14 May 2009 endorses the specific regulation for the administration of Law No. 3029 on the Framework Convention for Tobacco Control.

Through Circular CITE:MSD/DGPS/UPS/0282/11 of 11 May 2011, the Director General of Health Promotion requests the Minister of Health and Sports to issue a ministerial resolution endorsing the seven pictures and health warnings to be printed on cigarette packs, cigar boxes, “puro” cigar boxes and pipe tobacco bags, based on the attached annex;

By virtue of Road Map MSD/4496 of 12 May 2011 the Ministerial Office instructs the Director General for Legal Affairs to draw up the Ministerial Resolution requested.

THEREFORE::

The Minister of Health and Sports, exercising the powers conferred on her by Supreme Decree No. 29894 of 7 February 2009, entitled Organizational Structure of the Executive Body of the Plurinational State;

RESOLVES:

Article 1 – To approve the seven (7) images and health warnings to be printed on cigarette packs, cigar boxes, “puro” cigar boxes and pipe tobacco bags, based on the attached annex, which is an integral and inseparable part of this Resolution, on the bottom half (50 %) of each principle display area (front and back), as a legal obligation for tobacco manufacturers and importers throughout the territory of the Plurinational State of Bolivia.

Article 2 – The General Directorate for Health Promotion shall provide the images and health warnings to tobacco product manufacturers and importers in a high-resolution format, in Illustrator and Freehand as PSD (Photoshop), with a minimum resolution of 300 dpi in CMYK to be printed in a minimum resolution of 120 dpi.

Article 3 – The health warnings referred to in article 1 of this Resolution shall come into effect 180 days following publication of the images and messages in any print media in nationwide circulation.

Article 4 – The General Directorate of Health Promotion, the National Police of Bolivia, National Customs of Bolivia, the autonomous departmental governments and the autonomous municipal governments shall be responsible for enforcing compliance with and implementation of this Resolution.

To be registered, communicated and filed.

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