

An overview of the TC Ecosystem in Africa- Breaking the Barriers

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Overview

- The WHO Framework Convention on Tobacco Control (WHO FCTC) was came into force in 2005. What was the reaction to countries? - Ratify the FCTC!
- Since then, 45 out of 47 countries in the WHO Africa Region have ratified or acceded to the WHO FCTC – 96% !.
- 22 countries have ratified the Protocol to eliminate illicit trade in tobacco products – 47% .

Was ratifying treaty enough?



WHO Actions



The NCD- Global Action Plan (2013-2020)



- designed to catalyze global action on tobacco control
- enable national governments to compare their policies with other countries
- Include **tobacco control** as a **key component** of Global NCD prevention Strategy
- Set Target: **30% relative reduction** in prevalence by 2025!
- Set Target 3a. Accelerate implementation of the WHO FCTC in all countries



Progress on Key MPOWER Measures:

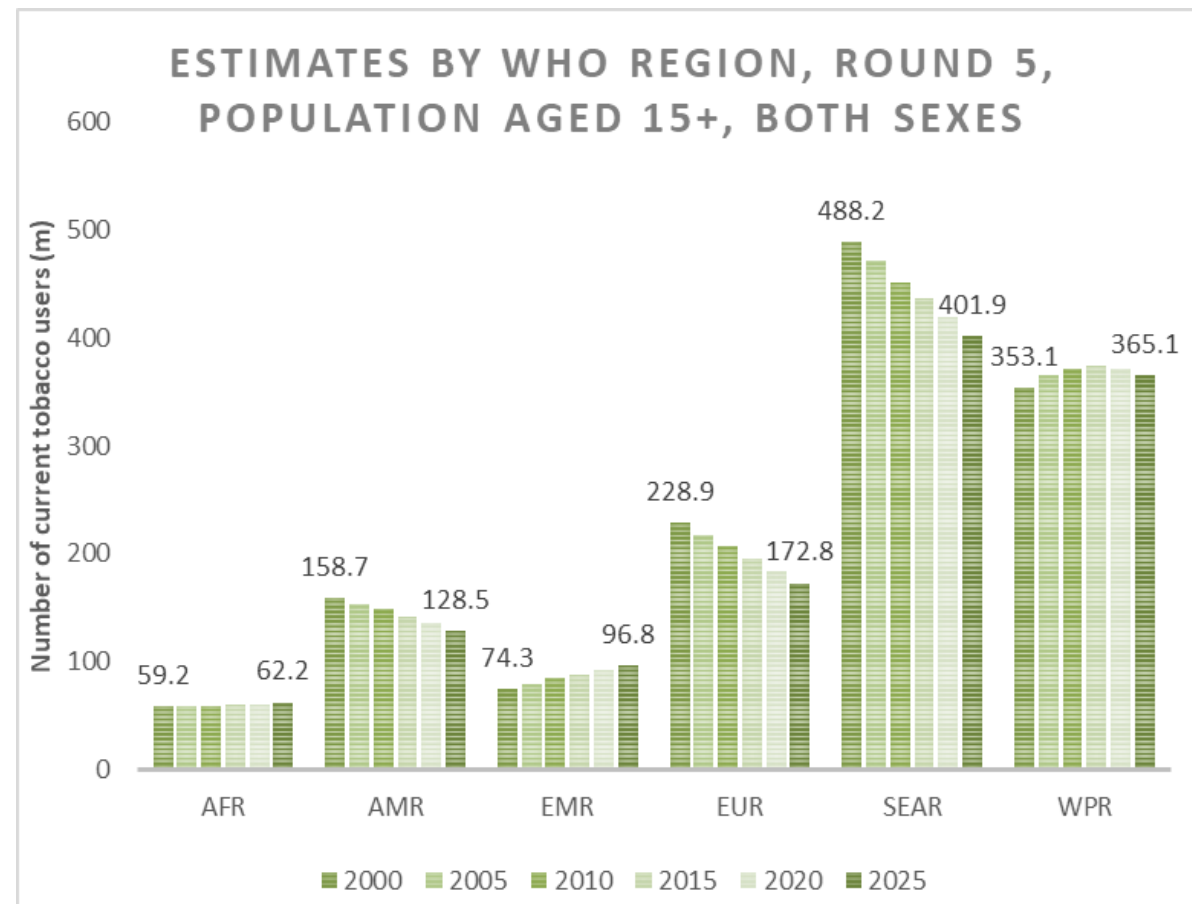
- Over 35 African countries have adopted Smoke Free Policies covering 89% of the population (1.1 billion people) from second-hand smoke.
- 52% of the African population (632 million people) is now covered by graphic health warnings on tobacco packaging, and Mauritius has introduced plain packaging.
- In the Africa region, the tax share of the retail price for a pack of cigarettes increased from 37% in 2016 to 41% in 2023.
- 22 out of 47 countries are on track to achieve a 30% RR by 2025!

Are our policies effective in protecting the Africa populations?



Global and Regional Trends

- Africa's tobacco use prevalence declined from **18% in 2000** to **9.5% in 2022!**
- Despite the decline in prevalence, **the number of tobacco users in Africa continues to rise** due to rapid population growth, increasing from **58 million in 2010** to **61 million in 2020**, and projected to reach **62 million by 2025**.
- **What a Paradox? How can we do to arrest the numbers?**



SOURCE: WHO estimates of tobacco use trends, 2023



Why are numbers not dropping?

- The tobacco industry continues to target the **African market**, leveraging the region's youthful population and growing economies.
- **Availability of cheap products:**
 - Low prices –products affordable and easily accessible
 - Illicit tobacco trade in tobacco products remains a major barrier, undermining regulation and public health efforts.
- **Introduction of new and emerging products:** Proliferating campaign for promoting nicotine addiction
- **Dependence on tobacco agriculture:** Defeating Tobacco control policies!

How do we reduce access and acceptability of tobacco products?



Why are numbers not dropping?

- **Political and Institutional Challenges:** Political will and Capacity of relevant actors
 - **Weak Enforcement and Coordination:** Inconsistent enforcement and fragmented coordination across ministries and sectors
 - **Poor health care interventions-** no services for people addicted to nicotine – Cessation services
 - **Acceptability and public perception** – It is OK to smoke or use tobacco product!
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- **How do we strengthen institutional and political institutions for tobacco control?**
 - **How do we treat tobacco users? Are they our allies or opponents?**





Thank you

