

# *Tobacco Control ecosystem & its future in Africa*

Towards an innovative implementation of  
the WHO FCTC in Africa

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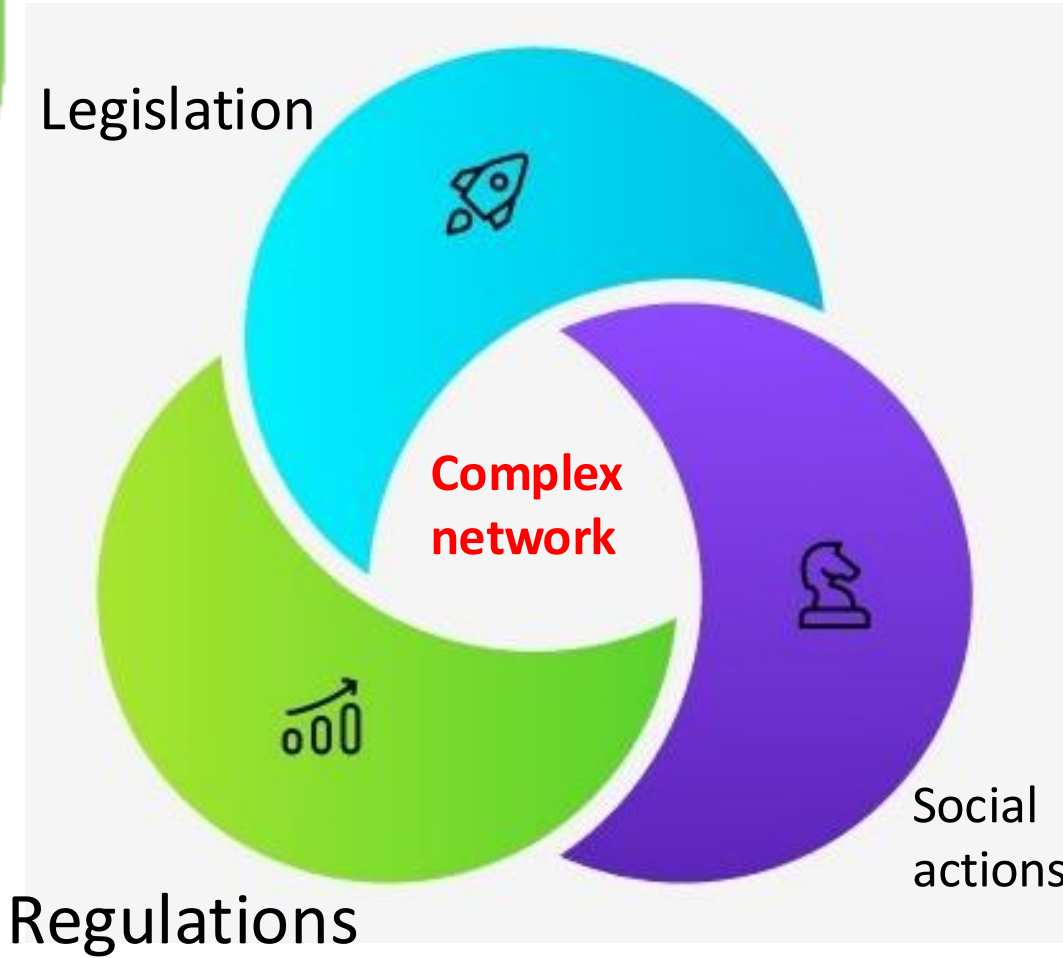


# OUTLINE

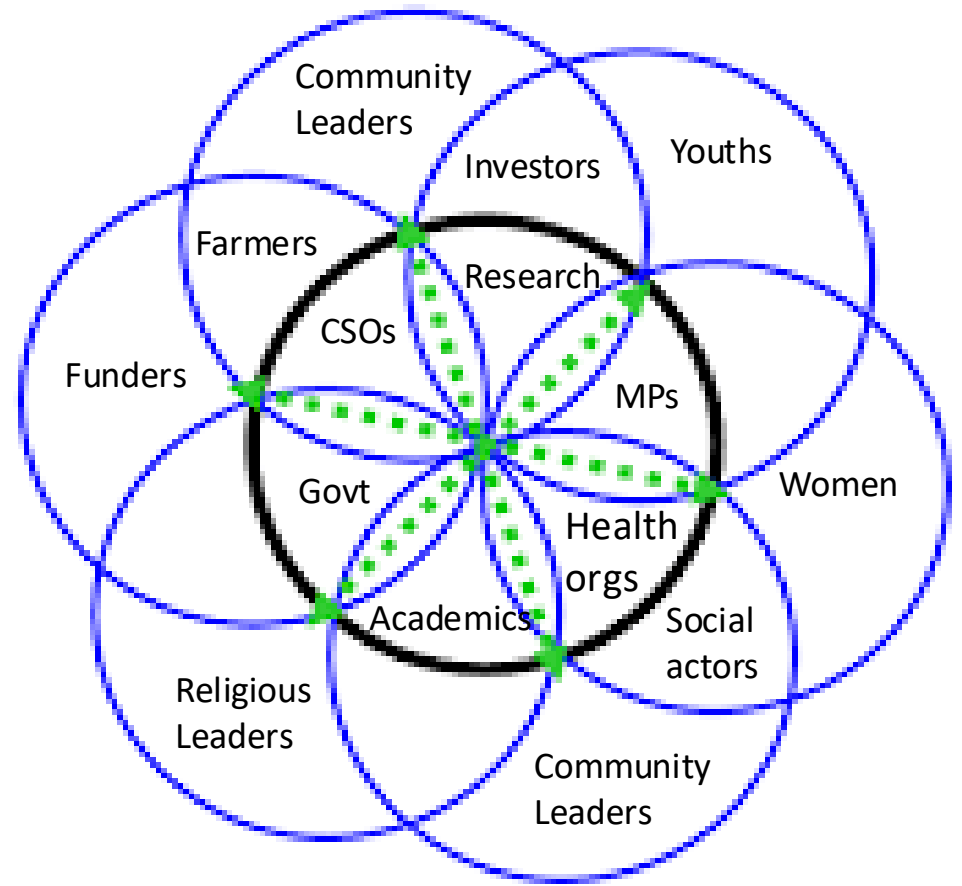
- The tobacco control ecosystem
- The policy environment
- Future directions



# THE TOBACCO CONTROL ECOSYSTEM



## Big Tobacco



Framework Convention on Tobacco Control (WHO FCTC)

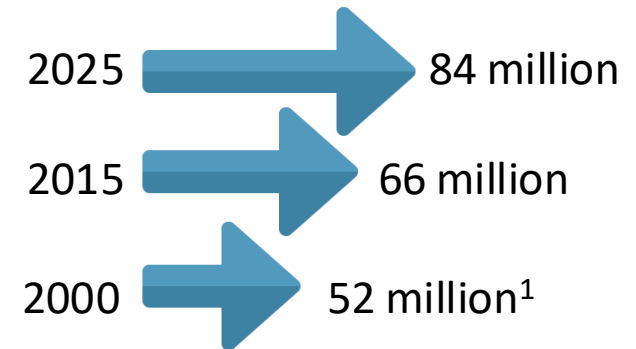


Sub-Saharan Africa remains a viable investment destination for the tobacco industry because of the region's youthful population

**A  
Business  
Bonanza**



Africa is facing a public health crisis as the tobacco industry increasingly targets the continent for its growth potential



## THE POLICY ENVIRONMENT

- **44** African nations have ratified the WHO Framework Convention on Tobacco Control (FCTC), which provides a comprehensive set of guidelines for an effective tobacco control strategy.
- However, the implementation of these policies has been uneven.
- Some countries have made strides in areas such as smoke-free laws, advertising bans, and increased tobacco taxes, health warnings, while others struggle with enforcement and lack of infrastructure.



# FUTURE DIRECTIONS

**1-Strengthened Regional Cooperation:** Regional partnerships, such as those facilitated by the African Union and economic community organizations, can enhance tobacco control efforts. Collaborative initiatives allow countries to share best practices and resources, strengthen capacity, and advocate collectively for policies.

**2-Adapting to New Tobacco Products:** The introduction of e-cigarettes and heated tobacco products presents unique challenges in the African context. Policymakers must adapt regulations to address these products while remaining vigilant against industry tactics aimed at circumventing existing laws.

MAINSTREAM

**3-Focus on Youth and Vulnerable Populations:** A concerted effort must be made to target at-risk populations, particularly youth. Integrating tobacco control into broader educational programs can help instill awareness and promote healthier lifestyle choices at an early age.

**4-Leveraging Local Culture:** Culturally relevant approaches can enhance the efficacy of tobacco control interventions. Engaging local communities and using culturally resonant messages can facilitate better acceptance and participation.

PREVENT

**5-Increased Investment and Resources:** Adequate funding and resources are critical to drive tobacco control initiatives effectively. Governments, NGOs, and international agencies must prioritize financial and technical support for sustainable tobacco control programs.

ADOPT

ENFORCE





**Thanks**



