



## “PRIORITIES OF HEALTH ECONOMICS IN AFRICA”

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### **PT 06**

### **The state of tobacco control in Sub-Saharan Africa: strengths, opportunities, weaknesses and threats**

*Evan Blecher*

Health Economics Unit, University of Cape Town

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Globally tobacco control has been one of the most effective public health advocacy groups over the last 30 years. The success of this is seen by declining indicators of tobacco usage and the accession of the Framework Convention on Tobacco Control, the first global public health treaty. The success of tobacco control in the developed world has led to declining sales volumes of the tobacco industry. This has resulted in the tobacco industry paying greater attention on the developing world where sales are still relatively low and growth prospects are positive.

As the industry pays greater attention to the developing world effective tobacco control strategies are necessary to curb the growing epidemic. Industry strategies including low prices and marketing will attempt increase the number of smokers and the amount they smoke. It is likely that they are to use similar strategies that brought them so much success in the developed world. In order to counter this many developing nations are implementing effective and comprehensive tobacco control strategies. Yet Africa has been left behind in that many African countries are placing so-called ‘economic’ considerations above public health considerations. Strong industry lobbies are hindering the efforts of tobacco control advocacy.

This paper attempts to consider the tobacco control *status quo* on the African continent. Even though smoking prevalence is still relatively low growing economies and the strength of tobacco multinationals makes Africa one of the most important future markets. We will consider what African governments are doing to implement tobacco control strategies by assessing the state of tobacco control in a broad cross section of African countries. The data considered will include smoking prevalence, cigarette consumption, price, taxation and affordability as well as non-price interventions including advertising restrictions and bans, smoke free areas and restrictive sales practices.