Tobacco Tax in West African Economic Monetary Union Countries

Among all tobacco control interventions, tobacco tax increases are the most cost-effective. Raising the price of tobacco products through increased taxation is a "best buy" intervention and has a win-win effect in terms of both reducing tobacco consumption and increasing government revenue.

American Cancer Society economists support African governments, advocates, and researchers in the economics of tobacco control. In particular, ATICA, the Société, and the University of Cape Town are working together to expand country-level tobacco tax advocacy and training in the West African Economic Monetary Union (WAEMU) countries. Our country-level work aims to complement other efforts to improve the regional tobacco tax directive by assisting countries in reforming existing tax systems and reaching the highest amount of taxation possible under the current WAEMU directive.

Shadow Reporting

If the FCTC is to realize its full potential within the African region, once FCTC-compliant legislation is adopted nationally it must be implemented and enforced. However, the FCTC does not contain an enforcement mechanism, and it is therefore vital that civil society and government work together to ensure that governments are held accountable for their obligations. To further this aim, the ATICA through the Framework Convention Alliance (FCA) has provided support for shadow reporting by civil society in 14 countries to expose gaps in government implementation of the FCTC.

Tobacco Control Policy Coordination

In partnership with the World Health Organization (WHO) Region Office for Africa (AFRO) and ATICA, the Society brought together more than 27 sub-Saharan African countries represented by ministries of health, WHO tobacco control focal points, and civil society organizations. The meeting was the first of its kind to promote cooperation among members of national players in tobacco control policy. Approximately 50 participants developed practical country-level action plans to enhance coordination of their tobacco control policy efforts in the near term.

For more information, visit cancer.org/global.

Did you know?

- Only three percent of all deaths worldwide are caused by noncommunicable diseases (NCDs) such as cancer, for which tobacco use is one of the greatest risk factors.
- Current projections indicate that by 2020 the largest increases in NCD deaths will occur in Africa.
- Sub-Saharan Africa is the next big market for the tobacco industry, given that more than 60 percent of the population in most countries of the region is under 15 years of age.
- An estimated 7 percent of a growing African population, tobacco use could double in the coming years if strong tobacco control measures are not implemented.
- Given that the tobacco epidemic in Africa is at a relatively early stage, this is a critical time to invest in the region and prevent a large-scale epidemic.
- Although most governments in Africa have committed to the Framework Convention on Tobacco Control (FCTC), much work still needs to be done to make it a health and development priority.

We save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.
cancer.org | 1.800.227.2345
The African Tobacco Control Alliance (ATCA) has helped me shape my goals. I have a deeper understanding of what works and have learned to aim high and believe that I can make a difference.

– Leadership program participant

### Leadership Opportunities

A primary shore of the ATC program is the emphasis that is placed on developing leadership skills and capacity for strengthened tobacco control among women’s advocates and emerging researchers.

In countries around the world, with a history of successful tobacco control, a common thread is the presence of individual champions and leaders who can capture the interest of the public and influence policy change.

Recognizing this critical component of success, the Society sponsored the first ATC Leadership Symposium in May 2015 to identify and cultivate a new generation of tobacco control leaders within the African advocacy sector. The leadership program provided African fellows with the skills and knowledge needed to carry out effective tobacco control policy advocacy at the national level.

### Building Tobacco Control in Academia

The lack of educational opportunities within institutions of higher learning is an identified barrier to producing quality tobacco control researchers, teachers, and practitioners who are prepared to address the challenges of the tobacco epidemic. In response, the Society is developing a number of initiatives designed to foster tobacco control training and research at a higher priority in educational institutions across Africa. In line with this, through our support, graduate programs in global health, public health, and economics at three African universities now offer rigorous tobacco control curricula. These programs include mentorship opportunities for business as they prepare for tobacco control work in civil society, government, research institutions, or the private sector.

ATSCA: University of Pretoria/American-Caribbean American Cancer Society Fellowship; Master of Public Health Degree Programme with Special Interest in Tobacco Control.

ATSCA: University of Ibadan/American Cancer Society Tobacco Control Research and Leadership Programme: Master of Global Health.

University of Cape Town/American Cancer Society Economics of Tobacco Control Project.

### Tobacco Industry Monitoring

Tobacco mode control efforts in Africa are characterized by a lack of concrete data on the industry’s activities and strategies. The ATC program is working together to gather effective monitoring tools to counteract these efforts. Following receipt of the list of tobacco industry activities and strategies, the ATC program is working together to gather effective monitoring tools to counteract these efforts.

### Technical Assistance

Technical assistance provided by the ATC in Gabon has strengthened the capacity of nongovernmental organizations within the areas of project design, proposal writing, financial management, policy mapping and stakeholder analysis, coalition building, tobacco industry incursion, review of legislation and treaties, and tobacco control advocacy and lobbying. Project proposals have also improved the understanding of tobacco advocates in the EU and its member states. The following is an example of the technical assistance provided by the ATC in Gabon.

### Strategic Technical Assistance

The ATC in Gabon has successfully supported the development of a tobacco control strategic plan for the Ministry of Health and Social Affairs. The strategic plan includes the following objectives:

1. **Preventive activities:**
   - Promote non-smoking in public places.
   - Implement smoking bans.
   - Provide educational programs on the risks of tobacco use.

2. **Intervention activities:**
   - Develop and implement smoke-free policies.
   - Implement awareness campaigns.
   - Promote alternative sources of income for tobacco farmers.

3. **Monitoring and evaluation:**
   - Regularly monitor progress towards the strategic plan.
   - Evaluate the effectiveness of interventions.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.

The ATC in Gabon has also supported the development of a comprehensive national tobacco control strategy and action plan, which includes the following key components:

- **Policy and Legislation:**
  - Develop and implement tobacco control policies and legislation.
- **Health and Social Services:**
  - Implement smoking cessation programs.
  - Provide training for healthcare professionals.
- **Environment:**
  - Promote smoke-free environments.
  - Implement smoking bans in public places.
- **Economic:**
  - Implement economic incentives for tobacco farmers to shift to alternative crops.
- **Education and Communication:**
  - Develop educational materials for schools and communities.
  - Implement mass media campaigns to raise awareness.