Tobacco harms the health, the treasury, and the spirit of Côte d'Ivoire. Every year, more than 9000 of its people are killed by tobacco-caused disease. Still, more than 8000 children (10-14 years old) and 1039000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Côte d'Ivoire and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

### Adult Smoking (15+ Y.O.)

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>14.2%</td>
</tr>
<tr>
<td>Female</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Côte d’Ivoire than on average in low-HDI countries, there are still more than 950500 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Children Smoking (10-14 Y.O.)

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.42%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Côte d’Ivoire than on average in low-HDI countries, there are still more than 5900 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Deaths % caused by tobacco: 2016

<table>
<thead>
<tr>
<th></th>
<th>% caused by tobacco: 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5.64%</td>
</tr>
<tr>
<td>Female</td>
<td>2.65%</td>
</tr>
</tbody>
</table>

More men die in Côte d’Ivoire than on average in low-HDI countries.

### Societal Harms

The economic cost of smoking in Côte d’Ivoire amounts to 59394 million franc. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

### Smokeless Tobacco % using tobacco daily: 2013

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily: 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.42%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Côte d’Ivoire than on average in low-HDI countries, 160700 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

### Industry

The combined revenues of the world's 6 largest tobacco companies in 2016 was more than USD 346 Billion, 880% larger than the Gross National Income of Côte d’Ivoire. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

### Growing

There were 8912 metric tons of tobacco produced in Côte d’Ivoire in 2014. However, tobacco growing is only a small fraction of agriculture in Côte d’Ivoire, with only 0.08% of agricultural land devoted to tobacco cultivation.
Solutions

Current Policy in Côte d’Ivoire

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

Health Care Facilities

Education Facilities

Universities

Government Facilities

Indoor Offices

Restaurants

Pubs and Bars

Public Transport

All Other Indoor Public Places

Funds for Smokefree Enforcement

Raise Taxes

WHO Benchmark

Minimum

70% of Retail Price is Excise Tax

Côte d’Ivoire

15.86% of Retail Price is Excise Tax

Offer Help

National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources

NRT and/or some cessation services (at least one of which is cost-covered)

National Quitline

Yes

Warn About the Dangers to Tobacco Users on Product Packaging

A plain, standardized pack with a large health warning is the best practice

Type of Warning Label

Text

Percent of Pack Covered

n/a

Plain Packaging

No

Warn About the Dangers to the Whole Population in a Media Campaign

Ran a National Anti-Tobacco Campaign in 2014 or 2016

Yes

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

Yes

Pre-Tested With The Target Audience

No

Target Audience Research Was Conducted

No

Aired On Television And/Or Radio

Yes

Utilized Media Planning

Yes

Earned Media/Public Relations Were Used To Promote The Campaign

Yes

Process Evaluation Was Used To Assess Implementation

Yes

Outcome Evaluation Was Used To Assess Effectiveness

Yes

Enforce Bans on Advertising

Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans

0/7 possible bans

Number of Indirect Ad Bans

0/10 possible bans

Ad Ban Compliance Percent

n/a

ta6.org/country/cote-divoire