Issues

Tobacco harms the health, the treasury, and the spirit of Ghana. Every year, more than 5000 of its people are killed by tobacco-caused disease. Still, more than 5000 children (10-14 years old) and 804000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Ghana 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.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% Using Tobacco Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>9.5%</td>
</tr>
<tr>
<td>Female</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

Even though fewer men smoke on average in Ghana than on average in medium-HDI countries, there are still more than 779200 men who smoke cigarettes each day, making it an ongoing and dire public health threat. Even though fewer women smoke in Ghana than on average in medium-HDI countries, there are still more than 25700 women who smoke cigarettes each day, making it an ongoing and dire public health threat.

Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% Using Tobacco Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>0.17%</td>
</tr>
<tr>
<td>Girls</td>
<td>0.21%</td>
</tr>
</tbody>
</table>

Even though fewer boys smoke in Ghana than on average in medium-HDI countries, there are still more than 2700 boys who smoke cigarettes each day, making it an ongoing and dire public health threat. Even though fewer girls smoke in Ghana than on average in medium-HDI countries, there are still more than 3100 girls who smoke cigarettes each day, making it an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>% Caused by Tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3.95%</td>
</tr>
<tr>
<td>Female</td>
<td>1.23%</td>
</tr>
</tbody>
</table>

Even though fewer men die from tobacco in Ghana than on average in medium-HDI countries, tobacco still kills 75 men every week, necessitating action from policymakers. Even though fewer women die from tobacco in Ghana than on average in medium-HDI countries, tobacco still kills 21 women every week, necessitating action from policymakers.

Societal Harms

The economic cost of smoking in Ghana amounts to 97 million cedi. 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>% Using Tobacco Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.7%</td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Ghana than on average in medium-HDI countries, 114800 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, 738% larger than the Gross National Income of Ghana. 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 2545 metric tons of tobacco produced in Ghana in 2014. However, tobacco growing is only a small fraction of agriculture in Ghana, with only 0.04% of agricultural land devoted to tobacco cultivation.

Production
n/a
Solutions

Current Policy in Ghana

Protect from Smoke

All public places completely smoke-free is the best practice

Smokefree

HealthCare Facilities  Educational Facilities

 Universities  Government Facilities

Indoor Offices  Restaurants

Pubs and Bars  Public Transport

All Other Indoor Public Places  Funds for Smokefree Enforcement

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  No

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  50%

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  Yes

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  No

Enforce Bans on Advertising

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

Number of Direct Ad Bans  7/7 possible bans

Number of Indirect Ad Bans  9/10 possible bans

Ad Ban Compliance Percent  High

Direct bans

• National TV and radio
• International TV and radio
• Local magazines and newspapers
• International magazines and newspapers
• Billboard and outdoor advertising
• Advertising at point of sale
• Advertising on internet

Indirect bans

• Free distribution in mail or through other means
• Promotional discounts
• Non-tobacco products identified with tobacco brand names
• Brand name of non-tobacco products used for tobacco product
• Appearance in TV and/or films: tobacco brands (product placement)
• Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images
• Complete ban on sponsorship
• Any form of contribution (financial or other support) to any event, activity or individual
• Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Raise Taxes

WHO Benchmark

Minimum 70% of Retail Price is Excise Tax

Ghana

16.06% of Retail Price is Excise Tax

ta6.org/country/ghana