Tobacco harms the health, the treasury, and the spirit of Kenya. Every year, more than 8100 of its people are killed by tobacco-caused disease. Still, more than 18000 children (10-14 years old) and 2116000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Kenya 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**

**Male**

**14.9%**

Even though fewer men smoke on average in Kenya than on average in medium-HDI countries, there are still more than 1982100 men who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Female**

**1%**

Even though fewer women smoke in Kenya than on average in medium-HDI countries, there are still more than 134400 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**

**Boys**

**0.51%**

Even though fewer boys smoke in Kenya than on average in medium-HDI countries, there are still more than 14300 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

**Girls**

**0.15%**

Even though fewer girls smoke in Kenya than on average in medium-HDI countries, there are still more than 4200 girls who smoke cigarettes each day, making it an ongoing and dire public health threat.

### Deaths

**% caused by tobacco: 2016**

**Male**

**4.22%**

Even though fewer men die from tobacco in Kenya than on average in medium-HDI countries, tobacco still kills 120 men every week, necessitating action from policymakers.

**Female**

**1.55%**

Even though fewer women die from tobacco in Kenya than on average in medium-HDI countries, tobacco still kills 36 women every week, necessitating action from policymakers.

### Societal Harms

The economic cost of smoking in Kenya amounts to 2978 million shilling. 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**

**3.6%**

Even though fewer people use smokeless tobacco on average in Kenya than on average in medium-HDI countries, 957800 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, 395% larger than the Gross National Income of Kenya. 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 8991 metric tons of tobacco produced in Kenya in 2014. However, tobacco growing is only a small fraction of agriculture in Kenya, with only 0.04% of agricultural land devoted to tobacco cultivation.

### Production

There were 17.14 billion cigarettes produced in Kenya in 2016.
Solutions

Current Policy in Kenya

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

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

Graphic

Percent of Pack Covered

40%

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

No

Appropriate Characteristics

Part Of A Comprehensive Tobacco Control Program

n/a

Pre-Tested With The Target Audience

n/a

Target Audience Research Was Conducted

n/a

Aired On Television And/Or Radio

n/a

Utilized Media Planning

n/a

Earned Media/Public Relations Were Used To Promote The Campaign

n/a

Process Evaluation Was Used To Assess Implementation

n/a

Outcome Evaluation Was Used To Assess Effectiveness

n/a

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

Ad Ban Compliance Percent

High

Number of Indirect Ad Bans

9/10

possible bans

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)
- Appearance in TV and/or films: tobacco products
- 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

Kenya

38.46% of Retail Price is Excise Tax

ta6.org/country/kenya