Malawi

Tobacco harms the health, the treasury, and the spirit of Malawi. Every year, more than 5700 of its people are killed by tobacco-caused disease. Still, more than 5000 children (10-14 years old) and 924000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Malawi 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 16.7%
More men smoke in Malawi than on average in low-HDI countries.

Female 3%
More women smoke in Malawi than on average in low-HDI countries.

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

Boys 0.43%
Even though fewer boys smoke in Malawi than on average in low-HDI countries, there are still more than 4700 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.

Girls 0.09%
Even though fewer girls smoke in Malawi than on average in low-HDI countries, there are still more than 1000 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.

Deaths
% caused by tobacco: 2016

Male 5.2%
More men die in Malawi than on average in low-HDI countries.

Female 1.85%
Even though fewer women die from tobacco in Malawi than on average in low-HDI countries, tobacco still kills 26 women every week, necessitating action from policymakers.

Societal Harms

Although economic costs of smoking in Malawi are not known, the total economic cost of smoking globally amounts to 2 trillion dollars, when adjusted for 2016 purchasing power parity (PPP). 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

0.4%
Even though fewer people use smokeless tobacco on average in Malawi than on average in low-HDI countries, 37400 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, 6457% larger than the Gross National Income of Malawi. 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 126348 metric tons of tobacco produced in Malawi in 2014, with 2.13% of agricultural land devoted to tobacco cultivation.
## Current Policy in Malawi

**Protect from Smoke**

All public places completely smoke-free is the best practice.

### Smokefree

- **Healthcare Facilities**: Not smoke-free
- **Educational Facilities**: Not smoke-free
- ** Universities**: Not smoke-free
- **Government Facilities**: Not smoke-free
- **Indoor Offices**: Not smoke-free
- **Restaurants**: Not smoke-free
- **Pubs and Bars**: Not smoke-free
- **Public Transport**: Not smoke-free
- **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.

<table>
<thead>
<tr>
<th>Quitting Resources</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Quitline</td>
<td>No</td>
</tr>
</tbody>
</table>

### Warn About the Dangers to Tobacco Users on Product Packaging

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

<table>
<thead>
<tr>
<th>Type of Warning Label</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Pack Covered</td>
<td>n/a</td>
</tr>
<tr>
<td>Plain Packaging</td>
<td>No</td>
</tr>
</tbody>
</table>

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

Ran a National Anti-Tobacco Campaign in 2014 or 2016

| 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 | 0/7 possible bans |
| Number of Indirect Ad Bans | 0/10 possible bans |
| Ad Ban Compliance Percent | n/a |

**WHO Benchmark**

Minimum

70% of Retail Price is Excise Tax

**Malawi**

n/a of Retail Price is Excise Tax

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www.ta6.org/country/malawi