Tobacco harms the health, the treasury, and the spirit of Nigeria. Every year, more than 16100 of its people are killed by tobacco-caused disease. Still, more than 25000 children (10-14 years old) and 7488000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Nigeria 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** 13.7%
  - Even though fewer men smoke on average in Nigeria than on average in low-HDI countries, there are still more than 7086300 men who smoke cigarettes each day, making it an ongoing and dire public health threat.
- **Female** 0.8%
  - Even though fewer women smoke in Nigeria than on average in low-HDI countries, there are still more than 402600 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** 0.17%
  - Even though fewer boys smoke in Nigeria than on average in low-HDI countries, there are still more than 19500 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.
- **Girls** 0.06%
  - Even though fewer girls smoke in Nigeria than on average in low-HDI countries, there are still more than 6100 girls who smoke cigarettes each day, making it a sign of an ongoing and dire public health threat.

### Deaths
% caused by tobacco: 2016

- **Male** 1.75%
  - Even though fewer men die from tobacco in Nigeria than on average in low-HDI countries, tobacco still kills 246 men every week, necessitating action from policymakers.
- **Female** 0.53%
  - Even though fewer women die from tobacco in Nigeria than on average in low-HDI countries, tobacco still kills 64 women every week, necessitating action from policymakers.

### Societal Harms

Although economic costs of smoking in Nigeria 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

- **1.9%**
  - Even though fewer people use smokeless tobacco on average in Nigeria than on average in low-HDI countries, 1965600 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, which is equal to 87% of the Gross National Income of Nigeria. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

### Growing

There were 4736 metric tons of tobacco produced in Nigeria in 2014. However, tobacco growing is only a small fraction of agriculture in Nigeria, with only 0.01% of agricultural land devoted to tobacco cultivation.

### Production

There were 17.53 billion cigarettes produced in Nigeria in 2016. Cigarette imports exceeded cigarette exports in Nigeria in 2016, which hurt the country's trade balance.
Solutions

Current Policy in Nigeria

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  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

Number of Indirect Ad Bans  9/10 possible bans

Ad Ban Compliance Percent  Moderate

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

Nigeria 24.96% of Retail Price is Excise Tax

ta6.org/country/nigeria