Tobacco harms the health, the treasury, and the spirit of South Africa. Every year, more than 42100 of its people are killed by tobacco-caused disease. Still, more than 55000 children (10-14 years old) and 6141000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in South Africa 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.

**Societal Harms**

The economic cost of smoking in South Africa amounts to 59128 million rand. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

**Smokeless Tobacco**

Even though fewer people use smokeless tobacco on average in South Africa than on average in medium-HDI countries, 2581300 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

**Growth**

There were 12900 metric tons of tobacco produced in South Africa in 2014. However, tobacco growing is only a small fraction of agriculture in South Africa, with only less than 0.01% of agricultural land devoted to tobacco cultivation.
Solutions

Current Policy in South Africa

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  20%

Plain Packaging  Yes

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  4/7 possible bans

Number of Indirect Ad Bans  6/10 possible bans

Ad Ban Compliance Percent  n/a

Direct bans

- National TV and radio
- Local magazines and newspapers
- Billboard and outdoor advertising
- 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)
- 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

South Africa 41.56% of Retail Price is Excise Tax

ta6.org/country/south-africa