Sierra Leone

How many people die from smoking in Sierra Leone each year?

2,995

What is the economic cost of smoking and tobacco use in Sierra Leone each year?

225,255,211,008 leones

Current Rates of Smoking and Tobacco Use in Sierra Leone

Tobacco use continues to be an epidemic in Sierra Leone. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Sierra Leone as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Sierra Leone

15+ years old; 2019

Men: 17.2%
Women: 5.7%

Adult smoking prevalence in Sierra Leone is 19%.

Number of Adult Smokers in Sierra Leone

15+ years old; 2019

Men: 716,274
Women: 204,291

Number of adult smokers in Sierra Leone is 920,565.

Youth Smoking Prevalence in Sierra Leone

10-14 years old; 2019

Boys: 15.6%
Girls: 16.5%

Youth smoking prevalence in Sierra Leone is 16%.

Adult Smokeless Tobacco Use in Sierra Leone

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

Both Men and Women: 8%

Adult smokeless tobacco use prevalence in Sierra Leone is 8%.
Deaths Caused by Tobacco in Sierra Leone
% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.8%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

4% of all deaths in Sierra Leone are caused by tobacco use.

Negative Effect of Tobacco Use in Sierra Leone

Tobacco use harms both the public and fiscal health of Sierra Leone, threatening efforts to improve equity, alleviate poverty, and protect the environment.

Societal Harms
The economic cost of smoking Sierra Leone is 225,255,211,008 leones. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.

Harms Development
Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Sierra Leone, a smoker must spend 11.54% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.

Environmental Harms
Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 1,102,311 tons of butts wind up as toxic trash in the world each year, equal to 416,667 female African elephants.

Harms Health Equity
The tobacco industry markets its products aggressively to lower-income populations and youth in Sierra Leone.

Harms NCDs
Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about Health Effects.
Impact of the Tobacco Supply Chain on Sierra Leone

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Sierra Leone.

Tobacco Production
There were more than 5,000,000,000,000 cigarettes produced in the world in 2019, or nearly 2 cigarettes per person per day.

Tobacco Industry
The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam’s Gross National Income (GNI), 5x Ghana’s GNI and 9x Paraguay's GNI.

Tobacco Growing
There were 49 tons of tobacco produced in Sierra Leone in 2019 on 102 hectares of quality agricultural land that could have been used to grow food.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Sierra Leone

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save goverments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Sierra Leone

Designated Smoke-Free Areas in Sierra Leone

<table>
<thead>
<tr>
<th>Healthcare Facilities</th>
<th>Educational Facilities</th>
<th>Universities</th>
<th>Government Facilities</th>
<th>Indoor Offices</th>
<th>Restaurants</th>
<th>Pubs and Bars</th>
<th>Public Transport</th>
<th>All Other Indoor Public Places</th>
<th>Funds for Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>N/A</td>
<td>No</td>
</tr>
</tbody>
</table>
### Availability of Cessation Services in Sierra Leone

**Quitting Resources**
- **None**

**National Quit Line**
- **No**

Learn more about best practices in Cessation.

### Tobacco Packaging Regulations in Sierra Leone

**Quality of Tobacco Packaging Regulation**
- ✓ None
- Text warning label only
- Graphic warning label only
- Plain Packaging with graphic warning label

**% of Pack Covered**
- **N/A**

Learn more about best practices in Counter Marketing.

### Tobacco Control Mass Media Campaigns in Sierra Leone

**Ran a National Anti-Tobacco Campaign**
- **No**

- **Part Of A Comprehensive Tobacco Control Program**
  - **Not Applicable**

- **Pre-Tested With The Target Audience**
  - **Not Applicable**

- **Target Audience Research Was Conducted**
  - **Not Applicable**

- **Aired On Television And/Or Radio**
  - **Not Applicable**

- **Utilized Media Planning**
  - **Not Applicable**

- **Earned Media/Public Relations Were Used To Promote The Campaign**
  - **Not Applicable**

- **Process Evaluation Was Used To Assess Implementation**
  - **Not Applicable**

- **Outcome Evaluation Was Used To Assess Effectiveness**
  - **Not Applicable**

Learn more about best practices in Mass Media.
Tobacco Tax Policies in Sierra Leone

Using evidence-based international recommendations/best practices, the Tobacconomics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.

<table>
<thead>
<tr>
<th>Overall Score</th>
<th>Cigarette Price</th>
<th>Change in Affordability Over Time</th>
<th>Tax Share of Price</th>
<th>Tax Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

The overall score is an average of the four component scores.

Overall Score

0.5

Learn more about the Scorecard in Sierra Leone.

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Sierra Leone

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

**Direct Bans**

- National TV and radio: No
- International TV and radio: No
- International magazines and newspapers: No
- Advertising at point of sale: No
- Advertising on internet: No

**Indirect Bans**

- Free distribution in mail or through other means: No
- Promotional discounts: No
- Non-tobacco products identified with tobacco brand names: No
- Brand name of non-tobacco products used for tobacco product: No
- Appearance in TV and/or films: tobacco brands (product placement): No
- Appearance in TV and/or films: tobacco products: No
- Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images: No
- Complete ban on sponsorship: No
- Any form of contribution (financial or other support) to any event, activity or individual: No
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals: No

Ad Ban Compliance

N/A