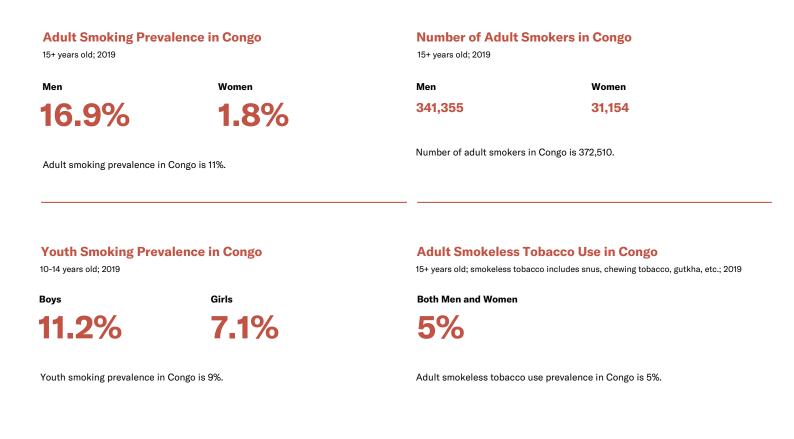
Congo



Current Rates of Smoking and Tobacco Use in Congo

Tobacco use continues to be an epidemic in Congo. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Congo 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.



Deaths Caused by Tobacco in Congo

% deaths attributable to tobacco use in 2019

Men

7.7%



Learn more about global Prevalence, Youth Smoking and Deaths.

5% of all deaths in Congo are caused by tobacco use.

Negative Effect of Tobacco Use in Congo

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



Societal Harms

The economic cost of smoking Congo is 26,740,250,624 Congolese franc. 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 Congo, a smoker must spend 6.02% 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 Congo.



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.

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Impact of the Tobacco Supply Chain on Congo

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 Congo.



Tobacco Production

There were more than 5,000,000,000 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 503 tons of tobacco produced in Congo in 2019 on 1120 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 Congo

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 governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Congo

Designated Smoke-Free Areas in Congo



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Availability of Cessation Services in Congo

Quitting Resources

NRT (Nicotine replacement therapy) and/or some cessation services (neither cost-covered)

National Quit Line



Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Congo

Quality of Tobacco Packaging Regulation

None

✓ Text warning label only Graphic warning label only

Plain Packaging with graphic warning label

% of Pack Covered

30%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Congo

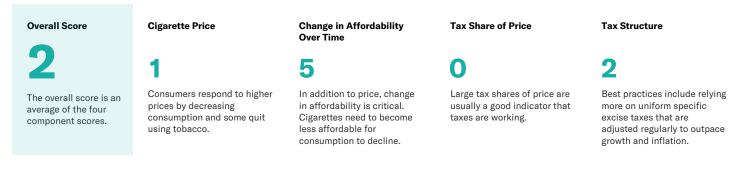
| Ran a National Anti-Tobacco Campaign | Νο |
|--|----------------|
| Part Of A Comprehensive Tobacco Control Program | Not Applicable |
| Pre-Tested With The Target Audience | Not Applicable |
| Target Audience Research Was Conducted | Not Applicable |
| Aired On Television And/Or Radio | Not Applicable |
| 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.

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Tobacco Tax Policies in Congo

Using evidence-based international recommendations/best practices, the Tobaccononomics 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.



Learn more about the Scorecard in Congo.

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

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 | 7 out of 7 direct bans implemented | Indirect Bans 8 out of 10 indi | rect bans implemented |
|------------------------------------|------------------------------------|---|-----------------------|
| National TV and radio | Yes | Free distribution in mail or through other means | Yes |
| International TV and radio | Yes | Promotional discounts | Yes |
| International magazines and newspa | apers Yes | Non-tobacco products identified with tobacco brand names | Yes |
| International magazines and newspa | apers Yes | Brand name of non-tobacco products used for tobacco product | Yes |
| Billboard and outdoor advertising | Yes | Appearance in TV and/or films: tobacco brands (produ placement) | ict Yes |
| Advertising at point of sale | Yes | Appearance in TV and/or films: tobacco products | No |
| Advertising on internet | Yes | Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images | No |
| | | Complete ban on sponsorship | Yes |
| Ad Ban Compliance | Compliance | Any form of contribution (financial or other support) to any event, activity or individual | o Yes |
| 95% | | Ban on the publicity of financial or other sponsorship support by the tobacco industry of events, activities, individuals | or Yes |