

Rwanda



How many people die from smoking in Rwanda each year?

5,450

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

75,177,525,248

Rwanda francs

Current Rates of Smoking and Tobacco Use in Rwanda

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

15+ years old; 2019

Men 16.2% Women 6.1%

Adult smoking prevalence in Rwanda is 15%.

Number of Adult Smokers in Rwanda

15+ years old; 2019

Men 657,927 Women 255,467

Number of adult smokers in Rwanda is 913,395.

Youth Smoking Prevalence in Rwanda

10-14 years old; 2019

Boys 6.6% Girls 2.5%

Youth smoking prevalence in Rwanda is 5%.

Adult Smokeless Tobacco Use in Rwanda

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

Both Men and Women 2%

Adult smokeless tobacco use prevalence in Rwanda is 2%.

**Deaths Caused by Tobacco in Rwanda**

% deaths attributable to tobacco use in 2019

Men

**9.2%**

Women

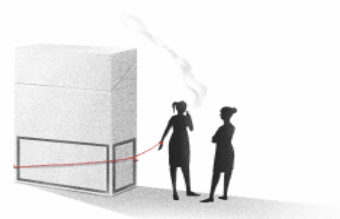
**6.6%**

8% of all deaths in Rwanda are caused by tobacco use.

**Learn more about global **Prevalence**,  
**Youth Smoking** and **Deaths**.**

**Negative Effect of Tobacco Use in Rwanda**

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

**Societal Harms**

The economic cost of smoking Rwanda is 75,177,525,248 Rwanda francs. 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 Rwanda, a smoker must spend 12.80% 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 Rwanda.

**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 Rwanda

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 Rwanda.



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 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 Growing

There were 5440 tons of tobacco produced in Rwanda in 2019 on 4866 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 Rwanda

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 Rwanda

Designated Smoke-Free Areas in Rwanda

No	No	No	No	No	No	No	No	N/A	No
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

**Availability of Cessation Services  
in Rwanda****Quitting Resources**  
None**National Quit Line**  
**No****Learn more about best practices in [Cessation](#).****Tobacco Packaging Regulations in  
Rwanda****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 Rwanda**

Ran a National Anti-Tobacco Campaign	Yes
Part Of A Comprehensive Tobacco Control Program	Yes
Pre-Tested With The Target Audience	Yes
Target Audience Research Was Conducted	Yes
Aired On Television And/Or Radio	Yes
Utilized Media Planning	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	Yes
Process Evaluation Was Used To Assess Implementation	Yes
Outcome Evaluation Was Used To Assess Effectiveness	Yes

**Learn more about best practices in [Mass Media](#).**



Tobacco Tax Policies in Rwanda

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

Overall Score

1.63

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

Cigarette Price

1

Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time

0

In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.

Tax Share of Price

2.5

Large tax shares of price are usually a good indicator that taxes are working.

Tax Structure

3

Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the Scorecard in Rwanda.

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

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	0 out of 7 direct bans implemented	Indirect Bans	2 out of 10 indirect bans implemented
National TV and radio	No	Free distribution in mail or through other means	Yes
International TV and radio	No	Promotional discounts	No
International magazines and newspapers	No	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	No	Brand name of non-tobacco products used for tobacco product	No
Billboard and outdoor advertising	No	Appearance in TV and/or films: tobacco brands (product placement)	No
Advertising at point of sale	No	Appearance in TV and/or films: tobacco products	No
Advertising on internet	No	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
<div>Ad Ban Compliance</div> <div>50%</div>		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