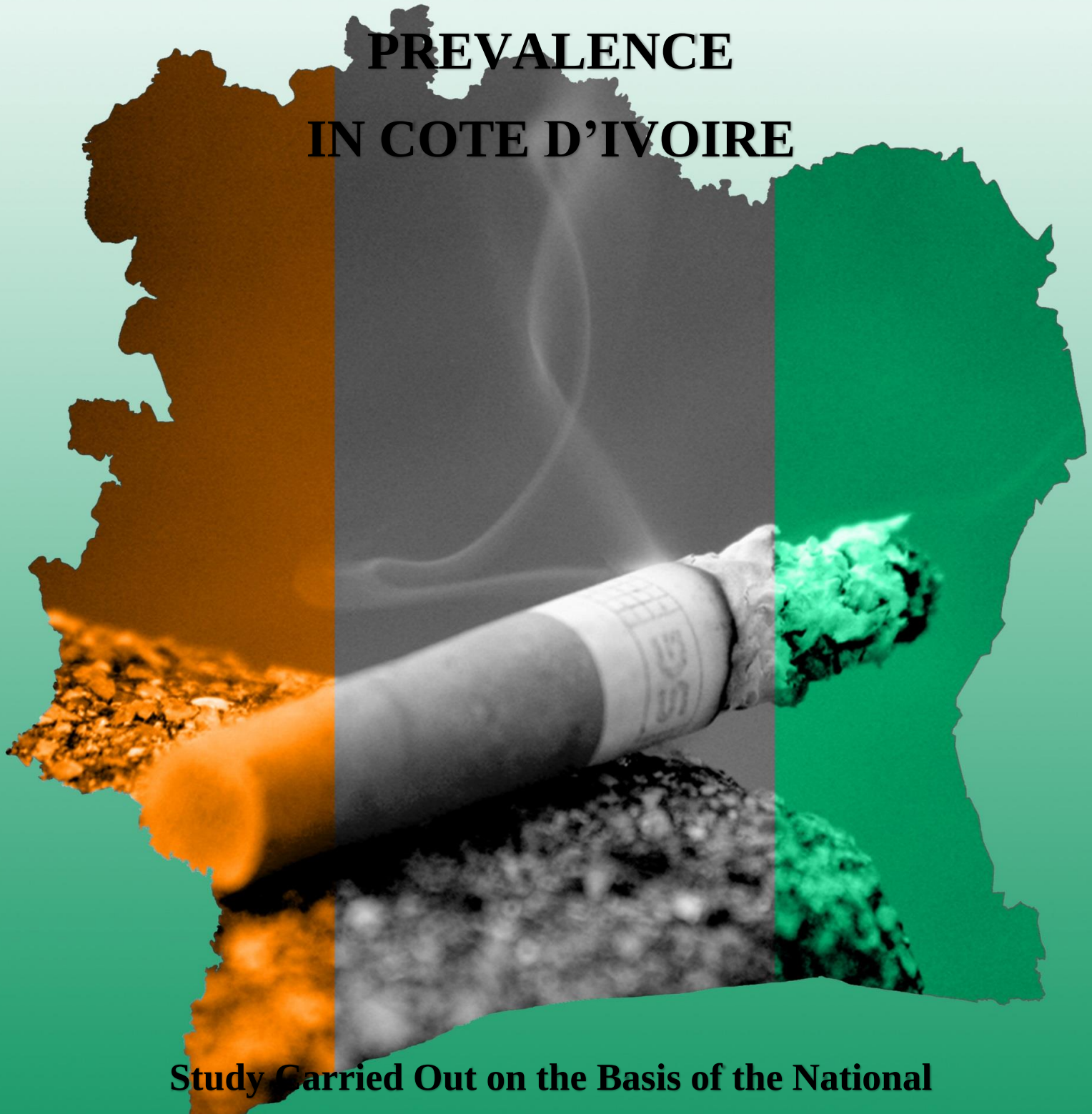
TOBACCO SMOKING PREVALENCE IN COTE D'IVOIRE



Study Carried Out on the Basis of the National Survey on Employment and the Informal Sector (ENSESI 2016)

SUMMARY

LIST OF TABLES AND FIGURES

INTRODUCTION

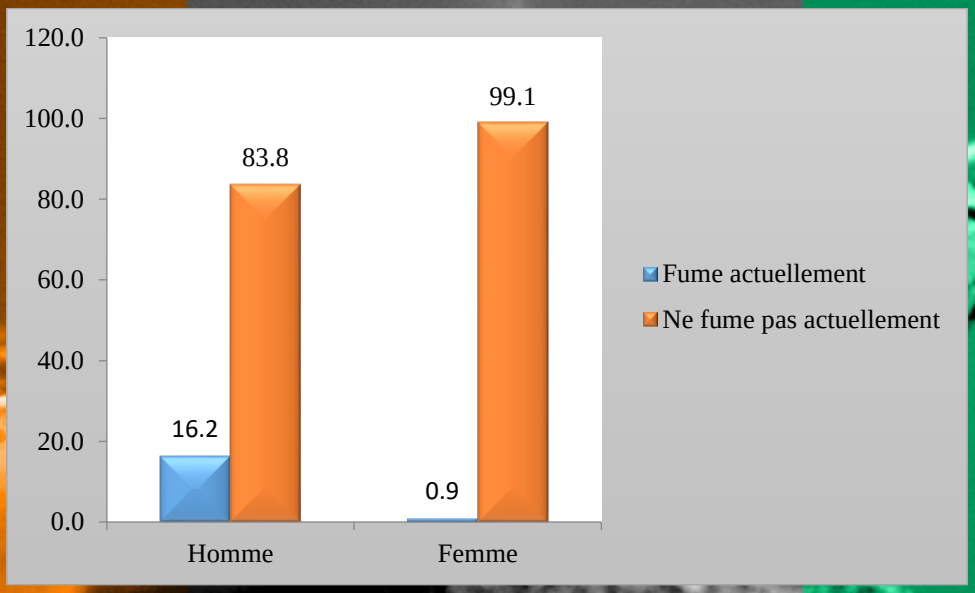
Smoking is one of the leading preventable causes of premature death and morbidity in the world. **Just over five million people die each year from tobacco related diseases, this number may exceed eight million per year by 2030. If the current trend is not reversed, the most majority of deaths will occur in developing countries.**

CHAPTER 1: PREVALENCE OF TOBACCO CONSUMPTION

The priority indicators are developed from the three questions to assess the prevalence of smoking tobacco. The first question (Q1) relates to the current tobacco smoking, the second (Q2a) on past daily smoking who presently do not smoke daily, and the third (Q2b) on past tobacco smoking people who do not currently smoke. The objective is to determine the past and current smoking status of the respondents.

In Côte d'Ivoire, 9/10 of tobacco smoking was reported that they did not use tobacco at the time of the survey against 1/10 who smokes (Figure 1.1). Men smokers' proportion is higher than women. Indeed, 16% of men currently smoke against less than 1% (0.9%) of women. This means that the smokers' population is recruited much more from men than from women.

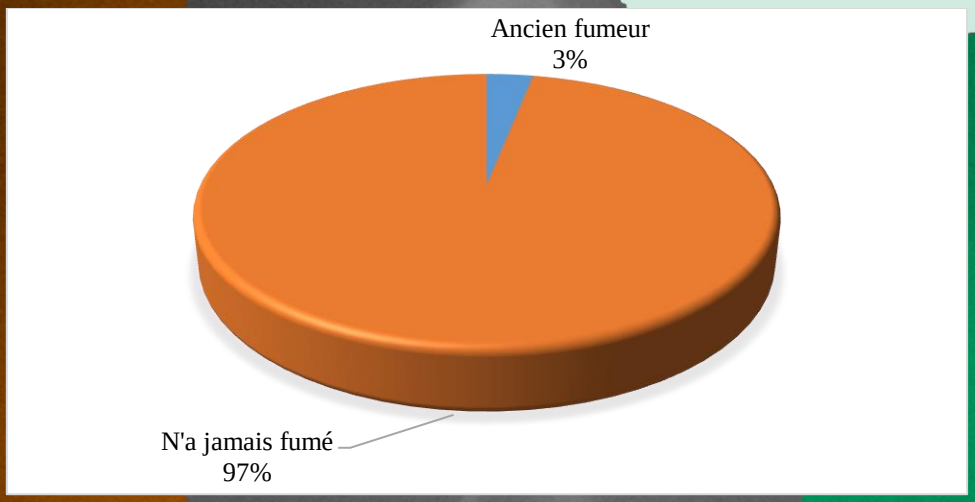
Figure 1.1: Distribution of the Population by Gender According to Their Status with Respect to Cigarette Smoking



Source: TOS

Among those who do not smoke presently, there are approximately 3% of people who smoked in the past (quit smokers) compared with 97% who never smoked cigarettes (Figure 1.2). Comparison made among the current non-smokers that the greatest number of quit smokers is counted: 6% against 0.3% of the women.

Figure 1.2: Distribution of the Current Non-smokers Population by Status of Cigarette Smoking



Source: TQS/ Ensesi 2016

Indeed, the results of this study estimate that the proportion of current smokers who smoke daily is about 87%, compared to 13% who smoke occasionally. The proportion of women who occasionally smoke cigarettes is higher (14%) than men (13%).

Ex-smokers also used tobacco for the most majority, it is daily 85% compared with 15% who smoked occasionally. However, it should be noted that women disposed the high proportion of an occasional ex-smokers 36% against 14% for men.

Table 11-1: Status of Persons Aged 15 Years [illegible] Relation to Cigarette Smoking

STATUS		MEN	WOMEN
Current Smoker	[illegible]	16,2	0,9
Daily	7,5	14,1	0,8
Occasionally	1,1	2,1	0,1
Do not smoke	91,4	83,8	99,1
Former smoker	2,8	5,4	0,3
Daily	2,4	4,7	0,2
Occasionally	0,4	0,7	0,1
Never smoke	88,6	78,4	98,8
TOTAL	100,0	100,0	100,0

Source: TQS/ Ensesi 2016

CHAPTER 2: MONITORING

This chapter measures the amount of tobacco smoked by current smokers, by indicated the different types of smoked products, and assess of cigarettes and other tobacco products. The objective is to determine the number of tobacco products that respondents smoke each day or week.

2.1. Socio-demographic Characteristics of Smoke Tobacco Consumers

The prevalence of current smoking tobacco consumption is 8.6% for all tobacco products combined. It mainly as followed manufactured cigarettes (8.1%), hand-rolled cigarettes (0.9%) and Kreteks (0.2%). Men are the most concerned with a prevalence of 16.2% against only 0.9% for women.

The consumption of tobacco products is higher in rural areas (9.6%) than in urban areas (7.6%).

For all smoking tobacco products combined, the evolution of the prevalence of smoking by age decrease into two phases. The first phase is characterized by low prevalence at adolescence and entry into adulthood (15-24 years) with a peak of 11.2% for the age group of 25-44 years. In the second phase, there is a negative relationship between the level of prevalence and age. In other words, the prevalence level decrease rapidly as age increases from 11.2% to 3.4% among those aged 60 and over. Although their prevalence levels are low for hand-rolled smoking tobacco, and positively for kreteks to related to age. Indeed, the levels of consumption of these two products increase regularly with age.

Those with higher educational level consume less tobacco products with a 3.7% prevalence rate than low-educated people who have high prevalence rates (9.9% for the primary level and 8.7% for no education level). There is therefore an relationship between educational level and smoking in Côte d'Ivoire.

Table 11-2: Current Consumption of Tobacco Products, by Selected Demographic Characteristics

Demographic Characteristics	All Tobacco Products Combined	All Cigarettes Combined	Manufactured	Hand-rolled	Kreteks	Other
Overall	8,6	8,4	8,1	0,9	0,2	0,4
Men	16,2	15,8	15,3	1,5	0,3	0,9
Women	0,9	0,9	0,9	0,2	0,0	0,0
Urban	7,6	7,3	7,1	0,6	0,1	0,4
Rural	9,6	9,4	9,1	1,1	0,2	0,5
15-24 years	4,0	3,8	3,7	0,4	0,1	0,3
25-44 years	11,2	11,0	10,7	0,9	0,1	0,5
45-59 years	9,1	8,8	8,5	1,6	0,4	0,6

60 years and above	3,4	3,2	2,9	1,4	0,6	0,4
No Level	8,7	8,4	8,2	1,0	0,2	0,3
Primary	9,9	9,8	9,5	0,9	0,2	0,9
Secondary	7,8	7,6	7,3	0,5	0,0	0,3
High	3,7	3,7	3,7	0,6	0,2	0,7

Source: TQS/ Ensesi 2016

2.2. Level of Smoke Tobacco Consumption

Regular cigarette smokers' proportion is 45% and smoke less than 5 cigarettes per day and nearly 30% smokers consume between 5 and 9 cigarettes per day. Approximately 1/4 cigarette consumers (26.1%) smoke at least 10 cigarettes per day. While men are the largest consumers of cigarettes, the differences between men and women are not as important. The larger smokers (more than 15 cigarettes per day) are more important from women than men (7.2% versus 6.6%, respectively).

The rural area smokers (50.8%) consume less than 5 cigarettes per day compared with 37.2% in urban areas. These results show an urbanization of cigarette consumption. Nearly two-thirds of consumers (62.8%) smoke at least 5 cigarettes a day, compared with 49.2% in rural areas. The price of cigarettes associated with the poverty level of rural populations would constitute a barrier to access to this product.

In General, the proportion of smokeless (less than 5 cigarettes per day) is higher in younger ages (15-24 years) and in advanced ages (60 years and older). This moderation of smoking can be explained for the first cities to the apprenticeship and the lack of financial autonomy. Secondly, the reasons could be the deterioration of the state of health and a desire to stop the cigarette.

The analysis according education level shows that the number of cigarettes smoked daily decreases with levels of education. In fact, smokers of more than 10 cigarettes a day account for 29.8% of people with primary education, compared with 24.0% of high school students and only 13.2% of those with secondary education level.

Table 11-3: Number of Cigarettes Smoked per day by Daily Cigarette Smokers, by Selected Demographic Characteristics

	Less than 5	5-9	10-14	15-24	25 or above	Total
Overall	44,8	29,1	19,4	6,2	0,5	100,0
Men	45,1	28,7	19,5	6,1	0,5	100,0
Women	40,3	35,0	17,5	7,2	0,0	100,0
Urban	37,2	30,6	23,1	7,9	1,2	100,0
Rural	50,8	27,8	16,5	4,9	0,0	100,0
15-24 years	50,4	27,5	15,2	6,8	0,0	100,0

25-44 years	44,1	28,8	20,3	6,0	0,7	100,0
45-59 years	41,9	31,4	19,4	7,3	0,0	100,0
60 years or above	52,7	32,2	12,6	2,4	0,0	100,0
No Level	45,7	28,8	19,8	4,9	0,8	100,0
Primary	41,8	28,3	22,3	7,6	0,0	100,0
Secondary	46,0	30,0	15,4	8,3	0,4	100,0
High	49,9	36,9	13,2	0,0	0,0	100,0

Source: TQS/ Ensesi 2016

2.3. Level of Smokeless Tobacco Consumption

The prevalence of smokeless tobacco consumption is 1.8%, this is higher for men (2%) than for women (1.7%). The people concerned by the consumption do it mostly daily.

Table 11-4: Tobacco Status (Smokeless Tobacco): Detailed Data by Gender

Status of smokeless tobacco consumption	Male	Female	Total
Currently consumes smokeless tobacco	2,0	1,7	1,8
Daily	1,8	1,7	1,7
Occasionally	0,2	0,1	0,1
Does not currently consume	98,0	98,3	98,2
Former Consumer	1,1	0,5	0,8
Former Daily Consumer	0,7	0,3	0,5
Former Occasional Consumer	0,3	0,1	0,2
Never consumed	97,0	97,9	97,4
Total	100,0	100,0	100,0

Source: TQS/ Ensesi 2016

CHAPTER 3: PROTECTION

The survey questions exposure to tobacco smoke at workplaces. The objective is to determine the frequency of exposure to tobacco smoke inside the respondent's home. These questions are used to determine whether someone has smoked inside the premises where the respondent is working. The first question (Q7) determines whether the respondent currently work outside of his/her home. The second question (Q8) is to determine whether the respondent usually works indoors or outdoors. The third question (Q9) is to determine whether, during the last 30 days, anyone smoked in indoor areas where you work.

3.1. Exposure to Tobacco Smoke

Ivorian legislation has a law on smoking tobacco. One of his articles is about banning smoking in public places to avoid exposing nonsmokers to tobacco smoke for health reasons.

Yet, it is found that (3.4%) of respondents are exposed to tobacco smoke at home. Among them, non-smokers (10.8%) make up most of the exposed people.

If among exposed men (6.4%), non-smokers represent 12.1%, among exposed women (0.3%), the proportion of non-smokers who are exposed is 9.5 %.

By age group, the overall non-smoking exposure rate is more pronounced among young people aged 15 to 24 (12.4%) and adults aged 45 to 59 (11.1%).

The observation remains virtually the same regardless of the place of residence with a rate of 3.4% and remains higher among people with primary education with a rate of 13.8%.

Table 11-5: Exposure to Tobacco Smoke by Smoking Status and Socio-demographic Characteristics

Socio-demographic Characteristics	Respondents Exposed to Smoke	
	Overall	Non-Smoker
Overall	8,0	7,2
Men	6,4	4,4
Women	9,7	9,5
15-24 years	8,2%	4,8%
25-44 years	8,6%	11,3%
45-59 years	7,7%	5,8%
60 years and above	3,5%	4,1%
Urban	8,0%	7,1
Rural	8,1%	7,3

No Level	8,2%	7,8%
Primary	8,6%	7,4%
Secondary	7,7%	6,3%
High	3,5%	2,9%

Source: TQS/ Ensesi 2016

3.2. Exposure to Tobacco Smoke at Workplaces

The table 11-6 shows that one in three person reported being exposed to tobacco smoke at the workplace, and one in three (28.7%) reported being exposed to tobacco smoke at work inside.

While men were more exposed to the workplace (34.5%) than women (28.3%), while the non-smokers men have a higher proportion (23.2%) than women. As for exposure to tobacco smoke in workplaces, there are almost as many men (29.2%) as women (28.1%).

According the place of residence urban areas was exposure to tobacco smoke by approximately 7 to 8 points both in the workplace environment and rural areas (21.4% workplace environment and 24.6% living environment).

Table 11-6: Exposure to Tobacco Smoke in Indoor Workplaces by Smoking Status and Socio-demographic Characteristics

Socio-demographic characteristics	Respondents exposed to smoke at the workplace		
	Total	Non-smoker exposed to the workplace (environment)	Non-smoking inside the office
Overall	32,0	25,1	28,7
Men	34,5	23,2	29,2
Women	28,3	27,9	28,1
Urban	35,8	28,7	32,6
Rural	28,0	21,4	24,6
15-24 years	32,1	[illegible]	31,1
25-44 years	33,9	25,2	29,4
45-59 years	[illegible]	23,9	26,3
60 years and [illegible]	[illegible]	14,6	15,3
No Level	33,2	24,9	28,9
Primary	38,0	30,7	35,3
Secondary	25,3	21,2	23,5
High	15,8	13,9	14,5

Considering the age groups, respondents aged 60 and over are generally less exposed with 17.8% compared with 26.7% for those aged 45 to 59 years. 32.1% for 15-24 year olds and 33.9% for persons aged 25 to 44 years. Relatively, the same trends are observed for the two other variables in Table 11-6 (work and living environment).

In addition, for those who have high education level (15.8%) and secondary level (25.3%) are less likely than those at the primary level (38.0%) and those without education level (33.2%). The same trends also appear for the other two variables (work environment and interior space).

CHAPTER 4: WARNINGS ON SMOKING-CESSATION

The questions were able to measure two parameters: 1) smoking cessation attempts of current smokers, and 2) recommendations to quit smoking made by health personnel.

Overall, nearly half of smokers (48.1%) tried to quit smoking. The proportion of these people is higher among urban (55.1%), Men (48.4%), those aged 45-59 years (53.4%) and those with Secondary education level (61.0%) or high level (71.3%).

However, cigarette smokers are less likely to have consulted a health worker (only 9.1% overall), regardless of place of residence, age and gender, with the exception of smokers with a "high" level of education, where approximately 4 / 10 people used a health worker.

It should be noted that in most cases smokers were advised to stop smoking after the consultation. While this advice was generally given to approximately 7/10 smokers, the proportion is higher among rural (72.4%), women (100%), youth aged 15 -24 years (85.2%) and those with no education level (78.2%).

Table 11.7: Distribution of Cigarette Smokers by Socio-Demographic Characteristics, by Trying to Quit and by Health Care Worker

Socio-demographic characteristics	Tried to quit smoking	Consulted a health worker	The health worker recommended to stop
Total	48,1	9,1	65,1
Urban	55,1	10,3	57,1
Rural	42,9	8,3	72,4
Men	48,4	9,1	63,1
Women	41,7	8,6	100
15-24 years		4,1	85,2
25-44 years	48	9,6	65,8
45-59 years	53,4	10	51,8
60 years and above	40,9	13,7	75,2
No level	42,8	5,7	78,2
Primary	47,8	9,4	71,8
Secondary	61	15,9	51,9
High	71,3	37,3	39

Source: TQS/ Ensesi 2016

In general, about 2 in 10 people have heard about the harmful effects of cigarette smoking through television, newspapers and magazines. The proportions observed are practically the same in the various subgroups except for the rural ones, where they are fairly low, probably due to difficulties in accessing these two channels of information in this environment.

The disaggregation according to the status of smoker or non-smoker nevertheless reveals wide discrepancies that can go from one to two. Indeed, while the proportion of smokers who pay attention to awareness messages about the risks associated with tobacco use varies between 40.6% and 41.1% depending on the exposure channel, between 17.9% to 20.9%.

Moreover, regardless of the group considered (smokers and non-smokers), the proportions of people exposed to awareness messages about the dangers of cigarette smoking through television are higher than those reported through newspapers or magazines, even if the gaps are sometimes low. This could be explained by the fact that television is more closely monitored than newspapers or magazines and therefore could be more effective in conveying this type of message.

Table 11-8: Distribution of Respondents by Means of Information Channels on the Dangers of Cigarettes by Socio-demographic Characteristics

Socio-demographic characteristics		Overall	Men	Women	15-24 years	25 years and above	Urban	Rural
Overall	In newspapers or magazines	19,7	25,4	13,9	18,8	20	27,8	11,6
	On television	22,5	27,6	33,3	22,5	22,5	30,8	14,3
Current smokers	In newspapers or magazines	40,6	40,9	35,2	30,2	42	54	30,8
	On television	41,1	40,9	44	33,3	42	53,9	31,7
Non-Smokers	In newspapers or magazines	17,9	22,7	13,7	18,4	17,7	25,9	9,7
	On television	20,9	28	3	22,1	20,5	29,2	12,6

Source: TQS/ Ensesi 2016

Overall, awareness-raising messages on tobacco-related risks continue to attract little public attention. Indeed, 2 out of 10 people have noticed warning messages on cigarette packs during the reference period. This proportion is relatively higher among urban (23.2%), men (25.9%), those aged 25-44 (20.5%) and those with a high education level (33.9%).

Moreover, although the proportion of people who noticed these messages on cigarette packages remains low, these warnings appear to have influenced their decision to quit because the proportion of people who received warning messages desire to quit smoking is close to 60%. The majority of urban residents (61.3%), women (78.4%), those aged 15-24 years (65.2%), those aged 45-59 years (66.3%) appear to be more affected by cigarette awareness.

Table 11-9: Distribution of Smokers by Socio-demographic Characteristics According to whether They Noticed Warning Messages on Cigarette Packages

Socio-demographic characteristics	In the past 30 days, have you noticed any health warnings on cigarette packages	If so, do the health warnings on cigarette packages make you want to quit smoking?
	Yes	Yes
Overall	54,6	32,1
Urban	64,4	59,3
Rural	47,5	58,4
Men	55,5	58,1
Women	37,6	76,8
15-24 years	55,1	59,3
25-44 years	55,9	56,4
45-59 years	51,9	71,0
60 years and above	26,4	80,4
No Level	46,2	47,0
Primary	56,0	65,7
Secondary	73,3	70,0
High	84,4	79,8

Source: TQS/ Ensesi 2016

CHAPTER 5: CIGARETTE ADVERTISEMENT

This chapter measures the exposure of respondents to advertising on cigarettes in places of sale and to the different types of promotion for cigarettes. The question is whether during the last 30 days the respondent saw cigarette advertisements or promotional signs for cigarettes in places of sale. The main focus will be on advertising on cigarettes or promotional signs at the point of sale of that product and measuring their scope.

5.1. Advertising Hearing on Cigarettes and Promotional Signs

Traditionally, advertising is defined in marketing education as a purchase of space used to promote a product, service or brand on one of the major advertising media (TV, Press, Radio, Display, Internet and Cinema). Advertising differs from direct marketing actions by its non-personalized (or individualized) character and by the fact that the desired effects are not generally linked to immediate action.

The survey result shows a low audience for cigarette advertising and promotional signs at the point of sale of this product. Indeed, at most 2 / 10 people have noticed an advertisement on cigarettes and promotional signs at cigarette sales outlets. In this category, men have the most percentage compared to women: 18.5 against 11.3 respectively. This phenomenon is much more evident in people over 25 years of age and living mainly in urban areas. (See Table 11.10 below).

Table 11.10: Proportion of Persons who Noticed Advertising for Cigarettes at Point of Sale by Sex, Age and Place of Residence

Socio-Demographic Characteristics	Overall	Men	Women	15-24 years	25 years and above	Urban	Rural
Having noticed advertising for cigarettes in places of sale	14,9	18,5	11,3	15,2	14,8	21,2	8,7

Source: TQS/ Ensesi 2018

Promotion for cigarettes

Promotional signs used to encourage consumers to buy cigarettes are:

1. Free samples of cigarettes;
2. Discount on cigarette prices;
3. Coupons for cigarettes;
4. Gifts or discount on other products for the purchase of cigarettes;
5. Clothing or other articles bearing the name or logo of a cigarette brand;
6. Promotion for cigarettes by mail.

The results of the survey shows that the products most noticed by the Ivorian population regarding the promotion on cigarettes are the clothing or other articles bearing the name or the logo of a brand of cigarettes 9,7 %. Then come in descending order, free samples (4.2%); Discount on prices 2.7%; Gifts or rebates on other products for the purchase of cigarettes (1.8%); Discount vouchers and promotion for cigarettes by mail (1, 5% each).

This low score clearly illustrates that this practice is little known to the Ivorian population. In this sub-population, those who noticed that the promotion of cigarettes based on clothing or other items bearing the name or logo of a brand of cigarettes are male with a score of 11.7% in front of women 7, 7%. These are generally people aged 25 and over and living in urban areas. Other modalities, such as free samples, price discounts, discount coupons for cigarettes, gifts or discounts on other products for the purchase of cigarettes, are less significant individually.

In general, the promotion of cigarettes through bill boards is much more widely perceived in urban than rural areas by the population aged over 25 (see Table 11.11).

Table 11-11: Distribution of Frequencies by Promotion Panels on Cigarettes by Age, Gender and Place of Residence

Socio-demographic characteristics	Overall	Men	Women	15-24 years	25 years and above	Urban	Rural
Free samples	4,2	5,7	2,6	3,8	4,3	6,1	2,3
Discount on prices	2,7	3,7	1,8	2,4	2,9	3,7	1,8
Coupons for cigarettes	1,5	1,9	1,1	1,7	1,4	1,8	1,2
Gifts or discounts on other products for the purchase of cigarettes	1,8	2,2	1,3	1,8	1,7	2,3	1,2
Clothing or other articles bearing the name or logo of a cigarette brand	9,7	11,7	7,7	9,5	9,7	14,2	5,2
Promotion for cigarettes by mail	1,5	2	1,1	1,7	1,5	2	1,1

Source: TQS/ Ensesi 2016

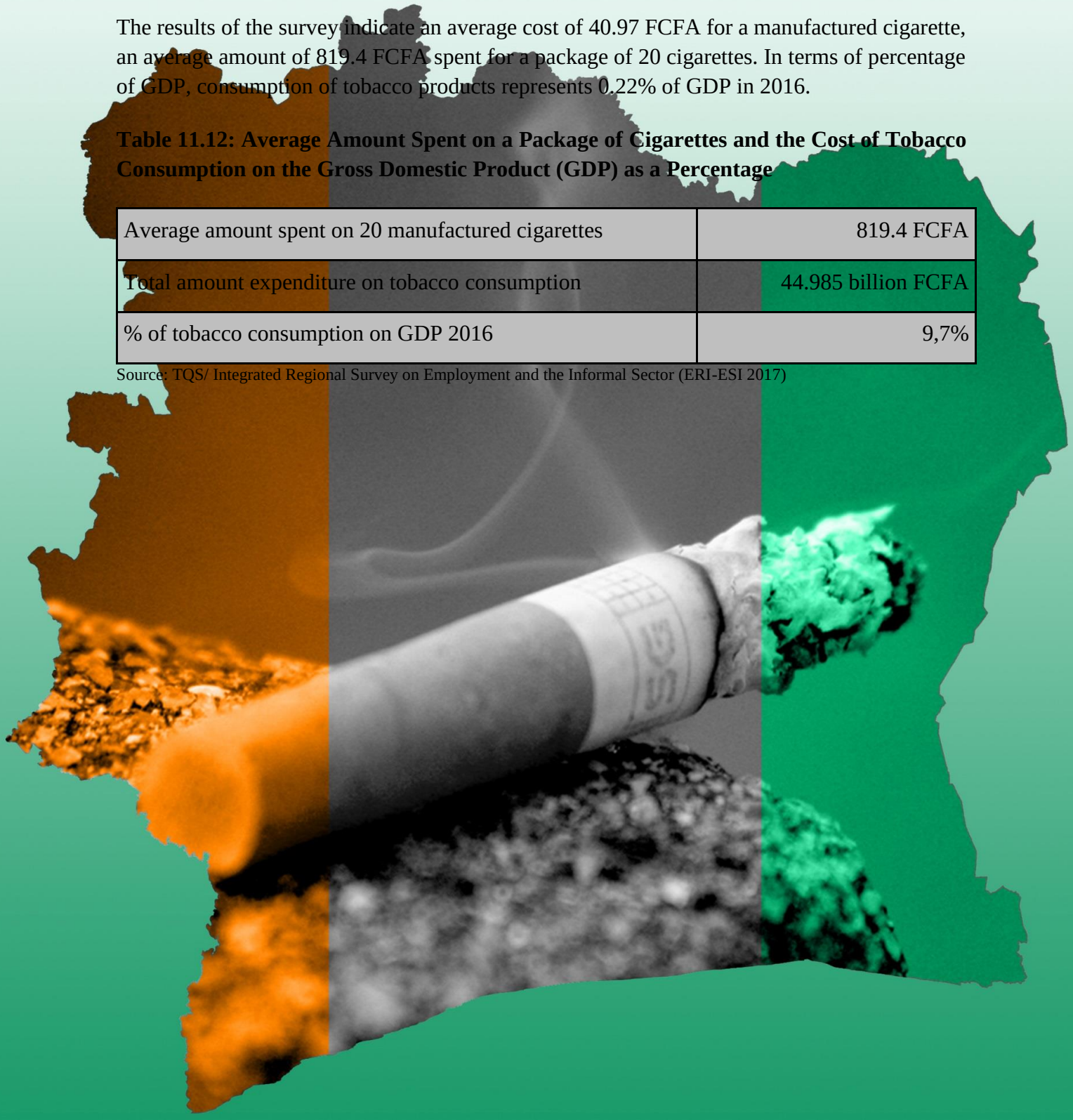
CHAPTER 6: ECONOMIC ASPECTS

The results of the survey indicate an average cost of 40.97 FCFA for a manufactured cigarette, an average amount of 819.4 FCFA spent for a package of 20 cigarettes. In terms of percentage of GDP, consumption of tobacco products represents 0.22% of GDP in 2016.

Table 11.12: Average Amount Spent on a Package of Cigarettes and the Cost of Tobacco Consumption on the Gross Domestic Product (GDP) as a Percentage

Average amount spent on 20 manufactured cigarettes	819.4 FCFA
Total amount expenditure on tobacco consumption	44.985 billion FCFA
% of tobacco consumption on GDP 2016	9,7%

Source: TQS/ Integrated Regional Survey on Employment and the Informal Sector (ERI-ESI 2017)



CONCLUSION

The results of this survey identified elements of responses to the assessment of tobacco prevalence by gender, age, place of residence, education level, monitoring, protection, Tobacco advertising and advertisements for cigarettes through the behavior and opinions of the respondents.

Thus, the TQS / Ensesi 2016 data has allowed us to get information of smokers and non-smokers population in Côte d'Ivoire.

This survey used 525 072 smokers on the total of 6 105 362 persons investigated. Our population is composed of 4.5% of men and 5.5% of women. Smokers of all products are more frequent in rural areas.

Generally, the most majority of current smokers are (87%). The proportion occasionally smokers are higher among women (14%) than men (13%).

In addition, the prevalence of current smoking tobacco consumption is 8.6% for all tobacco products combined. As mainly manufactured cigarettes (8.1%) , hand-rolled cigarettes (0.9%) and Kreteks (0.2%). The young population aged 25-44 has the highest prevalence rate with 11.2% followed by those aged 45-59 with a prevalence rate of 9.1%. The amounts of cigarettes consumed per day by smokers are less than 10 cigarettes per day by selected socio-demographic characteristics (age and education).

Exposure to tobacco smoke by place of residence indicates that people in urban areas exposure to tobacco smoke fewer 7 to 8 points than rural area (21.4% workplace environment and 24.6% living environment).

According to smoking cessation, nearly half of [illegible] tried to quit smoking. The proportion of these people is higher [illegible] (55.1%), men (48.4%), those aged 45-59 years (53.4%) and those with [illegible] education level (61.0%) or high level (71.3%).

About 2 of 1[illegible] have heard about the harmful effects of cigarette smoking through television, newspapers and magazines.

Awareness messages on the risks related to smoking attract little attention from the populations. Indeed, about 2 of 10 people have noticed warning messages on cigarette packs during the reference period. This study confirms that smokers in Côte d'Ivoire generally do not enjoy any special social conditions despite the smoke ban law. Non-smokers are delivered to themselves and continue to suffer from the smells of harmful cigarette rejections.

These results show the importance of the data collected. The data collected will be used by decision-makers and planners at national and regional levels for more information on the development, monitoring and evaluation of tobacco development policies and programs.