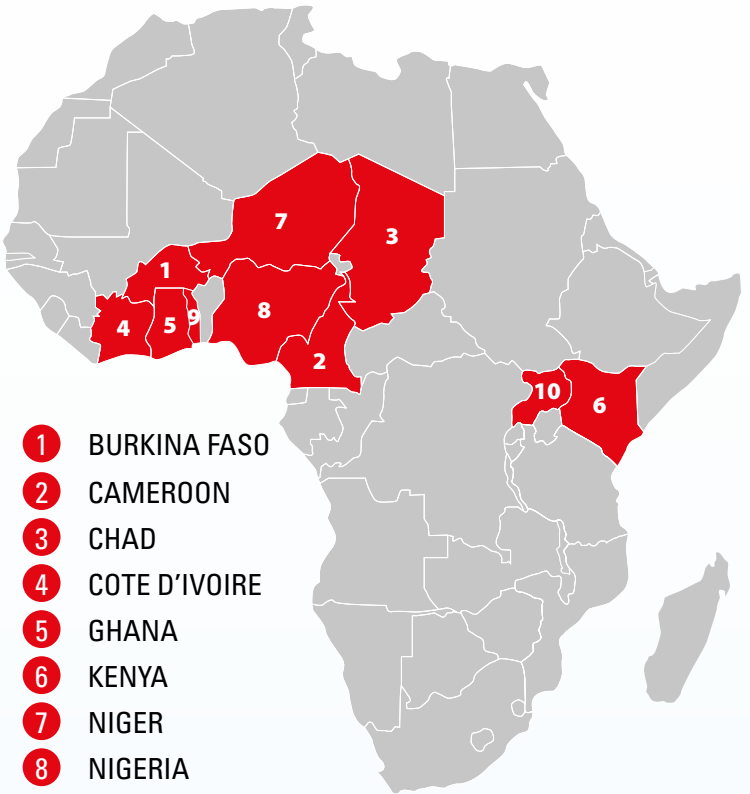


THE SALE OF SINGLE STICKS OF CIGARETTES IN AFRICA

Selling single sticks of cigarettes is one of the strategies used by tobacco companies to market their products in Africa. An ATCA survey in 10 countries confirms that cigarettes are widely sold in single sticks in Africa, encouraging the initiation of smoking among young people.



- 1 BURKINA FASO
- 2 CAMEROON
- 3 CHAD
- 4 COTE D'IVOIRE
- 5 GHANA
- 6 KENYA
- 7 NIGER
- 8 NIGERIA
- 9 TOGO
- 10 UGANDA

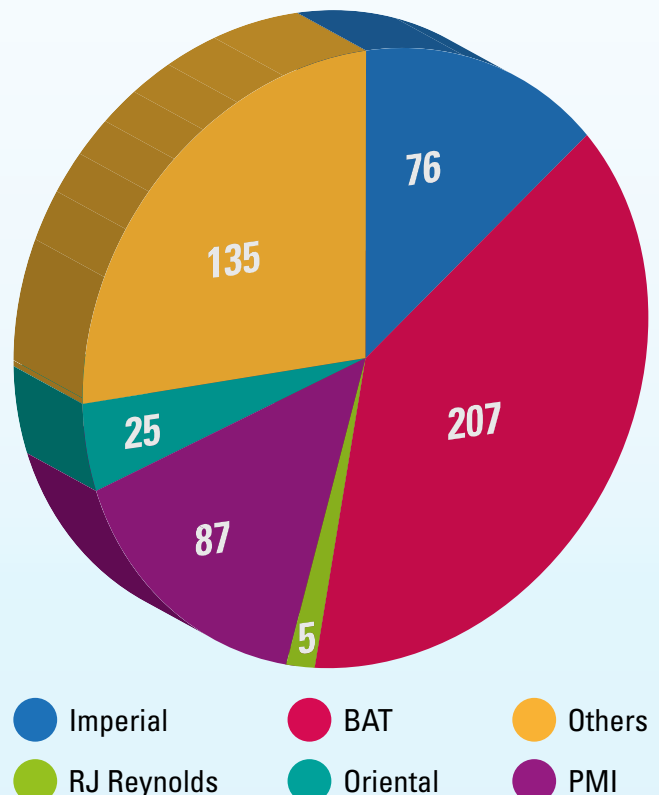


KEY FINDINGS

▶ The sale of single sticks of cigarettes is widespread in Africa and poses a serious problem even in countries where it is banned: Burkina Faso, Ghana, Kenya, Niger, Nigeria, Togo, and Uganda.

• Single sticks are available for sale from cigarette brands owned by major tobacco multinationals like British American Tobacco (BAT), Philip Morris International (PMI) and Imperial Tobacco.

From a sample of 78 retailers visited, up to 530 cigarette open packs were observed.



▶ Advertising of the sale of single sticks of cigarettes occurs through different channels in African countries, helping youth and other low-income groups to be informed of their availability and affordability.

▶ Retailers sell single sticks because no one, including their tobacco suppliers, informs them about the existing regulations governing the sale of tobacco products, or if they are aware, they take advantage of poor enforcement.

KEY FACTS

▶ Single sticks are cheaper than a full pack of cigarettes and, consequently, make tobacco more affordable to the youth and other individuals with limited resources.

▶ Single stick cigarette sales facilitate experimentation among youth who have not yet become regular smokers.

▶ The sale of single sticks limits smokers' exposure to health warning labels found on tobacco packs in several African countries.

RECOMMENDATIONS

Stringent measures are necessary to provide lasting solutions to the problem of selling single sticks of cigarettes in Africa. Governments are called upon to:

▶ Ensure that the sale of single sticks or small packs of tobacco products is prohibited by passing and enforcing appropriate legislation.

BRITISH AMERICAN TOBACCO UGANDA

RECOMMENDED RETAIL PRICE TO CONSUMERS
EFFECTIVE FROM 1 JULY 2016

Following the recent increase in excise duty in Uganda, the recommended retail prices of BATU cigarettes are now as follows:

NO PRICE CHANGE

2,800 UGX PACK
300 UGX 2 STICKS

NEW PRICE

7,000 UGX PACK
350 UGX 1 STICK

7,000 UGX PACK
350 UGX 1 STICK

2,700 UGX PACK
270 UGX 2 STICKS

HEALTH WARNING / ONYO YA AFYA
CIGARETTE SMOKING CAUSES LUNG CANCER, HEART DISEASES AND DEATH /
UVUTAJI WA SIGARA HUSABABISHA SARATANI YA MAPAFU, MAGONJWA YA MOYO NA KIFO

Uganda: BAT Poster advertising the sale of single sticks of cigarettes.

▶ The absence of laws regarding cigarette sales and/or the lack of enforcement of existing laws encourage retailers to sell single sticks of cigarettes.

▶ Single stick sales undermine smokers' efforts to quit by not only making the product more easily accessible but also by serving as a cue for smoking, promoting relapse.

▶ Ensure a comprehensive ban on all forms of tobacco advertising, promotion and sponsorship and this should include any advertising or promotional materials related to single sticks.

▶ Consider licensing of retail vendors of tobacco products to control the sale of single sticks.