

*Report card  
on the WHO  
Framework  
Convention  
on Tobacco  
Control*



# Burkina Faso

## Introduction

Tobacco use is the single most preventable cause of death in the world today, and is estimated to kill more than five million people every year – more than tuberculosis, HIV/AIDS and malaria combined. By 2030, the death toll will exceed eight million a year, unless urgent action is taken. Implementation of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) can reverse this devastating epidemic if it becomes a top public health priority especially for countries' political leaders.

The Burkina Faso Report Card on the WHO FCTC provides descriptive analysis of country-level data that reflect the status and progress on some key articles of the WHO FCTC. This is one of a series of Report Cards for countries in the WHO African Region.

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Burkina Faso entry into force  
of the WHO FCTC



29 October  
2006

WHO Framework Convention on Tobacco Control  
*Compliance dates for Burkina Faso*

29 October 2009 Article 11: Health warnings on tobacco products and packaging  
29 October 2011 Article 13: Bans on tobacco advertising, promotion & sponsorship  
29 October 2011 Article 21: Next Report to the Conference of the Parties

## Background

### 1. WHO Framework

#### Convention on Tobacco Control (WHO FCTC)

The WHO FCTC is an evidence-based treaty that was developed in response to the globalization of the tobacco epidemic. It was adopted by the World Health Assembly in 2003 and became international law on 27 February 2005. The treaty contains articles aimed at both reducing the supply of and demand for tobacco. This Report describes country progress on the following key WHO FCTC Articles and relevant Guidelines:

☞ Article 5.3: Protect public health policies from tobacco industry interference;

☞ Article 6: Price and tax measures to reduce the demand for tobacco;

☞ Article 8 provisions and Guidelines: Protection from exposure to tobacco smoke;

☞ Article 11 and Guidelines: Packaging and labelling of tobacco products;

☞ Article 13 and Guidelines: Tobacco advertising, promotion and sponsorship;

☞ Article 20: Research, surveillance and exchange of information.

### 2. Reporting Instrument of the WHO FCTC

The WHO FCTC requires countries that are Parties to the Convention (Parties) to submit periodic reports to the Conference of the Parties (COP). The objective of these reports is to “enable Parties to understand and learn from one another’s experiences in implementing the WHO FCTC.”

In accordance with WHO FCTC Article 21, Parties report initially 2 years after entry into force of the WHO FCTC for that Party, and then every 3 years, i.e.:

☞ Phase 1 (Group 1 questions): within 2 years of entry into force;

☞ Phase 2 (Group 2 questions): within 5 years of entry into force;

☞ Phase 3 (Group 3 questions): within 8 years of entry into force.

Reporting tools are provided at the WHO FCTC COP website: [www.who.int/fctc/reporting/reporting\\_instrument/en/index.html](http://www.who.int/fctc/reporting/reporting_instrument/en/index.html)

#### Acronyms

|      |  |
|------|--|
| AFRO | WHO Regional Office for Africa                           |
| CDC  | United States Centers for Disease Control and Prevention |
| COP  | WHO FCTC Conference of the Parties                       |
| FCTC | [WHO] Framework Convention on Tobacco Control            |
| GATS | Global Adult Tobacco Survey                              |
| GHPS | Global Health Professional Students Survey               |
| GSPS | Global School Personnel Survey                           |
| GTSS | Global Tobacco Surveillance System                       |
| GYTS | Global Youth Tobacco Survey                              |
| GTCR | WHO Report on the Global Tobacco Epidemic                |
| NRT  | Nicotine replacement therapy                             |
| TFI  | WHO Tobacco Free Initiative                              |
| WHO  | The World Health Organization                            |

#### Definitions

**Ad valorem tax:** Tax applied on the value of items (i.e. a percentage of the price)

**Current smoker:** Anyone who currently smokes any tobacco product on some or all days

**Public place:** A place which the public is entitled to use or which is open to, or used by the public or a section of the public

**Public place, indoor:** Public places that are covered by a roof and one or more walls/sides

**Public transport:** Any vehicle used at any time by members of the public

**Second-hand smoke:** Both smoke from the burning end of a cigarette or other tobacco product and smoke exhaled by the smoker

**Smoke-free air:** Air that is 100% smoke-free and that cannot be sensed or measured

**Specific tax:** Tax applied on unit quantities of items (e.g. \$1 per pack of 20 cigarettes)

**Tobacco advertising & promotion:** Commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use directly or indirectly

**Tobacco industry:** Manufacturers, wholesale distributors and importers of tobacco products

**Tobacco sponsorship:** Contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use directly or indirectly

**Workplace:** Place used by people during their employment or work, including vehicles

### 3. Global Tobacco Surveillance System (GTSS)

WHO, the US Centers for Disease Control and Prevention (CDC), and others began development of the GTSS in 1999 with the purpose of enhancing the capacity of countries to design, implement, and evaluate their national comprehensive tobacco control action plan and to monitor some key articles of the WHO FCTC. The GTSS includes four surveys:

☞ **Global Youth Tobacco Survey (GYTS):** school-based survey of students aged 13–15 years that provides information on demographics, tobacco use prevalence, and knowledge and attitudes.

☞ **Global School Personnel Survey (GSPS):** provides demographics, tobacco use prevalence, knowledge and attitudes information, as well as information on school policy and curriculum.

☞ **Global Health Professional Students Survey (GHPS):** school-based survey of 3rd-year students pursuing advanced degrees in dentistry, medicine, nursing, or pharmacy.


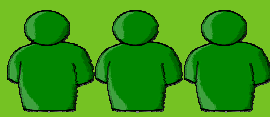
☞ **Global Adult Tobacco Survey (GATS):** household survey that tracks tobacco use prevalence, exposure to risk, second-hand smoke, cessation, risk perceptions, knowledge and attitudes, exposure to media and price as well as taxation issues.

### 4. WHO Reports on the Global Tobacco Epidemic, 2008 and 2009

These WHO reports detail information on internationally comparable prevalence estimates and data that allow assessment of country compliance with policies on smoke-free environments, treatment of tobacco dependence, health warnings and packaging, advertising, promotion and sponsorship bans, price and taxation levels, and key national capacity indices.

## Status of WHO FCTC in Burkina Faso

| Article   | Requirement   | Burkina Faso status   |
|---|---|---|
| <p><b>Article 5.1</b><br/>National strategies, plans, programmes and coordinating mechanism</p> | <p>Each Party shall develop, implement, periodically update and review comprehensive multisectoral national tobacco control strategies, plans and programmes, establish or reinforce and finance a national coordinating mechanism or focal points for tobacco control.</p>   | <p>National agency with staff as well as national strategies, plans and programmes on tobacco control.</p>                  |
| <p><b>Article 6</b><br/>Price and tax measures to reduce demand for tobacco products</p>        | <p>Take account of national health objectives concerning tobacco control and adopt or maintain measures which may include implementing tax and price policies on tobacco products so as to contribute to the health objectives aimed at reducing tobacco consumption; and prohibiting or restricting tax- and duty-free tobacco products.</p>                 | <p>Total tax on the most sold brand is 20%.</p>   |
| <p><b>Article 8</b><br/>Protection from exposure to tobacco smoke</p>                           | <p>Adopt and implement measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.</p>   | <p>Smoke-free policies in health care facilities, educational facilities, government facilities and indoor offices.</p>     |
| <p><b>Article 11</b><br/>Packaging and labelling of tobacco products</p>                        | <p>Adopt measures within 3 years of entry into force that require display of rotated series of health warnings and other messages on tobacco product packaging that cover at least 30% of the principle display areas--ideally 50% or more, and include pictures or pictograms---and that prevent false, misleading or deceptive packaging and labelling.</p> | <p>No regulations banning deceitful terms, or mandating specific health warnings.</p>                                       |
| <p><b>Article 13</b><br/>Tobacco advertising, promotion and sponsorship</p>                     | <p>Undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship within 5 years of entry into force.</p>  | <p>Advertising bans in national TV and radio, billboards and outdoor advertising. No bans on promotion and sponsorship.</p> |

|   |   |   |  |
|---|---|---|--|
| <h1>Burkina Faso</h1> <p>National action is critical in order to achieve the vision embodied in the WHO FCTC.</p> | <p>National strategies, plans, programmes on tobacco control</p>  | <p>National agency on tobacco control</p>   | <p>National budget for tobacco control</p>   |
|   | <p>Burkina Faso has national strategies, plans and programmes on tobacco control.</p>  | <p>There is a national agency with three full-time equivalent employees.</p>  | <p>The overall national budget for tobacco control activities was US \$10 238 (official exchange rate) in 2009.</p> <p>\$</p> <p>\$ = \$10,000</p> |

### National action

Building national capacity to carry out effective and sustainable national tobacco control programmes is one of the most significant measures required to combat the tobacco epidemic. Successful implementation of the WHO FCTC requires establishing a national coordinating mechanism with an official government mandate for developing and coordinating a plan of action as well as for building a national infrastructure to implement and evaluate the plan.

### Cessation

The population of Burkina Faso does not have access to a toll-free quit line. Nicotine replacement therapy is legally sold in the country, but not bupropion. Smoking cessation support is available from some health professionals, but not in hospitals, primary care facilities or community centers.

In Bobo Dioulasso, in 2001, 91.4% of currently smoking students expressed a desire to stop smoking. In 2006, 92.4% of currently smoking students expressed a desire to stop smoking and 100% of the students reported ever receiving help to stop smoking.

In Ouagadougou, between 2001 and 2006, the proportion of currently smoking students who wanted to stop smoking increased. In 2001, 87.5% of currently smoking students expressed a desire to stop smoking. In 2006, 95.5% of currently smoking students expressed a desire to stop smoking and 100% of the students reported ever receiving help. In 2009, 100% of currently smoking students wanted to stop smoking.

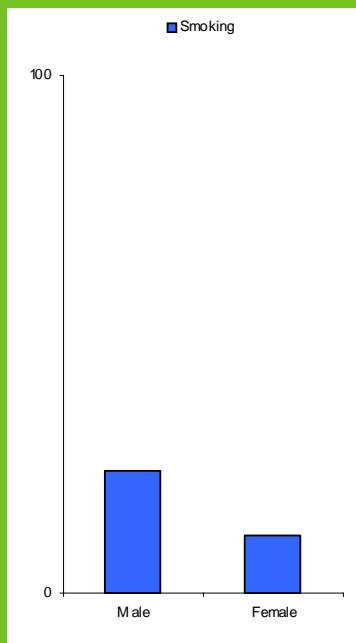
In 2009, 100% of currently smoking students expressed a desire to quit in Ouagadougou.

# Tobacco use prevalence

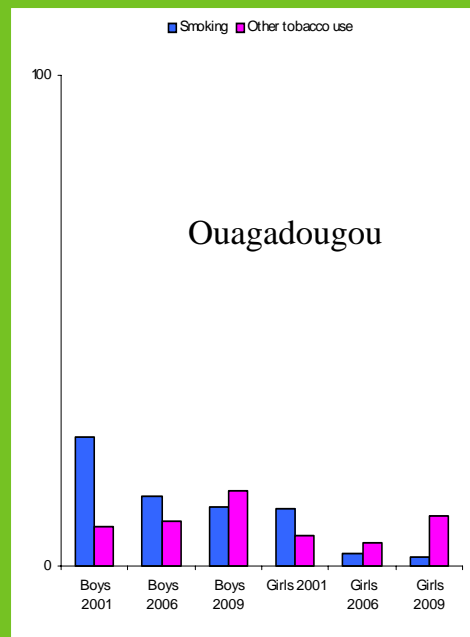
Article 20 WHO FCTC on research, surveillance and exchange of information requires Parties to establish, as appropriate, programmes for national, regional and global surveillance of the magnitude, patterns, determinants and consequences of tobacco consumption and exposure to tobacco smoke.

AFRO recommends that countries obtain nationally representative and population-based periodic data on key indicators of tobacco use for youth and adults. AFRO also recommends that countries continue to successfully participate in the GYTS, expand participation in the GSPS, GHPS and GATS as well as other representative national surveys.. Countries are also encouraged to report the findings widely and utilize them to inform tobacco control policy development, programme planning and evaluation.

## Adult (2003)



## Youth (2001/2006/2009)



## Adult tobacco use

Among adults of 18 years and above, prevalence of current tobacco smoking was 16.9 % in 2003 with 23.6% males and 11.1% females.

## Youth tobacco use

In Bobo Dioulasso, between 2001 and 2009, among 13-15 year old students, prevalence of current cigarette smoking decreased, but other tobacco use increased.

In 2001, 19.6% of students (boys=28.6%; girls=9.6%) currently smoked cigarettes and 6.2% (boys=5.9%; girls=5.5%) currently used other tobacco products. In 2006, 14.3% of students (boys=21.9%; girls=4.4%) currently smoked cigarettes and 7.6% (boys=9.3%; girls=4.7%) used other tobacco products. In 2009, 3.8% students (boys=6%; girls=1.2%) currently

smoked cigarettes and 17.7% students (boys=18.5%; girls=16.5%) used other tobacco products.

In Ouagadougou, between 2001 and 2009, youth prevalence of current cigarette smoking decreased but other tobacco use increased.

In 2001, 19% of students (boys=26.1%; girls=11.6%) currently smoked cigarettes and 6.9% (boys=7.9%; girls=6.3%) currently used other tobacco products. In 2006, 8.4% of students (boys=14.1%; girls=2.4%) currently smoked cigarettes and 7.2% (boys=9.3%; girls=4.8%) used other tobacco products. In 2009, 6.5% of students (boys=11.9%; girls=2%) currently smoked cigarettes and 12.6% (boys=15.2%; girls=10.1%) used other tobacco products.

Youth smoking decreased between 2001 and 2009 in Burkina Faso's major cities but use of other tobacco products increased.

# Smoke-free policies

Countries should protect people from tobacco smoke

- Every person has a right to breathe air free of tobacco smoke.

- In addition to protecting the health of non-smokers, smoke-free environments encourage smokers to quit.

- Evidence from pioneering countries shows that smoke-free laws do not harm businesses and are popular with the public.

- Permitting smoking in designated areas undermines the benefit of smoke-free environments.



## Burkina Faso law

Article 8 of the WHO FCTC mandates protection from exposure to tobacco smoke in indoor workplaces, public transport and indoor and other public places. Guidelines for this Article were unanimously adopted by the Conference of the Parties in July 2007.

AFRO recommends that countries enact and enforce completely smoke-free environments in all indoor public places including workplaces, restaurants and bars. AFRO further recommends that all countries should become compliant with the requirements of Article 8 guidelines, and that 100% smoke-free environments should become the norm in all societies.

Burkina Faso has national bans on smoking indoors in health-care facilities, educational facilities, indoor offices and governmental facilities. There is no such regulation in universities, other indoor workplaces, public transport, restaurants, pubs & bars.

## Youth exposure to second-hand smoke

In Bobo Dioulasso, between 2001 and 2009, students reported an increase in exposure to second-hand tobacco smoke in their homes.

In 2001, over one-third of students (35.4%) lived in homes where others smoked in their presence and three in four students (75.5%) were exposed to smoke in public places. In 2006, over one-third (37%) of students lived in homes where others smoked in their presence and approximately half the students (50.7%) were exposed to smoke in public places. In 2009, over one-third (37.1%) of students lived in homes where others smoked in their presence and more than half the students (52.6%) were exposed to smoke in public places. Support for banning smoking in public places was 84.8% in 2001, 87.8% in 2006 and 80.5% in 2009.

In Ouagadougou, between 2001 and 2009, students reported a decrease in exposure to second-hand tobacco smoke both inside and outside their homes.

In 2001, almost four in ten students (38.4%) lived in homes where others smoked in their presence and almost seven in ten students (69.3%) were exposed to smoke in public places. In 2006, close to one-third (32.9%) students lived in homes where others smoked in their presence and nearly half the students (48.8%) were exposed to smoke in public places. In 2009, less than one-third (29.9%) students lived in homes where others smoked in their presence and nearly half the students (47.5%) were exposed to smoke in public places. Support for banning smoking in public places remained similar, 80.3% in 2001, 89.2% in 2006 and 86.8% in 2009.

# Health warnings and education

Countries should warn about the dangers of tobacco use and exposure to tobacco smoke

## Current warning

- **NO** rotating, specific health warnings or large, clear text
- **NO** mandate for principal display surface
- **NO** pictures or pictograms
- **NO** ban on false, misleading or deceptive packaging and labelling

## Best practice warning



*Mauritius health warning*

- Rotating, specific warnings and large, clear text
- 65% of display surface
- Pictures or pictograms
- Ban on false, misleading or deceptive packaging and labelling

## Best practice

Article 11 WHO FCTC requires Parties to implement clear health warnings and measures that remove false or misleading promotion of tobacco products.

Relatively few tobacco users fully grasp the health dangers. Hard-hitting anti-tobacco advertising and graphic pack warnings reduce the number of children who begin smoking and increase the number of smokers who quit.

Pictures are more powerful deterrents than words on tobacco packaging warnings, but globally, only 15 countries mandate pictorial warnings. Just five countries meet the highest standards for pack warnings.

Countries should also promote and strengthen public awareness of tobacco control issues, using all available communication tools.

## Burkina Faso labelling

**Burkina Faso does not have a ban on use of deceitful terms, such as 'low tar', 'light' or 'mild' on tobacco product packaging. The country does not mandate that a certain percentage of the principal display area on tobacco product packaging be covered by a health warning. No specific warnings are mandated by law.**

## Burkina Faso education

In Bobo Dioulasso, between 2001 and 2009, there were changes in the proportion of students that were taught about tobacco in school.

In 2001, 63.6% students were taught about the dangers of smoking and 59.2% about the effects of tobacco use. In 2006, 57.7% students were taught about the dangers of smoking and 48.7% about the effects of tobacco use.

In 2009, 75.5% students were taught about the dangers of smoking and 59% about the effects of tobacco use.

In Ouagadougou, between 2001 and 2006, there was an increase in proportion of students that were taught about tobacco in school.

In 2001, 54.4% students were taught about the dangers of smoking and 42% about the effects of tobacco use. In 2006, 58.9% students were taught about the dangers of smoking and 48% about the effects of tobacco use. In 2009, 64.7% students were taught about the dangers of smoking and 54.6% about the effects of tobacco use.



## Burkina Faso bans

Burkina Faso has national bans on direct advertising of tobacco products in national TV and radio, as well as on billboards and outdoor advertising. Burkina Faso does not have national bans on direct tobacco advertising in international TV and radio; in local or international magazines and newspapers; at point of sale and through the internet. Further, there is no ban on any type of tobacco promotion or sponsorship.

## Youth exposure

In Bobo Dioulasso, between 2001 and 2009, exposure of 13-15 year old students to tobacco advertising on billboards and in newspapers/magazines changed.

In 2001, 88.6% of students had seen pro-cigarette advertising on billboards and 81.5% in newspapers or magazines. Similarly, in 2006, 68.3% of students had seen pro-cigarette advertising on billboards and 65.8% in newspapers or magazines. In 2009, 76.1% of

students had seen pro-cigarette advertising on billboards and 70.4% in newspapers or magazines. Whereas in 2001, 47.3% of students reported having an object with a cigarette brand logo, by 2006 this proportion had decreased to 27.2% and to 19.3% by 2009.

In Ouagadougou, exposure of 13-15 year old students to tobacco advertising on billboards and in newspapers/magazines changed between 2001 and 2009.

In 2001, 89.2% of students had seen pro-cigarette advertising on billboards and 81.3% in newspapers or magazines. Similarly, in 2006, 68.2% of students had seen pro-cigarette advertising on billboards and 61.7% in newspapers or magazines. In 2009, 68.5% of students had seen pro-cigarette advertising on billboards and 62.7% in newspapers or magazines. Whereas in 2001, 39.6% of students reported having an object with a cigarette brand logo, by 2006 this proportion had decreased to 23% and to 12.9% by 2009.

# Advertising, promotion & sponsorship

Countries should enforce comprehensive bans on tobacco advertising, promotion and sponsorship

- Widespread advertising falsely associates tobacco with desirable qualities.
- Studies have found that advertising bans can lower tobacco consumption.
- About half the children of the world live in countries that do not ban free distribution of tobacco products.





## Best practices

Tobacco taxes are the most effective way to reduce tobacco use, especially among young people and the poor.

Tobacco tax increases also increase government revenues. Only four countries, representing 2% of the world's population, have tax rates greater than 75% of the retail price.

In countries with available information, tobacco tax revenues are more than 500 times higher than spending on tobacco control. In low- and middle-income countries, tobacco tax revenues are more than 9000 and 4000 times higher than spending on tobacco control, respectively.

## Burkina Faso taxes

In 2009 the price of the most sold brand of cigarettes in local currency was US \$1.06 (at official exchange rate). The total taxes on most sold brand are 20%; total excise on most sold brand is 5%.

Increasing tobacco taxes by 10% generally decreases tobacco consumption by about 8% in low- and middle-income countries.

\*20-cigarette pack of most sold brand

# Burkina Faso policy recommendations

## National action

AFRO recommends that successful implementation of the WHO FCTC requires establishing a national coordinating mechanism with an official government mandate for developing and coordinating a plan of action as well as for building a national infrastructure to implement and evaluate the plan.

Burkina Faso should implement national strategies, plans and programmes on tobacco control.

## Smoke-free policies

AFRO recommends that countries become compliant with WHO FCTC Article 8 requirements and its guidelines and enact and enforce completely smoke-free environments in all indoor public places including workplaces, restaurants and bars.

Burkina Faso should establish smoke-free policies for universities, restaurants, pubs & bars, public transport and all other indoor public places, and otherwise become fully compliant with Article 8 requirements and its guidelines.

## Health warnings and education

AFRO recommends that countries fully comply with WHO FCTC Article 11 requirements and its guidelines and implement large, prominent, strong and effective graphic health warnings on packages, require effective package warning labels, implement counter-tobacco advertising, and obtain free media coverage of anti-tobacco activities.

Burkina Faso should establish regulations banning deceitful terms, mandating the percentage of principal display areas, and specific health warnings that meet Article 11 requirements and its guidelines, and require pictures and pictograms.

## Bans on advertising, promotion and sponsorship

AFRO recommends that countries enact and enforce effective legislation that comprehensively bans any form of direct tobacco advertising, promotion and sponsorship; also, enact and enforce effective legislation to ban indirect tobacco advertising, promotion and sponsorship in line with WHO FCTC Article 13.

Burkina Faso should ban advertising on international TV, radio, local magazines and newspapers, point of sale and the Internet, and also ban indirect advertising, promotion and sponsorship.

## Tobacco prices and taxes

AFRO recommends that countries increase tax rates for tobacco products to be at least 70% of retail prices and ensure that they are adjusted periodically to keep pace with inflation and rise faster than consumer purchasing power. It is also recommended that countries strengthen tax administration to reduce the illicit trade in tobacco products. In addition, countries should protect public health policies from tobacco industry interference.

Burkina Faso should raise tobacco taxes, strengthen tax administration and protect public health policies from tobacco industry interference.

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