



**Implementation of the WHO Framework Convention  
on Tobacco Control in Cameroon**

# **Alternative Report of the Civil Society**

**Articles 5.3 and 13 of the FCTC**

*Drafted by a team of consultants*

**Led by :**

*Pascal Magloire Awono*

*Flore Ndembiyembe*

**Cameroon Coalition to Counter Tobacco ( C3T )**

November 2013

## Content

Content .....	1
Abreviations and Acronyms .....	2
Introduction .....	3
Rationale for a civil society report on the implementation of FCTC.....	5
Tobacco's situation in Cameroon .....	7
Data on tobacco in Cameroon .....	10
Data on the tobacco industry in Cameroon .....	11
Data on tobacco import in Cameroon .....	11
Income on imported cigarettes in 2011 in billions of CFAF .....	11
The turnover of tobacco ventures in Cameroon (2008 – 2012) .....	11
Data on tobacco sales price in Cameroon .....	11
Key information on tobacco in Cameroon .....	11
Actions and Measures undertaken in the implementation of the FCTC . .....	13
legal and institutional measures .....	15
Adoption of an anti-tobacco draft bill and national policy .....	16
Fiscal measures to control smuggling .....	18
Measures to strengthen tobacco control and supervision .....	19
Implementation of article 5.3 of the FCTC .....	21
Principle of the FCTC .....	23
legal provisions and regulations. ....	23
Results and noticeable windfalls .....	23
Implementation of article 13 of the FCTC .....	27
Principle of the FCTC .....	29
legal provisions and regulations. ....	29
Results and noticeable windfalls .....	29
Conclusion and Recommendations .....	33

## Abréviations et Acronymes

BAT - British American Tobacco  
CCLAT – Convention cadre pour la Lutte Antitabac  
CDC - Center for Disease Control and Prevention  
CETAC - Compagnie d'Exploitation des Tabacs Camerounais  
CPHA - Canadian Public Health Association  
CNLD – National Drug Control Committee  
C3T – Cameroonian Coalition to Counter Tobacco  
DPS – Health Promotion Department  
FCA - Framework Convention Alliance  
GTSS - Global Tobacco Surveillance System  
GSPS - Global School Personnel Survey  
GYTS - Global Youth Tobacco Survey  
IDT – Tobacco Industry  
LUTOMA – Association to Fight against Drug Addiction and Mental Illnesses  
MCT - Mont Cameroun Tobacco  
MINCOMMERCE – Ministry of Commerce  
MINDIC – Ministry of Industrial and Commercial Development  
MINESEC – Ministry of Secondary Education  
MINEFI – Ministry of Economy and Finance  
MINSANTE – Ministry of Public Health  
WHO – World Health Organization  
PARTEC - Project to revamp tobacco growing in eastern Cameroon  
PM – Prime Minister's Office  
TSN – Treatment of nicotine replacement

# Introduction

## **Rationale of a civil society report on the implementation of the FCTC**

Faced with smoking and its effects on health, the 56th WHO Assembly adopted the Framework Convention on Tobacco Control (FCTC) in May 2003. Since then, the convention has been ratified by 177 States Parties of which is Cameroon.

The FCTC is the first international public health treaty, aiming at preserving present and future generations from the devastating effects of tobacco, by implementing mechanisms to reduce the supply and demand of tobacco and products thereof.

The treaty covers various aspects of tobacco control, including advertising, promotion and sponsorship, packaging and labeling, smuggling and counterfeiting, prices and taxes, sales to minors by minors, passive smoking, smoke-free environments and treatment of tobacco dependence.

The FCTC requires Parties to provide funding for national tobacco control measures, and encourages the use of innovative financing mechanisms at the national, regional and international levels to devote more resources to tobacco control.

Like other Country Parties, Cameroon supports the objectives of the Convention which was opened for signature and ratification to give states an opportunity to strengthen their national capacity to fight

against smoking.

This report is designed to present the state of implementation of the Framework Convention on Tobacco Control in Cameroon. The document is intended to be both an information carrier on the efforts of the country to respect its commitments and an advocacy tool on behalf of the Convention Secretariat WHO and other partners. It is an overview of the situation of smoking in the country and it presents the measures and actions taken against tobacco while scrutinizing the prospects to which Cameroon remains committed to improve the fight against the scourge.

However, in accordance with the provisions of the FCTC and guidance from training in the development of this "shadow report" on areas of evaluation of the treaty, the two axes to be addressed by the report are :

- The interference of the tobacco industry in the process of developing and implementing health policies on tobacco control (FCTC Article 5.3) ;
- Advertising of tobacco, promotion and sponsorship (Article 13 of the FCTC).

The methodology to prepare the report involves :

- A review of the literature and national and international publications on tobacco control ;

- The operation of the protocol data for the Global supplementary report prepared by the Framework Convention Alliance ( FCA ) on Articles 5.3 and 13 of the FCTC ;
  - Surveys and interviews conducted in the framework of national studies commissioned either by the government or by the civil society;
  - Activity reports of workshops , information, advocacy and lobbying undertaken with the media, locally elected officials, administrations;
  - The coordinated observations conducted as part of the daily activities of the member organizations of the Cameroon Coalition to Counter Tobacco.
- The report is prepared by the Cameroon Coalition Against to Counter Tobacco with the support of the Framework Convention Alliance (FCA ).

# Tobacco's situation in Cameroun

Smoking is a global epidemic spread by borders removing factors, including: trade liberalization, foreign direct investment, advertising, sponsorship and transnational smuggling and counterfeiting.

According to WHO, the number of smokers estimated at 1.3 billion in 2006, would reach 1.7 billion by 2025 if adequate measures against tobacco are not considered and undertaken.

In all areas, including social, economic and environmental consequences of tobacco already reached alarming levels. The use of tobacco and its products and exposure to its smoke are responsible for preventable diseases, the leading causes of death worldwide .

The new report of the American Cancer Society (ACS) sounds the alarm, it mentions that the current tobacco growth rate will increase with the economic and demographic growth of the countries. In Africa, the number of smokers may move from the current 77 million to 572 million by 2100. The African continent may hold 26% of smokers in the world by 2060.

In Cameroon , the use and consumption of tobacco products is a common practice . Tobacco is consumed in all its forms and especially smoked as cigarettes. The leaves are chewed and sniffed . Women are increasingly concerned. As drug, tobacco used in oil bath and insertion in the genital tract are observed practices . Tobacco use among older people is tolerated in families

and communities. The WHO estimates that 17.5% of Cameroon's population is concerned of which 28.8 % of men and 8.1% women.

The Figures of the aged under 31 are similar to those of the overall survey on teachers ( GSPS ), which notes that 27 % of teachers are current tobacco users , 19% of cigarette smokers .

Overall 37% of Cameroonians are exposed to smoking , with higher prevalence among youth , for which 44% of students have already tasted tobacco of which 5% before the age of 7 years.

The GYTS notes that 15.2% of school youth aged 13 to 15 have ever smoked a cigarette, 9.2% of girls. 31 % of youth in this age group have experimented with tobacco before the age of 10 years and 10% of those who had never tried smoking considering doing so in the 12 months preceding the survey.

The study shows that exposure to tobacco smoke is a reality , 25 % and 50 % of young people are exposed to tobacco smoke at home and in public places respectively. Approximately 5% of teachers smoke in the school grounds .

In universities 60% of smokers are aged about 20 years.



## Data on tobacco in Cameroon

<b>Annual production</b>	<b>about 5000 tons</b>
Prevalence of tobacco on the overall population	17,5% (28% men and 8,1% women)
Prevalence among the youth (13-15 years old)	15% regular smokers 31% potential consumers
Minimum tobacco consumption beginning age	under 15 years with men and 18 years with women 5% before 7 6,4 % received cigarettes freely from officials of tobacco companies
Exposure to tobacco smoke	37% of the general population 45% of the youth exposed out of their houses
Tobacco and non communicable diseases	90% of lung cancer 2/3 of cardio-vascular diseases
Tobacco related death	ND

## Data on the tobacco industry in Cameroon

### Data on tobacco imports in Cameroon

Name of the importer	Total value FOB Opinion (Ref)	Total Value Customs (XAF)
<b>Tobacco imports in 2008</b>		
British american tobacco industry (BAT)	10 567 305 022	11 241 032 105
Société de Distribution du Tabac et des Produits Alimentaire (SDTPA)	ND	ND
Compagnie de distribution du tabac (COMDITA)	3 619 499 968	3 738 783 611
<b>Tobacco imports in 2009</b>		
BAT	7 934 670 799	9 613 976 422
SDTPA	ND	ND
COMDITA	3 624 019 946	3 624 678 615

<b>imports in 2011</b>		
Value of imported cigarettes	16 717,3	Millions FCFA
Quantity of imported Cigarettes	3 571, 8	Tons

<b>Income on imported cigaretted in 2011 in billions CFAF</b>	
Droits d'Accises (Specific and ad valorem)	5,433
VAT and other sales tax	5,695
Imports duty and any other tax	5,015
Other tax (tax on companies)	1,069
<b>TOTAL</b>	<b>17,209</b>

### Turnover of tobacco companies in Cameroon (2008 – 2012)

Year	BAT	SDTPA	COMPTA
2012	31 449 556 792	7 678 586 159	1 112 029 105
2011	29 970 048 030	6 216 651 920	1 062 607 979
2010	25 601 727 204	4 570 775 920	2 907 870 979
2009	21 619 615 192	3 914 658 500	5 863 154 895
2008	19 386 629 568	3 373 509 509	4 900 553 075

## Data on tobacco sale prices in Cameroon

Cigarette brand	Tobacco sale price Bureau de tabac (in CFA)		Tobacco sale price In the street (in FCFA)	
	Paquet	Stick	Paquet	Stick
Malboro	1500	75	1500	75
Bensong & Hedge	1000	50	1000	50
Diplomat	500	25	500	25
L&B	500	25	500	25
Superking	500	25	500	25
Gold Seal	300	15	300	15

### Key points on tobacco in Cameroon

- Domestic demand for tobacco is estimated at 26 billion CFA francs in 2002 sales in 2012 to 40.5 billion ;
- The average annual consumption of tobacco estimated at 167 g per capita in 2003 increased to 1020 g in 2011;
- Tobacco is sold freely in the street, close to schools and other meeting places for young people;
- One in three students tried smoking before the age of 10 years;
- One in four young people are exposed to tobacco smoke at home and two young in public places ;
- A young person aged 16 received a free cigarette for advertising purposes;
- One student in eight has a tobacco promotional item . A regular smoker has three cigarettes bought in kiosks ;
- A significant number of young people ( 20%) simply smoke cigarette butts thrown by adults ;
- The official price of tobacco in Cameroon is among the lowest in the world ;
- The predominance of retail sales : the price is increasingly dropping, making the cigarette very accessible ;
- The use of electronic cigarettes gradually takes shape , but remains the prerogative of wealthy individuals ;
- Tobacco is considered a drug , its therapeutic virtues and its economic value justify its current use;
- Eight out of ten young current smokers want to quit ;
- Cessation or cessation aid remain the weak link in tobacco control .



## **Actions and Mesures undertaken in the implementation of the FCTC.**

## Legal and institutional measures

Despite the development of draft tobacco control policy and law, a range of administrative acts and restrictive measures to contain and regulate the activity of production and marketing of tobacco products are being finalized and adopted in Cameroon

These include in chronological order :

- **Law No. 64/LF/23 of 13 November 1964 on the protection of public health.**
- *Decision No. 0222/D/MSP/SG/DMPNP of 8 November 1988 prohibiting smoking in institutions and units under the Ministry of Public Health.*
- **Law No. 90/O31 of 10 August 1990 governing commercial activity in Cameroon**
- **Decree 93/720/PM of 22 November 1993 laying down detailed rules for the application of Law No. 90/O31 governing commercial activity in Cameroon .**
- **Law n ° 98/ 004 of 14 April 1998 on the orientation of education in Cameroon , the Act prohibits the sale of alcoholic beverages , tobacco and drugs in schools .**
- **Order No. 0016/AI/MINDIC/MSP/CAB of 8 June 1998 on health marking of packages of tobacco products .**
- **Decision No. 0180/D/MSP/SG/DPS of 28 May 2004 on the establishment and implementation of the Expert Group on smoking.**
- **Law No. 2005/005 of 24 July 2005 authorizing the President of the Republic to ratify the WHO Framework Convention on Tobacco Control .**
- **Decree No. 2005/440 of 31 October 2005 Bis ratifying the Framework Convention on Tobacco Control.**
- **Law N ° 2006/018 of 29 December 2006 governing advertising in Cameroon.**
- **MEMORANDUM No. 1913 of 12 June 2007 of the Government Delegate to the Yaounde City Council , informing the staff and visitors to observe the slogan " no smoke inside ."**
- **Letter No. 07/788/CF/L/MINEFI/DRH/SP of 15 June 2007 prohibiting smoking in all structures of the Ministry of Economy and Finance.**
- **Order No. 967 MINSANTE MINCOMMERCE of 25 June 2007 laying down health marking**

- of packages of tobacco products .  
Circular Letter No. 012/B1/1464 / MINEDUB / SG / HR / SDSSAPPS of 17 August 2007 establishing non - smoking and anti- tobacco school clubs.
- Circular Letter No. 19/07MINESEC / SG / HR / SDSSAPPS of 11 September

2007 establishing the anti-tobacco clubs in schools and making schools "non- smoking areas ."

These texts are for the moment insufficient in quantity and not enough popularized. Specific interventions on communication, education and public awareness are essential, especially for young people and women to support the measures taken by the Cameroonian authorities to deal with smoking.

However much remains to be done regarding the smoking policy .

In addition, the process of implementation of the WHO Framework Convention will continue with the adoption and promulgation of a draft national law against smoking .

### **Adoption of an anti-tobacco draft bill and national policy**

To ensure that measures and more effective actions be taken against smoking, the Government of Cameroon has sponsored the development of a national policy to fight against smoking and to encourage tobacco legislation . National policies has been approved , a project was developed for adoption by the competent authorities. These

documents are based on a review of the national and global situation of smoking, and the guidelines for the implementation of the Framework Convention on Tobacco Control .

The key principles underpinning the national tobacco control policy are:

- Prohibition of all forms of advertising of tobacco products;
- Promoting smoke-free environments ;
- Regulating the market and strengthening the tax on tobacco products;
- Strengthening the fight against the smuggling of tobacco products.

This is to establish a policy of which specific objectives are to:

- Reduce the supply of tobacco through the establishment and operationalization of an appropriate legislative , regulatory and

fiscal framework ;

- Promote the conversion of tobacco growers
- Develop a strategy for tobacco communication to induce and maintain within the population behaviors to reduce the demand for and impact of smoking in Cameroon ;
- Develop an integrated approach to prevention and comprehensive care of tobacco affected people;
- Promote operational research to monitor and control the evolution of the tobacco epidemic ;
- Strengthen the existing tobacco control institutional framework by involving the private sector , civil society , development partners and communities;
- Mobilize funding for tobacco control at national and international level.

On the strategic plan that will:

- develop and strengthen national capacity for tobacco control in the political, managerial and technical area ;
- strengthen the capacity of health workers at all levels , to set up smoking cessation centers in charge of developing cessation

programs ;

- strengthen the taxation policy on tobacco products , implement legislation to protect nonsmokers , and limit the production, consumption and access to tobacco products by minors ;
- promote ownership of tobacco control by the civil society and communities . Initiatives to defend and protect the rights of non-smokers, and to denounce acts and maneuvers to undermine undertaken tobacco control efforts will be encouraged ;
- Develop in partnership with the media, coordinated and supported campaigns to bring people to appropriate smoking policy powers , and support the implementation of education programs in schools ;
- develop functional mechanisms of cooperation between the different actors of tobacco control , and the exchange and sharing of experience on the fight against tobacco at national , subregional , regional and international level will be encouraged. Collaboration between conventional medicine and traditional medicine in the treatment of smoking will be promoted.
- develop research programs on epidemiological , socio anthropo-

logical , economic and related aspects to the use and consumption of tobacco;

- increase funding for tobacco control by the state budget , the introduction of a tax / polluter is considered; further funding will be mobilized from domestic and international partners.

The policy document underlines the specific role that government should play in creating a national committee involving all departments for the fight against smoking , this committee will have sufficient resources to develop action plans , manage their implementation and effectively monitor measures taken to fight against smoking.

The policy also proposes to create a Technical Secretariat with a budget, responsible for implementing the action plans for a tobacco free Cameroon. The Technical Secretariat shall advise and actively support the actions of the decentralized level.

The policy envisages the development of tobacco control action plans every five years. It highlights the role to be played by the private sector, organizations, governmental and non- governmental organizations and health professionals in the creation of effective partnerships to improve tobacco control in the country integration. Lastly, it describes the role that the Regional Office for Africa should play, especially in the mobilization of resources.

### **Fiscal measures to control smuggling**

A comparative analysis of the Cameroonian tobacco taxation with other CEMAC countries together with, Nigeria and Benin shows that Cameroon is a market with high taxation . Which would justify the smuggling of foreign cigarettes from Nigeria on its territory The evaluation of tax measures to curb smuggling and to meet public health concerns is increased taxes on tobacco products. For this option to be effective, border surveillance human resources and material resources necessary and sufficient for this type of control have been strengthened.

In markets , the Ad Hoc Committee established by Decree No. 2005/0528/PM of February 15 2005 , to fight against fraud, smuggling and counterfeiting has intensified checks to track all economic operators involved in smuggling activities .

If tax increase is the chosen fiscal measure, taxes that could experience increases should be known. Thus Cameroon already applies the maximum tax rate set by the CEMAC is : 30% for tariffs and 25% for excise duty which are limits not to be exceeded . There remains only the VAT increase which is possible within the limits to be observed. Moreover, the initiated process to charge a licence to tobacco manufacturers and importers as a tax source should result in higher cigarette prices. It has the form of a tax stamp and serial numbers are put

on each pack of cigarettes to distinguish smuggled goods of local products from legally cleared ones .

Similarly, it is necessary to consider a specific tax on tobacco at the CEMAC sub-region , as part of the concerted fight against smoking, to show the determination of member countries to conduct an energetic struggle against this scourge .

This could result in an increase of the maximum rates of excise and customs duties on this product.

### **Measures to strengthen tobacco control and supervision**

In this context two components of the Global Tobacco Surveillance System were implemented. This includes the " Global Youth Tobacco Survey " and the Global School Personnel Survey.

This study has enabled Cameroon to integrate the system of global tobacco surveillance and to assess the extent of the pandemic in the country.

Indeed, some indicators show the progress of the scourge, the age of first experimentation and the rate of new smokers are very significant. Overall, the prevalence of smoking among youth remains well above that of the world and the African region. The national prevalence is not to overlook in as much as early initiation of cigarette smoking may increase the risk of death due to smoking.

The survey shows that the prevalence of smoking among girls is higher compared to that observed among women in general few years ago. Reduction of smoking among women especially among young girls must be a priority. Among the factors influencing the spread of smoking , the study mentions a major gap between the anti- tobacco regulations in Cameroon and its effective implementation.

Texts on the smoking ban in public places, and access of tobacco products by young people with restrictions on the retail sale will strengthen the existing legal framework. It would also be worth reviewing and adjusting the taxation policy of tobacco products in the global context. This implies a prior control of tobacco market.

The urgency of a coherent program encompassing all deficiencies reported by this study is desired.

WHO recommends the adoption of a comprehensive environmental policy for effective implementation of tobacco control programs.

In short if we consider that the main objective of the fight against smoking is to improve the health of populations, a program should be put in place in our country to take into account the following aspects :

- Monitoring of tobacco use;
- Protection against tobacco smoke;
- Help with smoking cessation;



- Implementation of the provisions of the regulations relating to health warnings;
- Implementation of the provisions of the regulations on advertising and promotion of tobacco ;
- Restrictions on access and availability by increasing taxes on tobacco products.

## Implementation of article 5.3 of the FCTC

## **Principle of the FCTC**

Article 5.3 of the FCTC states that: " In setting and implementing their public health policies with respect to tobacco control, Parties shall ensure that these policies are not influenced by commercial and other vested interests of the industry tobacco , in accordance with national legislation. "

## **Legal provisions and regulations**

The protection process of developing and implementing national public health policies with respect to tobacco control is a key measure of the FCTC because it aspires to preserve the interests of public health of any conciliation with the commercial interests of the tobacco industry . It promotes full transparency in interactions between public officials and the tobacco industry when they are needed.

The draft anti-tobacco law in Cameroon, is not yet adopted , but its Article 1 enshrines the primacy of public health activities over those related to economic interests relating to tobacco.

## **Results and noticeable windfalls**

Three administrations share their skills and are in regular contact with economic actors tobacco sector in Cameroon : the Ministry of Public Health, the Ministry for Trade and the Ministry of Finance . The Ministry of Public Health is more open about his relationship with the tobacco industry.

Consultation frameworks in which the tobacco industry would have to make his

views on public health policies with respect to tobacco control do not officially exist.

The absence of transparency noticed at certain levels of decision is maintained by the combination of two factors : lack of knowledge on FCTC provisions relating to the protection of public policy against commercial and other vested interests of the tobacco industry and the lack an institutional body responsible for defining and implementing a comprehensive tobacco control policy .

Cameroon is a tobacco producer country. This crop has been facing problems for a decade through unspoken bankruptcies. But the Ministry of Agriculture and Rural Development (MINADER ) since last year encourages its growth by awarding grants especially to the Federation of Tobacco Growers ( FPTC ) of the Eastern Region . Thus, a retired former regional representative of MINADER was installed as president of the FPTC . The presence of the tobacco industry is effective in Cameroon. The SITABAC works marginally through an activity mainly directed by the production of packaging containers. Recently installed a few miles from the University of Yaoundé II- Soa, FAFINSA declares it grows palm oil, but underground produces , processes and sells tobacco ( GOAL SEAL) . It manufactures and distributes advertising gadgets.

The appointment of former officials of

the tobacco industry in the government is not proven. However, retired senior officials ranked as General Manager and Member of the National Assembly would work for the tobacco industry.

The tobacco industry is also a member of GICAM ( Groupement Inter employer of Cameroon) Government economic partner.

In Cameroon, there is no formal mechanism to identify and denounce the activities of the tobacco industry. However, the establishment of a platform for exchange of practices of the tobacco industry is part of the activities of C3T .

The tobacco industry uses several tactics to market its products. This includes :

- Distribution of gadgets, umbrellas, tee-shirts , posters colors of the IDT,
- The sponsorship of sports and cultural activities,
- The organization of games and competitions to public attention offering various gadgets after purchase of tobacco products . Using the youth for marketing communication in large cities .
- Anonymous support of the Industry to sporting and cultural events. Support for organizing a golf tournament in a seaside town with a strong touristic attraction .

The tobacco industry highlights its social responsibility as it generates 17 billion in tax revenue in Cameroon and is considered as one of the major providers of employment.

In communities, the industry builds drinking water points and plans to establish a code of conduct and ethics.

The tobacco industry trains its actors who are completely closed to all requests for information on activities.

Some, if any, are ready for questions and prepared to use force to brutalize mandated investigators. Anonymous calls to all the people working or suspected to work for anti tobacco have been widely recorded. Some impostors claim to be former judges, lawyers, sworn bailiffs and notaries.

In addition, the direct stakes of ministerial departments involved in tobacco control remain divergent as a comprehensive policy recognizing and affirming the principle of the primacy of public health interests over any other interest of the state, including economic interests is not defined and communicated to all administrations involved in tobacco control.

The adoption of the National Anti tobacco law should be ensured by affirming the principle of exclusion of the tobacco industry and of any process of any organ to develop and implement public health policies in tobacco control and to provide for stricter sanctions for

leaders in tobacco control that would have proved collusion with the tobacco industry. This suggests continuous monitoring of activities of the tobacco

industry suspected of delaying the process of adoption of the bill

# Implementation of article 13 of the FCTC

## **Principle of the FCTC**

The Parties recognize that a comprehensive ban on advertising , promotion and sponsorship would reduce the consumption of tobacco products .

As a minimum, and in accordance with its constitution or constitutional principles measure, each Party undertakes to prohibit all forms of tobacco advertising , promotion and sponsorship that promote a tobacco product by false, misleading or deceptive means or in a way that is likely to create an erroneous impression about its characteristics, health effects , hazards or emissions .

## **Legal provisions and regulations**

Law No. 2006/018 of 29 December 2006 governing advertising in Article 39 paragraph 1 , 2 and 3 prohibits any form of advertising for cigarettes and other tobacco products in national magazines, on billboards , on the radio and television . On other media (Internet, video or audio cassette and compact disc, movies, cinema and theaters ), advertising on cigarettes and other tobacco products is prohibited.

However, bans on advertising of tobacco promotion and sponsorship to be effective must be comprehensive and applicable to all forms of advertising, promotion and sponsorship. As recalled in the guidelines for the application of Article 13, communication currently uses an integrated approach to advertising and promoting the purchase and

sale of products, including direct marketing, public relations, sales promotion, personal selling and interactive marketing methods online. If the prohibition applies only to certain forms of tobacco advertising, tobacco industry inevitably transfers expenditures to other advertising strategies which are much more sophisticated, promotion and sponsorship are diverted using creative ways to promote products and tobacco use, especially among young people.

By ratifying the FCTC, Cameroon is committed to take steps to implement a comprehensive ban on advertising, promotion and sponsorship.

## **Results and noticeable windfalls**

Law No. 2006/018 of 29 December 2006 governing advertising in Cameroon banned in its Article 39, advertisements for cigarettes and other tobacco products in the press , by means of radio broadcasting, television broadcasting , display advertising and film or any other similar structure. This provision seems to be the most respected by the tobacco industry.

In addition, compliance with the rules on advertising of tobacco and its products, call for the vigilance of companies in the communications sector whose responsibility would be directly engaged in case of messaging or spots for the tobacco industry .

However, the tobacco industry has developed alternative strategies exploiting the limits of the said law.

Indeed, the economic operators of the tobacco sector in Cameroon readjusted their advertising strategies by refocusing on targeted marketing . The use of rolling stock and advertising outlets is common practice.

Meanwhile, we have seen a spread of kiosks , posters, vehicles, umbrellas, T-shirts , caps and other gadgets bearing the logos of tobacco companies and cigarette brands.

Retailers have naturally adopted these new free sale tools that allow them to stimulate impulse purchases of tobacco

products by an attractive display of their goods. New Year's and Christmas gifts distributed to small businesses, including umbrellas, kiosks with the colors of cigarette brands ensure their presence and permanent visibility in markets and roadside of towns in Cameroon.

The growing presence of visibly attractive scented and fluorescent products ... ( Sold alongside consumer products (mineral water , sweets, biscuits , chocolates ... ) should be noted as shown in the images below:





Fig . 3 and 4 Posters of raffle games in the cities of Ngaoundere and Ebolowa



Fig . 7: street vendor in the city of Yaounde.

Figures 1 and 2: Stand in the colors of Benson & Hedges brand L & B, alongside current consumption products ( rue du Capitole Yaoundé)



*Fig.5 and 6: the vehicle with brand colors in the streets of Yaounde.*



*Fig.8 : proximity sale of tobacco products by a minor in the city of Ngaoundere*

# Conclusion and Recommendations

At the end of the preparation of this report, the civil society together under the banner of the Cameroon Coalition to Counter Tobacco, made the observation that " tobacco related activities in Cameroon generates significant revenues primarily intended to the tobacco industry and the state."

However, considering the plight of consumers, including health and social disasters induced by smoking, it is necessary to say that tobacco is an important weight for both the individual economy than the State.

Therefore, the civil society believes that the application of the principle of protection in the development and implementation of public health policy process is a prerequisite for any strategy for tobacco control measure. It then suggests to join the Government to :

- Popularize the principle of exclusion of the tobacco industry from any process and of any organ to develop and implement public health policies with respect to tobacco control and to provide for severe sanctions for the people in charge of tobacco control that would have proved collusion with the tobacco industry;
- Inform and educate those in charge of tobacco control on the irreconcilability between public health concerns and commercial and other vested interests of the tobacco industry ;
- Create an expanded inter-

ministerial body extended to the media and civil society responsible for formulating proposals for a comprehensive tobacco control policy and monitor the implementation of legal measures applicable to the activities of the industry;

- Publish a periodic report on the activities of the tobacco industry.
- Adopt measures to limit interactions with the tobacco industry and ensure the transparency of those taking place.
- Reject partnerships and non-binding agreements and those with binding strength with the tobacco industry.
- Avoid conflicts of interest for government officials or employees of the State.
- Require transparency and accuracy of information provided by the tobacco industry.
- Denormalize and, to the extent possible, regulate activities described as "socially responsible" by the tobacco industry, including but not limited to activities described as " corporate social responsibility ".
- Avoid giving preferential treatment to the tobacco industry.

- Establish a national anti-tobacco law devoting a total ban on direct and indirect advertising of tobacco products, including rolling stock and sales equipment.
- Prohibit any form of advertising on the sales point sale.
- Educate and involve the local authorities in the enforcement of the law on tobacco advertising , promotion and sponsorship.
- Strengthening the role of civil society in monitoring, reporting violations of the Tobacco Industry.



## About the Cameroon Coalition to Counter Tobacco.

The Cameroon Coalition to Counter Tobacco ( C3T ) was created to protect the Cameroonian people from the dangers of tobacco and smoking through a synergy of activities of civil society. It was legalized in 2006, and it currently has twenty associations and community-based groups including youth and women organizations.

The association aims to promote a tobacco-free Cameroon. It is focused on the objectives, principles and obligations of the FCTC and works to promote and monitor the implementation of the Framework Convention by the Cameroonian government.

The following achievements are put to the credit of the C3T :

- outreach activities are organized for young people in schools.
- Several Coalition members contributed to the project ATSA-Cameroon
- The Coalition is constantly advocating for strong legislation on tobacco control in Cameroon.
- The coalition also organized with the support of several partners, workshops for capacity building of CSOs and media advocacy as

well as technical monitoring of the activities of the tobacco industry.

C3T activities have truly revolutionized Tobacco Control in Cameroon.

In the same vein, the C3T organized a workshop to read the draft law against smoking in Cameroon.

It held awareness dinners with parliamentarians and government officials on the urgency of the adoption of anti-smoking legislation in accordance with the FCTC.

These activities have resulted in :

- The adherence of the Ministries of Health and Youth to Tobacco Control .
- A large-scale awareness of the population on the need to adopt an anti-tobacco law ;
- The building of the technical capacities of members of the C3T and Cameroonian civil society in tobacco control ;
- The total adherence of the media to tobacco control .

Finally, it is worth mentioning that members of the C3T are part of offices and boards of major African tobacco control organizations ( OTAF , IMPACT, ATCA ) .