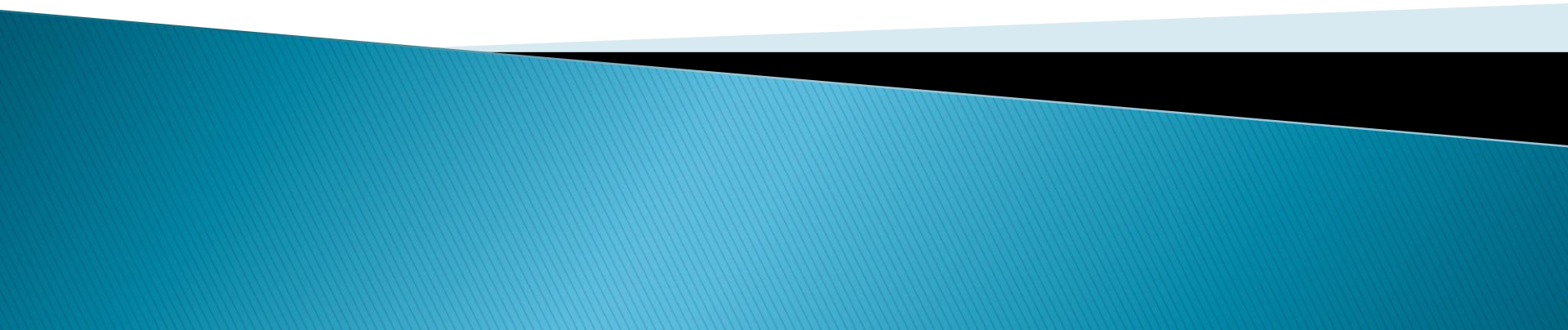
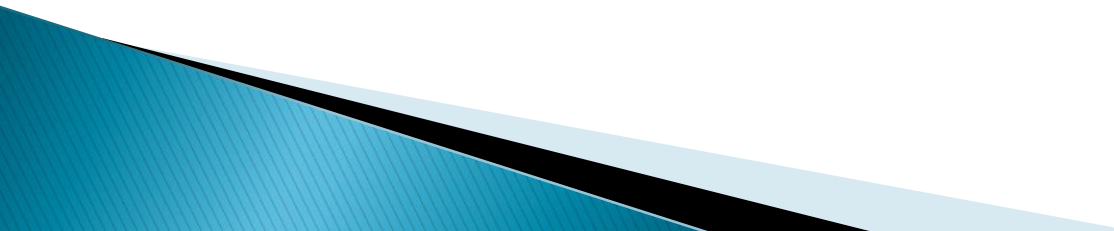


Tobacco Control Interventions and their impact on cancer prevalence in Kenya

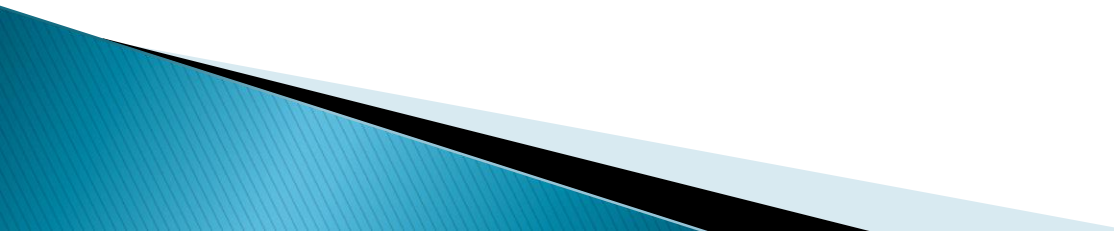


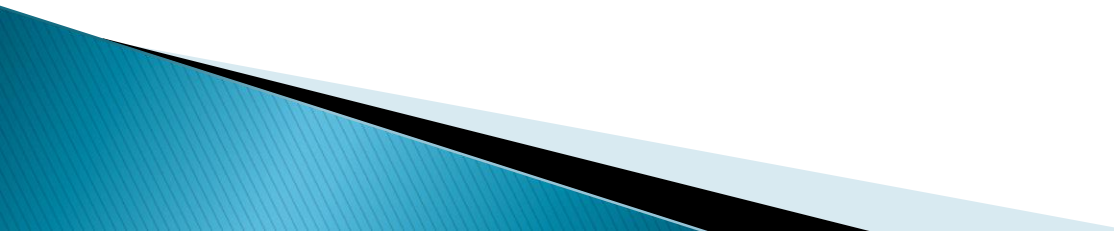
A paper presentation at the 3rd East African Multidisciplinary Research Conference held at the United States International University–Africa, 15th –17th November, 2016.

- ▶ Participants in the team include
**Nyamasyo E (KU), Nyarigoti, N (USIU–Africa),
Odaba, D (Uonbi); Awuor, Q (TUK), and
Wambua, B (DU)**

- ▶ This presentation is based on an on-going research on Tobacco control interventions and what impact these have on cancer prevalence in Kenya.
 - ▶ It further identifies key gaps in both policy and research documentation and makes recommendations on priority areas required to strengthen existing tobacco control programs.
- 

Background and rationale

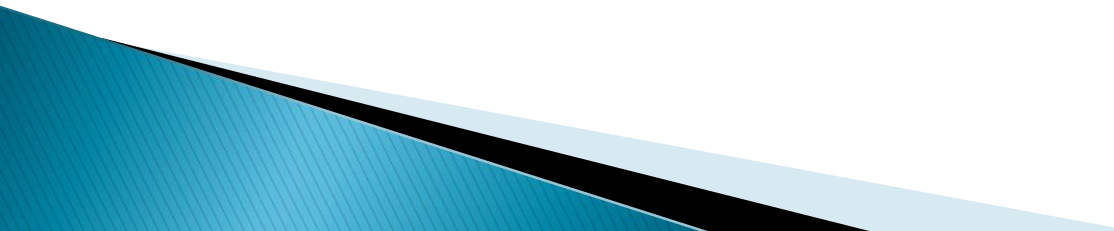
- ▶ Tobacco is grown in several parts of Kenya both at commercial and subsistence levels.
 - ▶ a large proportion of tobacco farming is commissioned by the six or so major companies in the country including the International British–American tobacco (BAT) Company, among others.
- 

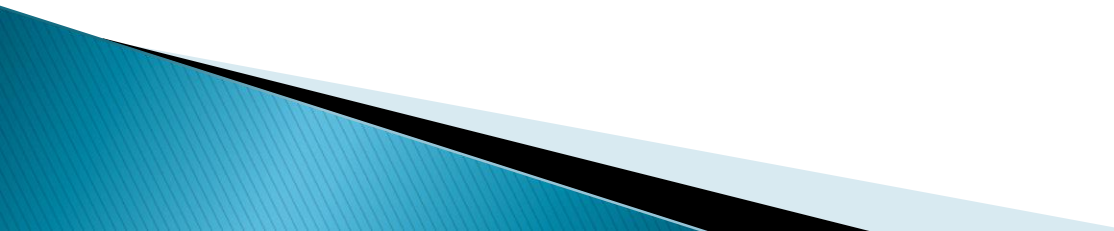
- ▶ Tobacco products manufactured through these companies are available throughout the country.
 - ▶ There are high consumption levels of tobacco in Kenya because of its ready availability in various forms including a large variety of cigarette brands, in the form of snuff; and in chewable quantities
- 

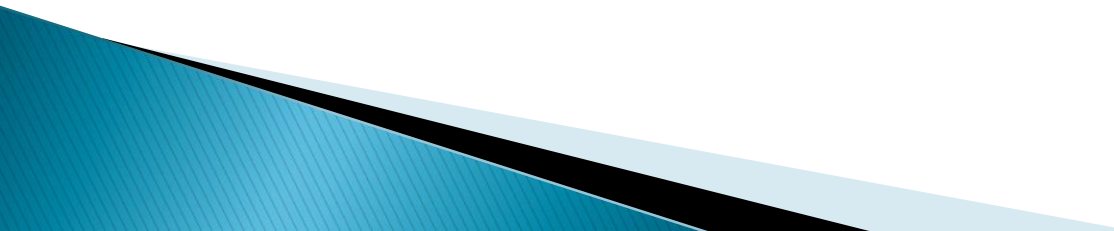
- ▶ Tobacco occurs as one of the major causers of ill health and available figures report inordinately high mortality rates due to direct and indirect tobacco use.
- ▶

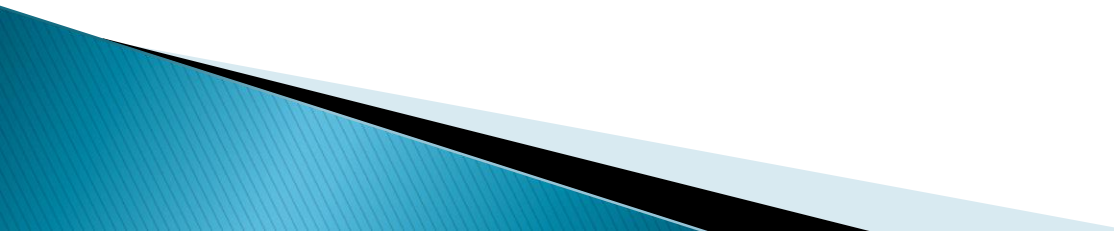
- ▶ A number of strategies have therefore in place the increasing negative consequences of tobacco among Kenyan as is evident across age, gender, and income levels.

- ▶ In line with the World Health Organization Framework Convention for Tobacco control (WHO FCTC) of which Kenya, like other countries, is a party, has provided the impetus for the need tobacco control measures put in place

- ▶ The Kenya National Tobacco Control Act (2007) provides the legal basis for the various tobacco control programmes and resulting activities;
 - ▶ The National Tobacco Control Policy, n Tobacco control, which is place to date outlines a number of strategies addressing various control measures
- 

- ▶ The four main objectives of the National Tobacco Control Action Plan 2010 – 2015 provides for a multi-sectoral tobacco control strategy.
 - ▶ The latest program targeting closer monitoring of the control-related activities include the directives on labeling and the use of recommended pictures on the packaging of tobacco products
- 

- ▶ Objectives of this study are three-fold:
 - ▶ 1. to identify, collate and critique available documentation on the existing Tobacco control measures
- 

- ▶ 2. to establish the impact of the documented strategies on tobacco control on tobacco use
 - ▶ 3. to provide consolidated documentation of the impacts of the existing tobacco control-related programmes and activities on tobacco use, especially among vulnerable groups.
- 

CONCLUSION

The findings of this research will be shared with all the stakeholders in an efforts to ensure Tobacco control measures are implemented and in the long run help prevent cancer prevalence in Kenya

Thank You!