

Kenya

Tobacco Control Policies

Kenya became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

Smoke Free Places: Smoking is allowed in designated smoking areas in most public places and workplaces. It is unclear whether smoking is prohibited in most means of public transport, including trains, buses, taxis, and aircraft.

Tobacco Advertising, Promotion and Sponsorship: The law prohibits virtually all forms of advertising and promotion of tobacco products. Although sponsorship by the tobacco industry is not completely prohibited, publicity of the sponsorship is prohibited.

Tobacco Packaging and Labeling: Rotating, combined picture and text health warnings must occupy 30 percent of the front (in English) and 50 percent of the back (in Kiswahili) of all tobacco product packages. Misleading packaging and labeling, which could include terms such as “light” and “low tar” and other signs, is prohibited.

Tobacco Taxation and Prices: The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Kenya are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	No
Primary and secondary schools	No	Public transport	No
Universities	No	Restaurants	No
Governmental facilities	No	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	Uncertain		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	Yes	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	11
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	40%	Warnings are written in the principal language(s)	Yes
Front	30%	Ban on misleading packaging and labeling	Yes
Back	50%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	250.00 KES	Total taxes	39%
In US dollars	2.32 USD	Total excise	25%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrolaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

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