

KENYA

Timeline of Tobacco Control Policies and ITC Surveys (KE)

Oct 8, 2007

Tobacco Control Act (Implemented Jun 2008)

- 14 rotating text-only warnings (30% front & 50% back)
- Ban on all advertising and sponsorship
- Sale of <10 cigarettes prohibited
- Ban on smoking in public places/workplaces except designated smoking areas (DSAs)
- Ban on misleading/deceptive packaging
- Disclosure of tar, nicotine, and other toxic constituents required
- Ban on automatic vending machines
- Markings required to determine
- Legal status of tobacco product

2010

National Tobacco Control Action Plan 2010-2015

- National Tobacco Control Action Plan created

Finance Act 2010

- Ad Valorem tax (4 brands on retail price and cigarette packages characteristics with specific floor)

2008

- Taxes on most sold brand of cigarettes increased to 55% of retail price

2012

Finance Act

- Excise Duty Rate for cigarettes = KES 1,200 or 35% of retail price
- Simplification of the tax structure from 4 to 1 band

2014

Tobacco Control Regulations (Implemented Jun 2015)

- Regulations to strengthen the provisions of the 2007 TCA

2015 Excise Duty Act

- Flat rate of KES=2,500 per mille for all cigarettes

Jun 5, 2015

Tobacco Control Regulations

- 15 new pictorial warnings (30% front & 50% back)
- Ban on smoking in cars with children
- Ban on smoking on streets/walkways near public places
- Certification of compliance required for DSAs
- Manufacturers & importers required to disclose product ingredients and sales data
- Specifies measures to prevent industry interference
- NOTE: regulations are partially implemented due to interference by BAT but eventually upheld by Supreme Court ruling in Nov 2019

Jun 2004

- FCTC ratification

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

Wave 1

Sep-Dec 2012

Tobacco User N=1,372

Non-User N=626



Survey Mode: Face-to-Face (F2F)

Respondent Types: Smoked Tobacco Users, Smokeless Tobacco Users, Mixed (Smoke+Smokeless) Tobacco Users, and Non-Users