



**Country profile  
Liberia**

**WHO Framework Convention on Tobacco Control (WHO FCTC) status**

|  |                   |
|--|-------------------|
| Date of signature                          | 25 June 2004      |
| Date of ratification (or legal equivalent) | 15 September 2009 |

**Socioeconomic context**

|              |            |
|--------------|------------|
| Population   | 4 615 222  |
| Income group | Low-income |

**National tobacco control programme as at 31 December 2016**

|  |     |
|--|-----|
| Specific national government objectives in tobacco control   | Yes |
| National agency or technical unit for tobacco control  | Yes |
| Number of full-time equivalent staff   | 2   |
| Government's expenditures on tobacco control, latest available year (. . .), in currency reported by country | ... |

**Summary of MPOWER measures**

| <b>M</b><br>MONITORING | <b>P</b><br>SMOKE-FREE<br>POLICIES | <b>O</b><br>CESSATION<br>PROGRAMMES | <b>W</b><br>HEALTH<br>WARNINGS<br>MASS<br>MEDIA |  | <b>E</b><br>ADVERTISING<br>BANS | <b>R</b><br>TAXATION<br>CIGARETTES<br>LESS<br>AFFORDABLE<br>SINCE 2008 |     |
|------------------------|------------------------------------|-------------------------------------|---|--|---------------------------------|--|-----|
|                        |                                    |                                     |   |  |                                 |  | ... |

The legend explaining the colours in this table appears at the end of this document.

The methods used to derive all data in this profile are described in the technical notes of the WHO report on the global tobacco epidemic, 2017.

# WHO report on the global tobacco epidemic, 2017

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## Prevalence of tobacco use

Tobacco use data from the latest survey results as at 31 December 2016

| Prevalence (%) | Youth tobacco use   |                           | Adult tobacco smoking <sup>1</sup> |       | Adult cigarette smoking |       |
|----------------|---------------------|---------------------------|------------------------------------|-------|-------------------------|-------|
|                | Current tobacco use | Current cigarette smoking | Current                            | Daily | Current                 | Daily |
| Male           | 14.2                | 2.0                       | 10.2                               | ...   | 9.6                     | ...   |
| Female         | 11.8                | 1.2                       | 0.8                                | ...   | 0.3                     | ...   |
| Total          | 13.6                | 2.1                       | ...                                | ...   | ...                     | ...   |

Youth: Global Youth Tobacco Survey (Monrovia), 2008; Subnational, ages 13-15

Adult: Demographic and Health Survey, 2013; National, ages 15-49

<sup>1</sup> All tobacco use reported in lieu of tobacco smoking.

Smokeless tobacco use data from the latest survey results as at 31 December 2016

| Prevalence (%) | Youth smokeless use           | Adult smokeless use           |
|----------------|-------------------------------|-------------------------------|
|                | Current smokeless tobacco use | Current smokeless tobacco use |
| Male           | 9.0                           | 1.1                           |
| Female         | 6.6                           | 3.1                           |
| Total          | 8.3                           | 2.1                           |

Youth: Global Youth Tobacco Survey (Monrovia), 2008; Subnational, ages 13-15

Adult: STEPS Survey, 2011; National, ages 25-64

## WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2015

These rates are modelled using all national survey data published since 1990 to estimate the underlying prevalence trends by sex, then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data from 2015. See the report for further details.

| Prevalence (%) | Any smoked tobacco |       | Cigarettes |       |
|----------------|--------------------|-------|------------|-------|
|                | Current            | Daily | Current    | Daily |
| Male           | 18.3               | 14.7  | 13.8       | 10.9  |
| Female         | 1.6                | 1.2   | 0.5        | 0.4   |
| Both sexes     | 9.9                | 7.9   | 7.1        | 5.6   |

# WHO report on the global tobacco epidemic, 2017

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## Smoke-free environments

|   | 2016 | Compliance 2016 § |
|---|------|-------------------|
| <b>Complete* smoke-free laws exist in the following places:</b>   |      |                   |
| Health-care facilities  | No   | —                 |
| Educational facilities except universities                        | No   | —                 |
| Universities  | No   | —                 |
| Government facilities   | No   | —                 |
| Indoor offices and workplaces                                     | No   | —                 |
| Restaurants   | No   | —                 |
| Cafés, pubs and bars  | No   | —                 |
| Public transport  | No   | —                 |
| All other public places   | —    |                   |
| Compliance score §  |      | —                 |
| National law requires fines for smoking                           | —    |                   |
| Fines levied on the establishment                                 | —    |                   |
| Fines levied on the smoker  | —    |                   |
| Funds dedicated for enforcement                                   | No   |                   |
| Complaint system that requires an investigation after a complaint | Yes  |                   |

\*“Complete” is used in this report to mean that smoking is not permitted, with no exemptions allowed, except in residences and indoor places that serve as equivalents to long-term residential facilities, such as prisons and long-term health and social care facilities such as psychiatric units and nursing homes. Ventilation and any form of designated smoking rooms and/or areas do not protect from the harms of second-hand tobacco smoke, and the only laws that provide protection are those that result in the complete absence of smoking in all public places.

§ A score of 0–10. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

## Subnational laws on smoke-free environments

Subnational jurisdictions do not have the authority to adopt laws that ban tobacco smoking in any or all of the places mentioned above.

# WHO report on the global tobacco epidemic, 2017

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### Treatment of tobacco dependence as at 31 December 2016

◆ These data are sourced from the COP report, where one was submitted by the country.

† These data are partially sourced from the COP report, where one was submitted by the country.

Where no data are available, the table shows “. . .”. Where data were not required, the table shows “–”.

|   |   | 2016        |
|---|---|-------------|
| Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in Liberia? |   | No          |
| Nicotine replacement therapy (NRT, e.g., patch, gum, lozenge, spray or inhaler)   | Is this product legally sold in the country? ◆  | No          |
|   | Where and how can this product be legally purchased in your country?  | –           |
|   | Does the national/federal health insurance or the national health service cover the cost of this product? ◆ | –           |
|   | Is any NRT on the country's essential drugs list?   | No          |
| Bupropion (e.g., Zyban, Wellbutrin)   | Is this product legally sold in your country? ◆   | No          |
|   | Where and how can this product be legally purchased in your country?  | –           |
|   | Does the national/federal health insurance or the national health service cover the cost of this product? ◆ | –           |
| Varenicline   | Is this product legally sold in your country? ◆   | No          |
|   | Where and how can this product be legally purchased in your country?  | –           |
|   | Does the national/federal health insurance or the national health service cover the cost of this product? ◆ | –           |
| Is smoking cessation support available in the following places in your country?   | Health clinics or other primary care facilities †   | Yes in some |
|   | Hospitals †   | Yes in some |
|   | Office of a health professional †   | Yes in some |
|   | In the community  | No          |
|   | Other †   | No          |
| Does the national/federal health insurance or the national health service cover the cost of this support?                     | Health clinics or other primary care facilities ◆   | No          |
|   | Hospitals ◆   | No          |
|   | Office of a health professional ◆   | No          |
|   | In the community  | –           |
|   | Other †   | –           |

# WHO report on the global tobacco epidemic, 2017

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## Health warnings on tobacco packages

|   | 2016       |                      |                   |
|---|------------|----------------------|-------------------|
|   | Cigarettes | Other smoked tobacco | Smokeless tobacco |
| Does the law mandate that health warnings appear on tobacco packages?   | No         | No                   | No                |
| What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED | —          | —                    | —                 |
| What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?            | —          | —                    | —                 |
| What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?             | —          | —                    | —                 |
| Does the law mandate that the warning be placed at the top of the principle display areas of the package?                                   | —          | —                    | —                 |
| Does the law mandate font style, font size and colour for package warnings?   | —          | —                    | —                 |
| Are the health warnings rotating on packages?   | —          | —                    | —                 |
| Are the health warnings on packages written in the principal language(s) of the country?  | —          | —                    | —                 |
| Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?       | —          | —                    | —                 |
| Do the health warnings on packages include a photograph or graphic?   | —          | —                    | —                 |
| Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?                                  | —          | —                    | —                 |
| Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?                      | —          | —                    | —                 |
| Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?                               | —          | —                    | —                 |
| Do health warnings on packages describe the harmful effects of tobacco use on health?   | —          | —                    | —                 |
| Does the law mandate specific health warnings on packages?  | —          | —                    | —                 |
| How many specific health warnings are approved by the law?  | —          | —                    | —                 |

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Liberia

### Health warnings on tobacco packages (continued)

|   | 2016       |                      |                   |
|---|------------|----------------------|-------------------|
|   | Cigarettes | Other smoked tobacco | Smokeless tobacco |
| Does the law require or establish fines for violations regarding health warnings on packages?   | —          | —                    | —                 |
| Are there any laws requiring that tobacco packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?    | No         | No                   | No                |
| Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?                       | No         | No                   | No                |
| Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?  | No         | No                   | No                |
| Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark?                     | No         | No                   | No                |
| Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?  | No         | No                   | No                |
| Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?   | —          | —                    | —                 |
| Does the law prevent the display of expiry dates on tobacco packaging?  | No         | No                   | No                |
| Is it mandatory for the quit line number to appear on packaging or labelling?   | No         | No                   | No                |
| Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)? | No         | No                   | No                |

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Liberia

### Anti-tobacco mass media campaigns between 1 July 2014 and 30 June 2016

Where no data are available, the table shows “. . .”. Where data were not required, the table shows “–”.

|  |       |
|--|-------|
| Was there a national campaign aired during the period?   | . . . |
| Was the campaign aired on television and/or radio?   | . . . |
| Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?  | . . . |
| Were the campaign materials tested with the target audience before the campaign was run?   | . . . |
| Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency? | . . . |
| Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc?   | . . . |
| Did you work with journalists to gain publicity or coverage in the news for the campaign?  | . . . |
| Was an evaluation done to assess the impact of the campaign?   | . . . |
| Was this campaign part of a comprehensive government tobacco control program?  | . . . |

# WHO report on the global tobacco epidemic, 2017

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## **Enforce** bans on tobacco advertising, promotion and sponsorship

|  | 2016 | Compliance 2016 § |
|--|------|-------------------|
| <b>Bans on direct tobacco advertising</b>  |      |                   |
| National TV and radio  | No   | —                 |
| International TV and radio   | No   |                   |
| Local magazines and newspapers   | No   | —                 |
| International magazines and newspapers   | No   |                   |
| Billboards and outdoor advertising   | No   | —                 |
| Advertising at point of sale   | No   | —                 |
| Advertising on internet  | No   |                   |
| Other direct bans  | No   |                   |
| Compliance score of direct bans §  |      | —                 |
| Law requires fines for violations of direct advertising bans   | —    |                   |
| <b>Bans on tobacco promotion and sponsorship</b>   |      |                   |
| Free distribution  | No   | —                 |
| Promotional discounts  | No   | —                 |
| Non-tobacco products identified with tobacco brand names   | No   | —                 |
| Brand name of non-tobacco products used for tobacco product  | No   | —                 |
| Appearance of tobacco brands in TV and/or films (product placement)  | No   | —                 |
| Appearance of tobacco products in TV and/or films  | No   | —                 |
| Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images | No   |                   |
| Sponsorship (contributions and/or publicity of contributions)  | No   | —                 |
| Ban on Corporate Social Responsibility activities (CSR)  | No   |                   |
| Tobacco companies/the tobacco industry publicizing their CSR activities  | No   |                   |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies   | No   |                   |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth   | No   |                   |
| Law explicitly bans tobacco products display at point of sale  | No   |                   |
| Other indirect bans  | No   |                   |
| Compliance score of indirect bans §  |      | —                 |
| Law requires fines for violations of indirect advertising bans   | —    |                   |
| Law completely bans tobacco vending machines   | No   |                   |
| Law bans internet sales of tobacco products  | No   |                   |

§ A score of 0—10, where 0 is low compliance. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

### Subnational laws on tobacco advertising, promotion and sponsorship

Subnational jurisdictions do not have the authority to adopt laws that ban some or all types of tobacco advertising, promotion and sponsorship mentioned above.



# WHO report on the global tobacco epidemic, 2017

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## Tobacco taxation policy and prices as at 31 July 2016

### Price of lowest cost brand of cigarettes (Sir)

|   |  | Country-reported value for 2016 |
|---|--|---------------------------------|
| A | Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes | LRD<br>20.00                    |

### Price of premium brand cigarettes (Marlboro)

|   |  | Country-reported value for 2016 |
|---|--|---------------------------------|
| A | Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes | LRD<br>100.00                   |

### Taxes on the most sold brand of cigarettes (Bond Street)

|  | WHO's estimate for 2016 |
|--|-------------------------|
| <b>Price of most sold brand of cigarettes (standardized to a pack of 20)</b> |                         |
| In currency reported by country  | LRD 60.00               |
| In international dollars (purchasing power parity adjusted)                  | ...                     |
| In US dollars at official exchange rates                                     | 0.64                    |
| <b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>                  |                         |
| <b>Total taxes</b>   | <b>23.2%</b>            |
| Specific excise  | 0.0%                    |
| Ad valorem excise  | 14.5%                   |
| Value added tax (VAT) or sales tax   | 6.5%                    |
| Import duty  | 2.0%                    |
| Other taxes (Ecowas levy)  | 0.2%                    |

⌘ Individual categories of tax may not add to total due to rounding.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Liberia

### Taxes on the most sold brand of smoked tobacco product other than cigarettes

|   | WHO's estimate for 2016 |
|---|-------------------------|
| <b>Price of most sold brand of . . . (standardized to 20mg)</b> |                         |
| In currency reported by country                                 | ...                     |
| In international dollars (purchasing power parity adjusted)     | ...                     |
| In US dollars at official exchange rates                        | ...                     |
| <b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>     |                         |
| <b>Total taxes</b>  | ...                     |
| Specific excise   | ...                     |
| Ad valorem excise   | ...                     |
| Value added tax (VAT) or sales tax                              | ...                     |
| Import duty   | ...                     |
| Other taxes   | ...                     |

⌘ Individual categories of tax may not add to total due to rounding.

### Taxes on the most sold brand of smokeless tobacco product

|   | WHO's estimate for 2016 |
|---|-------------------------|
| <b>Price of most sold brand of . . . (standardized to 20mg)</b> |                         |
| In currency reported by country                                 | ...                     |
| In international dollars (purchasing power parity adjusted)     | ...                     |
| In US dollars at official exchange rates                        | ...                     |
| <b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>     |                         |
| <b>Total taxes</b>  | ...                     |
| Specific excise   | ...                     |
| Ad valorem excise   | ...                     |
| Value added tax (VAT) or sales tax                              | ...                     |
| Import duty   | ...                     |
| Other taxes   | ...                     |

⌘ Individual categories of tax may not add to total due to rounding.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Liberia

### Annual tax revenues from tobacco products at the national/federal level

|  | Most recent data to be reported |
|--|---------------------------------|
| Is tax revenue data for all tobacco products or cigarettes only?                   | All Tobacco products            |
| Year   | 2015                            |
| Currency   | USD                             |
| Total Excise (specific and ad valorem)   | 1 795 652.89                    |
| Value added tax (VAT) and other sales taxes  | 484 826.28                      |
| Import duties and all other taxes (excluding corporate taxes on tobacco companies) | 243 437.05                      |
| Total  | 2 523 916.22                    |

### Supplementary tax information

|   | Most recent data to be reported |
|---|---------------------------------|
| Type of excise applied  | Ad valorem excise               |
| Uniform excise tax applied<br>Yes (uniform), No (tiered/varying rates)  | Yes                             |
| Greater reliance on specific tax in mixed excise regime   | —                               |
| Minimum specific tax applied in ad valorem or mixed excise regime   | No                              |
| Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT) | No                              |
| Specific tax component automatically adjusted for inflation (or other)  | —                               |
| Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)             | ...                             |
| Tax stamps applied on tobacco products  | No                              |
| Bans or limits on duty free imports by travellers   | Neither                         |
| If duty free imports are limited, duty free allowance (number of cigarette sticks)  | —                               |

### Affordability

|   |     |
|---|-----|
| % of GDP per capita required to purchase 100 packs of the most sold brand of cigarettes (the higher the %, the less affordable) | ... |
| Cigarettes are less affordable in 2016 compared to 2014   | ... |
| Cigarettes have become less affordable between 2008 and 2016 (trend average)  | ... |

**Legend: Summary of MPOWER measures (see page 1)**
**MONITORING: PREVALENCE DATA**

|  |   |
|--|---|
|  | No known data or no recent data or data that are not both recent and representative |
|  | Recent and representative data for either adults or youth                           |
|  | Recent and representative data for both adults and youth                            |
|  | Recent, representative and periodic data for both adults and youth                  |

**SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS**

|  |   |
|--|---|
|  | Data not reported/not categorized   |
|  | Complete absence of ban, or up to two public places completely smoke-free   |
|  | Three to five public places completely smoke-free   |
|  | Six to seven public places completely smoke-free  |
|  | All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation) |

**CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE**

|  |  |
|--|--|
|  | Data not reported  |
|  | None   |
|  | NRT and/or some cessation services (neither cost-covered)                  |
|  | NRT and/or some cessation services (at least one of which is cost-covered) |
|  | National quit line, and both NRT and some cessation services cost-covered  |

**HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES**

|  |  |
|--|--|
|  | Data not reported  |
|  | No warnings or small warnings  |
|  | Medium size warnings missing some appropriate characteristics OR large warnings missing many characteristics         |
|  | Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics |
|  | Large warnings with all appropriate characteristics  |

**MASS MEDIA: ANTI-TOBACCO CAMPAIGNS**

|  |   |
|--|---|
|  | Data not reported   |
|  | No national campaign conducted between July 2014 and June 2016 with duration of at least three weeks  |
|  | National campaign conducted with one to four appropriate characteristics  |
|  | National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio |
|  | National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio                             |

**ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP**

|  |   |
|--|---|
|  | Data not reported   |
|  | Complete absence of ban, or ban that does not cover national television, radio and print media                                      |
|  | Ban on national television, radio and print media only  |
|  | Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising          |
|  | Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by complete subnational legislation) |

**TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES**

|  |                               |
|--|-------------------------------|
|  | Data not reported             |
|  | <= 25% of retail price is tax |
|  | 26–50% of retail price is tax |
|  | 51–75% of retail price is tax |
|  | >75% of retail price is tax   |

**AFFORDABILITY**

|            |  |
|------------|--|
| <b>YES</b> | Cigarettes less affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2016. |
| <b>NO</b>  | Cigarettes more affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2016.  |
| <b>↔</b>   | No trend change in affordability of cigarettes since 2008.   |