

Vision for Alternative Development (VALD)

A research consultant urgently needed

Economics of Tobacco in Ghana

A. BACKGROUND

While we have seen progress in the area of tobacco control since the entry into force of the WHO Framework Convention on Tobacco Control (FCTC), there has been a pronounced lag in the development of national tobacco control legislation and funding for sustained in-country work to implement and enforce laws. One of such legislation is measures to effectively raise tobacco tax.

Good tobacco tax policies have enormous potential to encourage quitting amongst tobacco users, prevent young people from initiation and simultaneously generate considerable tax revenue. The World Health Organization (WHO) recognizes Tax and price policies as one of the most effective strategies for combating the tobacco epidemic by reducing demand for tobacco and tobacco products.

At the National level, section 76(i) of the Tobacco Control Measure of the Public Health Act (Act 854) provides that the Minister, may in consultation with the Food and Drugs Authority by legislative instrument, make Regulations to provide for **“any other matter required to be prescribed or necessary for the effective implementation of the objects of this Part”**

For a long time the revenue generating potential of tobacco products and the health consequences have not been tapped. As the global epidemic of tobacco continues to cause millions of death globally and especially in developing countries; as evident in the recent outbreak of the COVID-19, it is time to consider the use of fiscal strategies to promote Public Health. However for any such changes to be acceptable to the Ministry of Health and other relevant policy makers and other key stakeholders, evidence on their feasibility is required.

B. PURPOSE OF THE CONSULTANCY

The Vision for Alternative Development would like the consultant to conduct a comprehensive study on Economics of tobacco in Ghana” and to review the legal and policy context of tobacco taxation as well as the broader environment of the tobacco sector, leverage on the existing study on tobacco taxation in Ghana to provide a holistic assessment of the impact smoking tobacco on COVID-19 patient as well as on public health. The research design should be cross-sectional touching on all the ecosystem of tobacco economics in Ghana **as it is**.

C. SCOPE OF WORK

The goal of this study is to provide critical evidence, for use mostly by policymakers for effecting Public Health and Tobacco Control friendly tax policies that contribute to the objectives of the Tobacco Control Act 2007 and comply with the Governments obligations under the WHO FCTC.

To review research on the economics of tobacco taxation and consumption in Ghana with a comparative regional and global perspective and make recommendations for tobacco tax policy that contributes to overall objectives of the National Tobacco Control Law and consistent with the Government obligations under of the WHO FCTC

The result of the study will inform the tax advocacy process. It is anticipated that the study will generate accurate and reliable data that will not only be a critical part of the advocacy process but also provide broad information for tobacco and related sectors in the production, distribution, consumption chain.

D. THE SPECIFIC TASKS INCLUDE

The consultancy shall provide data and analysis on the following:

1. Tobacco Industry: players, their numbers, history of entry, market share, operation style
2. Demand: size of the market/consumption, composition of the consumers, level of elasticity of demand
3. Taxes: Focus on both excise taxes and corporate taxes, details and design of administration, simulation. Any reported cases of tax evasion/avoidance
4. Employment: Estimate the real tobacco-related employment
5. Equity: Impact of tobacco use on the poor (majorly case studies)
6. illicit Financial Flows (IFFs) and Smuggling- Estimate the size of these problems
7. Health burden: What is the health burden of tobacco use on the economy? How about lost productivity?
8. In consultation with VALD, identify the relevant stakeholders in the sector for the purposes of the study as well as subsequent advocacy process
9. Make policy recommendations

Expected Deliverables

1. An inception report
2. Data collection and reporting schedule
3. Draft report
4. Power point presentation
5. Final report
6. Policy brief

Duration of the task

The duration planned for the development of advocacy strategy plan is 2 1/2 months from 1st July, 2021 – 15th September, 2021.

Qualifications for the Consultancy

1. Must be a Public University
2. A minimum of 5 years' experience and skills in taxation and economic research
3. Experience in public health and policy matters
4. Demonstrate experience of having undertaken similar consultancy
5. Good analytical and documentation/report writing skills
6. Good communication and facilitation skills
7. Excellent command of oral and written English
8. Cultural awareness and sensitivity to gender and disability issue

Process to follow

Interested consultants should send a CV and a letter describing interest in position, capability and relevant technical experience to conduct this study to info@valdghana.org / labrammusah@valdghana.org by 30th June, 2021, specifying 'Tobacco Economics Consultancy' in the email heading.