

Boys

Girls

Both Men and Women

Men

Women

Prevalence, Youth Smoking and Deaths.











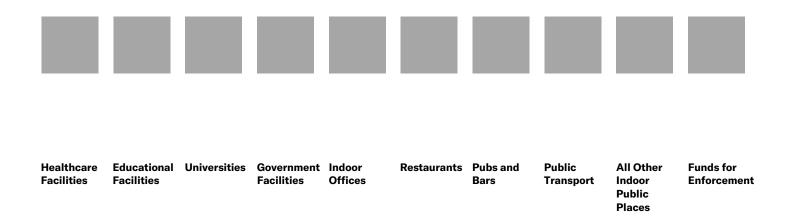
Health Effects.







Growing and Product Sales.



Cessation.

Quality of Tobacco Packaging Regulation

None Text warning label only Text warning label with graphic warning label Plain Packaging with text/graphic warning label

% of Pack Covered

Counter Marketing.

Ran a National Anti-Tobacco Campaign

Part Of A Comprehensive Tobacco Control Program

Pre-Tested With The Target Audience

Target Audience Research Was Conducted

Aired On Television And/Or Radio

Utilized Media Planning

Earned Media/Public Relations Were Used To Promote The Campaign

Process Evaluation Was Used To Assess Implementation

Outcome Evaluation Was Used To Assess Effectiveness

Mass Media.

 Overall Score
 Cigarette Price
 Change in Affordability Over Time
 Tax Share of Price
 Tax Structure

 Image: Cigarette Price
 Scorecard in .
 Scorecard in .
 Scorecard in .

National TV and radio Free distribution in mail or through other means International TV and radio Promotional discounts Non-tobacco products identified with tobacco brand International magazines and newspapers names Brand name of non-tobacco products used for tobacco International magazines and newspapers product Appearance in TV and/or films: tobacco brands (product Billboard and outdoor advertising placement) Advertising at point of sale Appearance in TV and/or films: tobacco products Prescribed anti-tobacco ads required for any visual Advertising on internet entertainment media product that depicts tobacco products, use or images Complete ban on sponsorship Any form of contribution (financial or other support) to any event, activity or individual **Ad Ban Compliance** Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals