

Men

Women

Men

Women

Boys

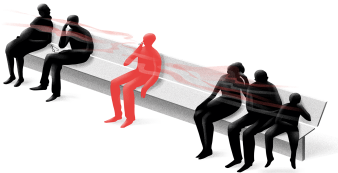
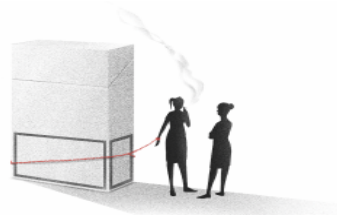
Girls

Both Men and Women

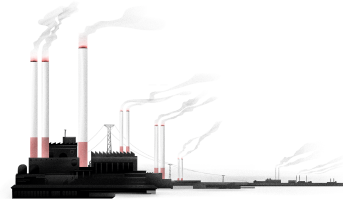
## Prevalence, Youth Smoking and Deaths.

Men

Women



Health Effects.



## Growing and Product Sales.



**Healthcare  
Facilities**

**Educational  
Facilities**

**Universities**

**Government  
Facilities**

**Indoor  
Offices**

**Restaurants**

**Pubs and  
Bars**

**Public  
Transport**

**All Other  
Indoor  
Public  
Places**

**Funds for  
Enforcement**

## Cessation.

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### Quality of Tobacco Packaging Regulation

### % of Pack Covered

None

Text warning label only

Text warning label with graphic warning label

Plain Packaging with text/graphic warning label

## Counter Marketing.

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**Ran a National Anti-Tobacco Campaign**

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**Part Of A Comprehensive Tobacco Control Program**

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**Pre-Tested With The Target Audience**

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**Target Audience Research Was Conducted**

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**Aired On Television And/Or Radio**

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**Utilized Media Planning**

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**Earned Media/Public Relations Were Used To Promote The Campaign**

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**Process Evaluation Was Used To Assess Implementation**

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**Outcome Evaluation Was Used To Assess Effectiveness**

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## Mass Media.



Overall Score

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Cigarette Price

Change in Affordability  
Over Time

Tax Share of Price

Tax Structure

Scorecard in .

National TV and radio

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International TV and radio

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International magazines and newspapers

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International magazines and newspapers

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Billboard and outdoor advertising

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Advertising at point of sale

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Advertising on internet

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Free distribution in mail or through other means

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Promotional discounts

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Non-tobacco products identified with tobacco brand names

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Brand name of non-tobacco products used for tobacco product

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Appearance in TV and/or films: tobacco brands (product placement)

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Appearance in TV and/or films: tobacco products

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Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images

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Complete ban on sponsorship

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Any form of contribution (financial or other support) to any event, activity or individual

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Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

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Ad Ban Compliance