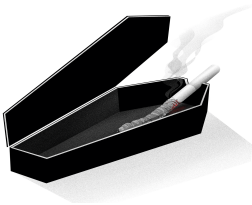




Men

Women

Prevalence, Youth Smoking and Deaths.



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.

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.

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
0				

Scorecard in .

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