



|      |  |       |  |                    |  |       |  |
|------|--|-------|--|--------------------|--|-------|--|
| Men  |  | Women |  | Men                |  | Women |  |
| Boys |  | Girls |  | Both Men and Women |  |       |  |

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

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|--|
| 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 |