



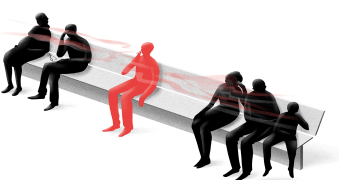
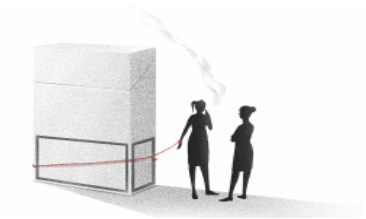
Men Women Men Women

Boys Girls Both Men and Women

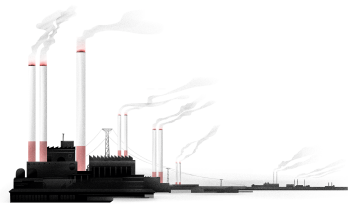
Men

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                      | 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 |