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Preface

Two years ago, our organizations launched the first of two rounds of a small grants research competition to support ratification, implementation and enforcement of the WHO Framework Convention on Tobacco Control (FCTC). Through these two rounds, 56 research grants have been awarded to researchers in South and Southeast Asia, Africa, Eastern Europe and Central Asia, the Middle East, Latin America and the Caribbean.

Together, we developed this competition because timely, relevant research is urgently needed to support the FCTC, an important tool in international tobacco control. The FCTC includes a range of tobacco control policy measures that have been shown to be effective in reducing tobacco consumption, including among others, steadily increasing tobacco taxes, banning tobacco advertising and promotion, and providing cessation assistance, public information and education.

In conceptualizing this competition, we were optimistic that this funding modality, which offers a large number of small grants over a short timeframe, had tremendous potential to influence tobacco control policy-making around the FCTC in low- and middle-income countries. With round 1 now completed, we are convinced more than ever of the positive impact that this competition is having on advancing the FCTC. Country-specific research is essential for providing evidence that will persuade policy-makers to adopt tobacco control policies to dramatically reduce the number of smokers around the world. This small grants research competition is an important step in gathering that evidence.

The competition has the added advantage of promoting tobacco control research in low- and middle-income countries and supporting capacity development among new researchers. As well, the competition has demonstrated the value of small grants in supporting tobacco control research and has launched a successful collaboration between our organizations.

We are delighted to showcase the results of the first round of research studies through this report. As you read through the summaries of each individual research project, we are certain you will share our enthusiastic assessment that these studies have fulfilled the competition’s central aim of providing high-quality and timely input into the FCTC decision-making process.

Our heartiest congratulations go out to all the researchers who participated in the first round of our competition for the outstanding successes they have realized. We look forward to the full implementation of the second round of the competition, which is currently underway, and extend our best wishes to those researchers who will be carrying out their important research studies throughout the course of this year.

As the initial funders of this small grants research competition, we are buoyed by its success, and we are currently considering options for expanding our collaboration beyond the second round of grants. We welcome potential donors to join with us in supporting this important FCTC-related research initiative.

January 2006
Executive Summary
Background

Tobacco use causes nearly 5 million preventable deaths worldwide each year. By the year 2020, the number of annual tobacco-related deaths could double to 10 million (Ezatti and Lopez, The Lancet 2003), with 70% occurring in low- and middle-income countries (WHR, 2002), unless rising trends in global tobacco consumption are halted. The current annual death toll and staggering predictions for the future underscore the need for resolute, coordinated action to prevent not only tobacco-related death and disease, but also the increasingly heavy burden of tobacco use on health care, productivity and development.

WHO Framework Convention on Tobacco Control (FCTC)

Adopted unanimously in May 2003 by the member states of the World Health Organization (WHO), the FCTC is the world’s first public health treaty. This historic treaty inspires international action to “protect present and future generations from the devastating health, social, environmental and economic consequences of tobacco consumption and exposure to tobacco smoke.” The adoption of the FCTC serves as a pivotal moment in international tobacco control, addressing measures relating to the reduction of both supply and demand for tobacco. On February 27, 2005, the FCTC entered into force and its obligations became legally binding for Parties to the Convention. A list of more than 100 countries that have now ratified or signed the treaty may be viewed at: http://www.who.int/tobacco/framework/countrylist/en/index.html.

The cross-border implications of tobacco advertising, manufacturing and legal and illegal sales make it imperative to address tobacco control issues at an international level. The global scope of the tobacco epidemic precludes individual countries from achieving optimal tobacco control on their own, no matter how effective their policies, programs and legislation. The FCTC supports collaborative efforts on transnational issues, presenting a unique opportunity for countries to coordinate their individual efforts and harmonize selected aspects of tobacco control, while tailoring other policies and programs to their individual needs.

The Need for Research to Support the FCTC

Research and experience from numerous countries around the world have demonstrated that one of the best ways to reduce the burden of tobacco use is to enact strong tobacco control policies. However, local decision-makers may need country-specific research to appreciate the need for ratification of the FCTC and implementation and/or enforcement of its provisions. This need is particularly acute in low- and middle-income countries where existing data on tobacco use is scarce and tobacco control legislation and programs are limited.

Launching of the Small Grants Research Competition

In response to this pressing need for research in low- and middle-income countries, Research for International Tobacco Control (RITC) of the International Development Research Centre (IDRC) in Ottawa, Canada, together with the Canadian Tobacco Control Research Initiative (CTCRI) and the American Cancer Society initiated a small grants research competition in January 2004 to support and inform ratification, implementation and/or enforcement of the FCTC. Preference was given to applicants located in low- and middle-income countries. A limited number of grants were available to a maximum of $10,000 Canadian Dollars each,
with a maximum duration of 12 months for project
implementation. The competition was extended the
following year to a second round of awardees and
the research is currently ongoing.

The central aim of the competition is to support
high quality research to provide timely evidence
to guide policy efforts and decision-making
around the FCTC. Two other important aims are
to stimulate interest among researchers in low-
and middle-income countries to become involved
in researching and promoting tobacco control in
their home countries, and to enhance tobacco
control research capacity in those countries.

Application, Review and
Selection Process

Applicants were required to submit an initial
project idea for review, and selected applicants
were invited to submit a full project proposal using
a standardized template. These proposals were
forwarded for independent review to a selection
committee comprised of an international team
of individuals having expertise in tobacco control
policy and population-level research. The selection
committee reviewed proposals based on the
following criteria:

• Potential for impact (weighting 40%)
• Quality and suitability of research proposal
  (weighting 30%)
• Suitability of applicant and research team
  (weighting 30%)

Final selection also considered other important
criteria such as national and regional
representation.

The Call for Proposals generated an outstanding
response and 121 project ideas were received. These
submissions spanned 60 different countries in six
regions (Africa, South and Southeast Asia,
Caribbean, Eastern Europe and Central Asia,
Latin America, and Middle East). Two project
ideas were global in scope and one included an
assortment of countries in the Pacific Islands.

Of these initial project idea submissions, 41
applicants were invited to submit full project
proposals and 24 projects were subsequently
awarded funding. The awardees were announced
in May 2004.

The tremendous interest and response generated by
the first Call for Proposals warranted the launching
of the second round of the competition in January
2005. At that time, Cancer Research UK joined
RITC/IDRC, CTCRI and the American Cancer
Society in supporting the small grants competition.
Through the second round, 104 project ideas
were received and 55 were invited to submit full
proposals. Of these, 32 received funding. A list
of the second round awardees and their projects is
included in Appendix 1. These research projects
are currently underway and most will be completed
by mid-2006.

Results from Round 1
of the Competition

A one-page summary of each grant from the
competition’s first round is provided on the
following pages. These summaries highlight the
work accomplished, findings obtained, impact and
utilization of project results, and dissemination
activities realized through each grant.

The impressive research conducted during the first
round of the competition reinforces the important
message that significant results can be achieved
through relatively modest funding and a short
timeframe.
These studies have involved policy-makers, parliamentarians, tobacco control advocates and other key stakeholders throughout the research cycle. Through that process, the research teams have succeeded in raising awareness of the FCTC and tobacco control issues among important constituents in each of the countries involved in these studies. This enhanced knowledge has in turn empowered national stakeholders to support tobacco control policies that comply with the requirements of the FCTC.

In more specific terms, many of these studies have directly impacted the policy-making process. Some selected examples include:

- **Tanzania** – researchers compared the provisions of the FCTC with existing national tobacco control legislation and used the study’s results to provide input into a Cabinet paper on ratification of the FCTC.

- **Pacific Island States** – the Pacific Forum Trade Ministers cited this research study in announcing the Forum’s decision to postpone any inclusion of tobacco and alcohol in the Pacific Island Countries Trade Agreement for two years, during which time additional research on the health and social impact of the trade agreement will be conducted.

- **Bangladesh** – researchers provided input into the Rules Committee for the National Tobacco Control Act using results from their study, which revealed weaknesses in existing tobacco control legislation vis-à-vis the FCTC.

- **Philippines** – the study’s results on tobacco-related healthcare expenditures were presented to the Senate Committee on Foreign Affairs’ hearing on FCTC ratification in January 2005. The treaty was subsequently ratified in June 2005.

- **Argentina** – research results on the economic burden of smoking were used to inform legislators in support of a smoke-free initiative in public office buildings in the province of Jujuy. Researchers on another project in Argentina who examined tobacco advertising and its impact on youth, worked closely with policymakers on a proposed bill to restrict tobacco advertising in Buenos Aires and that bill was subsequently voted into law.

- **Kyrgyzstan** – researchers presented the study’s findings on smoking prevalence rates in the country to the President’s Administration, which is the institutional body responsible for drafting a National Strategy for Tobacco Control and considering ratification of the FCTC.

- **Ecuador** – the results of the political mapping exercise conducted through this study on factors influencing FCTC ratification were instrumental in the favourable assessment of the FCTC by the country’s Attorney General and the office of the Crown Prosecutor. Subsequent discussion of the FCTC by the National Congress has, however, been hindered by legal obstacles.

- **India** – researchers provided input into the Rules Committee for the National Tobacco Control Act and also advised Ministry of Health officials on implementing pictorial health warnings on cigarette, bidi and gutkha packages.

Some studies have also had success at the program level. In Ukraine, for example, the project findings on public attitudes to tobacco control were incorporated into a teaching program on women’s health at the University of Kiev – Mohyl Academy. In Bulgaria, presentation of the study’s findings on passive smoking in the workplace to staff and employers at the Metropolitan Hygiene and Epidemiology Inspectorate in Sofia resulted in the development of health initiatives for staff and the establishment of a separate ventilated smoking area at the worksite. Other Inspectorates in the country have expressed interest in carrying out similar studies in their worksites. One study in Argentina revealed that physicians are inconsistent in registering smoking behaviour data on patients’ charts, and the physicians involved in that study have subsequently prepared recommendations in this regard for the consideration of hospital administrators.
Dissemination Strategies

The grantees are using a variety of modalities to disseminate their research findings to a number of different target audiences. Researchers in Lebanon, Mexico, Kyrgyzstan, South Africa, Poland and Georgia have submitted articles to international peer-reviewed journals. Other grantees in Bangladesh, Lebanon, Philippines, Armenia and Argentina have made effective use of the media to disseminate results through press releases, press conferences, local newspaper and magazine articles, and television and radio programs. The results from Brazil on corporate social responsibility of the tobacco industry may be incorporated into PAHO/WHO’s Corporate Social Responsibility series. The Polish study on cigarette sales through the internet will be disseminated through the working paper series of the International Tobacco Evidence Network (ITEN). Several research teams are preparing policy briefs summarizing salient research findings for presentation to policy-makers. Many of the grantees have submitted abstracts for the World Conference on Tobacco or Health to be held in July 2006.

Networking and Capacity Building

In November 2005, RITC/IDRC organized a workshop in Ottawa that brought together researchers from both the first and second rounds of the competition. The workshop achieved a number of important objectives, including:

- capturing lessons learned from the research;
- strengthening the researchers’ capacity through interaction with peers and participation in specific learning sessions;
- providing an opportunity for researchers to develop networks;
- planning research dissemination strategies;
- evaluating the small grants competition process with input from the researchers.

The research awards granted through the second round of the competition are now well underway. Networking among research teams from both the first and second rounds of the competition is continuing through RITC/IDRC’s efforts to create a virtual communication platform known as a D-Group (Dialogue for Development). The researchers have actively embraced the D-group and RITC/IDRC is confident that the face-to-face meeting in Ottawa combined with this virtual communication platform is resulting in the burgeoning of a ‘community of practice’ among the small grant recipients.
Summaries of Round 1 Grants (2004 Awardees)

Small Grants Research Competition to Support and Inform Ratification, Implementation and/or Enforcement of the FCTC
Evan Blecher, South Africa

University of Cape Town

Work accomplished:

• Prepared a survey questionnaire to estimate the impact of the smoking ban on the restaurant industry. Also used an econometric model to analyse same.
• Compiled a survey database using random sampling from online, public access source. The database includes 1657 entries of individual restaurants that were randomized.
• Conducted 1431 surveys via telephone interviews on restaurants that were randomly drawn from the database. Of these, 1011 surveys were included in the analysis.
• Obtained data from the South African Revenue Service. This data was analysed independently from the survey to augment the findings.

Findings:

• Results from the econometric analysis indicated that the imposition of smoking restrictions had little or no effect on restaurant revenues. Any effect is estimated to be positive. The specific result indicates that the magnitude of the effect on revenues was greater than those estimated in state level studies in the United States.
• Survey results corroborated the results of the econometric analysis. The overwhelming majority of restaurants indicated positive impacts rather than negative effects. This result held over a number of categories of respondents, whether male or female, smoker, non-smoker or former smoker, and whether the restaurant was franchised or independent, high turnover or low turnover. Owners were slightly more pessimistic regarding effects of the legislation on the revenue of restaurants than restaurant managers. The costs of structural changes required to meet the requirement of the law were also found to be small.
• A problem in the design of the questionnaire was found too late to make amendments in that some restaurants indicated an initial negative effect of the legislation and positive long run effect. The design of the questions was unable to account for this. The nature of this project incurs a natural sample selection bias in that it is possible that some restaurants went out of business as a result of the legislation. However, no surveys were conducted prior to the introduction of the legislation. It may be the case that such restaurants would share similar characteristics and as such bias the results. Yet the results of the research do not indicate any negative effects and as such allow the researchers to assume that no such bias exists.

Impact and Utilization of Results:

This research provides needed evidence that this particular tobacco control policy is working in South Africa, and may encourage other developing countries to pass similar legislation. It will provide NGOs, tobacco control researchers and advocacy groups with solid evidence to lobby policy makers in favor of such legislation. The evidence will allow the general public, through the media, to be better informed about the effects of such policy when it is a matter of public debate.

Dissemination:

A summary of the findings will be circulated in the national press and media. An academic article focusing on the econometric model to estimate the impact of the ban will be submitted to the South African Journal of Economics. A second article focusing on the survey data will be submitted to the South African Medical Journal or Tobacco Control. If it is submitted to the South African Medical Journal, a third summary of both papers will be submitted to Tobacco Control. The results will also be presented at the weekly seminar series in the School of Economics at the University of Cape Town as well as the School of Economics at the University of the West of England, and at the Economic Society of South Africa’s biennial conference in Durban, South Africa. A non-technical report will be circulated through the local, national and regional press and presented to all members of the Public Health Committee in Parliament and other stakeholders, including restaurants and restaurant federations.
Raphael Kapiyo, Kenya
SocialNEEDS Network
completion date: June 30, 2005

A socio-economic assessment of the potential for diversification from tobacco to production of wood fuel for fish processing in Western Kenya

Work accomplished:
• Recruited and trained six research assistants through a two-day workshop.
• Designed and tested a questionnaire and other research instruments in the field.
• Interviewed 130 tobacco farmers and 118 fish processors from three districts (Migori, Homa Bay and Rachuonyo).
• Interviewed 12 key informants drawn from government administration, Ministry of Agriculture, Fisheries Department and agents of tobacco manufacturing firms.

Findings:
• Fish processing is dominated by women, while tobacco growing is dominated by men.
• Average amount spent on wood fuel by fish processors is about 2,000 KSH/week.
• Preferred fish processing methods are frying (44.9%), smoking (39%) and a combination of smoking and frying (15.3%). Since the cost of charcoal is prohibitive, the use of wood fuel is preferred.
• There was clear agreement among the fish processors that because of wood fuel scarcity in fish landing beaches, there is good market potential for supplying wood fuel to fish processors on the beaches. Over half (53.4%) of the fish processors currently obtain their wood fuel from tobacco growing areas, while 43.2% obtain it from non-tobacco areas.
• 90% of the fish processors identified afforestation as the most important strategy for improving wood fuel supply.
• Among tobacco growers, 78% reported using the fire curing method in tobacco production, which involves heavy use of wood fuel. 76.2% believe the supply of wood fuel is inadequate for curing tobacco. While tobacco farmers are harvesting trees, no attempts are being made to reforest.
• 50% of tobacco farmers buy wood fuel to supplement their own supply and some spend up to 50,000 KSH/yr on wood fuel. 37% of tobacco farmers sell wood fuel and reported earning on average 1,500 KSH last year. Of those who sold wood fuel, only 13.8% sold it to the landing beaches.
• Tobacco farmers recognize the high demand for wood fuel, including in the fish landing beaches, and that they can make money by selling it. They also recognize, however, that there is a decline in wood fuel availability in the tobacco growing areas.
• Tobacco farmers identified the following constraints for growing trees: drought, lack of seedlings, diseases, land scarcity, lack of capital. They identified the following support mechanisms that would help them to grow more trees: provision of seedlings, credit facilities, water.

Impact and Utilization of Results:
The research has confirmed that a potential market exists for tobacco farmers to sell wood fuel to fish processors on landing beaches. It has also identified both constraints and support mechanisms that need to be addressed for tobacco farmers to consider using more of their land for wood fuel production. The lack of support for afforestation requires immediate attention to address the problem of wood scarcity in the tobacco growing areas.

Dissemination:
The dissemination plan as described in the proposal is to disseminate the findings using a variety of formats, including reports, seminars, journal publications and radio interviews. The target audiences will be tobacco farmers, artisanal fish processors, policymakers and the general public.
Maïga Ibrahim, Niger  
SOS Tabagisme-Niger  

The illicit trade in tobacco as a contributing factor in the propagation of tobacco use in Niger

Work accomplished:

- Conducted documentary research in customs offices to obtain information on the volume of cigarettes smuggled into Niger and duties collected.
- Interviewed customs officials to ascertain main factors behind cigarette smuggling in Niger.
- Conducted interviews with 100 smokers aged 17-35 years at random border towns of Gaya (Bana, Bengou, Dioundiou) to collect information on the influence that smuggling has on cigarette consumption.

Findings:

- Two types of smuggling occur in Niger: transit smuggling and bootlegging.
- The main factors behind cigarette smuggling in Niger were found to be the porosity of the border with Nigeria, taxation differentials between neighboring countries, and the critical lack of resources among customs authorities.
- Smuggling ensures a steady supply of low-cost cigarettes into urban and village markets in towns such as Niamey, Dosso, Maradi and Tahoua. Recently, 67 of the 100 smokers interviewed indicated that they smoke the cheapest brands available (Standard Fine, Gold Seal).
- Customs duties are very low in Niger. Between 1999 and 2003, the State collected customs duties amounting to 25,704,445,525 CFA Francs on 371,427 imported cartons of cigarettes officially authorized for consumption. These cigarettes were valued at 38,819,935,430 CFA Francs. On 2,577,700 cigarettes declared for transit, the State received only 19,214,518,528 CFA Francs in customs duties, compared to a value of 147,275,915,597 CFA Francs.

Impact and Utilization of Results:

The research on cigarette smuggling is the first of its kind in Niger and lays a foundation for further research. The final report will be used to lobby parliamentarians and government officials to increase duties on cigarettes, increase the number of customs officers at border points and supply them with adequate resources, and ensure that legislative measures are consistent with the FCTC to control smuggling and the contraband transit of goods.

Dissemination:

A conference was held on the topic “cigarette taxation and smuggling in Niger” to inform Finance Ministry officials about the fiscal drain that cigarette smuggling represents and to propose appropriate measures to deter smuggling. The conference received wide coverage in the local media and four newspaper articles were published. The researchers were involved in the production of a film on “The Tobacco Cartel”, which will be shown at the International Francophone Conference on Tobacco Control in Paris, September 2006. The research study will be published in a booklet that will be disseminated via the Internet. The results were also shared at an international symposium on tobacco control in Niger in December 2005. The researchers are also planning to hold a national workshop to present the findings to government officials and parliamentarians.
Vincent Shauri, Tanzania

Lawyers’ Environmental Action Team (LEAT) completion date: January 31, 2005

Towards a tobacco control policy in Tanzania: the way forward

Work accomplished:
- Administered a survey questionnaire and conducted interviews with small-scale tobacco farmers, policy makers at the district and provincial levels, relevant officials in the Ministry of Health and Ministry of Agriculture and Food Security, the Tanzania Tobacco Board, and tobacco processors/merchants to ascertain their level of awareness of Tanzania’s Tobacco Products Regulation Act (TPRA) 2003 and the FCTC.
- Compared the provisions of the FCTC with existing tobacco control legislation.
- Drafted a tobacco control policy document appropriate for Tanzania.
- Formulated recommendations for more effective tobacco control policy and the need for speedy ratification of the FCTC.

Findings:
- The research has revealed that many Tanzanians have little or no knowledge of the existence of the FCTC or Tanzania’s TPRA.
- Tanzania’s existing tobacco control legislation has major weaknesses that make its enforcement ineffective. Furthermore, existing legislation must be strengthened to comply with the provisions of the FCTC. In this regard, the researchers’ final report and action plan for a national tobacco control policy recommends: a total ban on tobacco advertising, sponsorship, and promotion; a significant increase on taxes on all tobacco products; establishing a Public Education and Information Program to ensure that every Tanzanian understands the direct and indirect hazards of tobacco consumption for both smokers and non-smokers; increasing the size of health warnings on tobacco product packages to occupy at least 50% of the package; prohibiting smoking in all public places; legislating a total ban on tobacco sales to children; setting national goals, targets and guidelines to assist tobacco users to quit; and providing resources out of the income from tobacco taxation and other sources to ensure the achievement of these goals.

Impact and Utilization of Results:
The Ministry of Health invited LEAT to provide input into a Cabinet paper towards ratification of the FCTC. Through their participation in the project, many key stakeholders such as politicians, farmers and community leaders have gained knowledge of tobacco control issues, the rationale for adopting the FCTC and the urgent need to ratify it, and the importance of ensuring that Tanzania’s national tobacco control policy is consistent with the requirements of the FCTC.

Dissemination:
The research findings were discussed at a one day Stakeholders’ Workshop on Tobacco Control, on January 27, 2005. At this workshop, key stakeholders including representatives from the Ministry of Health, Ministry of Agriculture and Food Security, members of the National Tobacco Control Advisory Board, NGOs and the media were given a copy of the final research report entitled “Towards tobacco control policy in Tanzania: the way forward after the FCTC”.

Saifuddin Ahmed, Bangladesh
Work for a Better Bangladesh

Estimating financial costs of FCTC implementation for the Government of Bangladesh

Work accomplished:

• Compiled list of activities to be carried out to implement the FCTC and national tobacco control law (not completely accomplished: made list but could not determine the costs to government of carrying out these activities).

• Compiled a list of FCTC requirements that are not contained in the national law (which was passed on March 26, 2005).

• Conducted interviews with customs officials, NGO staff, and media to gather information on smuggling. Made recommendations to government in final report on how to reduce smuggling.

• Discussed taxation issues with two economists and included in final report information from international experience on the impact of tax increases on government revenue (not completely accomplished: did not make specific calculations regarding increased revenue from taxation but did show international trends).

Findings:

• Activities required to implement the FCTC and national tobacco control law: activate a National Steering Committee on Tobacco Control; specify activities of tobacco control cell; allocate a budget for tobacco control; further develop rules to accompany law regarding advertising, smoke-free places and packet warnings; raise tobacco taxes on all tobacco products; monitor the law's implementation.

• Gaps in national tobacco control law: Packet warnings are not rotational. Recommended pictorial warnings to cover 50% of packet. Advertising loophole – tobacco company logos permitted (though not brand logos) and there is room to advertise at point of sale because that section of the law is unclear. Oral tobacco products not clearly mentioned in the law. Need to strengthen smoke-free places legislation, which currently allows for creating smoking zones with no separation from no-smoking zones.

• Recommendations on reducing tobacco smuggling: a large warning in Bengali will help make smuggled packs easy to identify; smuggling is related to corruption, not to tax levels; need more effective monitoring and policing efforts.

Impact and Utilization of Results:

Findings are being used to prepare the rules that will accompany the national tobacco control law in order to close certain loopholes and clarify unclear sections (Work for a Better Bangladesh is part of the Rules Committee). Researchers met with government officials to suggest ways of strengthening law implementation and will also meet with the police to discuss their role in implementation. Results were utilized in two national workshops to inform members of the nationwide tobacco control network on what is in the current law, the weaknesses that exist, and how the network can support government to ensure proper implementation. Findings are being used to encourage other NGOs to continue to advocate for increases in tobacco taxes and for tobacco control policies that fall outside the scope of the current law, and to inform the general public about specific measures contained in the law.

Dissemination:

Articles have been printed in the media explaining what is included in the national tobacco control law and stressing gaps in the law and weaknesses in implementation. Held a seminar on May 30, 2005 on tobacco taxation, which was reported in the media. Results presented at a WHO-sponsored government meeting in Myanmar for SEAR countries. The meeting focused on the gaps between the FCTC and national laws. Printed and distributed 16,000 copies of the tobacco control law (gazette) to government officials and NGOs throughout the country. Final report provided to Members of Parliament, focal points of all tobacco-related ministries, NGOs and journalists, to help government officials in implementing the national law and ensure that public pressure is maintained.
Srinath Reddy, India

HRIDAY

Empowering policymakers and law enforcers to ensure early and effective implementation of the FCTC in India

Work accomplished to date:

• Conducted a comparative review of the existing tobacco control law in relation to the FCTC.
• Analyzed the strengths, weaknesses, opportunities and threats (SWOT) of the Indian Tobacco Control Act with reference to the FCTC, to identify modifications that are required to accommodate the provisions of the FCTC. (Sent to three reviewers for comments).
• Developed an interview guide to assess knowledge and perceptions of key informants at the state level regarding the FCTC. (on-going)
• Developed a structured questionnaire for school children, college students and adult members of households to ascertain their level of awareness of the FCTC and their opinions on implementing various provisions of the treaty. (on-going)
• Developed a self-administered questionnaire to assess the existing and required laboratory capacity for testing and regulation of tobacco products in India. (on-going)
• Field testing underway of five health warnings developed by HRIDAY for bidis, gutkha, and cigarettes to test their effectiveness and acceptability among focus group participants.

Findings to date:

• The Indian Tobacco Control Act is not in full compliance with the requirements of the FCTC. Key modifications that are recommended include: increasing tobacco taxes; prohibiting use of false descriptors; rotating warning messages; prohibiting sales by minors; promoting effective measures for cessation; establishing a national coordinating mechanism for tobacco control; strengthening laboratory capacities to undertake tobacco product testing; undertaking administrative measures within the Ministry of Agriculture and Ministry of Labor to promote economically viable alternatives to tobacco; restricting sale of duty free tobacco products; eliminating all forms of illicit trade in tobacco products including smuggling and counterfeiting; implementing tobacco control education, communication, training and public awareness programs.
• A potential barrier to effective implementation of the FCTC in India is lack of inter-Ministerial coordination.

Impact and Utilization of Results:

The involvement of officials from the Ministry of Health and the Ministry of Law and Justice in the comparative review of the FCTC and the Indian Tobacco Control Act has sensitized them to the FCTC and has provided motivation for quick implementation of tobacco control measures. Pictorial health warnings are being discussed with Ministry of Health officials who intend to announce health warnings on tobacco product packages soon. Discussions with Ministry of Health and Family Welfare officials regarding laboratory capacities in India is assisting them to assess the technical expertise in India that is currently available to undertake tobacco product testing. Involvement of Parliamentarians, policymakers and state level NGOs throughout the research process is raising awareness of the FCTC and tobacco control in India and empowering key stakeholders to support tobacco control policies.

Dissemination:

Recommendations based on the research findings will be effectively conveyed to policymakers through the project’s Principal Investigator who is a member of the “Rules Formulation Committee for the Indian Tobacco Control Act”, which is assisting the Government of India. A press conference is planned later in the project to inform policymakers and civil society groups of the results from the study and to encourage them to advocate for effective implementation of tobacco control legislation by State Health Ministries.
Carmelita Canila, Philippines

Filipino Consumers’ Will
completion date: January 31, 2005

Determining healthcare expenditure for tobacco-related disease (Philippines)

Work accomplished:

• Administered a survey to 147 households in Buri, a rural farming community in Burauen municipality, Leyte Province, and to 400 households in the urban city of Malabon, Metro Manila, to elicit the incidence of tobacco-related diseases and cost of tobacco consumption as a percentage of families’ monthly income.

• Determined the hospital cost of treating tobacco-related illness through two methods: (i) records of a government district hospital located near Burauen municipality were examined and treatment costs were calculated by the hospital’s administration department; (ii) reimbursement records for Region 8, the region to which Burauen belongs, were retrieved from the Philippine Health Insurance Corporation (PhilHealth), the country’s social health insurance fund.

• Conducted unstructured interviews with key personnel in the health care facilities in the research areas.

Findings:

• Smoking prevalence: In the rural area, 63.95% of household respondents were smokers and 36.05% were non-smokers. In the urban area, 42% of respondents were smokers and 58% were non-smokers.

• Leading reported tobacco-related diseases: urban area - acute respiratory tract infection, cardiovascular diseases, and bronchial asthma; rural area - influenza, acute respiratory infections and tuberculosis. In comparison, healthcare facilities reported bronchitis and bronchial asthma, cardiovascular disease and pulmonary tuberculosis as the leading illnesses for both the rural & urban communities surveyed. Healthcare facilities reported severe pneumonia, hemorrhagic cardiovascular accidents, myocardial infarction and cancer. All form part of the top ten leading causes of mortality in both rural and urban areas.

• Tobacco consumption and family income: families with smokers spend 9.5% of monthly income on tobacco consumption in the rural area and 7.33% in the urban area.

• Cost of treating tobacco-related diseases in government district hospital: PHP 894.98 (US$16.27) for myocardial infarction (average stay of one hospital day); PHP 1,984.36 (US$36.08) for cardiovascular accidents (av. stay of 2.32 hospital days); PHP 1,319.25 PHP (US$23.99) for cancer patients (av. stay of 2.5 hospital days); PHP 1,650.18 PHP (US$30) for bronchial asthma (av. stay of 2.85 hospital days).

• Hospital costs reimbursed by PhilHealth in Region 8, Philippines: tuberculosis ranked #3 in 2004 in terms of PhilHealth reimbursement costs (PHP 4,027.20 or US$73.22 per patient); hypertensive cardiovascular disease ranked #5 (PHP 3,642.06 or US$66.22 per patient); bronchial asthma ranked #8 (PHP 3,107.12 or US$56.49 per patient).

• Financing healthcare needs at household level: in the rural area, 53 respondents (36%) reported being treated in hospital within the last 12 months, 58% of whom came from smoking households. Of the 53 respondents, 64% used their own income to pay for healthcare; 4% obtained a loan or borrowed from a family member; 2% sold or pawned their personal property, the remainder either did not buy medicine or did not pay the healthcare provider. In the urban area, 164 respondents (41%) were treated in hospital, 48% of whom came from smoking households. Of the 164 respondents, 46% used their own income to pay for healthcare; 18% obtained a loan, 2% borrowed from a family member; 1% sold or pawned their personal property.

• Amount spent by government district hospital on tobacco-related diseases: hypertension cost PHP 316,895.22 or US$5,761.16; bronchial asthma cost PHP 203,613.16 or US$3,702.06; tuberculosis cost PHP 720,868.80 or US$13,106.71. The combined cost of treating these 3 diseases is PHP 1.24 million (US$22,569), which is 7.3% of the hospital’s annual budget.

Impact and Utilization of Results:

Results were presented in Jan 2005 to the Senate Committee on Foreign Affairs’ hearing on FCTC ratification. The treaty was subsequently ratified. Results are being presented to healthcare providers in Leyte province to aid in the adoption of the national law on tobacco control. Local government and rural health units in the Leyte province are in the process of formulating investment plans to decrease the incidence and mortality rates of cardiovascular diseases and cancer. These results are being used as a basis to upgrade the critical capabilities of district hospitals and rural health units in the province both in curative and preventive aspects.

Dissemination:

Research results have been submitted for publication to facilitate dissemination at the national level. The results were also disseminated in the Filipino Consumers’ Will radio program in February 2005. Appropriate information packages are being disseminated to municipal health officers in the province of Leyte and to community-based organizations to facilitate their tobacco control advocacy activities. The research team plans to present the results at the conferences of the Philippine College of Chest Physicians and the Philippine Medical Association.
Pham Thi Hoang Anh, Vietnam

Path Canada

completion date: March 15, 2005

Cigarette smuggling in Vietnam: problems and solutions

Work accomplished:

• Produced an extensive literature review from national and international sources.

• Conducted interviews with a wide range of persons working in government ministries, local agencies, border offices, and retail outlets.

• Prepared a questionnaire that was reviewed by an international tobacco control expert on smuggling, Mr. Luc Joossens.

• Visited frontier customs checkpoints in the North, South and Central areas of Vietnam. Developed a form to investigate tobacco smuggling situations in these areas.

• Collected information on the size of the smuggling problem, smuggling routes, distributors and consumers of illegally imported cigarettes, reasons for cigarette smuggling, implementation of tobacco control policy measures and legal regulations to combat smuggling.

Findings:

• Prior to 1990, up to 300-400 million packs of cigarettes were smuggled each year. Despite recent increased efforts by the Vietnamese government to control cigarette smuggling, it has remained high, at about 50-100 million packs per year. Smuggled cigarettes comprise as much as 10% of the Vietnamese market.

• Until recently, the brand most commonly smuggled was SE555. In recent years, the smuggling of international brands has increased. Presently, the most popular brands of smuggled cigarettes are 555, JET, HERO, WHITE HORSE, MALBORO, and DUNHILL.

• Main smuggling methods include: cross-frontier (overland or waterway), sea, air, and by illegal penetration from duty free shops. The mode of transportation varies from small-scale carrying by thousands of individuals, to large-scale movement by ship, boat, junk, motorized canoes or penetration via frontier pass (by colluding with customs staff or avoiding customs checks). Most common routes of cigarette smuggling: Vietnam-Lao and Vietnam-Cambodia frontiers.

• The buying and selling of foreign illegally imported cigarettes takes place throughout Vietnam. The transporters and sellers of smuggled cigarettes are mainly the large number of poor and jobless locals who have no other source of stable income.

• Major reasons for the existence of the smuggling problem include a high profit margin; weak policy and measures on cigarette smuggling taken by neighboring countries; lack of stringency and inappropriate implementation of Vietnam’s policy and legal regulations.

• A significant barrier to effective implementation is the lack of human, financial and technical resources of custom agencies and government officials.

Impact and Utilization of Results:

The research has the potential to inform the development and implementation of policies addressing the issue of cigarette smuggling in Vietnam. The findings demonstrated that economics and poverty were the major impetus for smugglers. This implies that policy changes to control smuggling must include measures for economic development, poverty alleviation, and job creation in remote borderland areas. On the basis of this research, a wide range of recommendations were proposed for the Vietnamese government to control cigarette smuggling.

Dissemination:

The project report “Cigarette Smuggling in Vietnam: Problems and Solutions” was submitted to the Directorial Board of Vietnam, National Institute of Economics, which is an economic think-tank. Copies will also be made available to university libraries, government agencies and policy makers involved in addressing cigarette smuggling, and NGOs and INGOs working on tobacco control. The findings will be presented at tobacco control conferences to foster further discussion and the creation of networks of people and organizations addressing the issue worldwide. A copy of the final report will also be made available on the website of VINACOSH.
Work accomplished:

- Collection of country information from the PICTA Member Countries on the current situation of use of tobacco and alcohol, current policy and legislation or regulation. Upon review of this information it was found that the quality of the available information and the small numbers involved in most countries would not allow for quantitative analysis of the economic data.

- Reviewed the health and health-related economic impacts of free trade in tobacco and alcohol within the Pacific.

- Research with recommendations to the various countries on the implications of current trade agreements and the likely impact of changing the tariff structures.

- Production of a Draft Executive Summary for distribution to the Pacific Islands Forum Secretariat (the senior economic, trade and political body for the Pacific Countries) and to the Committee of Representatives of Governments and Administrations held from 16-19 November 2004.


- Master report posted on website of the Secretariat of the Pacific Community: http://www.spc.int/health/docs/FINALReportPICTAFeb05.pdf

- Meeting with Forum Trade Officials and Trade Ministers in May 2005 in Fiji with presentation to both meetings of the findings of the report.

Findings:

The final report outlines how inclusion of tobacco and alcohol in PICTA would likely increase tobacco and alcohol consumption in Pacific Island Countries, and highlights the public health issues that are associated with increased consumption of tobacco and alcohol, making seven specific policy recommendations. The report describes how the provisions of PICTA affect regional tobacco and alcohol regulation, and are therefore likely to affect the level of consumption of tobacco and alcohol in Pacific Island Countries if tobacco and alcohol trade are governed by PICTA. It also includes a discussion of the obligations of the international community under the FCTC and some specific review of trade-related issues in relation to tobacco and alcohol.

Impact and Utilization of Results:

Leaders of Pacific Island Forum Countries are obliged under Article 8(13) of PICTA to formulate new rules to govern regional trade in tobacco, manufactured tobacco substitutes, beverages, spirits and vinegar. The information and recommendations contained in this project’s final report assisted in that process. The study was specifically referred to at the Pacific Forum Trade Ministers Meeting on May 27, 2005, and the Forum’s Outcomes Document mentions two important items: (i) the recommendations emanating from the study were endorsed by the Regional Ministers of Health at their Meeting in Apia, Samoa, in March 2005 and (ii) the Forum made the decision to postpone any inclusion of tobacco and alcohol in the PICTA for another two years, during which time more research on the health and social impacts of the trade agreement will be conducted.

Dissemination:

The Draft Executive Summary of the Report was distributed to the Committee of Representatives of Governments and Administrations held from 16-19 Nov 2004, including a copy to the Deputy Secretary General for the Pacific Islands Forum Secretariat (PIFS). Subsequent communication with the Social Policy Adviser for the PIFS indicated keen interest in the report, and supported its dissemination in early 2005 prior to the Pacific Island Trade Ministers Meeting in April. The report was distributed in March 2005 to the WHO/SPC Biennial Meeting of Ministers of Health for the Pacific Islands in Samoa. Several news items have been achieved including interviews with Radio Australia and Radio New Zealand. There is a keen interest from news media in this topic.
Narine Movsisyan, Armenia
American University of Armenia (AUA) completion date: October 15, 2005

Attitudes, practices and beliefs toward worksite smoking policy among business owners and public administrators in Armenia

Work accomplished:

• Developed a moderator guide for focus group discussions. Held three focus groups with state employers and private business managers to generate ideas about options and obstacles for implementing smoke-free policies.

• Developed a manual for interviewer training and administered a survey questionnaire to 243 senior managerial staff in public and private businesses in three cities: Yerevan, Gyumri, Vanadzor. Used a stratified randomized method for survey sampling to increase generalizability of results. The following strata were chosen: state/municipal; health care; educational; cultural; and business enterprises.

Findings:

• 95% of respondents support smoking bans in health, educational and cultural institutions. 81% support smoking bans in all state and private worksites. 70% support a total ban on indoor smoking in public and private institutions. Overall, attitudes toward smoke-free workplaces did not differ significantly among managers of public vs private businesses.

• 86.8% of respondents believe that tobacco smoke contains carcinogens. 63.2% believe that banning smoking could have a positive impact on workplace productivity. 58.3% of plant and factory managers believe that restricting smoking in workplaces could have a positive impact on profits. Two-thirds of respondents believe that strong leadership is essential for banning smoking in workplaces. Non-smokers were more supportive than smokers of introducing fines and other punitive measures to enforce smoking bans.

• Public employers (47%) were more supportive of a state law regulating smoke-free policies than private employers (22.2%) and this result was statistically significant. 40% of managers agreed that demands made by employees for smoke-free worksite policies would be helpful for implementing such policies. Less important factors identified by the respondents were liability of the employer (31.3%), work safety (27.5%), and public image of the company (18%).

• Perceived barriers for implementation of smoke-free policies included: culture of tolerance for smoking; lack of enforcement measures; lack of information on existing regulations. Costs of implementation and lack of space for designated smoking areas were not perceived as important barriers.

Impact and Utilization of Results:

Results were presented and discussed in meetings during October 2005 with numerous stakeholders, including the Coalition for Tobacco Free Armenia Board; policymakers, state officials and the media; Yerevan mayoralty Heath Department; and small & medium business sector representatives. Policy recommendations include more effective implementation of the existing state law, development of proper communication and monitoring mechanisms, and further improvement of the state law on restrictions of tobacco use. The data was also presented at a media training seminar in November 2005, to sensitize media personnel to tobacco control issues.

Dissemination:

The results of the study will be summarized in a policy brief to be sent to the Ministry of Health; the Parliamentary Committee on Science, Education, Youth Affairs; the Committee on Social Development and Health Care; and Gyumri and Vanadzor mayoralities. A special press release for media representatives will be prepared, and some survey findings were presented in a TV talk show in September 2005.
Masha Gavrailova, Bulgaria
Association Women Against Tobacco-Bulgaria
completion date: June 18, 2005

Opinion poll on passive smoking in workplaces (Bulgaria)

Work accomplished:
• Developed a survey questionnaire to assess knowledge, attitudes and behaviour toward smoking in the workplace and health impacts of passive smoke, and administered it to 319 staff members (health care professionals) of the Metropolitan Hygiene and Epidemiological Inspectorate in Sofia.
• Measured CO concentration of 50 non-smokers and 50 smokers through use of a Smoke Check Monitor, which also provides a visual image of pulmonary damage caused by tobacco smoke.

Findings:
• Of those surveyed, 52.7% were non-smokers and 47.3% were smokers. No significant difference was found between male and female smoking status.
• 57.1% of staff surveyed reported that smoking did not occur in the room where they worked, while 41.3% reported that it did. The most popular places to smoke were in stairwells (32.5%); in the café (27.2%); at workstations (21.9%); in the corridors (15.9%). The number of cigarettes reportedly smoked in the presence of staff was between 1 and 5, while one-fifth of respondents reported that 10+ cigarettes were smoked in their presence.
• Among smokers, 44.4% did not approve of smoking in their presence while 43.0% did approve and 11.3% had no opinion. Among non-smokers, 88.1% did not approve of smoking in their presence, 5.4% did approve and 5.4% had no opinion.
• Overall, staff knowledge of the health effects of passive smoking was fair to good. Non-smokers were generally more knowledgeable than smokers.
• Among smokers, only 7.3% supported a complete ban on smoking in the workplace; 52.3% supported introduction of one separate ventilated smoking area; 17.9% supported designated, unventilated smoking areas on each floor; 10.6% supported smoking throughout the building. Among non-smokers, 31.1% supported a complete ban on smoking in the workplace; 51.2% supported introduction of one separate ventilated smoking area; 10.1% supported designated, unventilated smoking areas on each floor.
• CO concentration measurement: 4% of self-reported non-smokers were classified by the machine as smokers and 12.7% of self-reported smokers were classified as non-smokers.

Impact and Utilization of Results:
Gaps revealed in staff knowledge about the health dangers of passive smoke will help to identify specific health education initiatives needed to raise awareness and knowledge levels of staff. Information regarding the readiness of staff to support specific measures to restrict passive smoking in the workplace was shared with the Managing Board of the Inspectorate, which assisted it in making on-site changes in cooperation with staff. A special ventilated area in the worksite café was established. Other Hygiene and Epidemiological Inspectorates in the country received the project results and several have contacted the researchers for help in implementing similar studies. Information was also presented to the Chair of the Health Commission of Parliament to initiate and support the drafting of text for inclusion in the Public Health Law aimed at restricting passive smoking in the workplace.

Dissemination:
A brochure designed to improve the knowledge of staff on the health impacts of passive smoke in the workplace was distributed to staff. A joint colleague session was provided at the Sofia Hygiene and Epidemiological Inspectorate where project results were presented. Findings from both surveys have been delivered to the employees, to the Ministry of Health, and to the Chair of the Health Commission of the Parliament. A press conference was held at the Sofia Hygiene and Epidemiological Inspectorate to share the findings with the general public. Information materials were shared with Members of Parliament and Ministry of Health officials to raise their attention to the issue of passive smoke in the workplace. The final project report is posted on the recipient’s website.
**Work accomplished:**

- Developed FCTC-based interview protocol.
- Held a conference on September 29, 2004, “Professionals to Support FCTC” where Members of Parliament (MPs) and various Ministry officials (Executive branch) were advised of the research study.
- Completed interviews with 58 MPs and 106 Ministry officials.
- Held a meeting in May 2005 where MPs, various Ministry officials, representatives of mass media, NGOs, and other organizations were informed of the project’s results.
- Prepared and distributed information packages on the FCTC and tobacco control to MPs and Ministry officials.

**Findings:**

- 84.5% of MPs indicated they would definitely support FCTC ratification, compared to only 40.6% of Ministry officials.
- 41.4% of MPs interviewed were current smokers, compared to 49.1% of Ministry officials.
- The majority of MPs (51.7%) and Ministry officials (55.7%) have not read through the text of the FCTC. General knowledge about the treaty’s specific provisions was not high in either group.
- About 98% of MPs and Ministry officials believe that smoking is a disastrous or serious problem in Georgia.
- Only half of the MPs knew of an organization that participates in the tobacco control movement compared to 78.3% of Ministry officials, but most reported that they rarely collaborate with these organizations.
- The majority of MPs (70%) and Ministry officials (55.5%) believe that ratification and implementation of the FCTC will result in improvements in population health.
- The majority of both MPs and Ministry officials indicated definite or probable support for most of the individual articles contained in the FCTC, but some opposition was raised such as: complete ban on advertising (21.7% of Ministry officials and 8.6% of MPs oppose this measure); complete ban on tobacco industry sponsorship (opposed by 23.6% of Ministry officials and 10.4% of MPs); development of a licensing system for sellers of tobacco (opposed by 98.3% of Ministry officials).
- The most common barrier to FCTC ratification identified by both groups of interviewees was tobacco industry practices and lobbying.

**Impact and Utilization of Results:**

This study may be viewed as an intervention by raising the awareness of MPs and Ministry officials of the FCTC and tobacco control in Georgia. The results highlight the need for more research and advocacy to increase tobacco control knowledge among government officials, particularly among Ministry officials. In this regard, the results could be very useful for informing more effective tobacco control advocacy strategies and/or research targeted to specific groups of legislators. The results will also be of great interest to a round 2 small grant awardee in Georgia whose project is focused on education support of the mass media for ratification and implementation of the FCTC. The relationships built by the research team with the Public Health Department of the Ministry of Labor, Health and Social Affairs and other government officials will be valuable when implementing future tobacco control studies or activities.

**Dissemination**

Survey results were presented at a meeting on tobacco control at the National Library of Georgia in May 2005, attended by 120 representatives of Parliament, various Ministries, research organizations, NGOs, embassies, teachers, the general public, and the media. Results were also presented on World No Tobacco Day and information about the project was also disseminated during an FCTC ratification conference organized by the Children and Youth Parliament in October 2004. Information packages on the FCTC were disseminated to all Ministries and Parliamentary committees. The researchers plan to prepare articles based on the research findings and to share these with WHO tobacco control coordinators in the former Soviet Republics. A journal article of the project’s findings has been submitted to Tobacco Control journal.
Work accomplished:

- Developed a prevalence survey questionnaire with input from WHO and pre-tested it in Bishkek.
- Reviewed guidelines for tobacco use prevalence and monitoring of the tobacco epidemic, data for prevalence and economic analyses.
- Selected the random household sample by using the Population Census for year 1999.
- Appointed the Coordinators and Supervisors of all 8 regions (including Bishkek) and provided training on interviewing techniques.
- Administered the survey to 5,659 people (46.7% men and 53.3% women) nationally throughout rural and urban areas in Kyrgyzstan.

Findings:

- Overall, 20% of national level respondents aged 15+ years were current smokers. Of these, 18% were regular smokers and 2% were occasional smokers. 
  
  Male smokers: 41.4% of men were current smokers. For males in the age group 24-64 years, 54.2% were current smokers. The majority of male current smokers (60.6%) were in the age group of 34-45 years.
  
  Female smokers: 1.7% of women aged 15+ were current smokers, and 1.2% of them were regular smokers. The majority of female current smokers (2.5%) were in the age group 25-34 years. Of the 294 women surveyed who were 65+ years of age, none were smokers.

- 6.9% of national level respondents had ever-tried cigarettes and 49.5% of them had used more than 100 cigarettes.

- 5.5% of respondents had ever-tried other tobacco products such as nasvay, pipes, cigars, cigarillos. Of these respondents, 99% had tried nasvay and 61% were current users. Of those who were current users of nasvay, 60% were residents of the tobacco growing region of Batken.

- 28% of respondents were exposed to smoking at home and 17% were exposed to smoking in public transports. 12.5% of respondents were exposed to smoking in the workplace for more than 5 hours/day, 8.2% were exposed for 1-5 hours/day, and 15.4% were exposed for less than 1 hour/day. Of those who were exposed to smoking at home or at work, more than 60% did not object to others who smoke in their presence, or they tolerated their smoke, or they were former smokers so the passive smoke of others did not bother them. The above 60% of respondents also includes 33.9% of those who don’t pay attention to other people smoking at home or at work.

- 89.4% of survey respondents at national level support adoption of a draft tobacco control law and accession of the Kyrgyz Republic to the FCTC.

Impact and Utilization of Results:

Study results are being fed into discussions with policymakers from the President’s Administration who are considering ratification of the FCTC and drafting a State Strategy for Tobacco Control. The survey results are also providing baseline data for a parallel study on the economics of tobacco in Kyrgyzstan that is currently ongoing. The results will also be used for development of health promotion and non-communicable disease programmes and a National Tobacco Control Action Plan, informing the development of other policy documents at the Ministry of Health; and for monitoring and comparative analysis for future research.

Dissemination:

The recipient, together with the Ministry of Health, organized a round table meeting for policymakers on October 25, 2005 where the study results were presented. A policy brief for Parliamentarians and other policymakers will be prepared to support the drafting of laws on ratification of the FCTC and tobacco control. The results will be presented to international peer reviewed journals and other publications and at the 13th World Conference on Tobacco or Health. A national conference involving governmental and non-governmental organizations, including advocates from the National Coalition for a Smoke Free Kyrgyzstan will be organized.
Work accomplished:

- Team members attended the European Network for Smoking Prevention Annual Network Meeting in Krakow, and met Kurt Ribisl (USA), a leading global specialist on the internet and tobacco.
- Provided training to the research assistant on the project, a doctoral student of Law at the Jagiellonian University.
- Revised and tailored the existing I-TIME POS (International Tobacco Industry Monitoring Evaluation – Point-of-Sale) survey instrument to monitor tobacco advertising and sales via the World Wide Web in Poland.
- Conducted a complete search of Poland’s legal archives concerning amendments made to Poland’s National Tobacco Control Law since its enactment in 1995. Requirements set forth by the European Union were also gathered and reviewed.
- A research protocol (highlighting popular search engines/catalogues) and the number of sites to be analyzed was constructed.

Findings:

- The Polish internet is used by cigarette wholesalers and retailers for advertising and sales purposes to attract customers to a large selection of cigarettes often at discounted prices without legal verification of age or display of health warning labels/messages.
- Consumer surveys suggest that tobacco sales via the Polish internet are still quite small. Tobacco purchases constitute significantly less than 5% of all on-line purchases made by those surveyed.
- This analysis estimates that cigarette prices available through on-line cigarette sales are, on average, 9% lower than suggested retail prices for the same brands in the same time period.
- A crude and upper bound estimate of tax losses due to internet based cigarettes sales in Poland was calculated. In 2003, approximately 38 million Poles smoked an average of 1969 cigarettes per capita. This amounts to a national total of 3,741,100 cigarette packs smoked in 2003. Assuming that 1.6% (59,856,700 packs) were purchased on-line with an average loss in VAT taxes of .11 PLN per pack, the total tax loss amounts to approximately 6,584,336 PLN in 2003. These tax losses are quite likely to increase as the number of on-line shoppers for cigarettes increases over time.

Impact and Utilization of Results:

Policymakers and tobacco control advocates will refer to these findings as they progress in their legislative roles in Poland. Also, leading tobacco control researchers internationally, many of whom are already aware of this project such as Kurt Ribisl, Frank Chaloupka, Geoffrey Fong, and Anne Marie MacKintosh, will further disseminate the project outputs via their own institutional publications, personnel, listserves, websites, etc. Given that other leaders and advocates of the FCTC are strongly intertwined with many of these individuals, these findings will provide additional evidence of the need to regulate the marketing and sales of tobacco over the internet.

Dissemination:

A policy brief summarizing the project’s findings will be distributed to Poland’s policy-makers and local and international tobacco control advocates. A detailed manuscript summarizing the research findings will be submitted to the International Tobacco Evidence Network’s (ITEN) on-line Working Paper Series, and will also be posted on or linked to RITC/IDRC’s website. Two articles will be submitted to peer reviewed journals.
Political analysis of the FCTC process in Russia – policy implications for domestic and international actors, emerging regional and global health policy and governance

Work accomplished:

• Consulted Russian federal legislative and public health policy documents, WHO papers, professional and mass media publications in Russia and abroad to analyze the public health, social and economic factors relevant to FCTC policy-making at both the national and regional levels.

• Held meetings and consultations with leading decision makers and experts in tobacco control in Russia, in both the governmental and non-governmental sectors.

Findings:

The final report outlines numerous barriers that have hindered FCTC signature and ratification in Russia, including tobacco industry lobbying, abolition of the Interagency Commission on the FCTC, and important administrative reforms implemented in 2004 which included restructuring of the federal Ministry of Health and formation of a new “super-ministry” of Health and Social Development, within which tobacco control issues were marginalized. The final report includes 24 policy recommendations written in the format of an Appeal to the leaders of Russia, countries of the Commonwealth of Independent States, WHO, and the tobacco control community on the need for FCTC ratification and implementation.

Impact and Utilization of Results:

The project leader was asked by the Federal Ministry for Health and Social Development to prepare a report and proposal on strengthening the preventive healthcare approach in Russia. Research evidence from this study will be used in the preparation of that report. The Russian Public Health Association (RPHA) has established working contacts with the new national coordinator on tobacco control. The project leader has been invited to participate, on behalf of RPHA and the National Coalition for Tobacco-Free Russia, in the national coordination mechanism for the FCTC process, currently developed in Russia.

Dissemination:

The findings of this study were presented at two WHO meetings in Tallinn, Estonia and in Islamabad, Pakistan, in December 2005 and at a recent quit smoking day in Russia.
Oksana Kisselyova, Ukraine
Liberal Society Institute

**Tobacco control in Ukraine: public attitudes and legislation**

**Work accomplished:**

- Analyzed current Ukrainian tobacco control legislation in comparison with FCTC regulations.
- Administered a questionnaire to 2008 individuals to identify attitudes to national and local tobacco control measures, FCTC provisions and public views on legislative, administrative, executive and other measures to curb the tobacco epidemic in Ukraine.
- Conducted focus group discussions with 36 individuals to investigate different motivations on smoking, non-smoking, smoking cessation, and attitudes to tobacco control measures.
- Produced an analytical report "Tobacco Control in Ukraine: Public Attitudes and Legislation", which includes analysis of tobacco control policies in the world, main provisions of the FCTC, analysis of current Ukrainian legislation and perspectives of implementation of FCTC in Ukraine, results of the survey and focus group discussions, and recommendations on tobacco control policy in Ukraine.

**Findings:**

- The majority of respondents surveyed: are supportive of the tobacco control policies outlined in the FCTC; are interested in receiving more information about tobacco manufacturers and the hazards of tobacco products; support increasing the price of tobacco products; support a prohibition on smoking in public places.
- About 60% of respondents supported a complete ban on direct and indirect advertising of tobacco.
- 82% of smokers and 71% of non-smokers who responded to the survey believe that government must take measures to combat smuggling.
- Approximately 86% of focus group participants believe that the rights of non-smokers must be protected.
- The legislative analysis revealed missing or weak regulations that do not conform to the requirements of the FCTC.

**Impact and Utilization of Results:**

The legislative analysis provides policymakers with a full picture of existing Ukrainian laws in comparison with the FCTC, and recommendations on how to strengthen these laws to comply with the requirements of the FCTC. The legislative gaps and weaknesses revealed through this research, and the results of the public opinion survey on tobacco control, provide civil society with ammunition to lobby for FCTC implementation. The findings from the focus group discussions can be used by medical and social workers involved in tobacco control and promotion of healthy lifestyles. As one example, the research results were incorporated into a teaching program on women's health at the School of Public Health at the University of Kiev-Mohyl Academy.

**Dissemination:**

The project report was widely disseminated at a multi-stakeholder seminar attended by Members of Parliament, government officials, local authorities, tobacco control experts, NGOs and mass media in October 2004 in Kiev. A press conference was organised and two articles on the FCTC process and the main outcomes of the project were published in national newspapers. The final report was also mailed to decision-makers on the FCTC (Ministry of Foreign Affairs, Cabinet of Ministries, Coordination Council on Tobacco Control under the Cabinet of Ministries, Administration of President of Ukraine, Parliament, Ministry of Health, Ministry of Economy and European Integration, Ministry of Finance, Ministry of Justice), and to universities, academic institutions, libraries and NGOs throughout Ukraine.
Work accomplished:

• Studied tobacco industry advertising, promotional and sponsorship campaigns targeted at youth in Uruguay and Argentina through different media over the last five years.

• Reviewed regional tobacco industry documents via the internet.

Findings:

• Advertising campaigns: Uruguay: Coronado “Who will you smoke your first cigarette with?”, “Your voice can be heard on the radio”, and Karoke Coronado. In addition, BAT’s Montana brand launch offered 10 cheap cigarette packages, and street billboards are common. Argentina: Jockey Club (BAT) “To Share with Friends”; Philip Morris (PM) “Is it a Coincidence?”. As well, other advertising campaigns using actors or other personalities to promote tobacco products.

• Tobacco advertising investments: Uruguay: During 2000/2001, total amount invested on TV ads by the three tobacco companies was approx. US$3 million. PM and BAT withdrew ads on TV and radio in 2003 when voluntary self-regulating code went into effect. Monte Paz still advertises on radio/TV, spending approx US$900,000 in 2004. Argentina: no tobacco ads on TV or radio since 2003; advertising has shifted to the print media and public places. PM and BAT documents show both companies invest nearly 40 million pesos each year (US$13 million) on tobacco advertising.

• Advertising in print media: Advertising practices in Uruguay’s national newspaper El Pais consist mainly of company logos or activities they sponsor.

• Promotional and sponsorship campaigns: Uruguay: Montana Uruguayan pride parade. BAT’s Lucky Strike: cinema, art, music. Collectable packages such as Marlboro: “racing edition”. Sponsorship – Nevada national football team. Lucky Strike sponsored movie “25 watts”. BAT cultural events Argentina: Promotions – travel competitions (F1 Marlboro team), cigarette packets and lighters, CDs, videos, cinema tickets as awards. Sponsorship – BAT rugby events; Marlboro polo team; BAT motoring. Philip Morris and BAT sponsored cultural and music events.

• Educational programs: Uruguay: I have the power programme implemented in 2001 and 2002 in Montevideo and 7 provinces involving 648 teachers training 7940 children. Argentina: I have the power programme implemented by PM between 1997 and 2003 reaching 4 million students. BAT Smoke-Free educational program in Buenos Aires city primary schools.

• Internet advertising: Argentina: web-based youth tobacco prevention programme at the Faculty of Psychology, University of Buenos Aires, sponsored by BAT in 2003-2004. Uruguay: CITIMPSA has an interactive web site for its Coronado campaigns.

• Corporate social responsibility projects: Uruguay: BAT’s Teaching – Learning – Doing: organic farming project for sustainable development, which has expanded into Argentina and Brazil. PM We do not sell tobacco to young people programme, which is supported by some provincial governments. PM contribution to botanical gardens in Montevideo. Argentina: Porvenir Program to mobilize the agricultural sector of tobacco industry around issues dealing with child labour.

Impact and Utilization of Results:

In Argentina, researchers from UATA worked closely on a proposed bill to restrict tobacco advertising in Buenos Aires, and that bill has now been voted into law. In Uruguay, research results will be released to the press and policymakers. The release will coincide with upcoming discussions around a draft bill that includes measures for restricting tobacco advertising, sponsorship and promotion in compliance with the provisions of the FCTC.

Dissemination:

Key advocacy workshops have been held in the National Congress and government buildings. Findings have been printed in local magazines and pamphlets have been sent out to various stakeholders. Information shared during World No Tobacco Day events. Meetings have been held with national and provincial authorities to advocate for the end of tobacco industry sponsored educational programs in primary schools.
Ethel (Wara) Alderete, Argentina  
Asociacion Civil Universidad Catolica  
De Santiago del Estero  
completion date: June 15, 2005

**Research on the economic burden of smoking in Argentina**

**Work accomplished:**

- Completed definition of standardized diagnostic criteria for selected respiratory and cardiovascular diseases.
- Designed data collection forms for retrospective and prospective studies, including patient’s sociodemographic, smoking behavior and clinical data, and data on smoking behavior, alcohol drinking, physical exercise.
- Obtained pathology reports from cancer patients’ biopsies, from private clinic and private hospital, for the past 5 years.
- Obtained itemized expenditures incurred by private clinic patients, and expenditures databases from a public hospital.
- Obtained institutional collaboration agreement with a public hospital and a public clinic for conducting emergency room data collection.
- Completed retrospective and prospective data collection.
- Produced a final report with data on health care costs attributable to tobacco smoking.

**Findings:**

- The costs for COPD, cardiovascular disease and premature death attributable to smoking were estimated on the basis of mortality, an under-estimate of the real costs. This amounted to US$1,870,944, which represents 5.5% of the public health care budget, 9.72% of the government HMO budget and 6.8% of the social welfare budget.
- Summary of costs: productivity lost due to premature deaths attributable to smoking: US$1,007,118; direct medical costs for inpatients: US$110,875; emergency room admission costs: US$752,951.
- Revenues from tobacco production and cigarette taxes in the province of Jujuy, 2003/2004 were estimated at US$26,048,934. The role of tobacco growing in the local economy is important. However, these revenues benefit mostly a small group of about twenty large volume tobacco growers while the population as a whole bears the costs of smoking-attributable health costs.
- Physicians in private clinics and public hospitals are required to register smoking behavior data in patient charts, but compliance with this requirement is inconsistent.

**Impact and Utilization of Results:**

The finding that physicians are inconsistent in registering smoking behavior data was shared with them, with a discussion of the importance of including this data in outpatient charts. As a result, physicians involved in the research will prepare recommendations for hospital administrators. The economic data generated through this research provides counter arguments to a current public media campaign mounted by legislators from the tobacco growing regions to hinder the process of FCTC ratification. A workshop to develop a strategy for FCTC ratification took place in the first week of July 2005. This research data was incorporated into the workshop as an advocacy tool.

**Dissemination:**

Results were disseminated at a press conference convened by legislators in support of the introduction of legislation to ban smoking in public office buildings in Jujuy in May 2005, and by television and radio news programs. Results were also presented at the VII Regional Conference on Research in the Humanities and Social Sciences, May 2005. Printed information packages of research results will be shared with attendees of the FCTC ratification strategy planning meeting, July 7-8, 2005.
Characteristics and economic impact of cigarette smuggling in Argentina

Work accomplished:


- Also reviewed information related to tobacco industry documents, which was available through web pages of PAHO, CDC, ASH and the Public Libraries sited in Guildford Depository and the USFC.

- Documented information on the main geographic locations for cigarette smuggling, smuggling methods, and volume of cigarettes smuggled in North-Eastern Argentina.

Findings:

- Argentina has the heaviest tax burden on cigarettes in the Mercosur region: Argentina 72.7%, Brazil 66.5%, Uruguay 63.5%, Paraguay 14%.

- Main entry routes for smuggled goods into Argentina: (i) land transport by private vehicles and trucks; (ii) river transport using small boats and canoes that can easily avoid detection by Navy patrols; (iii) air transport generally with short-range, single-seater aircraft. On average, 60 flights each day make the crossing from Paraguay to Argentina using as landing strips unused roads, feeder roads, and private landing fields in the provinces of Chaco, Santa Fe, Santiago del Estero, Cordoba. (iv) “Ant smuggling” (contrabando hormiga): small-scale smuggling conducted by regular inhabitants of the area who carry small quantities of cigarette cartons hidden in their clothing or affixed to their body.

- It is estimated that pilots receive about US$1000 (3000 pesos) per flight; authorities charge a plane-load levy of 35 pesos per box of cigarettes; landing strip owners charge rental of about 500 pesos per trip for use of their property; local runners’ charge 120,000 guaranis daily for carrying the goods to the loading point.

- Distribution routes: as of year 2000, 17,000 points of sale detected in Northeastern Argentina 47%; Greater Buenos Aires 17%, Northwestern Argentina 14%, Central Zone 11%, Cuyo 4%, La Pampa 3%, others 4%.

- Smuggling volumes for 1999/2000: Comparing figures for actual consumption (2,623,390,780 packs of cigarettes based on the prevalence of smokers) with data on legally available product (1,995,519,695 packs in authorized sales) there is a discrepancy of 24% which represents illegal sales and amounts to between 277 and 358 million pesos in lost revenue to the Argentine government each year.

- Argentina has a multilateral force consisting of the national police, the Argentine Naval Prefecture, and other forces such as the Federal Police of Argentina, State Ministry of Intelligence, the National Aviation Police, and the Provincial Police of each province involved in countering smuggling activities. Along the border, main actions are conducted by the National Police and Naval Prefecture, but in the middle provinces the main force involved is the Provincial Police. Between Oct 2004 and June 2005, 5.3 million packs of cigarettes were confiscated, with an estimated value of $21,376,620, representing only about 3% of smuggled cigarettes.

- Barriers to effective smuggling control include: lengthy geographic borders with other countries in the region, particularly in the northeastern provinces of Misiones, Corrientes, Chaco and Formosa, which facilitate entry at border crossings by air; corruption by enforcement officers who are frequently involved in smuggling activities; poor punishment for smugglers; low fines for smuggling; ineffective radar equipment; lack of legal instruments to empower authorities to force down flights from neighbouring countries that are suspected of carrying illegal cigarettes; lack of domestic market controls.

Impact and Utilization of Results:

This is the first study to be conducted on smuggling in Argentina. The data provides a foundation for more extensive research in the future and has the potential to inform the development and implementation of policies addressing the issue of cigarette smuggling in Argentina and the MERCOSUR region.

Dissemination:

Results are being presented in training workshops to promote support for the FCTC in provinces in Argentina including Jujuy, Mendoza, Neuquen, Rio Negro and Buenos Aires. These workshops are targeted at politicians, advocates, health personnel and educators. Semi-annual courses on tobacco control are also being offered by UATA in the city of Buenos Aires.
Paula Johns, Brazil
Rede de Desenvolvimento Humano (REDEH)  completion date: May 1, 2005

The tobacco industry and corporate social responsibility (Brazil)

Work accomplished:

• Prepared interview guidelines and questions.
• Carried out interviews with representatives of corporate social responsibility institutes (i.e., Executive Director – GIFE; President - Instituto Akatu; Director – Instituto Ethos), and with the Social Projects Manager, the Corporate Affairs Planning Manager and the President of the Social Institute at BAT Subsidiary (Souza Cruz), and with the Social Marketing Specialist who worked for Souza Cruz when the company founded the Social Institute in 2000.
• Participated in a public hearing at the Senate in September 2004, in a public hearing orchestrated by the tobacco industry in the tobacco growing main city (Santa Cruz do Sul) and in Florianópolis, and Camaquã (all in tobacco growing states). Made more than ten lobby trips to Brasilia to visit and talk with legislators. Attended a meeting for the “Tobacco Sectorial Chamber” created under the agriculture ministry but dominated by the tobacco industry. Initiated several letter writing campaigns for FCTC ratification on REDEH web site.
• REDEH is one of the organizations involved in the creation of a civil society platform for Corporate Social Responsibility (CSR).
• Participated in the public hearing about the creation of an Ethical Investment Fund within the Brazilian Stock Exchange.

Findings:

• The tobacco industry, as depicted through a case study of Souza Cruz, is successfully buying credibility and legitimacy through heavy investments in CSR.
• Souza Cruz’s strong corporate image in the country is diluting the problems associated with its products.
• One unexpected finding is Souza Cruz’s investment in several initiatives to combat illegal marketing and using that to prevent litigation while it challenges the payment of several taxes in court.
• With regard to the local community project studied, the young rural entrepreneur project does not impact or help to create new opportunities in the tobacco growing rural areas. Demand for economic opportunities other than tobacco growing is being voiced by youth involved in the project. There is no system of follow-up to effectively create new opportunities in the region.
• The tobacco industry lobby was successful in avoiding exclusion of tobacco companies in the guiding principles of the Brazilian Stock Exchange, Ethical Investment Fund.

Impact and Utilization of Results:

The research will be used to launch a debate on the legitimacy of the tobacco industry as a good corporate citizen and will be distributed to policymakers at the federal, state and municipal levels, and to NGOs and networks of NGOs. The report will also highlight arguments in favor of excluding the tobacco industry from participating in the Civil Society Platform for Corporate Social Responsibility that is being developed by a cluster of organizations in Brazil. Research findings have been included in the proceedings of the Civil Society Platform that was held at the end of June 2005. The findings are also being used in presentations discussing the social aspects of tobacco control and the industry’s new marketing strategies. The lead researcher has given monthly lectures to explain how the industry is using corporate social responsibility as a new public relations strategy.

Dissemination:

The final report is available on the website of REDEH. It is also being distributed electronically to approximately 800 individuals and organizations that are members of various listserves and networks. Results have been shared with persons who participated in the interviews and with key government officials as mentioned above. Mass media dissemination of results is also planned. REDEH is working with others to launch a debate in the media on corporate social responsibility and the tobacco industry, through opinion articles and interviews in connection with the launching of the social investment index in Brazil in November 2005. REDEH is also negotiating with PAHO to produce an English version of the final report to be published as part of the WHO Corporate Social Responsibility series, which highlights examples from different countries. REDEH may also submit a shorter English version for publication in Tobacco Control journal.
Beliefs, values and attitudes of Brazilian lawmakers towards the FCTC

Work accomplished to date:

- Project activities have been delayed, thus, only some initial fieldwork has commenced in terms of surveying legislators and senators.
- A report entitled “Brazil’s Ratification of the Framework Convention on Tobacco Control: Myth and Truth” has been prepared to counter tobacco industry arguments against ratification.

Change to project design:

Since the approval of this research project, there has been intense debate, dialogue and confrontation among the key players involved in the FCTC approval process in Brazil. In particular, a lobbying firm that defends the industry’s interests polarized the process in order to confuse, divide and divert the attention of politicians, senators, journalists, tobacco producers, and the general public. In this polarized atmosphere, it became increasingly difficult to survey Brazilian lawmakers as originally planned. A second important factor that has hindered the original design of the study was the serious political crisis in Brazil over allegations of corruption and misuse of public funds. This situation preoccupied politicians and their staff, making it extremely difficult to obtain the interviews needed to conduct the study as planned.

The design of the project has therefore changed to allow FAF to produce a case study by examining a rich set of materials that are in its possession, including media documents, transcripts of public hearings, politicians’ speeches, documents produced by various players in the FCTC approval process, and film footage of significant public events. This case study will not only be descriptive, but will lead to interpretations and explanations of the process, interests, power relationships, and symbolic marketing tricks that constitute the official political life of the country as it relates to tobacco control.

Findings:

- Will be known following submission of the final report, which is due in March 2006.
Work accomplished:

- Conducted mapping of political and social forces influencing ratification of the FCTC, which included interviews with legislators, representatives of NGOs, government and tobacco companies.
- Produced final report which includes discussion of key players’ interests and power in influencing FCTC ratification; possible economic implications of the FCTC and tobacco control policies; an analysis of the national legal framework and its relationship to the FCTC; and strategies to facilitate the ratification and implementation of the FCTC.

Findings:

- Interviews with stakeholders revealed a general lack of knowledge of the FCTC.
- Legislators generally favour FCTC ratification and various civil society organizations are interested in promoting its ratification. However, other key players have reservations, including the tobacco companies, making it difficult to make any definitive prediction on the final fate of the Convention.
- Economic data collected during the study suggests that the contribution of the tobacco agroindustry to the national economy is marginal. Thus, tobacco control measures would not substantially affect this sector, particularly since any changes in consumption would take place over the very long term.
- Potential increases in cigarette taxes are of concern to some decision-makers, because they fear that a decrease in consumption would lead to declining tax revenues for government.
- The legislative analysis revealed that Ecuador’s national tobacco control legislation must be strengthened because some elements of current legislation are not in compliance with FCTC provisions.
- Ratification of the FCTC will require considerable social mobilization and the participation of key personalities and opinion leaders, including the media who can encourage tobacco control organizations in the country to take action.
- More research is required into two particular tobacco control issues, which raised the most concern among decision-makers: concerns over the potential of advertising bans to subvert free speech, and concerns over the economic consequences of specific tobacco control measures, such as tax increases.

Impact and Utilization of Results:

The final report is a tool that members of the Inter-institutional Committee Against Tobacco Use (CILA) have often used and have distributed widely. It has also been used by the Ministry of Public Health and by representatives of the Pan-American Health Organization / World Health Organization (PAHO/WHO) in Ecuador. Among the principal advocates for the ratification of the FCTC are the current Minister of Health, the Director General of Health, former Ministers of Health, and the President of the National Congress Health Commission. This study was instrumental in the favorable assessment of the FCTC by the country’s Attorney General and the office of the Crown Prosecutor, which is currently in recess. Unfortunately, the unusual legal situation in Ecuador, with no Supreme Court of Justice or Attorney General’s Office, has rendered the 2005 resolutions issued by the latter inoperative and is preventing the discussion of the FCTC by the National Congress.

Dissemination:

Results have been shared with persons who participated in the interviews and with key government officials as mentioned above. Mass media dissemination of results is also planned.
Recent mortality trends of lung cancer, chronic obstructive pulmonary disease and myocardial infarction (Mexico, 1980-2001)

Work accomplished:

- Mortality trends calculated for lung cancer, COPD and myocardial infarction and acute ischemic coronary syndrome

Findings:

- **COPD**: For the period 1980-2002, a total of 230,463 COPD cases from the Republic of Mexico were studied. The crude mortality rate for men increased from 37 (1980) to 61 deaths per 100,000 men (2002): increase: 65%. The crude mortality rate for females increased from 27 (1980) to 43 deaths per 100,000 women (2002): increase: 56%. The oldest cohorts of the studied population showed the highest COPD mortality absolute values. The geographic risk of dying from COPD is concentrated in two regions: a) the three Mexican states of higher economic income at the northern frontier to the U.S. and b) those Mexican states surrounding the main producer of tobacco (Nayarit).

- **Lung Cancer**: Adjusted lung cancer mortality rate decreased from 7.91/100,000 inhabitants (1989) to 5.96 (2000). The Standardized Mortality Ratio (SMR) showed a similar geographic distribution, with higher rates in the North of the country, where the SMR is above 100, while in the South it is below 100. Age-adjusted mortality rates show that men in the Northern states (Baja California Sur and Tamaulipas) have a higher risk of dying from lung cancer. A similar pattern was observed in women in Chihuahua and Sonora. Older age cohorts showed higher mortality rates compared to younger age cohorts, in both men and women.

- **Myocardial Infarction (MI) and Acute Ischemic Coronary Syndrome (AICS)**: For the period 1980-2002, 679,624 cases (age groups 35 year or over) of AICS were studied. The crude AICS Mortality Rate for men increased from 109.72 (1980) to 154.67 deaths per 100,000 men (2002): increase: 41.15%. The Crude MI Mortality for women increased from 78.22 (1980) to 120.53 deaths per 100,000 women (2002): increase: 54%. By year 2002, the specific rates increased in age group 35-39 years from 622 cases up to 24,817 deaths in the age group of 75 years and over. The Mexican States around the northern and central areas of the country presented higher risk of dying from AICS. The older cohorts of the studied population showed higher absolute values of MI Mortality. The geographic risk of dying from AICS is concentrated in those Mexican States with higher economic income at the border areas to USA.

Impact and Utilization of Results:

These findings will contribute to informed decision-making around implementation of the FCTC, which was ratified by Mexico in May 2004, as the government strives to reduce tobacco consumption and related morbidity and mortality. The research may stimulate further studies on topics such as the costs of healthcare for tobacco-related diseases in Mexico. The government of Mexico is supporting the development of an information system on substance abuse including tobacco use – these research findings could be fed into that database.

Dissemination:

Results were presented at the national “IX Congress of Health Research” in Cuernavaca, March 2005. Journal articles have been published or submitted to journals: (i) an article on COPD mortality trends was published in the Archives of Medical Research (2005); 36: 65-69; (ii) an article on lung cancer was published in the Pan American Journal of Public Health (2005); 17(4): 254-62; (iii) an article on Ischaemic Coronary Disease has been submitted to the Canadian Journal of Public Health.
Public positions toward FCTC-related tobacco control policies in Lebanon

Work accomplished to date:

• Cigarettes: Surveyed 122 university students, 339 school children, 96 adults regarding attitudes towards laws related to: (i) selling cigarettes, increasing cigarette price and warning of its consequences; (ii) banning cigarette smoking in various places; (iii) banning cigarette advertising in the media and art/sports events. Also surveyed them about barriers to implementation of tobacco control policies in Lebanon. Data analysis complete for school children.

• Narghile: Surveyed 105 university students, 268 youth, 85 adults regarding attitudes towards laws relating to: (i) selling narghile, increasing its price and warning of its consequences; (ii) banning narghile smoking in various places; (iii) banning narghile ads in the media and art/sports events. Data analysis complete only for adults.

Findings to date:

• Youth: 56.3% did not smoke; 21% smoked both narghile and cigarettes, 15.6% smoked only cigarettes, and 7.4% smoked only narghile. No significant difference in current smoking status of males and females. However, more males reported smoking both narghile and cigarettes, while more females were non-smokers. Adults: 52.4% current smokers, 17.1% smoked occasionally, and 30.5% non-smokers. Among current users, 55.2% smoked only cigarettes, 24.1% only narghile, and 20.7% smoked both.

• Moderate to strong support by school children (76%) and adults (96.9%) for picture warnings on cigarette packs, increasing size of warning area on cigarette packs (70%, 72% respectively), banning cigarette sales to minors (82%, 87%). Less enthusiastic support for cigarette tax increases (59%, 56%) and banning duty free sales (51%, 49%).

• Strong support by adults to placing picture warnings on boxes of narghile tinbak (86%), increasing the size of the warning on the box (86%) and banning sales to minors (82%).

• Moderate to strong support by school children and adults for banning cigarette smoking in health facilities (92%, 99% respectively), public institutions (76%, 92%), on schools campus (76%, 96%), and public transportation (68%, 80%). Weak support by both school children and adults for smoking bans in nightclubs (36%, 30%), restaurants (38%, 39%), cafés (28%, 27%). However, most school children and adults indicated that cigarette bans in restaurants would not discourage them from eating out.

• Low support by adults to banning narghile smoking in nightclubs (38%), cafés (38%) and restaurants (51%).

• Moderate support by school children and adults for banning cigarette ads in pre-movie commercials (65%, 72%), at sporting events (60%, 60%), bans on TV (63%, 57%), and public transportation (65%, 63%). Lower support for bans on radio (55%, 54%), billboards (56%, 58%), newspapers (55%, 53%), prohibiting tobacco companies from sponsoring sporting events (60%, 60%) and artistic events (52%, 52%), providing free cigarettes as promotional ads (55%, 62%), or distributing promotional brand items (54%, 44%).

• Moderate to strong support by adults for ad bans on tv (68%), radio (78%), billboards (71%), public transportation (84%), newspapers (62%).

• In general, school children's attitudes toward smoking control policies differed significantly by smoking status (non-smokers generally more supportive than smokers). Sex not a significant factor. No significant difference in male and female attitudes to any policy except cigarette tax increases, banning ads on radio, and banning ads in artistic events (females more supportive).

• Strong adult support for narghile control laws. This support cuts across educational level, sex, age group, and working status, although smokers less supportive than non-smokers.

• 87.4% of adults agreed that a barrier to implementing tobacco control laws is the general public's unwillingness to abide by such laws. Other barriers: politicians not abiding by the laws (76%), lack of support by general public and politicians (71%), and influence of tobacco companies (66.3%).

Impact and Utilization of Results:

The results indicate that substantial support exists among the public for a wide variety of tobacco control policies. This information will be shared with the public and politicians to advocate for policy change. In this regard, a consensus building workshop to be entitled “Ratifying the FCTC: what do results of research into attitudes of policymakers and the public indicate as necessary interventions?” is planned to be held in the first quarter of 2006.

Dissemination:

Results of the study on adults’ support for narghile control policies were presented at the annual Middle East Medical Assembly. A master’s student completed a manuscript on youth attitudes toward cigarette control policies, which will serve as partial fulfillment of her degree requirements and will be submitted to a peer-reviewed journal for publication. Other manuscripts are planned for preparation once all data analysis is completed. Media events are planned, such as interviews with journalists and/or television talk show hosts, so that project results will reach the general public.
Appendix 1

Description of Round 2 Grants
(2005 Awardees)

Small Grants Research Competition
to Support and Inform Ratification,
Implementation and/or Enforcement
of the FCTC
<table>
<thead>
<tr>
<th>Principal Researcher</th>
<th>Edith Wellington</th>
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<tbody>
<tr>
<td>Title of Research</td>
<td>Survey of the implementation of the FCTC in Ghana</td>
</tr>
<tr>
<td>Country(ies) of Research</td>
<td>Ghana</td>
</tr>
<tr>
<td>Recipient Institution</td>
<td>Ghana Health Service</td>
</tr>
<tr>
<td>Abstract</td>
<td>This study will assess Ghana’s readiness for tobacco control measures as evidenced by indicators such as knowledge of the health effects of tobacco use, and support for implementation of the provisions of the FCTC by key opinion leaders including policy makers, parliamentarians, media personnel and civil society groups.</td>
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<tr>
<th>Principal Researcher</th>
<th>John Koku</th>
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<tr>
<td>Title of Research</td>
<td>Sustaining tobacco control in Ghana through alternative livelihoods: the case of Gbefi community in the Volta Region of Ghana</td>
</tr>
<tr>
<td>Country(ies) of Research</td>
<td>Ghana</td>
</tr>
<tr>
<td>Recipient Institution</td>
<td>University of Ghana</td>
</tr>
<tr>
<td>Abstract</td>
<td>Article 17 of the FCTC calls for promotion of viable alternatives for tobacco workers and growers. This research seeks to improve the health and socio-economic conditions of people living in Gbefi community, by contributing knowledge to promote alternative livelihoods as a step towards reducing dependence on tobacco cultivation in the area.</td>
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<tr>
<th>Principal Researcher</th>
<th>Ouma Ogwell</th>
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<tr>
<td>Title of Research</td>
<td>Domesticating the FCTC in Kenya - providing the evidence</td>
</tr>
<tr>
<td>Country(ies) of Research</td>
<td>Kenya</td>
</tr>
<tr>
<td>Recipient Institution</td>
<td>Oral and Craniofacial Research Associates (OCRA)</td>
</tr>
<tr>
<td>Abstract</td>
<td>The preamble of the FCTC expresses serious concern about increasing worldwide tobacco consumption and the burden this places on families, the poor, and national healthcare systems. This study will assess the economic burden that tobacco use imposes at the household level and estimate the healthcare costs of major illnesses due to tobacco use in Kenya.</td>
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<th>Principal Researcher</th>
<th>Corneille Traoré</th>
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<tr>
<td>Title of Research</td>
<td>Study of socio-economic and legal arguments to facilitate ratification of the FCTC</td>
</tr>
<tr>
<td>Country(ies) of Research</td>
<td>Burkina Faso</td>
</tr>
<tr>
<td>Recipient Institution</td>
<td>Association burkinabé de santé publique (ABSP)</td>
</tr>
<tr>
<td>Abstract</td>
<td>The aim of this project is to formulate an adequate strategy based on sound socio-economic and legal arguments that can accelerate the ratification, implementation and enforcement of the FCTC in Burkina Faso.</td>
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<tr>
<td>Principal Researcher</td>
<td>Charles Kassa</td>
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<tr>
<td>Title of Research</td>
<td>The effects of free trade agreements between countries of the Economic Community of West African States (ECOWAS) on the obligations imposed by the FCTC</td>
</tr>
<tr>
<td>Country(ies) of Research</td>
<td>Benin, Burkina Faso, Côte d’Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo</td>
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<tr>
<td>Recipient Institution</td>
<td>Potentiel 2000</td>
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<tr>
<td>Abstract</td>
<td>This research will investigate the effects of free trade agreements between countries of the Economic Community of West African States (ECOWAS) on the obligations imposed by the FCTC, to enlighten decision-makers concerning the relevance of these agreements to the FCTC and to inform and stimulate decision-making around ratification, implementation and enforcement of the FCTC in ECOWAS countries.</td>
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<tr>
<th>Principal Researcher</th>
<th>Ezekwesiri Eluchie</th>
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<tr>
<td>Title of Research</td>
<td>Treaty (FCTC) accession and implementation at the regional level: a case study of the Economic Community of West African States (ECOWAS)</td>
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<tr>
<td>Country(ies) of Research</td>
<td>Nigeria and Sierra Leone</td>
</tr>
<tr>
<td>Recipient Institution</td>
<td>People Against Drug Dependence and Ignorance (PADDI)</td>
</tr>
<tr>
<td>Abstract</td>
<td>This study will investigate the capability and suitability of ECOWAS to accede to and commence implementation of the provisions of the FCTC, and thus act as a catalyst for the accession, ratification and implementation of the FCTC in the West African sub-region.</td>
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<td>Principal Researcher</td>
<td>Title of Research</td>
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<tr>
<td>Jiang Yuan</td>
<td>The effects of explicit and implicit tobacco advertisements in China</td>
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<tr>
<td>Lei Zhou</td>
<td>Survey of public opinion toward the FCTC in China</td>
</tr>
<tr>
<td>K.R. Thankappan</td>
<td>Knowledge, attitudes, and perceived barriers regarding implementation of FCTC provisions and tobacco control measures among representatives of local self-government bodies in Kerala</td>
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<tr>
<td>Fatwa Sari Tetra Dewi</td>
<td>Understanding and measuring determinants of smoking initiation among female youth in Jogjakarta municipality</td>
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<tr>
<td>Do Gia Phan</td>
<td>Research survey on what consumers think of passive smoking (Vietnam)</td>
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<tr>
<td>Principal Researcher</td>
<td>Title of Research</td>
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<tr>
<td>Tran Thi Kieu Thanh Ha</td>
<td>Facilitating FCTC implementation through media personnel support</td>
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<tr>
<td>Title of Research:</td>
<td>Country(ies) of Research:</td>
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<tr>
<td>Tran Thi Kieu Thanh Ha</td>
<td>Vietnam</td>
</tr>
<tr>
<td>B. Mashbadrakh</td>
<td>Assessment of the Conformity of National Policies with the FCTC in Mongolia</td>
</tr>
<tr>
<td>Phauk Samrech</td>
<td>Analysis of tobacco and poverty in Cambodia</td>
</tr>
<tr>
<td>Haniki Nik Mohamed</td>
<td>Impact of advanced tobacco control training for community health practitioners on FCTC ratification in Malaysia</td>
</tr>
</tbody>
</table>
REGION: EASTERN EUROPE AND CENTRAL ASIA

Principal Researcher: Hovhannes Margaryants
Title of Research: International experience of tobacco advertising legislation
Country(ies) of Research: Armenia
Recipient Institution: Armenian Public Health Union
Abstract: This project will formulate recommendations to decision-makers on viable ways of achieving a comprehensive ban of tobacco advertising, promotion and sponsorship, in compliance with the provisions of Article 13 of the FCTC.

Principal Researcher: Eyyub Huseynov
Title of Research: Investigation of smuggled tobacco circulation in Azerbaijan
Country(ies) of Research: Azerbaijan
Recipient Institution: Independent Consumers’ Union
Abstract: This project responds to Article 15 of the FCTC by investigating smuggled and illicitly manufactured tobacco use in Azerbaijan. Research findings will be used to promote the adoption of the FCTC by the Azerbaijan government by providing policymakers with solid evidence on the use, abuse and negative effects of smuggled and illicitly manufactured tobacco products.

Principal Researcher: Rufat Nasibov
Title of Research: Survey research of public opinion with respect to the FCTC to reveal attitudes toward the treaty in Azerbaijan
Country(ies) of Research: Azerbaijan
Recipient Institution: Azerbaijan Public Health Association
Abstract: This research will facilitate the FCTC ratification process in Azerbaijan by mobilizing public opinion in support of the treaty and providing information to policymakers on the suitability of current tobacco control laws in relation to the provisions of the FCTC.

Principal Researcher: George Naneishvili
Title of Research: Education support of mass media for ratification and implementation of the FCTC
Country(ies) of Research: Georgia
Recipient Institution: Association of Synergetic Medicine
Abstract: This project responds to Article 12 of the FCTC, which calls for raising awareness of tobacco control among important stakeholders such as media professionals, by collecting information on the level of mass media engagement regarding the FCTC. In particular, researchers will develop adequate training materials for journalists to encourage their use of the media as a platform for promoting support among policymakers and the general public for ratification and implementation of the FCTC in Georgia.
<table>
<thead>
<tr>
<th>Principal Researcher</th>
<th>Title of Research</th>
<th>Country(ies) of Research</th>
<th>Recipient Institution</th>
<th>Abstract</th>
</tr>
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<tbody>
<tr>
<td>Chinara Bekbasarova</td>
<td>Prevalence of tobacco use among physicians and nurses and their attitudes toward</td>
<td>Kyrgyzstan</td>
<td>Public Centre for Tobacco Control</td>
<td>Article 12 of the FCTC calls for strengthening awareness of tobacco control among important stakeholders such as healthcare workers. To this end, this project will estimate the prevalence of tobacco use among physicians and nurses in Kyrgyz Republic, ascertain their knowledge and attitudes towards tobacco control, and raise their awareness of the FCTC and tobacco control through their participation in the research project.</td>
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<tr>
<td>Denis Vinnikov</td>
<td>Medical students of Kyrgyzstan: how committed are they to promoting smoking</td>
<td>Kyrgyzstan</td>
<td>Kyrgyz Asthma Centre</td>
<td>This study responds to both Articles 12 and 14 of the FCTC, which call for raising awareness of tobacco control among important stakeholders such as medical professionals and promoting smoking cessation. This study will promote evolution in thinking of the medical facilities' administrative staff and students by encouraging their involvement in tobacco control and taking a proactive role in supporting FCTC ratification and implementation in Kyrgyzstan. Researchers will also ascertain the students' readiness to offer smoking cessation services in their future practice, based on best practice guidelines.</td>
</tr>
<tr>
<td>Djordje Stojiljkovic</td>
<td>Second hand smoke exposure among hospitality industry workers and patrons</td>
<td>Serbia</td>
<td>National Commission for Smoking Prevention, Ministry of Health</td>
<td>Article 8 of the FCTC calls for national legislation to protect people from exposure to tobacco smoke in indoor workplaces and public places, such as restaurants and bars. This research will provide much needed data on work-related exposure of hospitality workers and patrons in Serbia, and will raise awareness among policymakers and the general public of the need to implement and enforce tobacco control legislation to protect Serbians from the dangers of secondhand smoke.</td>
</tr>
<tr>
<td>Konstantin Krasovsky</td>
<td>Research to assist in drafting, implementing and enforcing tobacco control legislation in Ukraine and other former USSR countries</td>
<td>Ukraine</td>
<td>Alcohol and Drug Information Center (ADIC-Ukraine)</td>
<td>This project will determine what legislative provisions of the FCTC can be most efficiently and effectively implemented in the Ukraine.</td>
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### REGION: LATIN AMERICA AND THE CARIBBEAN

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Ethel Alderete</td>
<td>Smoke-free municipality initiative in Argentina: assessing short term effects on workplace absenteeism, productivity and medical services utilization</td>
<td>Argentina</td>
<td>Instituto de Ciencia y Tecnologia Regional</td>
<td>The aim of this project is to reduce the paucity of data on the impact of the economic aspects of smoking to be used as an advocacy tool in FCTC ratification and to support implementation of Article 8 on smoke-free environments.</td>
</tr>
<tr>
<td>Raul Mariano Mejia</td>
<td>Strategies pursued by the tobacco industry to obstruct the signature, ratification and implementation of the FCTC in Argentina</td>
<td>Argentina</td>
<td>Centro de Estudios de Estado y Sociedad (CEDES)</td>
<td>Researchers will conduct an exhaustive review of tobacco industry documents to raise awareness of the general public and the scientific community of the industry's efforts to obstruct signature, ratification and implementation of the FCTC in Argentina.</td>
</tr>
<tr>
<td>Maria Alegre</td>
<td>Cigarette advertising and the psychological imprinting of tobacco among teenagers in Argentina</td>
<td>Argentina</td>
<td>Universidad del CEMA</td>
<td>This research responds to Article 13 of the FCTC and will spark debate about the tobacco industry’s advertising practices - in particular, the impact they are having on cigarette consumption and attitudes toward smoking among teenagers. In the process, researchers will investigate the industry’s claim that its self-regulation meticulously excludes youth from tobacco advertising campaigns.</td>
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<tr>
<td>Eduardo Pigretti</td>
<td>The impact of international trade agreements on the application of the FCTC, with special reference to MERCOSUR</td>
<td>MERCOSUR member states</td>
<td>Universidad de Valencia</td>
<td>This project will study the compatibility of international trade agreements with the provisions of the FCTC, with particular reference to the case of the WTO and MERCOSUR. Researchers will develop recommendations for reconciling any incompatibility, so that it will be possible for MERCOSUR states to support ratification, implementation and enforcement of the FCTC.</td>
</tr>
<tr>
<td>Maria Teresa Valenzuela Schmidt</td>
<td>The association between tobacco advertising expenditure and tobacco consumption in Chile, 1996-2003</td>
<td>Chile</td>
<td>Universidad de Chile</td>
<td>This research will provide scientific evidence for moving towards the goal of banning all tobacco advertising in Chile in conformity with Article 13 of the FCTC, within five years after the country has ratified the convention.</td>
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*Research for Action on the FCTC: Report of a Small Grants Research Competition*
Appendix 1: Description of Round 2 Grants

Principal Researcher: Joaquin Barnoya  
Title of Research: Secondhand smoke surveillance in workplaces and public places in Guatemala  
Country(ies) of Research: Guatemala  
Recipient Institution: Fundación Aldo Castaneda  
Abstract: This study will determine levels of secondhand smoke exposure in public places in Guatemala to demonstrate the need for smoke-free policies as required by Article 8 of the FCTC.

Principal Researcher: Caroline Alexis-Thomas  
Title of Research: Assessment of the capacity to offer smoking cessation services in primary health care facilities in Trinidad  
Country(ies) of Research: Trinidad and Tobago  
Recipient Institution: Midwifery and Nursing Research Society  
Abstract: Trinidad and Tobago ratified the FCTC in August 2004. However, there is a dearth of local scientific evidence to develop and implement sustained smoking cessation programmes in the primary health care system as required by Article 14 of the Convention. Through this project, researchers will assess the capacity of the primary health facilities in the NorthWest and North Central Regional Health Authorities to offer smoking cessation services to current smokers.

Principal Researcher: Laura Monica Scarlatta  
Title of Research: Identifying factors that promote or discourage tobacco control in secondary schools of Montevideo and the metropolitan area  
Country(ies) of Research: Uruguay  
Recipient Institution: Asociación Civil Instituto de Investigación y Desarrollo (IDES)  
Abstract: This project will explore the factors that favour or discourage implementation and enforcement of measures proposed in the FCTC for preventing tobacco consumption and enforcing respect for smoke-free environments in schools. On the strength of the research findings, researchers will propose concrete measures to reinforce or strengthen existing tobacco control legislation on smoke-free environments to conform to the requirements of Article 8 of the FCTC.

Principal Researcher: Eduardo Bianco  
Title of Research: Smoking and poverty in Uruguay: analysis of the economic impact of tobacco consumption on the low-income population  
Country(ies) of Research: Uruguay  
Recipient Institution: Sindicato Medico del Uruguay S.M.U. (Asociación Médica Nacional)  
Abstract: The preamble of the FCTC expresses serious concern about increasing worldwide tobacco consumption and the burden this places on families and the poor. This project will determine the impact of tobacco consumption on the welfare and budgets of poor and indigent families in Montevideo, Uruguay. The research findings will be used to influence legislators, government, non-governmental organizations, and the communications media to support the country’s advocacy efforts to implement legislation and regulations that conform to the provisions of the FCTC.