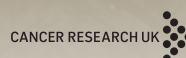


## RESEARCH FOR ACTION ON THE FCTC:

# Report on the Second Round of a Small Grants Research Competition

Jointly funded by

Research for International Tobacco Control of the  
International Development Research Centre,  
the American Cancer Society,  
the Canadian Tobacco Control Research Initiative,  
Cancer Research UK, and  
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# Preface

The Small Grants Research Competition to Support and Inform Ratification and Implementation of the Framework Convention on Tobacco Control (FCTC) in low and middle-income countries is an initiative that was initially launched in 2004-05 by the International Development Research Centre (IDRC), in collaboration with the Canadian Tobacco Control Research Initiative (CTCRI), the American Cancer Society, and Cancer Research UK.

In 2005-06, our organizations extended this competition into a second round of research grants, with additional support from the Department for International Development (DFID) in the United Kingdom. Thirty-one grants were awarded in round 2 to researchers in South and Southeast Asia, Africa, Eastern Europe and Central Asia, the Middle East, Latin America and the Caribbean.

The country-specific studies supported through this competition are having a positive impact on advancing the FCTC and providing needed evidence to persuade policy-makers to adopt national tobacco control policies. Additionally, this competition demonstrates the utility of small research grants for building tobacco control research capacity and for promoting networking among tobacco control researchers in low and middle income countries.

This report showcases the results of the second round of research studies that were supported through our competition. 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 implementation and decision-making process. We extend our congratulations to all the researchers who participated in this second round of our competition for their outstanding successes, and we look forward to reporting the results of the third round.

April 2009

*Rosemary Kennedy*

Program Officer  
Research for International Tobacco Control (RITC)  
International Development Research Centre (IDRC)





## *Executive Summary*



## Background

Tobacco use causes 5 million preventable deaths worldwide each year. By the year 2030, the number of annual tobacco-related deaths could increase to 8 million (WHO Report on the Global Tobacco Epidemic, 2008), with 70% occurring in low- and middle-income countries, 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. Over 160 countries are now Parties to the Convention.

## 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 often require 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

The impressive research conducted during the first round of the competition in 2004-05 reinforced the important message that significant results can be achieved through relatively modest funding and a short timeframe. That success prompted the launching of a second round Call for Proposals in January 2005.

As was the case for the first round, the central aim of the second round competition was to support high-quality research to provide timely evidence to guide policy efforts and decision-making around the FCTC. Two other important aims were 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. 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.

## 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 competition was subsequently extended into a third round in 2006. A list of the third round awardees and their projects is included in Appendix 1.

## Results from Round 2 of the Competition

A one-page summary of each grant from the competition's second 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.

Many of these studies have directly impacted the policy-making process and achieved other important outcomes. Some selected examples include:

- Kenya – this timely research on tobacco and poverty at the household level was carried out during discussions by parliament of a draft Tobacco Control Bill. The research informed the eventual passing of that Bill in April 2007 through presentations of the study's results to the Parliamentary Health Committee and the Kenyan Cabinet through the Minister for Health.
- Mongolia – the presentation to policymakers in March 2007 of the study's results, which assessed conformity of national tobacco control policies with the FCTC, resulted directly in the establishment of a multi-sectoral committee to coordinate tobacco control and removal of all billboards in Ulaanbaatar City that advertise tobacco products.
- Kyrgyzstan – the research on prevalence of tobacco use among physicians and nurses was used to inform the development of the National Program and Action Plan for Tobacco Control (2008-2015), which has prioritized smoking cessation for health professionals and involving them in education about tobacco control.
- Vietnam – prior to this study which surveyed consumers' associations about tobacco control, these associations had shown limited interest in the topic. However, following their involvement in this research, these consumers' associations are now firmly engaged in the issue and have integrated tobacco control as part of their mandate to protect consumers' rights.
- Serbia – the study's results on secondhand smoke exposure in hospitality industries has provided needed evidence to the Serbian Intergovernmental Coordinating Committee

of the Ministry of Health to support adoption of a new law to ban smoking in public places, including establishments within the hospitality industry.

- Guatemala – research results on exposure to secondhand smoke in public places were provided to Congress to support the passage of Law 3309 to establish smoke-free workplaces. At the time of this study, the draft bill was under discussion in Congress.

## Dissemination Strategies

The grantees are using a variety of modalities to disseminate their research findings to a number of different target audiences. Researchers in Argentina, Guatemala, Kyrgyzstan and Georgia have had articles published in international peer-reviewed journals. Many grantees 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. Several research teams are preparing policy briefs summarizing salient research findings for presentation to policy-makers. Many of the grantees presented their project results in oral and poster presentations at the 14th World Conference on Tobacco or Health in March 2009.

## Networking and Capacity Building

In May 2007, RITC/IDRC organized a workshop in Ottawa that brought together over 50 awardees from 33 low- and middle-income countries representing rounds 2 and 3 of this competition, to participate in a workshop on "Research for Action on the FCTC", the second of its kind. The workshop had several objectives:

- To capture lessons learned from the research;
- To discuss the policy implications of the research;
- To strengthen the capacity of researchers through interaction with their peers and through specific training workshops;
- To provide an opportunity for researchers to network;
- To plan dissemination and research-to-action strategies.





# *Summaries of Round 2 Grants (2005 Awardees)*

**Small Grants Research  
Competition to Support  
and Inform Ratification,  
Implementation and/or  
Enforcement of the FCTC**

### *Study of socio-economic and legal arguments to facilitate ratification of the FCTC*

#### **Work accomplished:**

- **Literature review:** update of information on tobacco use in Burkina Faso.
- **Collection and analysis of secondary data on tobacco use** and specific information on the production, sale, and import of tobacco.
- **Collection and analysis of primary data:** in-depth interviews with officials and resource persons in different settings.

#### **Findings:**

- The synthesis of 10 studies shows smoking rates of 7.6 % to 36.7% depending on the target group.
- Local tobacco production is declining, while imports are rising.
- Figures for cigarette sales from 2004 and 2005 indicate a slight decline in total quantities sold, but sales volumes have remained steady in certain locales in Burkina Faso.
- The few laws regulating tobacco use are not enforced.
- The opinion survey identified measures preferred by respondents for implementing the tobacco control measures called for in the FCTC.

#### **Impact and Utilization of Results:**

This action-research contributed to Parliament's authorization to ratify the FCTC in March 2006 in two ways. First, the research informed the Ministry of Health's preparatory work for drawing up the authorization and defending it before the National Assembly's Health Committee prior to the vote in Parliament. Second, during a lobbying meeting with Parliamentarians who are members of the Health Committee, the researchers succeeded in raising awareness of the inadequacy of the existing tobacco control legislation in relation to the provisions of the FCTC, and encouraged the Members of Parliament to ratify the FCTC in the next session of Parliament.

#### **Dissemination:**

A sensitization workshop was organized for Parliamentarians who are members of the National Assembly's Health Committee. Results were shared during another sensitization workshop in March 2006 for 17 member associations of the Union of Associations for Tobacco Control (UATC). A workshop was held with the Network of Journalists Against Tobacco in April 2006. The Association Burkinabé de Santé Publique also organized two health forums on the topic of the FCTC in May and June 2006 and organized events in two major high schools in Ouagadougou and Kaya to mark World No Tobacco Day.

## Edith Wellington, Ghana

Ghana Health Service

completion date: September 1, 2007

### *Survey of the implementation of the FCTC*

#### **Work accomplished:**

- Cross-sectional descriptive study undertaken in Accra using both quantitative and qualitative methods.
- 308 respondents (242 quantitative questionnaires and 66 qualitative-in-depth interviews). Respondents included parliamentarians, policy makers, media personnel (including private and state media, both print and electronic – radio and TV) and civil society.

#### **Findings:**

- Respondents are very concerned about tobacco use among youth and consider tobacco consumption to be a serious problem in Ghana.
- Only 36% of respondents were aware of the FCTC, and among those who knew of it, knowledge of its main provisions was very low.
- High level of support for comprehensive ban on smoking in public places/workplaces, ban on free samples of cigarettes and tobacco products to youth, non-sale of cigarettes and other tobacco products by minors and to minors (below 18 yrs).
- 95% of respondents favor tobacco control legislation.
- Obstacles identified: lobbying by tobacco companies to delay legislation, lack of human/financial resources, lack of political will. Suggested solutions: public education on harmful effects of tobacco use; government to provide financial and other resources; viable alternatives for tobacco workers and farmers.

This study may be viewed as an intervention among the broad range of stakeholders who participated in the survey and in-depth interviews, by raising their awareness of the FCTC and tobacco control. The research was undertaken at a timely moment for advancing tobacco control in Ghana, with a National Tobacco Control Bill awaiting approval in Parliament and with the government drafting a National Action Plan on Tobacco Control (2007-2011) to guide FCTC implementation. The results obtained through this study are being used to advocate for the passing of the national legislation and to inform the drafting of the National Action Plan. The project promoted interactive seminars where all the key stakeholders, including Members of Parliament, shared thoughts and discussed how to best use these results to urge government to pass the tobacco bill.

#### **Dissemination:**

Specific seminars were organized for parliamentarians, media personnel and civil society groups. These activities received some extensive media publicity. The results were disseminated through the seminars to all key stakeholders, with the involvement of the Director General of the Ghana Health Service, and Directors of Public Health, Policy, Planning, Monitoring and Evaluation, and Health Research. The WHO country office was also invited to participate in the seminars.

#### **Impact and Utilization of Results:**

### *Sustaining tobacco control through alternative livelihoods: the case of Gbefi community*

#### **Work accomplished:**

- Administered a quantitative survey to 200 respondents comprised mainly of tobacco farmers in two communities: Gbefi Tornu (84) and Gbefi Hoeme (116).
- Conducted focus group discussions with 78 farmers in both communities – Gbefi Tornu (44) and Gbefi Hoeme (34).
- A soil suitability mapping of the area was undertaken to determine soil types that could support crops in the area.

#### **Findings:**

- Gbefi community is endowed with two vital bio-physical resources namely: land (soil) and water resources around which agro-based alternative livelihoods can be developed.
- Tobacco cultivation is perceived by the farmers to be lucrative, but they also perceive that it takes a heavy toll on their health and the environment. They therefore expressed a strong desire to shift away from tobacco cultivation if other viable livelihoods could be identified.
- Several ways of organising alternative livelihood schemes in the community were identified based on the three key issues raised by the tobacco farmers: irrigation, trading, and loan schemes. The preferred way is to organise interested farmers into farmers' associations/farmers co-operatives for horticultural production (pineapples, pawpaw & mangoes). A micro-credit facility was identified by farmers as a key component of any eventual alternative livelihood scheme.

#### **Impact and Utilization of Results:**

Ghana, a tobacco producing country, has ratified the FCTC which calls for provision of support for economically viable alternatives to tobacco growing. The British American Tobacco Company has indicated its intention to cease tobacco production in Ghana. This policy move, if implemented, would imply that most tobacco farmers in the country would lose a major market outlet for their crop. This research informs decision-making on the FCTC by demonstrating that local farmers are interested in exploring alternatives to tobacco growing and wish to be involved in participatory action-research to plan alternative livelihood options in Gbefi, with potential lessons for other tobacco growing areas in Ghana.

#### **Dissemination:**

The project's final report will be disseminated via a stakeholder workshop organized in the study community in collaboration with the Kpando District Assembly. Participants will include community elders, opinion leaders and policy makers drawn from relevant local government departments. Selected tobacco farmers from neighboring communities will also be invited. To allow findings to reach a wider audience, the final report will be made available to relevant ministries for the attention of key decision makers.

## Ouma Oghwell, Kenya

Oral and Craniofacial Research Associates

completion date: June 16, 2006

### *Domesticating the FCTC in Kenya: providing the evidence*

#### Work accomplished:

- Conducted a cross-sectional community-based survey with households that had participated in the recently completed national Baseline Survey on Risk Factors for Non-Communicable Diseases, which was used as the sampling frame. Fifty households in each district took part in the survey, half of which had a family member who used tobacco.

#### Findings:

- Expenditure on tobacco represents a significant proportion of the budget of households with a tobacco user. The average monthly budget allocated to tobacco purchases was KShs 1,206 (US\$18.5) or 8.8% of monthly income. This was higher than the monthly budget allocated for essential items such as clothing (7.5% of monthly income) and education (6.1% of monthly income).
- Health expenditure was significantly higher in households with a tobacco user (5.5% of monthly income) than households without a tobacco user (3.2% of monthly income).

#### Impact and Utilization of Results:

This timely research was carried out while the draft Kenyan Tobacco Control Bill was pending approval and contributed to its eventual passing in Parliament. The results formed part of various policy briefs that were presented before government officials and parliamentarians, including a presentation to the Kenyan Cabinet through the Minister for Health. A meeting was held with the Parliamentary Health Committee to share information and to lobby for enactment of the National Tobacco Control Bill, which was subsequently passed in April 2007.

#### Dissemination:

In addition to disseminating the results through policy briefs and meetings with policymakers, workshops were organized for civil society organizations involved in tobacco control to share results. A media breakfast was also organized to disseminate findings from this study and from a previous opinion poll on the public's perception of the need for tobacco control in Kenya.



## Ezekwesiri Eluchie, Nigeria

People Against Drug Dependence and Ignorance (PADDI) completion date: April 12, 2006

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### *Treaty (FCTC) accession and implementation at the regional level: a case study of the Economic Community of West African States (ECOWAS)*

#### **Work accomplished:**

- Conducted focus group discussions with ECOWAS Parliamentarians (representing Nigeria and Sierra Leone, journalists and members of civil society organizations).
- Conducted library research on treaties, conventions and other statutory instruments related to both ECOWAS and the European Union, and like organizations.
- Produced a Manual on Advocacy aimed at empowering civil society organizations and journalists in the West-African sub-region to lobby for accession and implementation of the FCTC.

#### **Findings:**

- ECOWAS Parliament as presently constituted and enabled is not competent to accede to international treaties or statutory instruments that will be binding on its member States.
- There was a low level of knowledge among policymakers and relevant stakeholders in the West African sub-region of the FCTC, its intendments and processes and broader issues around the need to control the tobacco epidemic.
- Focus group discussions with Parliamentarians in both Sierra Leone and Nigeria revealed that an overwhelming majority of the legislators were in favor of implementation and enforcement of the FCTC throughout the West African sub-region.

#### **Impact and Utilization of Results:**

The project succeeded in raising awareness of the FCTC among policymakers and stakeholders in Sierra Leone and Nigeria, and a position statement was presented to the Secretariat of the Economic Community of West African States (ECOWAS) on the need to accede to the FCTC. Civil society organizations will find the manual produced as a result of this research an invaluable tool for enhancing their advocacy skills with particular reference to FCTC domestication and implementation. Members of the mass media will have easily accessible reference material with succinct commentaries on key provisions of the FCTC. PADDI has incorporated the results of the project into its ongoing 'Advocacy Initiatives on the FCTC' and Preventive Education and Public Enlightenment Campaigns on tobacco products.

#### **Dissemination:**

Press conferences to publicize the results of the project were organized in Sierra Leone and Nigeria. Articles on the project were published by newspapers in both countries ("The Storm" newspaper in Sierra Leone, and "New Age" and "The Westerner" newspapers in Nigeria). An oral presentation of the project's findings was made at the 13th World Conference on Tobacco or Health.

## Phauk Samrech, Cambodia

LIDEE Khmer

completion date: February 22, 2006

### *Analysis of tobacco use and household poverty*

#### Work accomplished to date:

- Conducted a review of the scientific literature on the theory of consumer demand.
- Computed expenditure (income) elasticity, own price and cross price elasticity using the 'Almost Ideal Demand System' method of econometric analysis.

#### Findings to date:

- Three items of household expenditure (tobacco, food and clothing) were found to have total expenditure (income) elasticity of less than one. Items with elasticity smaller than one are considered as items of necessity.
- With respect to own price, tobacco is fairly inelastic with absolute own price elasticity of 0.4733, which is in the mid-range between the least inelastic (education) and the most inelastic (medical care).
- The value of cross price elasticity of tobacco with respect to food is -0.5859 and the reverse relationship is -0.029, meaning that food and tobacco spending are complementary items.

#### Impact and Utilization of Results:

This research adds to the growing body of international literature examining the relationship between household poverty and tobacco use. At the national level, the results will inform the government of Cambodia's Poverty Alleviation Strategy and will support the promulgation of a strengthened law on tobacco control.

#### Dissemination:

The Southeast Asia Tobacco Control Alliance (SEATCA) will incorporate the study's findings into a policy brief for presentation to the Cambodian Inter-Ministerial Committee for Tobacco Control.

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### *Survey of public opinion toward the FCTC in Shanghai*

#### **Work accomplished:**

- Administered a quantitative survey among 721 respondents in Shanghai, and conducted in-depth interviews with six key informants and two focus group discussions with health professionals and youth, to assess their opinions and perceptions concerning local and national legislative, executive and administrative measures relating to tobacco control and the FCTC.

#### **Findings:**

- Among survey respondents, current smoking rates were 41.71% for males and 5.37% for females. Over 60% of smokers reported that they often or sometimes smoke in public places.
- Nearly half of respondents believe that smoking and passive smoking is harmful to health. 84.7% believe that smoking is a major cause of lung cancer, but more than half were unaware of the risks of smoking in relation to other diseases, such as stroke and coronary artery disease.
- 75.73% of survey respondents and half of those interviewed were unaware of the FCTC and its provisions. Only 16% of survey respondents knew that the Chinese government had ratified the FCTC.
- Most respondents and interviewees expressed their support for national tobacco control regulations and policy and FCTC implementation. However, nearly half reported little confidence in the human capacity and resources available to support the implementation and enforcement of the FCTC in China.
- The three primary obstacles identified that would inhibit implementation of the FCTC were: shortage of information and knowledge about the health risks of tobacco products (57%), lack of related tobacco control laws (53.4%), and shortage of related executive organization (48.4%).

#### **Impact and Utilization of Results:**

The data gathered through this project provides useful information on public opinions and perceptions regarding the FCTC and tobacco control issues for the benefit of health authorities, government decision-makers and tobacco control activists in China. The principal applicant, Lei Zhou, who is a delegate of the People's Congress of Xuhui District, Shanghai, made a written proposal to the Congress in February 2007 about adapting tobacco control measures in public places to incorporate provisions of the FCTC. Her proposal attracted the attention of local government officials and the Health Bureau.

#### **Dissemination:**

In addition to presenting the results to local decision-makers through the People's Congress of Xuhui District in Shanghai, presentations were made at national conferences including the Chinese Preventive Medicine Conference (November 2006), the Chinese National Conference on Tobacco or Health (June 2007), and the 6<sup>th</sup> National Conference on Epidemiology (July 2007). The findings were also presented at the 13<sup>th</sup> World Conference on Tobacco or Health (July 2006, Washington, DC), the 19<sup>th</sup> World Conference on Health Promotion and Health Education (June 2007, Vancouver), and the Asia Pacific Conference on Tobacco or Health (October 2007, Taiwan). The results of this project and other tobacco control issues were discussed by the project leader in a national television interview, broadcast in September 2007.

## Jiang Yuan, China

Tobacco Control Office, China CDC

completion date: February 9, 2007

### *Direct and indirect tobacco advertising and promotion*

#### Work accomplished:

- Reviewed tobacco company websites to collect information from the internet on their tobacco promotion, sponsorship and charitable activities.
- Direct observations were made to determine if any direct or indirect tobacco advertisements appeared on selected streets and in waiting rooms of airports, buses, railway and subway stations, or in the media including TV, radio, newspapers, and magazines.
- Survey of students: In 4 cities combined (Beijing, Shanghai, Wuhan and Kunming) 4,036 students from ten types of educational institutions were surveyed to determine their level of exposure to tobacco advertising or promotion in the past 6 months.
- Survey of adults: In each city, approximately 200 adults (total number surveyed = 834) were surveyed about their exposure to tobacco advertisements and promotions during the past 6 months and their attitudes towards a comprehensive ban on tobacco advertising, promotion and sponsorship.

#### Findings:

- A total of 46 major streets were observed in each of four cities, of which 73.9% had tobacco billboards in various forms. 25% of the TV stations and 6.25% of the radio stations were found to have broadcast tobacco sponsorship activities, but none had broadcast direct or indirect tobacco advertisements. 55% of newspapers and 40% of magazines ran indirect tobacco advertisements. Tobacco advertisements were found in all airports except Shanghai Airport. 46% of all bus/rail/subway stations that were observed in the four cities had tobacco advertisements.
- 51% of students and 53% of adults surveyed were exposed to tobacco advertisements in various forms. The exposure rates were higher among male adults than female adults, higher among smokers than non-smokers, and higher among junior school, high school and vocational school students. In most instances,

more students than adults reported being exposed to tobacco advertising and promotion. 73% of students and 51% of adults had seen or heard tobacco advertisements or promotions in movies or on TV or the radio in the previous six months. The rates of exposure to tobacco ads in entertainment establishments or on the Internet were also considerable.

- Among adult respondents, about 40% of both males and females agreed with the need for a comprehensive ban on tobacco advertising, sponsorship and promotion.

#### Impact and Utilization of Results:

The research findings show that despite existing laws and regulations to restrict and/or ban tobacco advertisements in China, the public is exposed to high levels of both direct and indirect tobacco advertising in Beijing, Shanghai, Wuhan and Kunming. The study demonstrates where gaps exist between China's national law to restrict tobacco advertising and FCTC implementation requirements, and recommends that the government take steps to legislate a comprehensive ban on tobacco advertisement, promotion and sponsorship in all forms.

#### Dissemination:

Results will be published via the media to help create a favourable climate of public support for tobacco control. The final report outlining project results and policy recommendations will be submitted to representatives of the National People's Congress, to lay the foundation for strengthening regulations relating to tobacco advertising, promotion and sponsorship. The results will also be submitted to state and local business administration authorities to enhance their understanding of how tobacco advertising influences tobacco use, and to raise their awareness of the pervasiveness of indirect tobacco advertising in China.

***Knowledge, attitudes and perceived barriers regarding implementation of the FCTC and tobacco control measures in Kerala***

**Work accomplished:**

- Conducted a cross-sectional survey using a pre-tested, anonymous questionnaire among a representative sample of 956 representatives of Local Self-Government Bodies (LSGB) in two districts of Kerala (Trivandrum in the South and Kannur in the North).

**Findings:**

- 95% of respondents reported effective tobacco control to be a very important or important strategy to improve people's health.
- Knowledge of the health hazards of smoking was very high, with nearly 70% of LSGB representatives reporting that smoking is harmful to health. However, 23% perceived smoking between 1-4 cigarettes or *bidis* daily to be not harmful to health. *Khani*, a smokeless tobacco product, was reported by 44% of respondents to be the most harmful of all tobacco products.
- Knowledge of existing tobacco control legislation was mixed: 94% were aware of the existing smoking ban in public places in Kerala and 84% knew that sale of tobacco products to minors is prohibited. However, only 45% knew that tobacco advertisements in print and electronic media are banned and only 21% were aware of the existing ban on sale of tobacco products within 100 meters of educational institutions.
- Over 80% of respondents considered the most effective tobacco control policies to be smoking bans, bans on sales of tobacco products to and by minors, advertisement bans, and sales of tobacco products within 100 meters of educational institutions.
- 82% of LSGB representatives were unaware of the WHO FCTC. Among those who were aware, knowledge about specific FCTC provisions was very low.
- The main barriers reported by LSGB representatives in implementing tobacco control policies were lack of administrative support (31%), lack of political will (28%), lack of financial/human resources (25%) and the fear of public opposition (25%). Most representatives suggested involving community members (74%), non-governmental organisations (73%), levying penalties (66%) and involving LSGB representatives (64%) to effectively enforce tobacco control policies.

**Impact and Utilization of Results:**

Through this study, the researchers established strong institutional linkages with LSGB institutions and representatives that may be positively leveraged for future tobacco control work and fostering their involvement in FCTC implementation and enforcement at the community level. The interviews conducted with local government officials served as an intervention in terms of raising their awareness of the FCTC and its provisions and the need for stringent implementation and enforcement of local tobacco control policies.

**Dissemination:**

Research findings were disseminated to LSGB representatives through a monthly magazine titled "*Panchayati Raj Magazine*", which is distributed extensively free of cost by the Government of Kerala. In addition, the results will be available in English and *Malayalam* (the local language) on the SCTIMST website and a website maintained by the Local Self Government (LSG) Department of the Government of Kerala to facilitate informed decision making regarding FCTC implementation and enforcement. The study findings and salient provisions of the FCTC will also be made available in the form of a fact sheet in the local language to be distributed during a planned press conference, for the benefit of the local print and electronic media and the general public.



## Fatwa Sari Tetra Dewi, Indonesia

Gadjah Mada University

completion date: February 23, 2007

### *Understanding and measuring determinants of smoking initiation among youth in Yogyakarta Municipality*

#### Work accomplished:

- Quantitative survey administered to 1270 students from 11 junior high schools.
- Focus group discussions and in-depth interviews held with girls and boys to explore influencing factors for tobacco use among youth and their perception of tobacco control measures.

#### Findings:

- Smoking among youth was found to be significantly influenced by these main factors: social norms (particularly the smoking behavior of role models such as parents, siblings and teachers), economic considerations (i.e., price of cigarettes), self-value, coping mechanisms, and exposure to tobacco advertising.
- The knowledge of youth was generally high concerning the health hazards of smoking.
- Only 7.7% of boys and 0.7% of girls reported being current smokers, but much higher numbers (40% boys and 12% girls) reported having experimented with smoking.

#### Impact and Utilization of Results:

The project has raised awareness among school authorities of the problem of tobacco use among youth, as well as decision-makers at municipal and provincial level. There is a need to follow-up on these discussions within a larger forum. After several discussions with school authorities, it was agreed that the most feasible short-term intervention strategy would be to focus efforts on raising awareness among teachers that their smoking behavior can influence youth to initiate smoking.

#### Dissemination:

Results were documented in a report entitled *Why Youth in Developing Country Start Smoking – A Study of Yogyakarta Municipality, Indonesia*. A seminar to discuss project results was held with representatives of the provincial parliament, Yogyakarta municipality parliament, provincial and district development planning boards, provincial and district education boards, as well as provincial and district health offices. A press release was prepared for the local mass media.

### *Advanced tobacco control training for community health practitioners*

#### **Work accomplished:**

- Administered a questionnaire to 136 pharmacists to ascertain knowledge, attitudes and practices with regard to tobacco control and smoking cessation.
- Questionnaire was self-administered by each pharmacist 30 minutes before commencement of an advanced tobacco control/smoking cessation training workshop for health professionals.

#### **Findings:**

- Smoking Behavior: 6.6% of pharmacists were ever smokers.
- Knowledge: 64.7% of respondents had a good knowledge of tobacco control and smoking cessation. 87% of respondents indicated that they update their knowledge on tobacco-related issues occasionally.
- Attitudes: All respondents agreed that it is essential for pharmacists to promote and provide smoking cessation services. 66.7% of ever smokers and 32.8% of non-smokers strongly agree that it is the pharmacist's responsibility to counsel smokers to quit smoking.
- Practice: 73.7% of respondents regularly provide smoking cessation services and 90.2% provide such services occasionally. The frequency of providing cessation advice is higher if the customers themselves raised the issue of smoking (78%) or if customers have symptoms/confirmed diagnosis of smoking-related diseases (58%). Most pharmacists use verbal counseling (85%) and leaflets (76%) when providing smoking cessation services. Most spend 15 minutes for each counseling session (mean  $14.78 \pm 7.12$ ). 52% administer the Fagerstrom questionnaire. 90% of them do not keep records of customers they have counseled.

#### **Impact and Utilization of Results:**

The ultimate aim is to incorporate this training program for health professionals into the curricula of all local universities offering medical and allied health courses under the Ministry of Education. Health-related organizations in Malaysia may also use the training materials to offer continuing education programs to practicing health professionals. As a result of the training, pharmacists will be better equipped to provide smoking cessation advice to smokers. Through their participation in this project, pharmacists have been mobilized to become more directly involved in tobacco control.

#### **Dissemination:**

The final report will be disseminated to the Ministry of Health and the Ministry of Education and also to the Malaysian Council on Tobacco Control and healthcare organizations throughout Malaysia.

## Baasanjav Mashbadrakh, Mongolia

Mongolian Public Health Professionals' Association

completion date: October 24, 2006

### *Assessment of conformity of national tobacco control policies with the FCTC*

#### Work accomplished:

- Reviewed 29 relevant national policy documents to assess their compliance with FCTC's purpose, key principles and provisions.
- Monitored print and broadcast media for evidence of advertising, promotion and sponsorship.
- Interviewed 12 randomly selected Parliamentarians to elucidate their opinions regarding problems with FCTC enforcement and strategies for its improvement.
- Developed recommendations on strategic options for improving conformity of national tobacco control policies with the FCTC.

#### Findings:

- **Policy review:** Tobacco control policy documents do not address all aspects of a comprehensive tobacco control policy required to optimally reduce tobacco use in the country. In particular, several FCTC provisions to reduce demand for tobacco are not reflected in national policy documents.
- **Media review:** Despite the ban of tobacco advertisement by three laws (Law on Tobacco Control, Law on Advertisement and Law on Public Radio and Television), the tobacco industry freely advertises its products via all communication channels.
- **Legislator interviews:** None of the interviewed Members of Parliament (MPs) knew of the FCTC. MPs commonly voiced the opinion that there was not much the state could do about tobacco control, and it was an individual responsibility not to get lured into smoking by the tobacco industry.

#### Impact and Utilization of Results:

The presentation of the study's results at a dissemination seminar with policymakers in March 2007 resulted directly in the following actions: (i) the establishment of a multi-sectoral committee to coordinate tobacco control; (ii) removal of all billboards in Ulaanbaatar city that advertise tobacco products; (iii) the request by the Ministry of Health that the Mongolian Public Health Professionals' Association increase its advocacy efforts among decision-makers to enhance their knowledge of tobacco control issues.

Additionally, the final project report had the advantage of bringing to the attention of policymakers that the Health Promotion Foundation, created through an act of the 2005 Tobacco Control Law using 2% of tobacco excise taxes, and which was to become functional as of May 2007, had not in fact been implemented.

#### Dissemination:

A printed copy of the final project report in English and Mongolian was disseminated to the Ministries of Health, Justice, Food and Agriculture, the General Tax and Customs Authorities, all 76 Members of Parliament, the media (including national television and radio stations and five daily newspapers). Results were further disseminated through two workshops. The first workshop on "Tobacco Control in Mongolia" was organized in collaboration with the Ministry of Health in March 2007, where representatives of Ministries of Health, Justice, Food and Agriculture, Trade and Industry, Education and Science, General Authorities of Tax, Customs and Standards, non-governmental organizations and public-health related institutions participated. The second was an advocacy workshop organized with the support of WHO on "Creating a Smoke-Free Environment" for Ulaanbaatar city and all district Governors in May 2007.

## Tran Thi Kieu Thanh Ha, Vietnam

Healthbridge Foundation

completion date: November 14, 2006

### *Facilitating FCTC implementation through media personnel support*

#### **Work accomplished:**

- Conducted in-depth interviews with 20 editors-in-chief, deputy editors-in-chief, newspaper managers and newsroom chiefs.
- Administered a semi-structured survey to 20 health reporters, 20 economic reporters, and 20 entertainment and social reporters.
- Undertook media surveillance of the most influential and most read newspapers in Vietnam.

#### **Findings:**

- Media access to tobacco control information is limited. Health reporters typically receive the most information.
- All media personnel acknowledged the negative health effects of tobacco use. However, they showed little recognition of the harmful effects of tobacco to the economy and environment and their knowledge/understanding of the FCTC was poor. They give less priority to reporting on tobacco control in comparison to other health issues.
- 73.9% of the 425 tobacco-related newspaper clippings collected between August 2005 and July 2006 favored tobacco control. The remaining articles demonstrated either a pro-industry slant or neutral attitudes.
- Media personnel reported little direct exposure to the tobacco industry. Many journalists believed that tobacco manufacturing contributes to the country's economy and were worried that strong tobacco control measures would affect this contribution.

#### **Impact and Utilization of Results:**

The research results were used as the key input material for a media training course on tobacco control, organized in cooperation with the Press Department of the Central Committee on Culture and Ideology. The workshop focused on filling the gaps revealed through this research, in terms of journalists' incomplete knowledge of tobacco control issues and helping them to understand the benefits of strong tobacco control measures. The workshop was unique in that journalists received hands-on training on how to make tobacco control news articles more interesting and appealing to readers, based on suggestions made by senior journalists who were interviewed through this project. Based on the research results, a new two-year project was developed by HealthBridge Foundation and funded with a grant from UICC/ACS that seeks to increase media capacity to advocate for tobacco control and to positively influence public education.

#### **Dissemination:**

A final report was prepared (in both Vietnamese and English) that includes recommendations on how to strengthen media support for tobacco control to ensure successful implementation and enforcement of the FCTC. The report was shared with the Vietnam National Committee on Smoking and Health, the WHO in Vietnam, the Vietnam Public Health Association, the Press Department of the Central Committee on Culture and Ideology, the Press Faculty of the National University, and Vietnamese tobacco control activists as a reference document for their media advocacy work. The research findings were also disseminated at national seminars and workshops on tobacco control, and international conferences such as the 13<sup>th</sup> World Conference on Tobacco or Health (July 2006) and the Asia Pacific Conference on Tobacco Control (October 2007).

## Do Gia Phan, Vietnam

Vietnam Standard and Consumers' Association

completion date: June 26, 2006

### *Survey of what consumers think of passive smoking*

#### Work accomplished:

- Surveyed 1000 people from 10 consumers' organizations in provinces and cities throughout Vietnam.
- Supplemented the survey data with 4 focus group discussions on passive smoking with women's consumers' groups.

#### Findings:

- Consumers have inadequate knowledge about the negative health impacts of passive smoking and about the existing tobacco control law with regard to restrictions on smoking in public places.
- People are reluctant to demand their right to a smoke-free environment when in the presence of someone who is in violation of the law against smoking in public places.
- Lack of formal enforcement of the existing law on smoke-free environments through a designated government agency and insufficient education of the public about the harms of passive smoking are important obstacles to effective smoke-free policy implementation.

#### Impact and Utilization of Results:

Prior to this study, consumers' associations had shown limited interest in tobacco control. However, these associations are now firmly engaged in the issue and have integrated tobacco control as part of their mandate to protect consumers' rights. They will use the project results to educate their members about the harms of passive smoking and the importance of smoke-free areas. Community groups exerting pressure from below to push government for more effective implementation and enforcement of smoke-free areas is of great importance to advance the implementation of the FCTC in Vietnam.

#### Dissemination

A paper with suggestions on ways to promote smoke-free public places was sent to the Vietnam Committee on Smoking or Health (VINACOSH), the Ministry of Health, and the Vietnam National Assembly. Seven articles related to tobacco control and passive smoking were published through the Consumer magazine, including a summary of the outcomes of the project. A dissemination seminar to discuss the research results and to promote tobacco free places in provinces and cities was organized on May 25, 2006 (prior to World No Tobacco Day) in Ho Chi Minh City with the participation of 42 participants from 24 local consumers' associations, government officials and reporters.



## Hovhannes Margaryants, Armenia

Armenian Public Health Union (APHU)

completion date: July 15, 2006

### *International experience of tobacco advertising legislation*

#### **Work accomplished:**

- Surveyed over 900 individuals in government, including members of the Legislative and Executive branches, staff of the President, representatives of the Constitutional Court, Yerevan Municipality and regional governing bodies regarding their exposure to tobacco advertising and opinions about tobacco advertising bans.
- Analyzed television, radio and print media for evidence of direct or indirect tobacco advertising.
- Compared Armenian tobacco advertising legislation with international legislation from countries such as Canada, Ireland, Norway, New Zealand, and Netherlands.

#### **Findings:**

- 8 of 10 respondents reported being exposed to tobacco advertising on billboards and in the print media. More than two-thirds of respondents were exposed to tobacco advertising on television. The majority of respondents believe that tobacco advertising should be completely banned in the media.
- The media analysis found no evidence of direct tobacco advertising on television, but many examples were found of indirect advertising through business stories about tobacco companies or sponsorship by the tobacco industry of movies or social events. Similar forms of indirect advertising were evident during radio broadcasts. Both direct and indirect tobacco advertising were found in the print media.
- The final report provides a series of recommendations to strengthen Armenia's existing tobacco advertising legislation toward the goal of comprehensively banning tobacco advertising, sponsorship and promotion within 5 years of FCTC ratification (Armenia ratified on February 28, 2005).

#### **Impact and Utilization of Results:**

The survey was carried out in December 2005, immediately prior to a vote in Parliament to amend the existing law on tobacco advertising to prohibit outdoor advertisements of tobacco products. This research raised the profile of an important tobacco control issue at a timely moment, sensitizing Members of Parliament to the issue, and thereby contributing to the successful passing of the amended legislation. The project also served to integrate the mandate of APHU more firmly into tobacco control, and thus strengthen linkages between the public health community and the broader tobacco control community, which will in turn serve to strengthen national tobacco control efforts in the future. The implementation of this study raised the profile of APHU among policymakers, civil society and the mass media, which is important for sustaining its future tobacco control efforts.

#### **Dissemination:**

350 copies of the final project report were published in Armenian, English and Russian and sent to all individuals and organizations that participated in the survey, to all committees of the National Assembly and Members of Parliament, and to member organizations of the Coalition for a Tobacco-Free Armenia. Roundtable discussions were organized for board members of the Coalition for a Tobacco-Free Armenia and for representatives of government. Two other discussion sessions were held; the first with representatives of state institutions and the press and the second with members of the Standing Committee on Health, Youth and Ecological Protection organized in consultation with the Chairman of the National Assembly. Results were presented at various scientific conferences nationally and internationally, including the 13th World Conference on Tobacco or Health in 2006. A talk show on a leading television channel planned to devote a segment of the show to tobacco advertising, during which the research team will present the results of this study.

## Eyyub Huseynov, Azerbaijan

Independent Consumers' Union

completion date: March 1, 2006

### *Investigation of smuggled tobacco circulation*

#### **Work accomplished:**

- Obtained information from formal and informal sources on the amount of smuggled tobacco products and most commonly smuggled tobacco brands.
- Surveyed 3,000 smokers in Baku City and Absheron region about the amount, types (i.e., chewing, cigarettes, etc) and brands of tobacco used and whether they were aware if the product was smuggled or manufactured locally.
- Investigated the chemical ingredients in smuggled tobacco products.

#### **Findings:**

- According to statistical data obtained from the State Statistics Committee and the State Customs Committee, 15% of cigarettes sold in the market are smuggled.
- Four brands of smuggled cigarettes are non-filtered, production of which was prohibited by law in Azerbaijan in 2004.
- It was found that the wholesale network of smuggled cigarettes is situated in Narimanov region of Baku City.
- Laboratory analyses of the chemical ingredients in smuggled tobacco products revealed that the amount of hazardous substances in these cigarettes was higher than established standards.

#### **Impact and Utilization of Results:**

Recommendations to curb smuggling were provided to State bodies and to Parliament. After the survey was implemented among the general population, the number of incoming calls received via the Independent Consumers' Union hotline increased by 60%, with the purpose of obtaining information about smoking. In March 2006, the Minister for Economic Development met with the Coordinator of this project and made proposals for joint activities to curb smuggling of tobacco products in Azerbaijan.

#### **Dissemination:**

Project results were reported in newspapers and a press conference was held with representatives from State bodies and cigarette producers and distributors. Television and radio programs dedicated to this topic were broadcast in February 2006. Results of the project were distributed to 30 regional branches of the Independent Consumers' Union through its volunteer network.

### *Survey of public opinion toward the FCTC*

#### **Work accomplished:**

- Surveyed 1,000 people in 4 regions of Azerbaijan – Baku, Ganja, Lenkeran and Guba – about their knowledge of the health hazards of smoking and attitudes toward tobacco control legislation.
- Analyzed various provisions of the national tobacco control law.
- Organized advocacy activities in support of the FCTC with the participation of the media.

#### **Findings:**

- 34% of survey respondents were smokers. The majority of respondents believed that smoking and exposure to tobacco smoke is hazardous to health.
- 82.7% of respondents believed that national tobacco control legislation should be strengthened to curb tobacco use, but most respondents had low levels of awareness about existing national tobacco control laws and the FCTC.
- 46.5% of respondents were in favor of a complete ban on tobacco advertising, while another 38.9% were in favor of restrictions on tobacco advertising.
- 58.3% of respondents were in favor of a complete ban on smoking in public places, while another 31.2% favor some restrictions on smoking in public places.
- With regard to the current tobacco control law, the study found a lack of enforcement of existing provisions; loopholes in the tobacco advertising law which allow for widespread tobacco sponsorship activities; inadequate health warning labels on cigarette packages; low levels of international cooperation in tobacco control, which perpetuates smuggling and other transboundary activities.

#### **Impact and Utilization of Results:**

The Azerbaijan Public Health Association undertook this research concurrently with a series of advocacy activities aimed at raising awareness among policymakers of the FCTC, and to demonstrate the public's support for strengthening various tobacco control measures. During the project's implementation, Azerbaijan signed the FCTC (on September 20, 2005) and appropriate documents were deposited at the United Nations on November 1, 2005. This achievement enabled Azerbaijan to take part in the first FCTC Conference of the Parties (COP).

#### **Dissemination:**

A roundtable for mass media representatives and non-governmental organizations was held in October 2005 and radio and television shows were broadcast in early 2006 to disseminate the project's results and advocate for ratification of the FCTC.

## George Naneishvili, Georgia

Association of Synergistic Medicine

completion date: February 28, 2006

### *Education support of mass media for ratification and implementation of the FCTC*

#### Work accomplished:

- Qualitative research: in-depth interviews with 23 mass media representatives from television, news agencies and newspapers.
- Media monitoring: visual inspection and analysis of newspaper articles and television programs.
- Development of training materials based on results of interviews and media monitoring, and training for 25 representatives of mass media about the FCTC.
- Training materials and information packages distributed to representatives of the mass media and tobacco control stakeholders.

#### Findings:

- Media monitoring: three main types of messages in the media - neutral, positive to tobacco control, and pro-industry. **Neutral messages** refer to short, factual descriptions regarding tobacco, such as articles or information about tobacco smuggling. **Positive messages** refer to support for tobacco control, such as FCTC ratification and implementation. **Pro-industry messages** refer to articles or information against tobacco control measures such as increased taxation of tobacco products or FCTC ratification.
- Statistics: neutral messages (70%); positive messages (27%); “pro-industry” messages (3%).
- Qualitative study: lack of information sources and low availability of materials on tobacco control for the media; low intensity of contacts by the tobacco control community with the media; journalists are not motivated to report on tobacco control and do not consider tobacco control issues to be newsworthy.

#### Impact and Utilization of Results:

The information gathered provides important information regarding knowledge and attitudes of the Georgian mass media about the FCTC and tobacco control issues. This information will assist the tobacco control community to build bridges with media representatives and enhance the flow of information about tobacco control to the general public. Sensitization and training of the mass media on tobacco control issues will enhance advocacy efforts around promotion of the FCTC and implementation of the Georgian National Action Plan on Tobacco Control.

#### Dissemination:

Information about the project was published in the main newspapers and on the website of the Public Health Department ([www.phd.gol.ge](http://www.phd.gol.ge)).

*Prevalence of tobacco use among physicians and nurses*

**Work accomplished:**

- Developed a questionnaire to measure tobacco use prevalence among physicians and nurses.
- Administered the questionnaire to a nationally representative sample of 3,296 health professionals (1,450 physicians and 1,846 nurses) from 24 medical organizations in three regions: Bishkek, North, South.

**Findings:**

- Male physicians (aged 23-69): The current smoking rate of manufactured cigarettes was 49% compared to 42% for the general male population in the same age group and similar education level. 75% of male physicians have ever-tried cigarettes. The prevalence rate of current users of any tobacco product among male physicians was 61%.
- Female physicians (aged 23-69): The current smoking rate of manufactured cigarettes was 6% compared to 2% for the general female population in the same age group and similar education level. 31% of female physicians have ever-tried cigarettes. The prevalence rate of current users of any tobacco product among female physicians was 6%.
- Nurses (female, aged 18-64): 13% have ever-tried cigarettes; 4% are current smokers of manufactured cigarettes; and 5% are current users of any tobacco product.

**Impact and Utilization of Results:**

The survey results were used to inform the development of the National Program and Action Plan for Tobacco Control (2008-2015). That action plan has prioritized smoking cessation for health professionals and involving them in education about tobacco control. A smoking cessation program for health professionals in Kyrgyzstan was subsequently discussed at a Tobacco Control Summit in Poland in April 2008 and at a meeting that same month between tobacco control experts and donors. A partnership is being discussed between the Kyrgyz Republic and Poland for involving health professionals in tobacco control. Results are also being used to inform the drafting of a National Strategy for Non-Communicable Disease Control and Prevention, and for monitoring and comparative analysis for future research.

**Dissemination:**

Results have been shared with policymakers from the Ministry of Health and the Administration of the Government of the Kyrgyz Republic, which is responsible for implementing the FCTC and the National Tobacco Control Law. The results were presented at numerous national and international conferences, including the 4th European Conference on Tobacco or Health in October 2007. The results will be included in the national report to the Secretariat of the FCTC in July 2008. An article has been submitted for publication in a Central Asian medical journal and results will be posted on the website of the Public Centre for Tobacco Control.

## Denis Vinnikov, Kyrgyzstan

Lung Health Association

completion date: March 5, 2006

*Medical students of Kyrgyzstan: how committed are they to promoting smoking cessation and prevention in their future practice?*

### Work accomplished:

- Study population: randomly selected medical students of all 6 years of Kyrgyz State Medical Academy (20% sample).
- Data collection: cross-sectional randomized study, in which 297 medical students completed a self-administered questionnaire and exhaled carbon monoxide (CO) to verify their smoking status.

### Findings:

- Self-reported current smoking rate (daily + occasional smokers) was 35.0% (47.9% among men and 22.5% among women), with the highest rate among year 6 students (85.7% for men and 58% for women).
- CO-adjusted prevalence for the entire sample was 44.8%.
- Smoking was strongly associated with alcohol consumption among medical students.
- 69% of students believed that smoking was related to cancer and chronic diseases, however, the longer students were in school, the less confidence they demonstrated in this relationship.
- 85% believed that cessation advice should be given to smokers, but only 63% considered this advice as potentially effective.
- 60.9% were willing to participate in tobacco control activities.
- Only 17.2% were aware of the FCTC; 90% of these respondents supported its ratification (women significantly more so than men).
- One-third of medical students believed that an additional training course on Tobacco or Health should be introduced into the medical school curricula.

### Impact and Utilization of Results:

This project has raised awareness about the lack of high-quality training in the area of tobacco control for medical students. An evolution of thinking has begun in Kyrgyzstan with an introduction of changes into the medical school training program planned under the new healthcare reformation system. Using the results of this study, the researchers are advocating for the introduction of a formal training program for medical students on tobacco or health. The current curriculum does not satisfy students' expressed need for information on smoking-related illnesses or options for smoking cessation. The results were used to enhance an existing 1.5 hour lecture on tobacco control and tobacco dependence that was introduced in December 2005 into the training curricula for medical students of Kyrgyz-Russian Slavic University and Kyrgyz State Medical Academy. Two additional sections have now been added to the lecture: one on smoking prevalence rates among medical students and another on the questionnaire and the smoking verification technique used in this study.

### Dissemination:

The final project report was sent to the administrative board of Kyrgyz State Medical Academy. The study results were delivered by the President of the Kyrgyz Asthma Centre in an oral presentation at the 15<sup>th</sup> National Congress on Respiratory Diseases in Moscow in December 2005. An article on the study was published in the leading newspaper in February 2006. A summary of the project's findings was disseminated via GLOBALink in Russian in January 2006 and on the website of the Ukrainian Centre for Tobacco Control. The results were published in *CVD Prevention and Control* journal in August 2006.



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### *Secondhand smoke exposure among hospitality industry workers and patrons*

#### **Work accomplished:**

- Administered a qualitative survey to 94 non-smoking hospitality workers about their recent exposure to secondhand smoke and their knowledge, attitudes and behaviors concerning smoking and secondhand smoke.
- Measured airborne concentrations of carbon monoxide (CO), carbon dioxide (CO<sub>2</sub>), PM<sub>2.5</sub> and nicotine during summer and winter in restaurants and cafés where smoking was banned and where smoking was permitted.
- Cotinine levels in saliva were collected at the beginning and end of the working shift in summer and in winter seasons.

#### **Findings:**

- Salivary cotinine was higher at the end of the working shift, more pronounced in those premises where smoking was permitted, and during the winter season.
- Cotinine in saliva was found in 80% of the study subjects (all of whom were non-smokers) at the beginning of the working shift, suggesting widespread exposure to secondhand smoke at home or in other public places.
- Differences in airborne concentrations of CO, CO<sub>2</sub> and PM<sub>2.5</sub> were insignificant between restaurants where smoking is banned and restaurants where smoking is permitted. One reason may be that in non-smoking restaurants, smoking was often permitted in staff rooms, thus exposing workers to secondhand smoke. Airborne nicotine concentration was higher in restaurants where smoking was permitted.
- Study subjects were well informed of the health hazards of smoking, but knowledge about the health effects of exposure to secondhand smoke was insufficient. 50.5% were unaware of the existing national legislation banning smoking in enclosed public places.

#### **Impact and Utilization of Results:**

This study provides a baseline for future research to determine time trends on exposure to secondhand smoke among hospitality workers and patrons in Serbia. The Serbian Intergovernmental Coordinating Committee under the Ministry of Health is initiating procedures for a new law to ban smoking in public places, including establishments within the hospitality industry. The project results will provide evidence needed to support the adoption of that law.

#### **Dissemination:**

The results will be incorporated into a policy brief for presentation by the National Commission for Smoking Prevention to the Intergovernmental Coordinating Committee. Results will also be disseminated through the media and in cooperation with non-governmental organizations such as the Public Health Association of Serbia. The findings will also be shared with restaurant and bar owners and unions representing the interests of hospitality industry employees.

## Konstantin Krasovsky, Ukraine

Alcohol and Drug Information Center (ADIC-Ukraine)

completion date: August 30, 2006

*Research to assist in drafting, implementing and enforcing tobacco control legislation in Ukraine and other former USSR countries*

### Work accomplished:

- Interviews were conducted with present and former decision makers and experts who were involved in developing tobacco control legislation in Ukraine.
- Roundtable meetings concerning national and local legislation were used as focus groups to study attitudes to legislative proposals in Kiev, Korovograd, Sumy, Salvuta and Cherkassy.
- Information was collected from the following sources: a) extracts from MPs speeches; b) tobacco control legislative acts adopted in foreign countries; c) media comments on the tobacco control proposals, d) online tobacco industry documents concerning tobacco control legislation in Ukraine.
- Conducted an analysis of voting behavior by Ukrainian Members of Parliament on the Tobacco Control Law.
- Developed some model acts for national and local tobacco control legislation on specific issues (advertising, smoke-free policies, product regulation).

### Findings:

The research provides evidence of how the tobacco industry manipulates the tobacco control legislative process in Ukraine, and an analysis of Ukraine's tobacco control law was prepared in four parts: (i) How the law was adopted; (ii) strong and weak provisions, opportunities for improvement; (iii) tactics of legislative activities (problems and recommendations); (iv) experts' opinions on the law, its enforcement and improvement.

### Impact and Utilization of Results:

Data collected through this study, particularly evidence of strong public support for various tobacco control measures, was provided to the Ministry of Health prior to the law being put to a vote in Parliament in September 2005 and contributed to the law's adoption that month. In July 2006, research team members were invited by the Ministry of Justice to participate in a working group on proposed amendments to the law regarding health warning provisions, advertising bans and product regulations. The researchers' recommendations were included in the working group's final report, which was presented to the Ministry in September 2006. Model legislative acts developed through this project were used to assist tobacco control advocates in the cities of Cherkassy, Lutsk and Kherson to develop and adopt local tobacco control acts, mainly concerning smoke-free regulations. The research team also used these model acts to assist tobacco control advocates in Kyrgyzstan when draft tobacco control legislation was being discussed by Parliament in March 2006. This advice was used for the final draft of the law which was adopted by that country's Parliament in June 2006.

### Dissemination:

ADIC-Ukraine works as a resource centre for Russian speaking countries and the main project results are available in Russian on the ADIC web site. The project's analytical report on tobacco control legislation in Ukraine was prepared in Russian and disseminated via newsletters that were sent to over 600 tobacco control advocates in Ukraine and other former Soviet countries. An article entitled "Attitudes of Political Parties of Ukraine to Tobacco Control Issues" was published on the website of the Coalition for Tobacco Free Ukraine. Various presentations of the study's findings have been made at international conferences, such as the 13<sup>th</sup> World Conference on Tobacco or Health in 2006.

## Ethel (Wara) Alderete, Argentina

Instituto de Ciencia y Tecnología Regional

completion date: September 7, 2006

### *Smoke-free municipality initiative in Argentina: assessing short-term effects on workplace absenteeism, productivity and medical services utilization*

#### Work accomplished:

- Administered the World Health Organization's Health and Work Performance Questionnaire (a self-report instrument designed to estimate health problems, absence due to illness, accidents and injuries in the workplace) to a random sample of 10% of employees in each participating institution before implementing the intervention and one year afterwards (May-June 2005 and May-June 2006).
- Implemented a low-cost, smoke-free workplace intervention based on recommendations and materials posted on the Smoke-Free Americas web site of the Pan American Health Organization. Participating institutions included 2 public hospitals, 2 health maintenance organizations (HMOs), and 2 universities (N=705).
- Reported pre-post test evaluation from public hospitals: 2 intervention (N=246) and 1 control (N=106).

#### Findings:

In multivariate logistic regression models, employees in intervention institutions were:

- Five times less likely than employees in the control institution to have lost a day of work due to health problems.
- Five times less likely than employees in the control institution to be exposed to cigarette smoking at the workplace.
- More than three times less likely than employees in the control institution to smoke.

#### Impact and Utilization of Results:

The results showed that the short-term benefits of a smoking ban in the workplace included reduced absenteeism, reduced exposure to secondhand smoke, and reduced number of smokers among the workforce. Since the initial stages of this project, the research team has continued to receive requests to assist new institutions in establishing smoke-free work environments. A step-by-step guidebook for making institutions smoke-free was provided to the head of a newly created program at City Council in San Salvador de Jujuy that is responsible for implementing a city-wide smoke-free initiative in accordance with a recently passed ordinance.

#### Dissemination:

Reports of project findings were distributed to all participating institutions (intervention and control). A report was distributed to the national Ministry of Health, and at the provincial level, to the Secretariat for Drug Abuse Prevention. Information was disseminated through local radio and television.

## Raul Mejia, Argentina

Centro de Estudios de Estado y Sociedad

completion date: September 12, 2006

### *Strategies pursued by the tobacco industry to obstruct the signature, ratification and implementation of the FCTC in Argentina*

#### Work accomplished:

- Analyzed online tobacco industry documents (1998-2004) in relation to the FCTC.
- Analyzed articles in daily newspapers from two tobacco producing regions of Argentina.
- In-depth interviews with key informants in the USA and Argentina.
- Analyzed legislative bills in the National Parliament and reviewed Acts of Sessions of the House of Representatives of the Province of Jujuy looking for aspects related to the promulgation of tobacco control laws.

#### Findings:

- The principal strategy used by the tobacco industry was lobbying of provincial legislators and federal officials from the Ministry of the Economy by the tobacco growers' associations. These legislators prevented the passage of comprehensive bills on tobacco control or of less comprehensive national laws.
- A typical legislative strategy used to delay consideration of ratification of the FCTC was to request additional analyses of the proposed bills from committees that prioritized economic issues over health.
- The FCTC was mentioned in regional newspapers 3 to 7 times per week in articles about alleged adverse economic effects of tobacco control.

#### Impact and Utilization of Results:

A two-page brochure outlining the results of this study and providing facts about the tobacco epidemic in Argentina was given to legislators in both the Senate and House of Deputies, to strengthen the hand of key allies within government circles responsible for the FCTC ratification process. One of the co-project leaders, who is a consultant to the tobacco control program of the Ministry of Health, presented the results to Ministry employees and urged them to influence representatives of the legislature to secure ratification of the FCTC. She also participated in hearings with Deputies and Senators in August 2006 where the results of this study were presented.

#### Dissemination:

Results were disseminated to policymakers, journalists, and to members of non-governmental organizations related to tobacco control. Letters were sent to Senators urging them to ratify the FCTC. The project leaders participated in two press conferences in Buenos Aires in August 2005 and November 2006 to unmask the mechanisms used to block the FCTC and tobacco control laws in Argentina. These press conferences were attended by more than 30 journalists and generated numerous newspaper reports. The results were presented at the 13<sup>th</sup> World Conference on Tobacco or Health in Washington in July 2006 and published in *CVD Prevention and Control* journal in December 2008.

## Maria Alegre, Argentina

Asociación Civil Universidad del CEMA

completion date: April 30, 2007

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### *Cigarette advertising and the psychological imprinting of tobacco among teenagers*

#### **Work accomplished to date:**

- Worked with two firms, IBOPE and Monitor de Medios Publicitarios, to gain access to advertisement investment data, by company and by brand, in media outlets (television, radio, and print media (newspapers and magazines)) at a national level, for the period 1999-2005. Worked with a third firm, Alberto Scopesi y Cía S.A., which tracks spending on billboard advertising in Argentinean streets, making it possible to monitor investments in all the main media.

#### **Findings:**

- Tobacco firms invest in advertising at saturation levels and two firms concentrate 99% of tobacco sales in Argentina: Massalin Particulares (Philip Morris) and Nobleza Piccardo (BAT). With the levels of advertising investment found, each firm is able to reach over 90% of the market of potential smokers, defined as men and women over the age of twelve.
- Selective restrictions on media outlets have failed to limit advertising levels of tobacco products. Firms have responded by re-directing advertising investments to other media.
- Tobacco firms do target teenagers with their advertising investments in Argentina, particularly to 13-19 year olds.

#### **Impact and Utilization of Results:**

The findings will support efforts to advocate for a comprehensive ban on cigarette advertising in Argentina. In addition, the results are being used to develop high school teaching materials (for teachers and students) designed to educate teenagers with regard to tobacco advertising tactics by the industry. Dr. Maria Alegre leads the team in charge of developing these materials to be used in high schools nationally, which will be produced, funded and distributed by the Argentinean National Health Ministry.

#### **Dissemination:**

Preliminary project results were presented at an academic seminar at the Universidad del CEMA and final results were shared with public officials in the National Health Ministry of Argentina and presented to high school authorities within the Education Ministry of Buenos Aires province. A press release is planned to present the findings to the general public, which will be distributed to the local media and tobacco control advocates.

## Maria Teresa Valenzuela Schmidt, Chile

Universidad de Chile

completion date: September 26, 2007

### *The association between tobacco advertising expenditure and tobacco consumption (1996-2004)*

#### Work accomplished:

- Examined investment in advertising by Chiletabacos and the consumption of tobacco within Chile during the period 1996-2004.

#### Findings:

- The findings of this study are limited because the researchers were able to obtain only partial data on tobacco advertising expenditures. The study was therefore unable to find a statistically significant effect between tobacco advertising and consumption during the period 1996-2004.
- From the partial data that was collected, the study found that while total advertising expenditure by Chiletabacos declined in overall terms between 1996 and 2004, there was a substitution of advertising investment away from expensive television advertising to other less expensive media outlets such as newspapers, magazines and billboards.
- Between 1996 and 2004, 37.7% of tobacco advertising investment was dedicated to products targeting the high-income segments of the market (Kent, Lucky Strike, Viceroy) and 17.8% to products targeting the low-income segment (Derby). Within the magazine sector, the greatest proportion of investment was concentrated in women's magazines, and in 2001 and 2002, there was investment in advertising in magazines whose target audience is youth aged 12+.

#### Impact and Utilization of Results:

This is the first study in Chile to examine the advertising strategies of the Chilean tobacco industry over the last decade. The Chilean government enacted new legislation in November 2007 to prohibit all forms of tobacco advertising, and it is important to monitor compliance with this law through continued research on trends in tobacco advertising.

#### Dissemination:

Preliminary results were presented at the XXVI Chilean Public Days scientific forum at the School of Public Health, Faculty of Medicine, University of Chile in October 2006 and at the 1<sup>st</sup> Argentine Conference on Tobacco or Health in November 2006. The main findings were published in the *Chilean Public Health Journal* and in *Social Medicine Notebooks* published by the Medical College of Chile.



## Joaquin Barnoya, Guatemala

Fundación Aldo Castañeda

completion date: August 14, 2006

### *Secondhand smoke surveillance in workplaces and public places*

#### Work accomplished:

- **Design:** A secondhand smoke (SHS) exposure survey was used to measure environmental nicotine levels in selected public places in Guatemala City. Places selected included: 1 tertiary hospital, 1 school in a middle-income neighborhood, 1 city government building, 10 bars/restaurants, and the international airport.
- **Nicotine sampling:** The time-weighted average concentration of SHS was estimated by passive sampling of vapor-phase nicotine using a filter badge treated with sodium bisulphate. Filters were analyzed at the Center for Urban Environmental Health, Johns Hopkins Bloomberg School of Public Health. 13% of sampling devices were blanks and duplicates used for quality control.
- **Questionnaire:** All workers in the locations monitored were invited to complete a short questionnaire.

#### Findings:

- Airborne nicotine was detected in most (70%) of the locations surveyed.
- Nicotine levels were higher in bars and restaurants and lower in the school.
- In the government building and the airport where smoking is banned, nicotine levels were lower but still present in most (73%) of the areas tested at each site.
- In bars and restaurants, measurements in non-smoking areas clearly showed the presence of tobacco smoke (median 0.77, [IQR, 0.44-4.18]), but at lower levels than in smoking areas (0.989, IQR 0.49, 5.58).
- The results of the survey questionnaire revealed that: 12% (23% of males and 1% of females) classified themselves as current smokers; 78% of hospital workers and 65% of school/university workers agreed that workplaces should be smoke-free; only 32% of the bar/restaurant workers and 50% of airport workers indicated that their workplace should be smoke-free.

#### Impact and Utilization of Results:

In July 2006, results were given to restaurant and bar owners to support implementation of Law 3309 to establish smoke-free workplaces. At the time of this study, the bill was under discussion in Congress. Dr. Barnoya worked closely with Congress in drafting Law 3309 and advocating for support of the law among the public and Parliamentarians. More recently, since approval of the new smoke-free law in December 2008, the Ministry of Health is using the data generated through this study to promote implementation of the law.

#### Dissemination:

Preliminary results were presented at a seminar held in June 2006 at the Center for Tobacco Control Research and Education at the University of California, San Francisco. Results were also presented at the 134<sup>th</sup> Annual Meeting of the American Public Health Association in Boston in November 2006. A scientific article was published in the journal *Cancer Epidemiology, Biomarkers and Prevention* in December 2007. In January 2008, the results were presented to the public in a two-page newspaper article on smoke-free environments that was published in *Nuestro Diario*, one of the largest newspapers in Guatemala.

## José Roberto Pérez Salom, *Spain* and Eduardo Pigretti, *Argentina*

Universidad de Valencia

completion date: January 17, 2007

### *The impact of international trade agreements on the application of the FCTC, with special reference to MERCOSUR*

#### Work accomplished:

- Collected data through review of primary sources (international texts, including international conventions and reports and studies prepared by international organizations (UN, WTO, WHO, MERCOSUR, etc.) and secondary sources (doctrines, articles, monographs, etc. related to the topic).
- Conducted 8 in-depth interviews with political actors from various MERCOSUR countries responsible for tobacco control activity, to identify opportunities and barriers to tobacco control in those countries.

#### Findings:

- The first section of the final report discusses the impact of tobacco on public health and the relationships between smoking, poverty, development and international trade. The second section examines the law of the World Trade Organization (WTO) and its applicability in the sphere of tobacco control measures, as well as its jurisprudence related to the protection of public health. The third section outlines the basic principles and general provisions of the FCTC, and in particular, focuses on tobacco control measures that could contravene WTO agreements. Section IV addresses the action of the Southern Common Market (MERCOSUR), on consumption and control of tobacco, to reveal information and opinions regarding the effects of trade liberalization in MERCOSUR on consumption and on tobacco control policies, including the implementation of the FCTC. Moreover, possible conflicts between MERCOSUR's rules and the FCTC are identified and briefly explained, and dispute settlement cases concerning tobacco trade are summarized. The final section presents some concluding observations.
- The overall conclusion of this work is that the compatibility between the WTO and the FCTC can be used in various settings for different users, and as a basic starting point in any action that aims at strict application of the FCTC. For example, interested parties such as researchers or non-governmental organizations can use the report to strengthen their positions in defence of the FCTC.

#### Impact and Utilization of Results:

This research contributes to filling a gap that exists in the academic literature, including Spanish-language literature, on the connection between the WTO and the FCTC. Much effort is also being made by the research team to educate and raise awareness among University students of tobacco control and the FCTC. To this end, various teaching activities have been launched at the University of Valencia. These include a course on “WTO, The Law and Multilateral Trade Systems”, which now includes a theme on the WTO and tobacco, and a practical module (15 work hours) of the course “Public International Law” now refers to the FCTC and the WTO.

#### Dissemination:

A summarized version of the results was published in the journal *Anuario de Derecho Internacional*. The researchers also plan to submit an article to an English-language journal and to publish the findings on the webpage of the Human Rights Institute of the University of Valencia. The report was also sent to non-governmental organizations working on tobacco control and to other interested organizations such as the WTO and WHO.

## Caroline Alexis-Thomas, *Trinidad & Tobago*

Midwifery and Nursing Research Society

completion date: April 14, 2006

### *Assessment of the capacity to offer smoking cessation services in primary healthcare facilities*

#### **Work accomplished:**

- Conducted a cross-sectional survey with a random sample of 192 clients and 80 health professionals in 19 (95%) of the primary health facilities in two of the Regional Health Authorities in Trinidad.
- Collected qualitative data from 12 clients and 7 health professionals in 5 of the randomly selected primary health facilities.

#### **Findings:**

- Among the clients, 61% were daily smokers and 39% were occasional smokers.
- Approximately seven out of ten clients either wanted to quit smoking in the next 6 months (contemplation stage) or were ready to quit immediately (preparation stage).
- Knowledge and attitude responses indicated that both clients and health care professionals agreed that smoking is harmful to health and that smoking cessation services should be readily available.
- About half of health care professionals (51%) indicated that they offered counseling on smoking cessation. Only 28% had access to educational material, 7.5% had access to medication for smoking cessation, and only 26.3% stated that they were well prepared to offer smoking cessation sessions.

#### **Impact and Utilization of Results:**

The Director of Research and Planning of the Ministry of Health has indicated that the results of this research study will be used as a key point of departure in developing integrated guidelines for smoking cessation services in primary healthcare facilities based on best practice.

#### **Dissemination:**

The final report has been presented to the Regional Health Authorities and the Ministry of Health and results were presented at the Canadian Conference for International Health in Ottawa in November 2007. A presentation of the findings was also made at the annual conference of the Caribbean Health Research Council in April 2009.

## Sergio Lijtenstein, Uruguay

Instituto de Investigación y Desarrollo (IDES)

completion date: April 30, 2008

### *Identifying factors that promote or discourage tobacco control in secondary schools of Montevideo and the metropolitan area*

#### Work accomplished:

- In-depth interviews were held with education authorities responsible for establishing and implementing tobacco control policies and enforcing tobacco control measures in the education environment.
- Discussion groups were held with secondary school students and teaching and non-teaching staff, to understand their perceptions about smoking, places where smoking should be restricted, and the kinds of measures that should be taken to control tobacco use.
- Developed recommendations for effectively implementing smoke-free environments in secondary schools of Montevideo and the Metropolitan Area.

#### Findings:

- Ratification of the FCTC was viewed by the National Drugs Board and National Tobacco Control Plan as fundamentally important to achieving 100% smoke-free environments.
- In the secondary school system, people do not know about the FCTC but they are aware of the actions flowing from it, such as the prohibition of smoking in enclosed public spaces.
- More work is needed to achieve the objective of the National Tobacco Control Plan to reduce prevalence of smoking among youth aged 13 to 15, and in this regard, teachers have an important role to play.
- No clear penalties have been established for violations to the no-smoking prohibition in educational institutions; no forums or debates have been established to discuss the decree prohibiting smoking in enclosed spaces; the degree of enforcement of the decree depends on whether the school is public or private, large or small; no specific information campaigns are underway in schools or in school curricula; no specific facilities exist in schools to help youth quit smoking.

#### Impact and Utilization of Results:

Following the final dissemination seminar, the research team was able to increase contact with various players involved in tobacco control. In particular, a relationship was established for the first time between the National Tobacco Control Program of the Ministry of Public Health and the technical and institutional bodies responsible for tobacco control in the educational system. Additionally, the qualitative findings from this study can serve to supplement the Worldwide Student Health Survey (Uruguay 2007), because the current findings take into account not only the opinions and perceptions of adolescents but also those of education authorities, the Ministry of Public Health, and the National Drugs Board.

#### Dissemination:

A dissemination workshop was held in April 2008 at the Ministry of Public Health, attended by the Minister of Public Health and the Ministry's National Health Director, and representatives of the National Tobacco Control Program, the National Drugs Board, and the Secondary Education Council. The workshop received media coverage and a news article was published in *El Pais* newspaper. A major national radio station, "El Espectador, AM810" broadcast a lengthy interview with the project leader of this study.

### *Smoking and poverty in Uruguay: analysis of the economic impact of tobacco consumption on the low-income population*

#### **Work accomplished:**

- Administered a survey to 500 poor or indigent families applying to PANES (National Care Plan for Social Emergency).
- Method: personal interviews, based on 60 questions, suitably adapted to the setting and research objectives from Long's model, applied in the Adult Attitudes and Practice Survey (Tobacco Use in California Survey, 1996 and 1999).

#### **Findings:**

- 41.3% of poor or indigent people over 12 years of age smoke. 69.9% smoke between 1 and 10 cigarettes daily and 23.5% smoke between 11 and 20 cigarettes daily.
- Average daily expenditure on cigarettes was 17.20 Uruguayan Pesos (US\$0.71) and the monthly average was 516 Pesos (US\$21.28). Average daily expenditure on roll-your-own tobacco was 3.7 Pesos; the average weekly expenditure was 26.25 Pesos, and the monthly average 105 Pesos.
- Monthly spending on tobacco by poor or indigent families accounts for 14.27% of their total average household expenditure.
- Average monthly spending on cigarettes accounts for 26.9% of the monthly expenditure on food.
- 85.3% favor regulations on tobacco consumption. Of these, 56.7% favor increasing tobacco taxes. 70% agree with banning smoking in enclosed public places. 83.3% were in favor of the application of an international agreement to control tobacco, however, only 9% knew of the FCTC.

#### **Impact and Utilization of Results:**

This is the first study of its kind to be conducted in Uruguay. The data collected demonstrates the economic burden that tobacco expenditures impose on poor families and will serve to heighten the awareness of policymakers and health professionals of the necessity to accelerate implementation and application of the FCTC, especially its economic aspects. The findings are being targeted at key players in both the public and private

sectors and will contribute to the development of future studies on this topic and to the development of public policy on this matter. Among the primary users of this information are members of the Parliament, the Executive Branch and the Social Cabinet (comprising the Ministry of Social Development, the Ministry of Public Health, the Council of Mayors, the Ministry of Education and Culture, and the Office of Budget and Planning). Other key players are the various social organizations that are interested in this issue, including the Medical Trade Union of Uruguay, the National Medical Federation, the Network for a Tobacco-Free Uruguay, and Passive Smokers of Uruguay.

#### **Dissemination:**

A workshop was organized with the Uruguayan medical and scientific associations in October 2006, addressing the increase in smoking among the poor in Uruguay as a central topic. A second workshop on Smoking and the Economy was organized jointly by the College of Accountants and Economists of Uruguay and SMU, presenting data from this study for the interest of policymakers, health administrators and professionals, and tobacco control activists and researchers. A health fair was held in the Northeastern district of Montevideo in Columbus Plaza on October 21, 2006 (an area with a high percentage of poor people), where an information booth on smoking was set up. Results were fed into a training workshop in September 2006 for journalists and broadcasters intended to develop their skills for reporting health news. Results were also presented at two academic conferences, the 1<sup>st</sup> Argentinean Congress on Tobacco or Health (November 2006) and the 1<sup>st</sup> Latin American Conference of the Society for Research on Nicotine and Tobacco (September 2007). The results will be posted on the website of SMU and in its periodical publications intended for doctors and medical students and on the websites of SMU and ONET (National Observatory of the Smoking Epidemic).





# *Appendix 1*

## *Description of Round 3 Grants (2006 Awardees)*

**Small Grants Research Competition  
to Support and Inform Ratification,  
Implementation and/or Enforcement  
of the FCTC**



## REGION: AFRICA

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**Principal Researcher:** Margaret Ngozi Aghaji  
**Title of Research:** Tobacco Use and Tobacco Smoke Exposure Among Secondary School Students  
**Country(ies) of Research:** Nigeria  
**Recipient Institution:** University of Nigeria Teaching Hospital  
**Abstract:** This research will provide representative national and regional baseline data on tobacco use among secondary school students, which is required to inform, support and monitor the implementation and enforcement of Articles 4, 8, 12, 14 and 16 of the FCTC.

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**Principal Researcher:** Massamba Diouf  
**Title of Research:** Research to Document Promulgation of a Law Prohibiting All Advertising, Promotion and Sponsorship of Tobacco  
**Country(ies) of Research:** Senegal  
**Recipient Institution:** Mouvement Anti-Tabac du Sénégal (MAT)  
**Abstract:** This study will contribute to the implementation and effective enforcement in Senegal of the recommendations contained in the FCTC pertaining to tobacco advertising, promotion and sponsorship.

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**Principal Researcher:** Victoria N. Mukasa  
**Title of Research:** Comparative Study of Knowledge, Attitudes and Practices with Regard to the Socio-Economic, Health and Environmental Effects of Agricultural Activities in Tobacco Growing and Non-Tobacco Growing Districts  
**Country(ies) of Research:** Uganda  
**Recipient Institution:** Uganda National Association of Community and Occupational Health (UNACOH)  
**Abstract:** This study will determine levels of disparities in tobacco and non-tobacco growing districts regarding some parameters, knowledge and practices about occupational health and environmental degradation.

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## REGION: ASIA

<b>Principal Researcher:</b>	Saly Saint
<b>Title of Research:</b>	Tobacco Use Among Tuberculosis DOTs Patients and Tobacco Control
<b>Country(ies) of Research:</b>	Cambodia
<b>Recipient Institution:</b>	National Center for Tuberculosis and Leprosy Control
<b>Abstract:</b>	This project will estimate the prevalence of tobacco use among tuberculosis DOTs patients, the attitudes of patients toward tobacco use, and their experiences with smoking cessation and counseling.
<b>Principal Researcher:</b>	Dongbo Fu
<b>Title of Research:</b>	Survey of Primary Healthcare Providers' Readiness for Implementing FCTC Provisions in Shanghai
<b>Country(ies) of Research:</b>	China
<b>Recipient Institution:</b>	Fudan University
<b>Abstract:</b>	This project will assess primary healthcare providers' readiness to implement the provisions of the FCTC and will formulate recommendations to decision-makers on implementation and enforcement of the FCTC in China.
<b>Principal Researcher:</b>	Jianjun Liu
<b>Title of Research:</b>	Survey of Tobacco Use Among Tuberculosis Patients
<b>Country(ies) of Research:</b>	China
<b>Recipient Institution:</b>	Chinese Center for Disease Control and Prevention
<b>Abstract:</b>	This project will investigate tobacco use prevalence among tuberculosis patients in China to provide scientific evidence for developing an integrated strategy for tuberculosis and tobacco control.
<b>Principal Researcher:</b>	Yan Yang
<b>Title of Research:</b>	Measures for Banning Smoking and Tobacco Smoke Concentration in Restaurants in Beijing
<b>Country(ies) of Research:</b>	China
<b>Recipient Institution:</b>	Chinese Center for Disease Control and Prevention
<b>Abstract:</b>	This project will examine the levels of tobacco smoke concentration in restaurants in Beijing Municipality, to raise awareness of policy-makers of the need to ban smoking in public places in accordance with the provisions of the FCTC.
<b>Principal Researcher:</b>	Abdillah Ahsan
<b>Title of Research:</b>	Study of the Impact of Tobacco Consumption on the Poor
<b>Country(ies) of Research:</b>	Indonesia
<b>Recipient Institution:</b>	University of Indonesia on behalf of the Demographic Institute
<b>Abstract:</b>	This study will analyze the economic burden of tobacco use on poor households in Indonesia.

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**Principal Researcher:** Fatwa Sari Tetra Dewi  
**Title of Research:** Public Opinion Poll on Preventing Children from Exposure to Environmental Tobacco Smoke in Playgrounds in Jogjakarta  
**Country(ies) of Research:** Indonesia  
**Recipient Institution:** Gadjah Mada University  
**Abstract:** This study will provide research evidence to influence government to protect the health of girls and boys by implementing effective tobacco control measures to ban smoking in public places.

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**Principal Researcher:** Khor Yoke Lim  
**Title of Research:** Surveillance of Tobacco Industry Marketing Strategies at Retail Outlets  
**Country(ies) of Research:** Malaysia  
**Recipient Institution:** Universiti Sains Malaysia  
**Abstract:** This project will generate up-to-date country specific evidence on the advertising and promotion strategies used by tobacco companies to increase visibility and sales at retail outlets, including the nature of retailer incentive and its impact on the use of product placement, signage and value added items at point of purchase.

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**Principal Researcher:** Foong Kin  
**Title of Research:** Survey of Levels of Support or Opposition to the FCTC by Important Constituencies  
**Country(ies)s of Research:** Malaysia  
**Recipient Institution:** Universiti Sains Malaysia  
**Abstract:** This project seeks to assess knowledge, opinions and perceptions toward the FCTC of major constituencies, in order to inform and guide decision-making around implementation and enforcement of the treaty in Malaysia.

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## REGION: EASTERN EUROPE AND CENTRAL ASIA

**Principal Researcher:** Petrosyan Varduhi  
**Title of Research:** Population-Based Follow-up Survey of Knowledge, Attitudes and Practices Related to Tobacco Control Policy  
**Country(ies) of Research:** Armenia  
**Recipient Institution:** American University of Armenia Fund  
**Abstract:** This project will facilitate harmonization of Armenian tobacco control policies with FCTC requirements by evaluating changes in the adult population's knowledge, attitudes and practices related to tobacco control policies since enactment of the 2005 National Tobacco Control Law and after implementation of the 2006 National Tobacco Control Program.

**Principal Researcher:** Ahmad Gorchiyev  
**Title of Research:** Assessing Existing Tobacco Control Measures and Determining the Necessity of Enforcing and Implementing the FCTC  
**Country(ies) of Research:** Azerbaijan  
**Recipient Institution:** Health Research Public Union  
**Abstract:** This project will determine the level of observance of existing tobacco control measures and provide recommendations to assist in implementing and enforcing the FCTC in Azerbaijan.

**Principal Researcher:** Kakha Gvinianidze  
**Title of Research:** Evaluation of the Enforcement of Legislation on Smoking Restrictions in Healthcare Institutions  
**Country(ies) of Research:** Georgia  
**Recipient Institution:** Institute of Public Health  
**Abstract:** The purpose of this research is to understand individual and institutional determinants of effective restrictions on smoking in healthcare facilities in Georgia.

**Principal Researcher:** Dzhamilya Sadykova  
**Title of Research:** Legal Enforcement of the FCTC  
**Country(ies) of Research:** Kazakhstan  
**Recipient Institution:** Center of Support and the Development of Public Health in Kazakhstan  
**Abstract:** This project will formulate recommendations on how Kazakhstan's national tobacco control laws can be strengthened to comply with the provisions of the FCTC, through an examination of tobacco control laws in Canada and Thailand.

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**Principal Researcher:** Kalys Jumabaeva  
**Title of Research:** Tobacco Products Health Warnings: Cultural Adaptation and “Golden Middle” in Successful and Painless FCTC Implementation  
**Country(ies) of Research:** Kyrgyzstan  
**Recipient Institution:** Lung Health  
**Abstract:** The overall research objective is to perform cultural adaptation and testing of the proposed health warnings for cigarette packaging in Kyrgyzstan to fully comply with the requirements of new local legislation and social acceptability.

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**Principal Researcher:** Michaela Iuliana Nanu  
**Title of Research:** Knowledge, Attitudes and Behavior of Pregnant Women and New Mothers Toward Smoking, Smoking Cessation and Tobacco Control Policies  
**Country(ies) of Research:** Romania  
**Recipient Institution:** Center for Health Policies and Services Foundation  
**Abstract:** This study will explore the knowledge, attitudes and behavior of pregnant women and new mothers regarding smoking, smoking cessation and tobacco control regulations.

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## REGION: LATIN AMERICA AND THE CARIBBEAN

**Principal Researcher:** Andrés Pichon-Riviere  
**Title of Research:** Disease Burden Associated with Smoking in Argentina Phase II: Extravascular Pathology and Extrapulmonary Tumors  
**Country(ies) of Research:** Argentina  
**Recipient Institution:** Instituto de Efectividad Clínica y Sanitaria (IECS)  
**Abstract:** The aim of this project is to provide relevant data on the disease burden associated with smoking in Argentina, including effects on health and economic impact.

**Principal Researcher:** Gabriela Alejandra Regueira  
**Title of Research:** Analysis of Print Media Coverage with Regard to the FCTC  
**Country of Research:** Argentina  
**Recipient Institution:** Unión Antitabáquica Argentina (UATA)  
**Abstract:** This study will analyze print media coverage of the FCTC by gathering information in electronic and printed editions of local newspapers all over Argentina from 2003 to 2005.

**Principal Researcher:** Raul Pitarque  
**Title of Research:** Legislators' Opinions on the FCTC  
**Country(ies) of Research:** Argentina  
**Recipient Institution:** Unión Antitabáquica Argentina (UATA)  
**Abstract:** This research will determine the position of Argentine legislators in regard to the FCTC.

**Principal Researcher:** Marco Antonio Vargas  
**Title of Research:** The Impact of Tobacco Farming on Local Development and Rural Livelihoods in Brazil: Socio-Economic Assessment of Diversification Strategies in the Rio Pardo Valley Region  
**Country(ies) of Research:** Brazil  
**Recipient Institution:** Federal Rural University of Rio de Janeiro Technological and Scientific Research Foundation  
**Abstract:** This project will provide an evidence base to policymakers for the implementation of effective tobacco crop substitution and diversification programs.

**Principal Researcher:** Joaquin Barnoya  
**Title of Research:** Exposure to Secondhand Smoke Among Workers in Smoking Venues and Complete Smoking Ban Venues  
**Country(ies) of Research:** Guatemala  
**Recipient Institution:** Fundación Aldo Castañeda  
**Abstract:** This project will collect data on personal exposure to secondhand smoke in public places in Guatemala to demonstrate the need for smoke-free policies in public places as required by Article 8 of the FCTC.



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**Principal Researcher:** Myriam Reynales Shigematsu  
**Title of Research:** The Impact of Tax Policy on Tobacco Consumption  
**Country(ies) of Research:** Mexico  
**Recipient Institution:** Instituto Nacional de Salud Publica (INSP)  
**Abstract:** This study will determine price elasticity of the demand for tobacco in Mexico in order to quantify the impact of an increase in the price of cigarettes by increasing tobacco consumption taxes.

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**Principal Researcher:** Laura Salgado  
**Title of Research:** Comparative Analysis of Current Smoke-Free Policies in Latin America and the Caribbean: a Regional Perspective  
**Country(ies) of Research:** Latin America and the Caribbean  
**Recipient Institution:** Acción para la Promoción de Ambientes Libres de Tabaco (APALTA)  
**Abstract:** This project will describe and analyze tobacco control policy relating to smoke-free environments in all countries of the Latin American and Caribbean region in relation to the provisions of the FCTC.

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## REGION: MIDDLE EAST

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**Principal Researcher:** Aisha Aboul fotouh  
**Title of Research:** Evaluation of the Implementation of Smoke-Free Regulations in Public Places in Cairo  
**Country(ies) of Research:** Egypt  
**Recipient Institution:** Ministry of Health and Population, Egyptian Smoking Prevention and Research Institute (ESPRI)  
**Abstract:** The aim of this project is to evaluate the extent of current implementation of smoke-free regulations in public places in Cairo.

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**Principal Researcher:** Nargis Albert labib  
**Title of Research:** Health Facilities' Smoking Control Policies: Implementation, Barriers and Challenges  
**Country of Research:** Egypt  
**Recipient Institution:** Ministry of Health and Population, Egyptian Smoking Prevention and Research Institute (ESPRI)  
**Abstract:** This study will assess the implementation of existing tobacco control policies in healthcare facilities in Egypt and identify barriers and challenges to successful compliance with the FCTC.

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