The World Health Organization (WHO) in February 2008 introduced MPOWER, a set of six evidence-based and cost-effective measures to facilitate the implementation of provisions of the WHO Framework Convention on Tobacco Control (FCTC) at the ground level. These measures include monitoring tobacco use and prevention policies; protecting people from tobacco smoke; offering help to quit tobacco use; warning about the dangers of tobacco; enforcing bans on tobacco advertising, promotion and sponsorship; and raising taxes on tobacco.

WHO MPOWER measures have guided and assisted Member countries in reducing the demand for tobacco for nearly a decade. MPOWER has proven to be an internationally applicable and widely recognized summary of the essential elements of tobacco control policies. The “WHO Report on the Global Tobacco Epidemic” (GTCR) is a biennial report that reviews the status of tobacco control policy development and implementation around the world in the light of the MPOWER framework.

Based on the published GTCR reports, this document maps the implementation of MPOWER measures in the countries of the South-East Asia Region. The document captures in detail the status of implementation of individual MPOWER measures over time and country factsheets attempt to provide a tentative roadmap by identifying some of the high impact and achievable action points for effective tobacco control in individual countries.

The WHO Regional Office for South-East Asia is committed to assist its Member States in effectively implementing all MPOWER measures and, thus, in fulfilling the dream of a tobacco-free South-East Asia Region. This document is one such step in that direction. I sincerely hope that Member States would find this document helpful in their crusade against tobacco and in achieving time-bound goals and targets.

Dr Poonam Khetrapal Singh
Regional Director
WHO South-East Asia Region
Introduction

In the WHO South-East Asia (SEA) Region, there are about 237 million adult smokers and 301 million adult smokeless tobacco users as per the recently published second edition of the WHO Global Report on trends in prevalence of tobacco smoking (2000–2025). This makes the Region one of the largest consumers of tobacco, housing more than one fifth of all smokers and 80% of smokeless tobacco users globally. Every year in the SEA Region, nearly 1.6 million persons die as a result of consuming tobacco products.

The WHO MPOWER package is a set of six evidence-based and cost-effective measures which was introduced on 7th February 2008 to facilitate the implementation of the provisions of the WHO Framework Convention on Tobacco Control at the ground level.

These measures are: Monitoring tobacco use and prevention policies; Protecting people from tobacco smoke; Offering help to quit tobacco use; Warning about the dangers of tobacco; Enforcing bans on tobacco advertising, promotion and sponsorship; and Raising taxes on tobacco. Since its launch, the MPOWER package has become the guiding principle for all countries of the SEA Region in their crusade against the tobacco epidemic.

Countries have been striving to make incremental progress in implementation of the various provisions of the MPOWER package. Many of these measures are also the recommended “best buys” for effective tobacco control under the Global NCD Action Plan. The WHO Report on the Global Tobacco Epidemic (GTCR) is a biennial report that reviews the status of implementation of MPOWER measures around the world. Till now, six GTCR reports have been published – GTCR 1 in 2008 to GTCR 6 in 2017.

As per the second edition of the WHO Global Report on trends in prevalence of tobacco smoking (2000–2025), the prevalence of tobacco smoking in the SEA Region appears to be decreasing; however, the Region may still not reach the target of a 30% relative reduction in prevalence between 2010 and 2025. As per the report, a gap of 1.5% persists between 2025 target prevalence and the 2025 projected prevalence of tobacco smoking by people aged ≥15 years in the Region. Thus, if Member countries of the Region have to attain the global targets, it is imperative for them to strengthen their efforts aimed at more effective implementation of WHO MPOWER package.

This document tracks the implementation of MPOWER measures in the 11 Member countries of the South-East Asia Region based on the published GTCR reports (GTCR1/2008—GTCR6/2017). This is with a view to enable countries to review their progress in implementing MPOWER measures and take steps to improve the score for advancement towards reducing the demand of tobacco at the country level.
**Abbreviations**

**DPR Korea**: the Democratic People's Republic of Korea

**FCTC**: Framework Convention on Tobacco Control

**GDP**: gross domestic product

**GTGR**: WHO Report on the Global Tobacco Epidemic

**NRT**: nicotine replacement therapy

**SEA**: South-East Asia

**SHS**: second-hand smoke

**TAPS**: tobacco advertising, promotion and sponsorship

**WHO**: World Health Organization


Implementation of WHO MPOWER Package in the South-East Asia Region

Number of countries in the SEA Region with highest level of achievement in monitoring tobacco use (tobacco use prevalence data)

- **GCTR2/2009**: India
- **GCTR3/2011**: India, Indonesia, Myanmar, Sri Lanka, Thailand (5)
- **GCTR4/2013**: India, Thailand (2)
- **GCTR5/2015**: Nepal, Thailand (2)
- **GCTR6/2017**: Bhutan, Indonesia, Myanmar, Thailand (4)

Availability of recent, representative and periodic data on tobacco use for both adults and youth indicates the highest level of achievement.

Number of countries in the SEA Region with highest level of achievement (all public places completely smoke free) in policies on smoke free environments

- **GCTR2/2009**: Bhutan (1)
- **GCTR3/2011**: Bhutan, Maldives, Thailand (3)
- **GCTR4/2013**: Bhutan, Nepal, Thailand (3)
- **GCTR5/2015**: Bhutan, Nepal, Thailand (3)
- **GCTR6/2017**: Nepal, Thailand (2)

There is no safe level of exposure to second-hand tobacco smoke.

Number of countries in the SEA Region with highest level of achievement (national quit line, and both NRT and some cessation services cost-covered) in treatment of tobacco dependence

- **GCTR2/2009**: 0
- **GCTR3/2011**: 0
- **GCTR4/2013**: 1 (Thailand)
- **GCTR5/2015**: 0
- **GCTR6/2017**: 1 (India)

Affordable tobacco cessation services are lacking in the Region.
Number of countries in the SEA Region with highest level of achievement (large warnings with all appropriate characteristics) in health warnings on cigarette packages

- GTCR3/2011: Thailand
- GTCR4/2013: Nepal, Sri Lanka, Thailand
- GTCR5/2015: Bangladesh, Nepal, Sri Lanka, Thailand
- GTCR8/2017: India, Bangladesh, Nepal, Sri Lanka, Thailand

The SEA Region is one of the best performing regions in the implementation of large health warnings on cigarette packages.

Number of countries in the SEA Region with highest level of achievement (ban on all forms of direct and indirect advertising) in bans on tobacco advertisement, promotion and sponsorship

- GTCR2/2009: DPR Korea, Myanmar, Sri Lanka, Thailand
- GTCR3/2011: Myanmar, Thailand
- GTCR4/2013: Maldives
- GTCR5/2015: Maldives, Nepal
- GTCR8/2017: Maldives, Nepal

One third of all youth experimentation with tobacco occurs as a result of exposure to tobacco advertising, promotion and sponsorship.

Number of countries in the SEA Region with at least 75% share of tobacco-specific taxes in retail price of the most widely sold brand of cigarettes

- GTCR1/2008: Myanmar, Thailand
- GTCR2/2009: Myanmar
- GTCR3/2011: 0
- GTCR4/2013: 0
- GTCR5/2015: 1
- GTCR6/2017: 1

It is recommended to raise taxes to at least 75% of the retail price of the most widely sold brand of cigarettes.
These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.

Tobacco Use Surveillance Data

- Recent, representative and periodic data for both adults and youth
- Recent and representative data for both adults and youth
- Recent and representative data for either adults or youth
- No known data or no recent data or data that are not recent and representative

Policies on Smoke-free Environments

- All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)
- Six to seven public places completely smoke-free
- Three to five public places completely smoke-free
- Complete absence of ban, or up to two public places completely smoke-free
- Data not reported/not categorized

Cessation Programmes

- National quit line, and both NRT and some cessation services cost-covered
- NRT and/or some cessation services (at least one of which is cost-covered)
- Nicotine replacement therapy (NRT) and/or some cessation services (neither cost-covered)
- None
- Data not reported
**Health Warnings on Tobacco Packages**

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

**Tobacco Control Mass Media Campaigns**

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
- Data not reported

**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR6

**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

<table>
<thead>
<tr>
<th>Year</th>
<th>Tax Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>50</td>
</tr>
<tr>
<td>2009</td>
<td>67</td>
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<td>2011</td>
<td>68</td>
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<td>2013</td>
<td>71</td>
</tr>
<tr>
<td>2015</td>
<td>76</td>
</tr>
<tr>
<td>2017</td>
<td>77</td>
</tr>
</tbody>
</table>

**Affordability of Cigarettes since 2008**

**Less Affordable**

* Cigarettes less affordable: per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2016

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

**Suggestions for improvement**

1. Availability of tobacco cessation services, including nicotine replacement therapy, needs to be ensured
2. Tobacco advertisements, both direct and indirect, at the point of sale need to be strictly prohibited
3. Decrease affordability of tobacco products through appropriate price and tax policies
Mapping the Implementation of WHO MPOWER Package in BHUTAN

Tobacco Use Surveillance Data

- Recent, representative and periodic data for both adults and youth
- Recent and representative data for both adults and youth
- Recent and representative data for either adults or youth
- No known data or no recent data or data that are not recent and representative

Policies on Smoke-free Environments

- All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)
- Six to seven public places completely smoke-free
- Three to five public places completely smoke-free
- Complete absence of ban, or up to two public places completely smoke-free
- Data not reported/not categorized

Cessation Programmes

- National quit line, and both NRT and some cessation services cost-covered
- NRT and/or some cessation services (at least one of which is cost-covered)
- Nicotine replacement therapy (NRT) and/or some cessation services (neither cost-covered)
- None
- Data not reported
**Health Warnings on Tobacco Packages**

- Green: Large warnings with all appropriate characteristics
- Blue: Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Yellow: Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- Orange: No warnings or small warnings
- Grey: Data not reported

**Tobacco Control Mass Media Campaigns**

- Green: National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- Blue: National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- Yellow: National campaign conducted with one to four appropriate characteristics
- Orange: No national campaign conducted during the reporting period with duration of at least three weeks
- Grey: Data not reported

**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Green: Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Blue: Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Yellow: Ban on national television, radio and print media only
- Orange: Complete absence of ban, or ban that does not cover national television, radio and print media only
- Grey: Data not reported

*Only for GTCR6

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**Suggestions for improvement**

1. Tobacco cessation services, particularly at the population level, need to be strengthened
2. Implementation of various provisions of the Tobacco Control Act, including the smoke free rules, needs to be strengthened
3. Effective tobacco control mass media national campaigns need to be regularly conducted and sustained

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**The Tobacco Control Act** completely prohibits cultivation, harvesting, manufacture, supply, distribution and sale of tobacco products.

**Cigarettes, piped tobacco and other tobacco products can be imported for personal consumption under a specific import quantity.**

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Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.
The provisions of new tobacco control law (Decree No. 1176) include a complete ban on export, import and sale of all types of smokeless and electronic tobacco products.
**Health Warnings on Tobacco Packages**

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings

**Tobacco Control Mass Media Campaigns**

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5–6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
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**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR6

**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

- GTCR1/2008: 58%
- GTCR3/2009: 55%
- GTCR3/2011: 46%
- GTCR4/2013: 43%
- GTCR5/2015: 60%
- GTCR6/2017: 43%

**Affordability of Cigarettes since 2008**

**LESS AFFORDABLE**

* Cigarettes less affordable: per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2016

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

**Suggestions for improvement**

1. Strengthen extant smoke-free laws by removing allowance for designated smoking areas/rooms
2. Tobacco advertisements, both direct and indirect, at the point of sale need to be strictly prohibited
3. Raise taxes on all tobacco products
Mapping the Implementation of WHO MPOWER Package in INDONESIA

Adult Daily Smoking Prevalence (in %)

These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.

Tobacco Use Surveillance Data

Policies on Smoke-free Environments

Cessation Programmes

All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)

Six to seven public places completely smoke-free

Three to five public places completely smoke-free

Complete absence of ban, or up to two public places completely smoke-free

Data not reported/not categorized
**Health Warnings on Tobacco Packages**

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

**Tobacco Control Mass Media Campaigns**

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5–6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
- Data not reported

**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR6

**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22</td>
<td>53</td>
<td>54</td>
<td>51</td>
<td>53</td>
<td>57</td>
</tr>
</tbody>
</table>

**Affordability of Cigarettes Since 2008**

MORE AFFORDABLE*

* Cigarettes less affordable: per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2016

Note: Please read technical notes of Individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

**Suggestions for improvement**

1. Large ‘graphic health warnings’ on packages of tobacco products need to be implemented
2. Effective ban needs to be in place on all types of tobacco advertisements, promotions and sponsorships
3. Raise taxes on all tobacco products
Mapping the Implementation of WHO MPOWER Package in MALDIVES

WHO FCTC ratification 20 May 2004

**Adult Daily Smoking Prevalence (in%)**

These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.

**Tobacco Use Surveillance Data**

- **Green**: Recent, representative and periodic data for both adults and youth
- **Blue**: Recent and representative data for both adults and youth
- **Brown**: Recent and representative data for either adults or youth
- **Orange**: No known data or no recent data or data that are not recent and representative

**Policies on Smoke-free Environments**

- **Green**: All public places completely smoke-free (or at least 50% of the population covered by complete subnational smoke-free legislation)
- **Blue**: Six to seven public places completely smoke-free
- **Orange**: Three to five public places completely smoke-free
- **Brown**: Complete absence of ban, or up to two public places completely smoke-free
- **Gray**: Data not reported/not categorized

**Cessation Programmes**

- **Green**: National quit line, and both NRT and some cessation services cost-covered
- **Blue**: NRT and/or some cessation services (at least one of which is cost-covered)
- **Yellow**: Nicotine replacement therapy (NRT) and/or some cessation services (neither cost-covered)
- **Orange**: None
- **Gray**: Data not reported
### Health Warnings on Tobacco Packages

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

### Tobacco Control Mass Media Campaigns

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
- Data not reported

### Ban on Tobacco Advertising, Promotion and Sponsorship

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR6

### Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes

<table>
<thead>
<tr>
<th>Tax Year</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
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<tr>
<td>2009</td>
<td>30</td>
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<td>2011</td>
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<td>2013</td>
<td>49</td>
</tr>
<tr>
<td>2015</td>
<td>66</td>
</tr>
<tr>
<td>2017</td>
<td>53</td>
</tr>
</tbody>
</table>

### Affordability of Cigarettes since 2008

**Less Affordable**

* Cigarettes less affordable: per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2016

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

### Suggestions for improvement

1. Large ‘graphic health warnings’ on packages of tobacco products need to be implemented
2. Effective tobacco control mass media national campaigns need to be regularly conducted
3. Capacity building in tobacco cessation needs to be addressed
Health Warnings on Tobacco Packages

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

Tobacco Control Mass Media Campaigns

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
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Ban on Tobacco Advertising, Promotion and Sponsorship

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- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media
- Data not reported

Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes

Affordability of cigarettes since 2008: More affordable*

* Cigarettes less affordable: per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2016

Note: Please read the technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

Suggestions for improvement

1. Effective ban needs to be in place on all types of tobacco advertisements, promotions and sponsorships
2. Effective tobacco control mass media national campaigns need to be regularly conducted
3. Raise taxes on all tobacco products
These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.

**Tobacco Use Surveillance Data**
- **Recent, representative and periodic data for both adults and youth**
- **Recent and representative data for both adults and youth**
- **Recent and representative data for either adults or youth**
- **No known data or no recent data or data that are not recent and representative**

All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)
- **Six to seven public places completely smoke-free**
- **Three to five public places completely smoke-free**
- **Complete absence of ban, or up to two public places completely smoke-free**
- **Data not reported/not categorized**

National quit line, and both NRT and some cessation services cost-covered
- **NRT and/or some cessation services (at least one of which is cost-covered)**
- **Nicotine replacement therapy (NRT) and/or some cessation services (neither cost-covered)**
- **None**
- **Data not reported**
**Health Warnings on Tobacco Packages**

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

**Tobacco Control Mass Media Campaigns**

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
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**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
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- Data not reported

*Only for GTCR6

**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

<table>
<thead>
<tr>
<th>Year</th>
<th>2008</th>
<th>2009</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
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<td>GTCR6</td>
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</tbody>
</table>

**Affordability of Cigarettes since 2008**

**No Trend Change**

*As per GTCR6/2017

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

**Suggestions for improvement**

1. Raise taxes on all tobacco products
2. Tobacco cessation services, particularly at the population level, need to be developed and strengthened
3. Continue to build on the gains achieved so far and make advancements in implementation of the MPOWER package
Mapping the Implementation of WHO MPOWER Package in SRI LANKA

WHO FCTC ratification
11 November 2003

Adult Daily Smoking Prevalence (in %)

These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.

Tobacco Use Surveillance Data

Policies on Smoke-free Environments

Cessation Programmes

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World Health Organization
Regional Office for South-East Asia
**Tobacco Control Mass Media Campaigns**

- Green: National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- Blue: National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- Yellow: National campaign conducted with one to four appropriate characteristics
- Orange: No national campaign conducted during the reporting period with duration of at least three weeks
- Grey: Data not reported

<table>
<thead>
<tr>
<th>GTCR4/2013</th>
<th>GTCR5/2015</th>
<th>GTCR6/2017</th>
</tr>
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**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Green: Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
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*Only for GTCR6

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**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
<td>GTCR1</td>
<td>54</td>
<td>72</td>
<td>73</td>
<td>74</td>
<td>74</td>
<td>62</td>
</tr>
</tbody>
</table>

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**Suggestions for improvement**

1. Tobacco cessation services, particularly at the population level, need to be further expanded
2. Effective tobacco control mass media national campaigns need to be regularly conducted and sustained
3. Strengthen enforcement of TAPS ban

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In 2016, taxes were raised to 75.8% of the retail price of the most widely sold brand of cigarettes.

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.
These rates are modelled using all available national survey data in a particular year to estimate the underlying prevalence trends by sex and then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data for that year.
Health Warnings on Tobacco Packages

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

Tobacco Control Mass Media Campaigns

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
- Data not reported

Ban on Tobacco Advertising, Promotion and Sponsorship

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR6

Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes

- GTCR1/2008: 79
- GTCR4/2009: 64
- GTCR5/2011: 69
- GTCR4/2013: 70
- GTCR5/2015: 73
- GTCR6/2017: 73

AFFORDABILITY OF CIGARETTES SINCE 2008
NO TREND CHANGE*

*As per GTCR6/2017

Note: Please read technical notes of individual GTCR reports for information on data collection techniques, definitions used, analytical methods, interpretation of results, limitations involved, etc.

Suggestions for improvement

1. Tobacco cessation services, particularly at the population level, need to be strengthened
2. All types of tobacco advertisements, promotions and sponsorships, including indirect and surrogate, need to be strictly prohibited
3. Continue to build on the gains achieved so far and make advancements in implementation of the MPOWER package
**Health Warnings on Tobacco Packages**

- Large warnings with all appropriate characteristics
- Medium size warnings with all appropriate characteristics or large warnings missing some appropriate characteristics
- Medium size warnings missing some appropriate characteristics or large warnings missing many appropriate characteristics
- No warnings or small warnings
- Data not reported

**Tobacco Control Mass Media Campaigns**

- National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio
- National campaign conducted with 5-6 appropriate characteristics, or with 7 characteristics excluding airing on television and/or radio
- National campaign conducted with one to four appropriate characteristics
- No national campaign conducted during the reporting period with duration of at least three weeks
- Data not reported

**Ban on Tobacco Advertising, Promotion and Sponsorship**

- Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship*)
- Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
- Ban on national television, radio and print media only
- Complete absence of ban, or ban that does not cover national television, radio and print media only
- Data not reported

*Only for GTCR5

**Share of total taxes (in %) in the retail price of the most widely sold brand of cigarettes**

- GTCR4/2013: 35%
- GTCR5/2015: 34%
- GTCR6/2017: 28%

Note: The share of total taxes in the retail price of the most widely sold brand of cigarettes is low.

**Suggestions for improvement**

1. Tobacco cessation services, particularly at the population level, need to be developed and strengthened
2. Raise taxes on all tobacco products
3. Effective tobacco control mass media national campaigns need to be regularly conducted and sustained