

The Tobacco Control Scale 2013 in Europe

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A report of the Association of European Cancer Leagues



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Introduction

In this report, we describe the results of a survey of tobacco control activity in 34 European countries in 2013 using the Tobacco Control Scale (TCS), first described in our 2006 paper, *The Tobacco Control Scale: a new scale to measure country activity* (1). Here we report the results of the 2013 survey, show changes in rankings from the last (2010) survey, and discuss the results.

The TCS, which quantifies the implementation of tobacco control policies at country level, is based on six policies described by the World Bank (2) and which they say should be prioritised in a comprehensive tobacco control programme. The six policies are:

- Price increases through higher taxes on cigarettes and other tobacco products;
- Bans/restrictions on smoking in public and work places;
- Better consumer information, including public information campaigns, media coverage, and publicising research findings;
- Comprehensive bans on the advertising and promotion of all tobacco products, logos and brand names;
- Large, direct health warning labels on cigarette boxes and other tobacco products;
- Treatment to help dependent smokers stop, including increased access to medications.

Methods

In 2004, a questionnaire on tobacco control policies was sent to European Network for Smoking and Tobacco Prevention (ENSP) correspondents, who had agreed to fill in their country data, in 28 countries: 25 EU countries plus Switzerland, Iceland and Norway. The correspondents were nominated by ENSP because they were the official country representatives to ENSP, members of their national coalition, and thus knowledgeable about tobacco control (Table 1). In 2005 and 2007 the survey was repeated in 30 European countries (27 EU countries plus Switzerland, Iceland and Norway) (3), and in 2011 with 31 European countries (the 2007 sample plus Turkey) (4). This survey, conducted in 2013, was conducted with 34 European countries: the 2010 sample plus Croatia, Serbia and Ukraine. Table 1 shows the correspondents who worked on the 2013 survey.

The Tobacco Control Scale (TCS), showing the points allocated to each policy, with a maximum score of 100, is shown in Table 2. The right column of the blue rows shows the maximum points that can be scored for each policy. In 2010 some changes were introduced in the scoring system and these are explained below.

The data used for the 2013 survey refer to legislation in force on the 1 January 2014, price data on 1 July 2013, and the tobacco control budget in 2012. Any legislation, price increases or funding introduced or enforced after those dates are not included.

A questionnaire was used to collect information about countries' tobacco control budgets and tobacco dependence treatment provision. The following other data sources were used:

Price

- The price of a pack of 20 cigarettes in the Weighted Average Price category on 1 July 2013 was based on the July 2013 European Commission report "Excise duty tables" (5)
- GDP expressed in Purchasing Power Standards (PPS) per capita and GDP in 2012, and country 2012 population data were collected from the statistical office of the European Union or IMF.

Advertising

- WHO Report on the Global Tobacco Epidemic, 2013. Geneva, World Health Organization, 2013 (6).
- An update of the legislation on advertising through correspondents or health officials (see Table 3).

Smokefree legislation

- European Commission. Overview of smokefree legislation and its implementation in the EU. Brussels, European Commission, 2013 (7).
- European Commission. Eurobarometer 385, Attitudes of Europeans towards Tobacco. Brussels, European Commission, 2012 (8).

Labelling

- Canadian Cancer Society. Cigarette package health warnings. International status report. Ottawa, Canadian Cancer Society, 2012 (9).

Tobacco control and cessation budget

- Information was collected in December 2013 and January 2014 through the correspondents or from health officials (see Table 1)

Table 1. The correspondents who worked on the 2013 survey

Country	Name	Organisation
Austria	Manfred Neuberger	Medical University of Vienna
Belgium	Suzanne Gabriels	Foundation Against Cancer
Bulgaria		
Croatia	Verica Kralj	National Institute of Public Health
Cyprus	Stelios Sycallides	National Coalition for the Prevention of Smoking
Czech Rep	Eva Kralikova	Charles University
Denmark	Niels Kjaer	Danish Cancer Society
Estonia	Andrus Lipand	Tallinn Health College
Finland	Mervi Hara	Suomen ASH
France	Emmanuelle Beguinot	CNCT
Germany	Martina Pötschke-Langer, Sarah Kahnert	German Cancer Research Centre
Greece	Constantin Vardavas	Hellenic Cancer Society
Hungary	Tibor Demjen	Hungarian Focal Point for Tobacco Control
Iceland	Hafsteinn Vidar Jenson	Department of Health
Ireland	Brid Leahy	ASH Ireland
Italy	Lorenzo Spizzichino, Daniela Galeone	Ministry of Health
Latvia	Alise Krumina	Ministry of Health
Lithuania	Aurelijus Veryga	Health Research Institute
Luxembourg	Lucienne Thommes	Fondation Cancer
Malta	Anne Buttigieg	Health Promotion Department
Netherlands	Fleur Van Bladeren	Dutch Cancer Society (KWF Kankerbestrijding)
Norway	Rita Lill Lindbak	Norwegian Directorate of Health
Poland	Krzysztof Przewozniak	Polish Civil Coalition "Tobacco or Health"
Portugal	Sofia Ravara	University of Beira Interior; CHCB University Hospital, Covilhã
Romania	Magda Ciobanu	Department of Health
Serbia	Srmena Krstev	National Focal Point for Tobacco Control
Slovakia		
Slovenia	Mihaela Lovse	Slovenian Coalition for Tobacco Control
Spain	Esteve Fernandez	Catalan Institute of Oncology (ICO) and National Committee for Smoking Prevention (CNPT)
Sweden	Sara Sanchez Bengtsson, Margaretha Haglund	Tobaksfakta
Switzerland	Verena El Fehri	Association Suisse pour la Prévention du Tabagisme
Ukraine	Andrii Skipalskyi	Regional Advocacy Center « Life »
United Kingdom	Andrew Black, Owen Evans, Sheila Duffy	Department of Health, ASH Scotland
Turkey	Elif Dagli	National Coalition on Tobacco or Health

Table 2. The Tobacco Control Scale 2013

Price of cigarettes.	30
The Weighted Average Price for cigarettes in July 2013	
The price of the Weighted Average Price (WAP) for cigarettes in July 2013, taking into account Purchasing Power Standards (PPS). The country with a WAP of €8.50 a pack and an EU average Purchasing Power Standard receives 30 points (see Table 3). In countries without WAP information the price used is the price of a pack of 20 Marlboro in July 2013 minus 10%, taking into account the PPS.	30
Smokefree work and other public places	22
Workplaces excluding cafes and restaurants – one only of	10
Complete ban without without exceptions (no smoking rooms); enforced (see Table 3)	10
Complete ban, but with closed, ventilated, designated smoking rooms under very strict rules; enforced (see Table 3)	8
Complete ban, but with closed, ventilated, designated smoking rooms (not areas or places); enforced (at least 75% of the workplaces are smoke free)	6
Meaningful restrictions; enforced (more than 50% of the workplaces are smoke free)	4
Legislative restrictions, but not enforced (less than 50% of the workplaces are smoke free)	2
Cafes and restaurants – one only of	8
Complete ban; enforced	8
Complete ban, but with closed, ventilated, designated smoking rooms (not areas or places); enforced	6
Meaningful restrictions; enforced (50% of bars and restaurants are smoke free) (see Table 3)	4
Legislative restrictions, but not enforced (less than 50% of the bars and restaurants are smoke free)	2
Public transport and other public places – additive	4
Complete ban in trains without exceptions	1
Complete ban in other public transport without exceptions	1
Complete ban in educational, health, government and cultural places without exceptions, including prisons, hotel rooms, psychiatric units, residential care etc OR ban in most educational, health, government and cultural places	2 1
Spending on public information campaigns	15
Tobacco control spending per capita by the government in 2012, expressed in Power Purchasing Standards. A country which spends 2 euro per capita, based on the EU average GDP per capita expressed in PPP receives 15 points (see Table 3).	
Comprehensive bans on advertising and promotion	13
Points for each type of ban included – additive	
Complete ban on tobacco advertising on television and radio	2
Complete ban on outdoor advertising (eg. posters)	2
Complete ban on advertising in print media (eg. newspapers and magazines)	1 ½
Complete ban on indirect advertising (eg. cigarette branded clothes, watches, etc)	1
Ban on display of tobacco products at the point of sale	2
Ban on point of sale advertising	1
Ban on cinema advertising	1
Ban on sponsorship	1
Ban on internet advertising	½
Standardized cigarette packaging (only one standard form and size of cigarette pack)	1

Large direct health warning labels	10
Plain packaging (the removal of trademarks, logos, colours and graphics, except for the government health warning, and brand name presented in a standardized typeface) in combination with pictorial health warnings on the front and the back of the tobacco product package	4
Size of warning – one only of	3
50% or less of packet	1
51–79% of packet	2
80% or more of packet	3
Pictorial health warnings – additive	3
Pictorial health warnings on cigarette packs	2
Pictorial health warning on hand rolling tobacco	1
Treatment to help smokers stop	10
Recording of smoking status in medical notes	1
Legal or financial incentive to record smoking status in all medical notes or patient files	1
Brief advice in primary care	1
Family doctors reimbursed for providing brief advice	1
Quitline	2
National quitline or quitlines in all major regions of country	1
ADDITIONAL POINT FOR	1
Quitline counselors answering at least 30 hours a week (not recorded messages)	
Network of smoking cessation support and its reimbursement – one only of	4
Cessation support network covering whole country, free	4
Cessation support network but only in selected areas, e.g., major cities; free	3
Cessation support network covering whole country, partially or not free	3
Cessation support network but only in selected areas, e.g. major cities, partially or not free	2
Reimbursement of medications – one only of	2
Medications totally reimbursed or free to users or	2
Medications partially reimbursed	1

Table 3. Notes and explanations on the scoring of the TCS 2013

Price
Gross Domestic Product per capita can be expressed in PPS (Purchasing Power Standard). PPS per capita has been used to take account of the real purchasing power in different countries. In the EU the GDP per capita expressed in PPP varies from 47 in Bulgaria to 75 in Greece, 120 in Belgium and 267 in Luxembourg. The EU average = 100. The country with a weighted average price of €8.50 a pack, based on the EU average PPP (100), receives 30 points. Belgium, for instance, would receive 30 points if the price of a pack was $8.5 \times 1.20 = €10.20$. In Bulgaria, if the price of a pack would be $8.5 \times 0.47 = €4,00$
Bans on smoking in public and work places with no exemptions and no smoking rooms
Only total bans work well and comply with Article 8 of the WHO Framework Convention on Tobacco Control (FCTC) and Council Recommendation on Smoke Free environments of 30 November 2009 (2009/C 296/02)
Smoking rooms
A smoking room is a closed indoor premise with ceilings, floor and walls. Norms for smoking rooms may vary. In some countries, very strict conditions apply to smoking rooms (size, ventilation norms, closure of the doors, cleaning), which makes it almost impossible to build them (examples France, Italy and Finland).
Meaningful restrictions: workplaces
We have given points for “meaningful restrictions” but emphasise that this means that the legislation is imperfect, and thus is not encouraged. ‘Meaningful restrictions: workplaces’ means smoke free legislation that only applies to some regions of the country (eg. in federal countries like Germany and Switzerland), the legislation contains exceptions, or allows smoking in indoor premises which are not defined as closed (such as places and areas). ‘Enforced meaningful restrictions’ means that at least 50% of those who work indoors are never or almost never exposed to tobacco smoke at work.
Meaningful restrictions: bars and restaurants
‘Meaningful restrictions: bars and restaurants’ means for example that the smokefree legislation only applies to some regions of the country (eg. in federal countries like Germany and Switzerland), the legislation contains exceptions (such as bars, small size establishments or during specific hours) or allows smoking in indoor premises which are not defined as closed (such as places and areas). ‘Enforced meaningful restrictions’ means that at least 50% of the bars and restaurants are smoke free.
Spending on public information campaigns
Government funding at national level (for federal countries the sum of all funding by governments of the different regions, but not of the local communities) in 2012 for mass communication campaigns, tobacco control projects, educational programs, support for nongovernmental organizations. Tobacco control spending from sources other than the government, such as the private sector, is not included in our figure. Funding for tobacco dependence treatment (including reimbursement of medications and quitlines) and enforcement of legislation are not included in our figure. A country which spends 2 euro per capita on tobacco control, based on the EU average GDP per capita expressed in PPP, receives 15 points. In the EU the GDP per capita expressed in PPP varies from 47 in Bulgaria to 75 in Greece, 120 in Belgium and 267 in Luxembourg. The EU average = 100. Belgium, for instance, would receive 15 points, if the spending was $€2 \times 1.20 = €2.40$ per capita. In Bulgaria if the spending was $€2 \times 0.47 = €0.94$ per capita.

Results

Headline results: there are four leaders, six countries doing reasonably well, and twenty four that don't even reach 50 points out of 100 and need to do much more.

Table 4 shows the 2013 TCS scores of each country, in rank order, with their 2010 ranking shown for comparison.

Table 4: European countries ranked by total TCS score in 2013

2013 ranking (2010 ranking)		Country	Price (30)	Public place bans (22)	Public info. campaign spending (15)	Advertising bans (13)	Health warnings (10)	Treatment (10)	Total (100)
1 (1)	–	UK	27	21	3	10	4	9	74
2 (2)	–	Ireland	24	21	1	12	5	7	70
3 (4)	▲	Iceland	20	17	12	12	4	1	66
4 (3)	▼	Norway	20	17	3	12	4	5	61
5 (4)	▼	Turkey	21	19		7	5	5	57
5 (6)	▲	France	20	17	1	9	4	6	57
7 (13)	▲	Spain	15	21	1	9	4	6	56
7 (7)	-	Malta	17	18		10	4	7	56
9 (7)	▼	Finland	15	17	3	12	2	6	55
10 (new)		Ukraine	20	17		12	4		53
11 (9)	▼	Sweden	17	15		10	1	5	48
11 (27)	▲	Hungary	15	13		11	3	6	48
13 (13)	–	Netherlands	16	13	1	9	1	7	47
13 (10)	▼	Belgium	14	13	2	8	4	6	47
15 (12)	▼	Italy	15	15	2	8	1	5	46
15 (13)	▼	Denmark	15	11	2	8	4	6	46
15 (24)	▲	Bulgaria	18	15		10	1	2	46
18 (11)	▼	Switzerland	13	11	7	2	5	7	45
19 (16)	▼	Romania	19	7		8	3	7	44
20 (17)	▼	Slovenia	12	15		9	1	6	43
20 (19)	▼	Estonia	14	12		10	1	6	43
20 (19)	▼	Poland	14	11		9	1	8	43
23 (new)		Serbia	18	11		9	1	3	42
24 (17)	▼	Latvia	14	14		8	3	2	41
24 (19)	▼	Portugal	14	11		8	1	7	41
26 (new)		Croatia	14	12		11	1	2	40
27 (22)	▼	Slovakia	13	10		9	1	6	39
28 (29)	▲	Luxembourg	5	15		9	1	7	37
29 (22)	▼	Lithuania	12	12		8	1	2	35
29 (30)	▲	Greece	15	7		6	1	6	35
31 (27)	▼	Czech Rep.	12	9		8	1	4	34
32 (24)	▼	Cyprus	15	7		10	1	-	33
33 (26)	▼	Germany	14	11		4	1	2	32
34 (30)	▼	Austria	11	8		7	1	4	31

Comments

Ukraine, Croatia and Serbia were included in our survey for the first time and the surprise was that Ukraine goes straight into the top ten in the table, better than Sweden, Hungary, the Netherlands and Belgium. Overall, countries which failed to undertake new initiatives lost points and fell in the ranking. Countries with comprehensive tobacco control policies are leading tobacco control in Europe.

Four countries (UK, Ireland, Iceland, Norway) with over 60 points lead the rankings, with a gap of four points to the next group, six countries that are doing well with scores in the 50s (Turkey, France, Malta, Spain, Finland, Ukraine), although even these ten have plenty of room for improvement. These ten countries have in common high prices, comprehensive smoke free legislation, comprehensive advertising bans and, with the exception of Finland, pictorial health warnings.

Eight countries have display ban legislation (just three in 2010) and 15 countries have pictorial health warnings on tobacco products (six in 2010).

Were this an exam with 51% needed to pass then 24 countries, almost 71% of the field, failed the exam – very disappointing. Their end-of-term report would undoubtedly say: “Must do better.” They urgently need to improve their tobacco control score in the next few years.

We observed falls in the ranking of 4 places or more in 10 countries: Austria, Cyprus, Czech Republic, Germany, Latvia, Lithuania, Portugal, Romania, Slovakia and Switzerland. In most cases this reflects lack of activity in the period 2010-2013.

A specific concern is the lack of funding for tobacco control. Only one country, Iceland, spends almost 2 euro per capita on tobacco control. The TCS scores for spending on tobacco control are extremely low and we are seeing reduced funding in several countries.

Comments on individual countries

Here, in slightly end-of-term report style, we comment briefly on individual countries, in reverse order of their 2013 ranking (with in brackets the 2010 ranking and up or down movement).

34. Austria (30 ▼4). A very low profile on all tobacco control policies. Austria had the lowest score in 2007 and 2010 so little sign of improvement unfortunately.

33. Germany (26 ▼7). No new tobacco control policies introduced since 2010.

32. Cyprus (24 ▼8). Compliance with their smokefree legislation is a huge problem.

31. Czech Republic (27 ▼4). Tobacco control policy in the Czech Republic is set by the Ministry of Agriculture. There is a strong tobacco industry presence. For example all three Czech President have openly defended tobacco industry interests. The Czech Republic is one of the four countries who voted against the Tobacco Products Directive.

29. Greece (30 ▲1). Despite recent efforts to make public places smoke free, compliance with the law remains low. Greece raised taxes in difficult economic times.

29. Lithuania (22 ▼7). No new initiatives recently despite a positive Lithuanian Presidency and a

highly committed Minister of Health. The illegal supply of cigarettes from neighbouring countries is putting pressure on tax levels in Lithuania.

28. Luxembourg (29 ▲1). Luxembourg made progress by introducing legislation to ban smoking in bars. However, Luxembourg is the richest country in the EU and has very low taxes on tobacco products, in order to attract cross border shopping from neighbouring countries.

27. Slovakia (22 ▼5). No progress to report since 2010. Again the drop in ranking reflects relative lack of activity compared with other countries.

26. Croatia (new). Croatia strengthened its tobacco advertising legislation and introduced a display ban in 2013. Croatia should be able to improve its tobacco control score in the coming years.

24. Portugal (19 ▼5). No progress to report since 2010. Again the drop in ranking reflects relative lack of activity compared with other countries. In particular, efforts should be made to introduce smoke free legislation as soon as possible.

24. Latvia (17 ▼7). No new initiatives, despite a positive attitude during the Tobacco Products Directive negotiations. The illegal supply of cigarettes from neighbouring countries is putting pressure on tax levels in Latvia.

23. Serbia (new). Serbia has high cigarette prices taking into account its affordability. The biggest priority should be to introduce smoke free legislation in bars and restaurants.

20. Poland (19 ▼1). Poland was the lead country against the Tobacco Products Directive, taking over Germany's role in defending tobacco industry interests, and was one of the four countries who voted against the directive. In July 2013 Philip Morris International announced that it would invest USD50 million in new manufacturing and office facilities in Krakow, Poland.

20. Estonia (19 ▼1). Similar comment as for Latvia

20. Slovenia (17 ▼3). No new initiatives, despite a positive attitude during the Tobacco Products Directive negotiations.

19. Romania (16 ▼3). Romania is one of the four countries who voted against the Tobacco Products Directive.

18. Switzerland (11 ▼7). Switzerland has weak tobacco advertising legislation and has not ratified the FCTC.

15. Bulgaria (24 ▲9). Bulgaria has introduced comprehensive smoke free legislation, but information on enforcement of the legislation is contradictory. Bulgaria is one of the four countries who voted against the Tobacco Products Directive.

15. Denmark (13 ▼2). Denmark introduced pictorial health warnings since 2012, but still allows smoking in small bars and open smoking cabins at the work place.

15. Italy (12 ▼3). No progress to report since 2005, disappointingly.

13. Belgium (10 ▼3). Belgium played a positive role during the Tobacco Products Directive

negotiations, but like Luxembourg has low prices for hand rolled tobacco. Sales of hand rolled tobacco were the highest ever in 2013. No progress to report since 2006, with the exception of a constitutional court decision to ban smoking in bars in 2011.

13. Netherlands (13 –). After a difficult time for tobacco control in the Netherlands, the current government is now supporting and implementing stronger tobacco control policy again, such as the reintroduction of smoke free bars in July 2014.

11. Hungary (27 ▲16). Hungary is the country which made the greatest progress. Hungary reduced and licensed tobacco retailers, introduced comprehensive smoke free legislation, pictorial health warnings and a display ban.

11. Sweden (9 ▼2). No significant progress to report since 2005. Surprisingly, given its distinguished tobacco control history, Sweden is often **not** in support of strong tobacco control measures at European and international level, such as plain packaging.

10. Ukraine (new) Ukraine recently introduced comprehensive smoke free legislation, advertising bans and pictorial health warnings. However, Ukraine also made a complaint against Australia's plain packaging law in the World Trade Organization.

9. Finland (7 ▼2). Finland adopted an ambitious plan to make the country tobacco free by 2040 and introduced a ban on the display of tobacco products at the point of sale in 2012. Finland strongly supported the Tobacco Products Directive, but needs to do more if it really wants to be tobacco free in 2040.

7. Malta (7 –). Pictorial health warnings were introduced in 2011 and smoking rooms were banned in 2013. Malta supported the Tobacco Products Directive.

7. Spain (13 ▲6). In 2010 Spain adopted far reaching and comprehensive legislation on smoke free bars and restaurants. Pictorial health warnings appeared in 2011. The increased score for Spain is due to decisions of the previous government, not the current government.

5. France (6 ▲1). France introduced pictorial health warnings for cigarettes in 2011 and for other tobacco products in 2012. The new cancer plan might lead to more tobacco control activities in France.

5. Turkey (4 ▼1). Turkey introduced comprehensive smokefree legislation (no exceptions, no smoking rooms) in 2009, but experienced some enforcement problems in bars and tea houses.

4. Norway (3 ▼1). Norway remains one of the strong leaders in tobacco control in Europe since the 1960s. Norway introduced pictorial health warnings in 2011 and has the highest cigarette prices in the world: 13,25 euro a pack in 2013 in a kiosk. Norway won a legal battle against PMI on its display ban legislation. The high standard of living in Norway lowers its scores on prices and budgets.

3. Iceland (4 ▲1). Iceland recently introduced pictorial health warnings and has by far the highest spending on tobacco control per capita in Europe, despite an unfavourable currency rate against the euro. The law obliges the government to spend at least 0.9% of the total amount spent on tobacco, on tobacco control.

2. Ireland (2 –). Ireland introduced pictorial health warnings and might be the first country in Europe

to adopt plain packaging legislation. The Irish Presidency was instrumental in forging a political agreement on the Tobacco Products Directive in June 2013.

1. United Kingdom (1 →). The United Kingdom remains number one and is doing well on five of the World Bank tobacco control policies, although spending on tobacco control has been reduced since 2010. The UK adopted legislation to ban tobacco displays at the point of sale and is considering the introduction of plain packaging legislation.

Key provisions of the Tobacco Products Directive

The Directive states that all European Union countries will have to put in place a series of tough legal measures to curb smoking and tobacco use, including the following key elements:

- Mandatory pictorial health warnings covering 65% of both main surfaces, at the top of the pack.
 - Countries can go further by introducing standardised packaging.
 - A ban on “characterising flavours” in cigarettes, such as fruit or chocolate, from 2016, with menthol banned from 2020.
 - Minimum packet dimensions to ensure greater visibility of health warnings and rule out the possibility of ‘lipstick’ style packs popular amongst young people.
 - A regulatory framework for electronic cigarettes.
 - Provisions for setting up a **tracking and tracing** system for tobacco products to help fight illicit trade from 2019.
-

Recommendations

Apart from the adoption of the EU Tobacco Products Directive, insufficient progress in tobacco control has been made in Europe. For this reason we have made eight recommendations to be implemented before the seventh European Conference on Tobacco and Health.

Countries should:

1. Implement in their tobacco control programmes at least the six measures described in the introduction; a comprehensive tobacco control policy is an obligation under Article 4 of the WHO Framework Convention on Tobacco Control (FCTC).
2. Introduce standardised/plain packaging.
3. Ban the display of tobacco products at the point of sale.
4. Address tobacco industry interference in public health policy making, in accordance with the guidelines on Article 5.3 of the WHO FCTC.
5. Spend a minimum of €2 per capita per year on tobacco control.
6. Introduce comprehensive smoke free legislation in line with the guidelines on Article 8 of the WHO FCTC.
7. Adopt strong guidelines on taxation at the Sixth Conference of the Parties to the WHO FCTC in Moscow in October 2014, and adopt a new EU tax directive in 2016, which should result in significant tax increases and smaller tax differences between cigarettes and hand rolled tobacco.
8. Ratify the FCTC protocol to eliminate the illicit trade in tobacco products and implement a traceability system for tobacco products in an EU and European context.

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Appendices

Appendix 1: Smoke free public places - score on 1 January 2014 in 34 European countries

Country	Bars and restaurants (max=8)	Public transport (trains, busses, subway) (max=2)	Public places (educational, health, governmental, theatres) (max=2)	Work Place (max=10)	Total (max=22)
Belgium	6	2	1	4	13
Denmark	4	2	1	4(1)	11
Germany	4 (2)	2	1	4	11
Greece	2	2	1	2	7
Spain	8	2	1	10	21
France	6	2	1	8	17
Ireland	8	2	1	10	21
Italy	6	2	1	6	15
Lux	6 (3)	2	1	6	15
NL	4 (4)	2	1	6	13
Austria	2	1	1	4	8
Portugal	4	2	1	4	11
Finland	6	2	1	8	17
Sweden	6	2	1	6	15
UK	8	2	1	10	21
Czech R.	2	2	1	4	9
Estonia	6	1	1	4	12
Cyprus	2	2	1	2	7
Latvia	8	1	1	6	14
Lithuania	6	1	1	4	12
Hungary	6	2	1	4	13
Malta	6 (5)	2	1	9	18
Poland	4 (6)	2	1	4	11
Slovenia	6	2	1	6	15
Slovakia	2	1	1	4	10
Iceland	8	2	1	6	17
Norway	8	2	1	6	17
CH	4 (2)	2	1	4	11
Bulgaria	6 (7)	2	1	6(7)	15
Romania	2	2	1	2	7
Turkey	6 (8)	2	1	10	19
Croatia	4	2	1	5(9)	12
Serbia	2	2	1	6(10)	11
Ukraine	8(11)	2	1	6	17

- (1) Denmark has improved its legislation at the workplace: smoking is now forbidden in one-person-offices. However the new legislation still allows open smoking cabins.
- (2) Legislation of smoking in bars and restaurants is a competence of the regions (länder) in Germany and of the cantons in Switzerland. Most länder and cantons ban smoking in bars and restaurants, but may allow smoking rooms or some exceptions.
- (3) New smoke free legislation in bars and restaurants (no exemptions, no smoking rooms) came into force on 1 January 2014. It is too soon to evaluate the compliance with the new legislation. Points attributed to Luxembourg are provisory.
- (4) The ban on smoking in bars and cafes will be reinstated per July 2014. One owner bars smaller than 70m² were exempt from July 2011.
- (5) Malta has banned the designated smoking rooms since 1 January 2013. We have no data on compliance of the new legislation. Points attributed to Malta are provisory.
- (6) Polish tobacco control legislation allows exceptions, for instance for drinking and eating establishments with two or more rooms.
- (7) Bulgaria adopted comprehensive smoke free legislation in bars and restaurants (no smoking rooms, no exemptions) in June 2012, but there are no surveys on compliance. For bars and restaurants we take the average of 4 points and 8 points. For the workplace, we take the average of 2 points and 10 points. Points attributed to Bulgaria are provisory and information on compliance is contradictory.
- (8) Results of the Global Adult Tobacco survey (GATS) in 2012 showed that compliance of the smoke free legislation was good at the workplace and in restaurants, but insufficient in cafés, coffee or teahouses (26,6% of the adults were exposed to tobacco smoke, when visiting cafés, coffee or teahouses).
- (9) We have no surveys on compliance in Croatia. For the workplace legislation we take an average of 6 points and 4 points. The points attributed to Croatia are provisory.
- (10) Surveys undertaken by Ipsos in 2010 and Gallup in 2012 showed that exposure to tobacco smoke at the workplace in Serbia has significantly decreased. (Source: Ministry of Health)
- (11) Ukraine has introduced comprehensive smoke free legislation in December 2012. The first results on compliance released by the Regional Advocacy Center Life in December 2013 are positive.

Appendix 2: Compliance of smoke free legislation based on Eurobarometer 385 (fieldwork February-March 2012)

Country	Bars People smoking inside during the last visit in the last 6 months	Restaurants People smoking inside during the last visit in the last 6 months	Work place Never or almost never exposed to tobacco smoke at your work place
Belgium	23	6	71
Denmark	34	10	87
Germany	32	11	77
Greece	71	72	42
Spain	17	7	77
France	12	7	79
Ireland	8	5	86
Italy	11	7	59
Luxembourg	68*	9	81
Netherlands	38	7	78
Austria	60	42	51
Portugal	35	15	82
Finland	9	4	85
Sweden	3	1	93
United Kingdom	6	4	91
Czech Republic	67	55	69
Estonia	16	13	73
Cyprus	53	45	48
Latvia	19	2	75
Lithuania	8	2	68
Hungary	28	16	56
Malta	35*	5	73
Poland	15	5	59
Slovenia	10	2	87
Slovakia	51	70	58
Bulgaria	69 *	57*	55*
Romania	54	33	38

*New smoke free legislation has been introduced after the survey took place.

Appendix 3: Bans on tobacco advertising - score on 1 January 2014 in 34 European countries

Country	T V ra di o	Cin e- Ma	Out- door	print	point of sales	Dis- play	Spon- sor nat.	spon- sor inter.	inter- net (1)	in- direct	Stan- dardized packs	total
Max points	2	1	2	1,5	1	2	0,5	0,5	0,5	1	1	13
Belgium	2	1	2	1,5	0	0	0,5	0,5	?	0	0	8
Denmark	2	1	2	1,5	0	0	0,5	0,5	?	0	0	8
Germany	2	0	0	1,5	0	0	0	0,5	?	0	0	4
Greece	2	0	2	1,5	0	0	0	0,5	?	0	0	6
Spain	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
France	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Ireland	2	1	2	1,5	1	2	0,5	0,5	?	1	0	12
Italy	2	1	2	1,5	1	0	0	0,5	?	0	0	8
Lux	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
NL	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Austria	2	1	2	1,5	0	0	0	0,5	?	0	0	7
Portugal	2	1	2	1,5	0	0	0,5	0,5	?	0	0	8
Finland	2	1	2	1,5	1	2	0,5	0,5	?	1	0	12
Sweden	2	1	2	1,5	1	0	0,5	0,5	?	1	0	10
UK (2)	2	1	2	1,5	0	1	0,5	0,5	?	1	0	10
Czech R.	2	1	2	1,5	0	0	0,5	0,5	?	0	0	8
Estonia	2	1	2	1,5	1	0	0,5	0,5	?	1	0	10
Cyprus	2	1	2	1,5	1	0	0,5	0,5	?	1	0	10
Latvia	2	1	2	1,5	0	0	0,5	0,5	?	0	0	8
Lithuania	2	1	2	1,5	0	0	0	0,5	?	1	0	8
Hungary	2	1	2	1,5	0	2	0,5	0,5	?	1	0	11
Malta	2	1	2	1,5	1	0	0,5	0,5	?	1	0	10
Poland	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Slovenia	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Slovakia	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Iceland	2	1	2	1,5	1	2	0,5	0,5	?	1	0	12
Norway	2	1	2	1,5	1	2	0,5	0,5	?	1	0	12
Switzerl.	2	0	0	0	0	0	0	0	?	0	0	2
Bulgaria	2	1	2	1,5	1	0	0,5	0,5	?	1	0	10
Romania	2	1	2	1,5	0	0	0	0,5	?	1	0	8
Turkey	2	1	2	1,5	0	0	0	0,5	?	0	0	7
Croatia	2	1	2	1,5	1	2	0,5	0,5	?	1	0	11
Serbia	2	1	2	1,5	0	0	0,5	0,5	?	1	0	9
Ukraine	2	1	2	1,5	1	2	0,5	0,5	?	1	0	12

(1) All countries have a question mark for internet ban, because it is impossible to verify whether the ban on internet tobacco advertising is been enforced or not.

(2) The ban is implemented in England for large stores in April 2012 and for all other stores from April 2015.

Appendix 4: Label score on 1 January 2014 in 34 European countries

Country	Size (max= 3 points)	Pictorial health warnings (max= 3 points)	Plain packaging (4 points)	Total (max=10)
Belgium	2	2		4
Denmark	1	3		4
Germany	1			1
Greece	1			1
Spain	1	3		4
France	1	3		4
Ireland	2	3		5
Italy	1			1
Luxembourg	1			1
Netherlands	1			1
Austria	1			1
Portugal	1			1
Finland	2			2
Sweden	1			1
United Kingdom	1	3		4
Czech Republic	1			1
Estonia	1			1
Cyprus	1			1
Latvia	1	2		3
Lithuania	1			1
Hungary	1	2		3
Malta	1	3		4
Poland	1			1
Slovenia	1			1
Slovakia	1			1
Iceland	1	3		4
Norway	1	3		4
Switzerland	2	3		5
Bulgaria	1			1
Romania	1	2		3
Turkey	2	3		5
Croatia	1			1
Serbia	1			1
Ukraine	1	3		4

Appendix 5. Tobacco Control Budget (TCB) score in 2012 in 34 European countries

Country	Population 1000s 2012	Tobacco control budget in national currency 2012	Tobacco control budget € 2012	Exchange rate euro 2012	Tobacco control budget 2012 per capita €	GDP In PPS EU= 100 2012	Tobacco Control Budget Per capita PPS 2012	TBC score Max= 15
UK	66 495	19 693 801 GBP	24 313 334 €	0.81	0,37	106	0,35	3
Iceland	320	97 000 000 ISK	602 000 €	161	1.88	115	1.63	12
Switzer- land	7 955	14 000 000 CHF	11 666 000 €	1.20	1.47	158	0,93	7
Sweden	9 483	6 020 000 SEK	692 000 €	8.70	0.07	126	0.06	-
Estonia	1 339	-	-	1	0.03	71	0.05	-
Spain	46 818	4 300 000€	4 300 000€	1	0.09	96	0.10	1
Nether- lands	16 730	2.076.000 €	2 076 000 €	1	0.12	128	0.09	1
Latvia	2 045	3 000 LVL	3000€	0.99	0.001	64	0.002	-
Norway	4 956	32 537 000 NOK	4 350 000€	7.48	0.88	195	0.45	3
Belgium	11 095	3 000 000€	3000 000€	1	0.27	120	0.23	2
Denmark	5 580	12 000 000 DKK	1 613 000€	7.44	0.29	126	0.23	2
Malta	417	-		1		86		
France	65 328	8 400 000 €	8 400 000€	1	0.13	109	0.12	1
Ireland	4 583	850 000 €	850 000€	1	0.18	129	0.14	1
Finland	5 401	2 256 000 €	2 256 000	1	0.42	115	0.36	3
Italy	59 394	12 500 000 €	12 500 000 €	1	0.21	101	0.21	2
Romania	20 096	1 860 000 LEU	417 000€	4.46	0.02	50	0.04	-
Luxem- bourg	525	80.556 €	80 556€	1	0.15	263	0.06	
Austria	8 408	-	-	1	0.07	130	0.06	
Portugal	10 542	-	-	1	-	76		

Czech R.	10 505	-	-	25.15	-	84		
Cyprus	796	-		1		92		
Lithuania	3 004	50 000 LTL	14500 €	3.45	0.005	72	0.007	
Hungary	9 932	-	-	289	0.005	67	0.008	
Poland	38 538	1 000 000 PLN	239 000 €	4.18	0.006	67	0.01	
Slovenia	2055	102.500 €	102.500€	1	0, 05	84	0,06	
Slovakia	5 404	-	-	1	-	76		
Germany	80 328	-	-	1	-	123		
Greece	11 123	-	-	1	-	75		
Bulgaria	7 327	-	-	1.95	-	47		
Turkey	74 724	-	-	2.31	-	54		
Croatia	4 276	150 000 KN	20 000€	7.52	0,005	62	0,007	
Serbia	7 217	9 000 000 RSD	78 260€	115	0, 01	36	0,014	
Ukraine	45 633	-		10,61		22		

Appendix 6: Cigarette price score 1 July 2013 in 34 European countries

Country	Weighted average Price Euro 1 July 2013	Price Marlboro Euro -10% 1 July 2013	Price in Euro to PPS per capita	Score prices (Max 30)
UK	8.16		7.70	27
IE	8.92		6.91	24
IS		6.67	5.80	20
NO		11.30	5.79	20
MT	4.07		4.73	17
BU	2.36		5.02	18
FR	6.1		5.60	20
PT	3.85		5.01	18
SE	5.91		4.69	17
DE	4.93		4.01	14
RO	2.64		5.28	19
IT	4.56		4.51	16
FI	4.89		4.26	15
CY	3.91		4.25	15
SK	2.87		3.78	13
BE	4.77		3.98	14
DK	5.33		4.23	15
El	3.28		4.37	15
NL	5.29		4.13	16
CH		5.97	3.78	13
HU	2.93		4.37	15
PO	2.66		3.97	14
AT	4.04		3.11	11
CZ	2.76		3.29	12
SI	2.95		3.51	12
ES	4.04		4.21	15
EE	2.62		3.69	13
LT	2.38		3.31	12
LV	2.57		4.02	14
LU	3.95		1.50	5
TR		3.23	5.98	21
Croatia	2.53		4.08	14
Serbia		1.82	5.05	18
Ukraine		1.23	5.57	20

Appendix 7: Treatment - score in 2012 in 34 European countries

Country	Recording Smoking status	Brief advice	Quitline	Network Cessation Support	Reimbursement	Total
Maximum scores	1	1	2	4	2	10
Belgium		1	1	3	1	6
Denmark			2	4		6
Germany			2			2
Greece			2	4		6
Spain	1		2	3		6
France			2	3	1	6
Ireland			2	4	1	7
Italy			2	3		5
Lux	1		2	3	1	7
Nether	1		2	3	1	7
Austria			2	2		4
Portugal			2	4	1	7
Finland			1	4	1	6
Sweden			2	2	1	5
UK	1	1	2	4	1	9
Czech R.			1	2	1	4
Estonia			2	4		6
Cyprus						0
Latvia				2		2
Lithuania				2		2
Hungary			2	4		6
Malta			2	4	1	7
Poland	1	1	2	4		8
Slovenia	1		2	3		6
Slovakia	1		1	4		6
Iceland			1			1
Norway		1	2	2		5
Switzerl.		1	2	3	1	7
Bulgaria				2		2
Romania	1		2	2	2	7
Turkey			2	3		5
Croatia		1		1		2
Serbia				3		3
Ukraine						0

Appendix 8: Ranking Tobacco Control Scale 2013 - 2010 – 2007 – 2005 - 2004

Country	TCS Ranking 2013 (34 countries)	TCS Ranking 2010 (31)	TCS Ranking 2007 (30)	TCS Ranking 2005 (30)	TCS Ranking 2004 (28)
United Kingdom	1	1	1	2	2
Ireland	2	2	2	1	4
Iceland	3	4	2	4	1
Norway	4	3	4	3	3
Turkey	5	4	-	-	-
France	5	6	7	9	7
Spain	7	13	12	26	24
Malta	7	7	5	5	5
Finland	9	7	8	7	9
Ukraine	10	-	-	-	-
Sweden	11	9	6	6	6
Hungary	11	27	22	15	11
Netherlands	13	13	14	10	7
Belgium	13	10	8	12	19
Italy	15	12	10	8	16
Denmark	15	13	20	17	16
Bulgaria	15	24	13	16	-
Switzerland	18	11	18	24	21
Romania	19	16	14	29	-
Slovenia	20	17	25	22	12
Estonia	20	19	11	17	12
Poland	20	19	14	12	10
Serbia	23	-	-	-	-
Latvia	24	17	24	28	25
Portugal	24	19	23	19	20
Croatia	26	-	-	-	-
Slovakia	27	22	17	14	15
Luxembourg	28	29	28	30	28
Lithuania	29	22	21	25	21
Greece	29	30	28	20	18
Czech Rep.	31	27	25	20	27
Cyprus	32	24	19	11	14
Germany	33	26	27	22	21
Austria	34	30	30	26	25



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