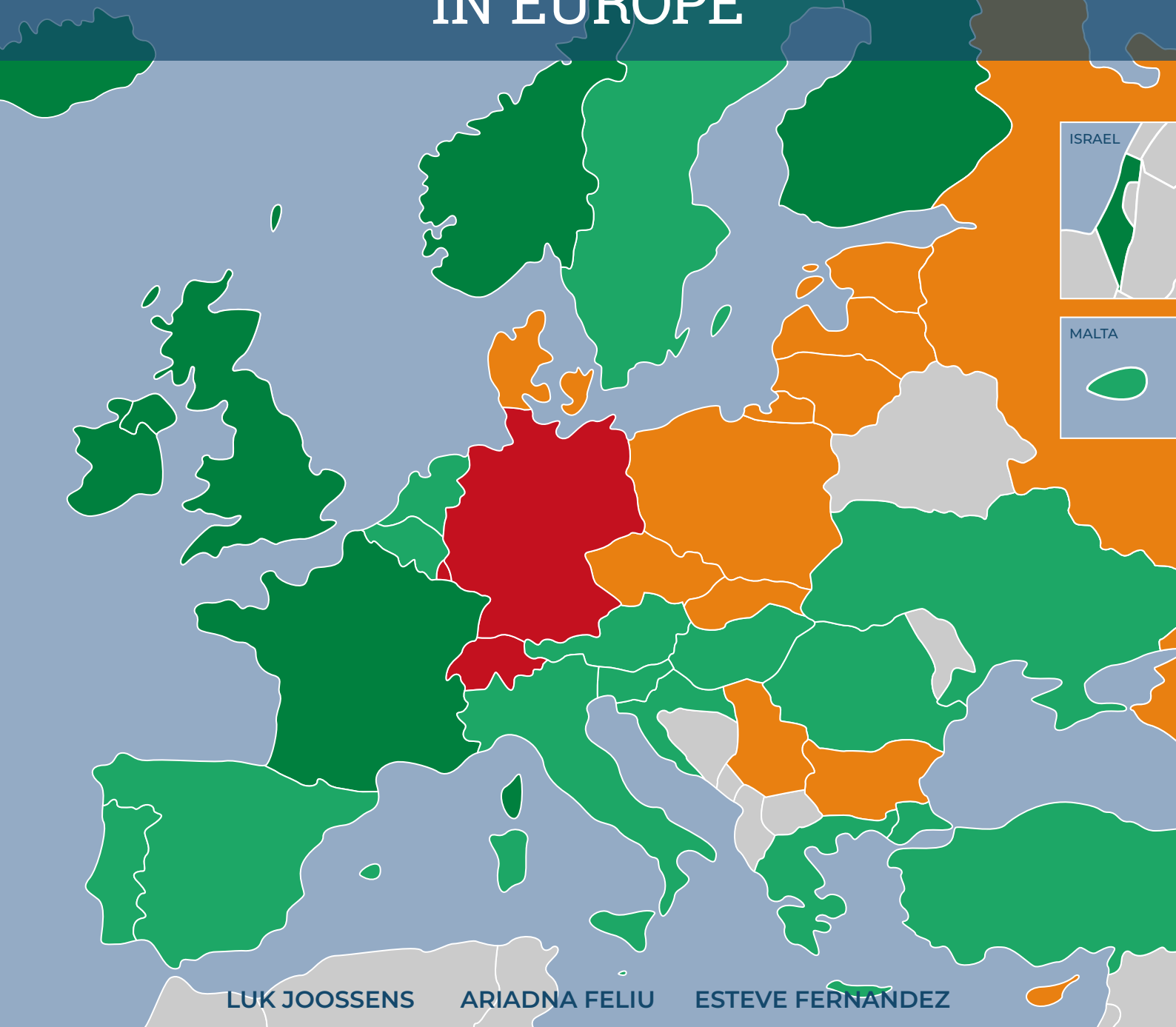


# THE TOBACCO CONTROL SCALE

# 2019 IN EUROPE



A report of the Association of European Cancer Leagues

## The Tobacco Control Scale 2019 in Europe

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# EXECUTIVE SUMMARY

This report describes the results of a survey of tobacco control activity in 36 European countries in 2019, using the Tobacco Control Scale (TCS), first described in the 2006 Luk Joossens and Martin Raw paper, *The Tobacco Control Scale: a new scale to measure country activity*. The data used for the 2019 survey refer to legislation in force on the 1 January 2020, 2018 price data, and the tobacco control budget in 2018. Any legislation, price increases or funding introduced or enforced after those dates are not included.

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

- Price increases through higher taxes on cigarettes and other tobacco products;
- Bans/restrictions on smoking in public and workplaces;
- 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.

The scale allocates points to each policy, with a maximum score of 100: price (30 points), smoke free public places (22 points), spending on public information campaigns (10 points: reduced from 15 points in previous editions), comprehensive advertising bans (13 points), large health warnings (10 points), cessation support (treatment) (10 points), combatting illicit trade (3 points: NEW for TCS 2019) and tobacco industry interference (2 points: NEW for TCS 2019). Countries which have not ratified the WHO Framework Convention on Tobacco Control will lose one point (NEW: new for TCS 2019).

## HEADLINE RESULTS AND ISSUES:

- Three countries (Slovenia, Greece and Austria) improved their score with 14 or more points.
- Seven leading countries have 60 points or more. The top score is 80 out of 100 (UK).
- Fifteen countries are doing reasonably well with 50 to 59 points.
- The remaining 14 countries fail to score at least 50 points so need to do much more.
- Three countries had very low scores, with fewer than 45 points. The lowest ranking is 40 out of 100 (Germany)

A major concern is the lack of funding for tobacco control. No country spends €2 per capita on tobacco control, with only Iceland coming close. The TCS scores for spending are extremely low and we are seeing reduced funding in several countries. The second major issue of concern is tobacco industry influence, which remains the largest obstacle to the introduction of effective tobacco control policies.

## RECOMMENDATIONS:

1. Implement at least the six World Bank priority measures; a comprehensive tobacco control policy is an obligation under Article 4 of the WHO Framework Convention on Tobacco Control (FCTC).

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2. Spend a minimum of €2 per capita per year on tobacco control.

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3. Address tobacco industry interference in public health policy making, in accordance with the guidelines on Article 5.3 of the WHO FCTC.

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4. Implement the FCTC Article 6 guidelines on tobacco taxation and revise the EU Tobacco Tax Directive in 2020, which should result in significant tax increases and smaller tax differences between cigarettes and hand rolled tobacco.

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5. Introduce comprehensive smoke free legislation in line with the FCTC Article 8 guidelines, including a ban on smoking in private cars when minors are present.

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6. Introduce standardised/plain packaging for all tobacco products.

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7. Ban the display of tobacco products at the point of sale.

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8. Accelerate the implementation of tobacco cessation support in line with Article 14 of the WHO FCTC and its guidelines.

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9. Ratify the WHO FCTC Protocol to eliminate the illicit trade in tobacco products and adopt tracking and tracing standards in line with the Protocol.

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10. Invest in research to monitor and measure the effect of tobacco control policies in line with Article 20 of the WHO FCTC.

# INTRODUCTION

In this report, we describe the results of a survey of tobacco control activity in 36 European countries in 2019 using the Tobacco Control Scale (TCS), first described in the Luk Joossens and Martin Raw 2006 paper, *The Tobacco Control Scale: a new scale to measure country activity* (1). Here we report the results of the 2019 survey, indicate the changes in the ranking compared to the previous survey (2016) 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), 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 workplaces;
- 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

The survey was conducted in 2004, 2005 (1), 2007 (3), 2010 (4), 2013 (5), 2016 (6) and now in 2019. In 2004, the survey involved 28 countries: 25 European Union (EU) countries plus Switzerland, Iceland and Norway. In 2005 and 2007 the survey was repeated in 30 European countries (27 EU countries plus Switzerland, Iceland and Norway) (3), and in 2010 with 31 European countries (the 2007 sample plus Turkey) (4). The 2016 survey was conducted with 35 European countries: the 2010 sample plus Croatia, Serbia, Ukraine and the Russian Federation. In 2019, Israel was added to the list of countries. The correspondents who provided information in 2019 are shown in Table 1.

Table 1: Contributors who provided information in 2019

Country	Name	Organisation
Austria	Manfred Neuberger	Medical University of Vienna
Belgium	Suzanne Gabriels	Belgian Foundation against Cancer
Bulgaria	Gergana Geshanova	Smoke Free Coalition, Bulgaria
Croatia	-	WHO tobacco control profile 2019
Cyprus	-	WHO tobacco control profile 2019
Czechia	Eva Kralikova, Kamila Zvolaska	Charles University and the General University Hospital
Denmark	Niels Them Kjær	Danish Cancer Society
Estonia	Marge Reinap	WHO Office, Estonia
Finland	Mervi Hara	Suomen ASH
France	Emmanuelle Béguinot	Comité National Contre le Tabagisme
Germany	Ute Mons	The German Cancer Research Center
Greece	Constantine Vardavas	University of Crete
Hungary	Tibor Demjen	Hungarian Focal Point for Tobacco Control
Iceland	Vidar Jensson	Department of Health
Ireland	Mark Murphy, Nuala O'Reilly	ASH Ireland, Council of the Irish Heart Foundation, Department of Health
Israel	Shira Kislev	Smoke Free Israel
Italy	Lorenzo Spizzichino, Daniela Galeone	Ministry of Health
Latvia	Dana Muravska	Ministry of Health, Public Health Department
Lithuania	Vaida Liutkutė	Health Research Institute
Luxembourg	Lucienne Thommes	Fondation Cancer, Luxembourg
Malta		WHO tobacco control profile 2019
Netherlands	Fleur Van Bladeren	Dutch Cancer Society (KWF Kankerbestrijding)
Norway	Maxime Compaoré	Norwegian Cancer Society
Poland	Krzysztof Przewozniak	Maria Skłodowska-Curie National Research Institute of Oncology, Collegium Civitas, Warsaw.
Portugal	Sofia Ravara	University of Beira Interior; CHCB University Hospital, Covilhã,
Romania	Magdalena Ciobanu	Ministry of Health
Russian Fed.	Daria Khaltourina	Risk Prevention Department of the Federal Research Institute for Health Organization and Informatics of Ministry of Health of the Russian Federation
Serbia	Srmena Krstev	National Focal Point for Tobacco Control
Slovakia	Robert Ochaba	Dept. of Health Promotion, Public Health Institute of the Slovak Republic
Slovenia	Jan Peloza	No Excuse Slovenia, The Institute for Youth Participation, Health and Sustainable Development
Spain	Cristina Martínez, Esteve Saltó	Catalan Institute of Oncology (ICO), Universitat de Barcelona (UB)
Sweden	Margaretha Haglund	Tobaksfakta
Switzerland	Verena El Fehri	Association Suisse pour la Prévention du Tabagisme (until December 2019)
Ukraine	Lilia Olefir	Advocacy Center « Life »
United Kingdom	Martin Dockrell, Ailsa Rutter, Deborah Arnott, Debbie Storm	Public Health England, Fresh, ASH (UK) and ASH Scotland (UK)
Turkey	Elif Dağlı	Health Institute Association

The Tobacco Control Scale, showing the points allocated to each policy, with a maximum total score of 100, is shown in Table 2. Further explanatory notes on scoring are in Table 3

Table 2. The Tobacco Control Scale 2019

<b>POLICY DOMAIN</b>	<b>Max. score</b>
<b>PRICE OF CIGARETTES.</b>	<b>30</b>
The Weighted Average Price for cigarettes in 2018	
The price of the Weighted Average Price (WAP) for cigarettes in 2018, taking into account Purchasing Power Standards (PPS). The country with a WAP of €10 a pack and an EU average Purchasing Power Standard receives 30 points. One point = €0,33 (€0,17-49) taken into account the PPS.	
In countries without WAP information, the reference price used is the price of a pack of 20 Marlboro or another premium brand in 2018 minus 10%, taking into account the PPS.	30
<b>Smoke free work and other public places</b>	<b>22</b>
Workplaces excluding cafes and restaurants – <b>one only</b> of	
Complete ban without exceptions (no smoking rooms); enforced	10
Complete ban, but with closed, ventilated, designated smoking rooms under very strict rules; enforced	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 – <b>one only</b> of	
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 and private cars	
Complete ban in trains without exceptions	1
Complete ban in other public transport without exceptions	1
Ban in private cars when minors or children are present	1
Complete ban in educational, health, government and cultural places	1
<b>Spending on public information campaigns</b>	<b>10</b>
Tobacco control spending per capita by the government in 2018, expressed in Power Purchasing Standards. A country which spends €2 per capita, based on the EU average GDP per capita expressed in PPS receives 15 points. One point = €0,20 (€0,10-29) taken into account the PPS.	
<b>Comprehensive bans on advertising and promotion</b>	<b>13</b>
Points for each type of ban included – additive	
Complete ban on tobacco advertising on television and radio	2
Complete ban on outdoor advertising (e.g. posters)	2
Complete ban on advertising in print media (e.g. newspapers and magazines)	1.5
Complete ban on indirect advertising (e.g. cigarette branded clothes, watches, etc)	1
Ban on display of tobacco products at the point of sale	2
Ban on point of sale advertising	2
Ban on cinema advertising	1

Table 2. The Tobacco Control Scale 2019 (cont.)

Ban on sponsorship	1
Ban on internet advertising	0.5
<b>Large direct health warning labels</b>	<b>10</b>
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 – <b>one only</b> 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
<b>Treatment to help smokers stop</b>	<b>10</b>
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 Quitline counsellors answering at least 30 hours a week (not recorded messages)	1
Network of smoking cessation support and its reimbursement – <b>one only</b> 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 – <b>one only</b> of	2
Medications totally reimbursed or free to users <b>or</b> Medications partially reimbursed	2 1
<b>Illicit tobacco trade (new)</b>	<b>3</b>
Ratification of the Illicit Trade Protocol	1
Track and trace system for tobacco products, fully FCTC Protocol compliant <b>or</b> Track and trace system for tobacco products, but not fully FCTC Protocol compliant	2 1
<b>Tobacco Industry Interference (new)</b>	<b>2</b>
A whole range of measures, well enforced, to restrict tobacco industry interference <b>or</b> some measures, well enforced, to restrict tobacco industry interference	2 1
<b>Not ratifying the WHO Framework Convention on Tobacco Control (new)</b>	<b>-1</b>



Table 3. Notes and explanations on the scoring of the TCS 2019

<p><b>PRICE</b></p> <p>Gross Domestic Product (GDP) 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 PPS varies from 50 in Bulgaria to 68 in Greece, 115 in Belgium and 254 in Luxembourg. The EU average = 100. A country with a weighted average price of €10 a pack, based on the EU average PPS (100), receives the maximum 30 points. For example, Belgium has a PPS of 115. Therefore, to achieve the maximum points, Belgium would require an actual WAP of €11.50: 10 (reference WAP) x 1.15 (PPS/100) = €11.50. Likewise, for Bulgaria, the WAP required to achieve the maximum score would be €5:</p>
<p><b>Bans on smoking in public and workplaces with no exemptions and no smoking rooms</b></p> <p>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)</p>
<p><b>SMOKING ROOMS</b></p> <p>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 (e.g. France, Italy and Finland).</p>
<p><b>MEANINGFUL RESTRICTIONS: WORKPLACES</b></p> <p>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 (e.g. 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.</p>
<p><b>MEANINGFUL RESTRICTIONS: BARS AND RESTAURANTS</b></p> <p>‘Meaningful restrictions: bars and restaurants’ means, for example, that the smoke free legislation only applies to some regions of the country (e.g. 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.</p>
<p><b>Spending on public information campaigns</b></p> <p>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 2018 for mass communication campaigns, tobacco control projects, educational programs, support for non-governmental organizations. The financing of a quitline is not included, but the promotion budget for a quitline is included. 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), research projects, management of funds and enforcement of legislation are not included in our figure. A country which spends €2 per capita on tobacco control, based on the EU average GDP per capita expressed in PPS, receives 10 points. In the EU, the GDP per capita expressed in PPS varies from 50 in Bulgaria to 68 in Greece, 115 in Belgium and 254 in Luxembourg. The EU average = 100. Belgium, for instance, would receive 10 points if the spending was €2.30 per capita (€2 x 1.15). Likewise, Bulgaria would receive 10 points, if the spending was €1 per capita (€2 x 0.50).</p>

In 2019, we made some changes in scoring system: we reduced the number of points for tobacco control budget from 15 points to 10 points and added 3 points for combating illicit tobacco trade and 2 points for controlling tobacco industry interference. Countries who ratified the International Protocol to Eliminate the Illicit Trade of Tobacco Products (the WHO FCTC Protocol) received 1 point. A track and trace system for tobacco products, fully FCTC Protocol compliant, is 2 points and a track and trace system for tobacco products, but not fully FCTC Protocol compliant, would be 1 point. A whole range of measures, well enforced, monitored and sanctioned, to restrict tobacco industry interference is 2 points and some measures, well enforced, to restrict tobacco industry interference is 1 point. A single measure to limit industry tobacco interaction at the Ministry of Health (and not the whole government) is not enough to obtain 1 point. Examples of policies could include the recording and disclosure of meetings with the tobacco industry, the limitation of interactions with the tobacco industry to those only strictly necessary or a code of conduct for public officials which they should comply in their dealings with the tobacco industry.

The data used for the 2019 survey refer to legislation in force on the 1 January 2020, 2018 price data, and the tobacco control budget in 2018. 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 weighted average price of a pack of 20 cigarettes in 2018 was based on the March 2019 European Commission report "Excise duty tables. Part III Manufactured Tobacco." [https://ec.europa.eu/taxation\\_customs/sites/taxation/files/resources/documents/taxation/excise\\_duties/tobacco\\_products/rates/excise\\_duties-part\\_iii\\_tobacco\\_en.pdf](https://ec.europa.eu/taxation_customs/sites/taxation/files/resources/documents/taxation/excise_duties/tobacco_products/rates/excise_duties-part_iii_tobacco_en.pdf) (7).
- GDP expressed in Purchasing Power Standards (PPS) per capita and GDP in 2018, and country 2018 population data were collected from the statistical office of the European Union or IMF.
- The retail price of a pack of cigarettes (premium brand) for the non-EU countries: WHO Report on the Global Tobacco Epidemic, 2019. Geneva, World Health Organization, 2019 Table 9.2.4 Retail price for a pack of cigarettes in Europe.

## ADVERTISING

- World Health Organization. Appendix VII Tobacco control profiles – countries. In: WHO Report on the Global Tobacco Epidemic 2019. Geneva: World Health Organization; 2019. [https://www.who.int/tobacco/surveillance/policy/country\\_profile/en/](https://www.who.int/tobacco/surveillance/policy/country_profile/en/) (8).
- An update of the legislation on advertising from the contributors or from health officials.

## SMOKEFREE LEGISLATION

- European Commission. Overview of smoke free legislation and its implementation in the EU. Brussels: European Commission, 2013 (9).
- European Commission. Eurobarometer 458, Attitudes of Europeans towards Tobacco and Electronic Cigarettes. Brussels: European Commission; 2017. [http://data.europa.eu/88u/dataset/S2146\\_87\\_1\\_458\\_ENG](http://data.europa.eu/88u/dataset/S2146_87_1_458_ENG) (10).

## LABELLING

- Canadian Cancer Society. Cigarette package health warnings. International status report. Ottawa: Canadian Cancer Society, 2018 (11).

## DATABASES

- World Health Organization. Appendix VII Tobacco control profiles – countries. In: WHO Report on the Global Tobacco Epidemic 2019. Geneva: World Health Organization; 2019 [https://www.who.int/tobacco/surveillance/policy/country\\_profile/en/](https://www.who.int/tobacco/surveillance/policy/country_profile/en/) (8)
- WHO FCTC data base which includes often country reports submitted in 2018 (12).
- WHO European Region Tobacco control database (13).
- Smoke Free Partnership smoke free map (14).
- Campaign for Tobacco Free Kids, Tobacco Control Laws (15).

## TOBACCO CONTROL AND CESSATION BUDGET

- Information was collected in November and December 2019 from the contributors or from health officials.

## TOBACCO INDUSTRY INTERFERENCE

- STOP, Global Tobacco Industry Interference Index 2019.
- Information was collected in November and December 2019 from the contributors or from health officials.

## ILLICIT TOBACCO TRADE

- Ratification of the Protocol to Eliminate the Illicit Trade in Tobacco Products: United Nations Treaty Collection. [https://treaties.un.org/pages/ViewDetails.aspx?src=TREATY&mtdsg\\_no=IX-4-a&chapter=9&lang=en](https://treaties.un.org/pages/ViewDetails.aspx?src=TREATY&mtdsg_no=IX-4-a&chapter=9&lang=en)
- Framework Convention Alliance, Why the EU Tracking and Tracing system works only for the EU, Policy Briefing, 2018. [https://www.fctc.org/wp-content/uploads/2019/07/FCA-Policy-Briefing\\_Why-the-EU-tracking-and-tracing-systems-works-only-for-the-EU.pdf](https://www.fctc.org/wp-content/uploads/2019/07/FCA-Policy-Briefing_Why-the-EU-tracking-and-tracing-systems-works-only-for-the-EU.pdf)

## RESULTS

Table 4 shows the 2019 TCS scores of each country, in rank order, with their 2016 ranking shown for comparison.

### THE HEADLINE RESULTS ARE:

- Three countries improved their score with 14 or more points.
- Seven leading countries have 60 points or more, top score 80 out of 100 (UK).
- Fifteen countries are doing reasonably well with 50 to 59 points.
- The remaining 14 countries fail to score at least 50 points so need to do much more.
- Three countries had very low scores, with fewer than 45 points.

Table 4. 36 European countries ranked by total TCS score in 2019

Ranking 2019 (ranking 2016)		Country	Price (30)	Public place bans (22)	Budget (10)	Ad bans (13)	Health warning (10)	Treatment (10)	Illicit trade (3)	Art 5.3 (2)	Total (100)
1 (1)	–	United Kingdom	25	22	0	12	9	9	2	1	80
2 (4)	▲	France	22	18	4	11	9	7	2	1	74
3 (2)	▼	Ireland	18	22	1	13	9	8	1	1	73
4 (3)	▼	Iceland	23	17	9	13	4	4	0	0	70
5 (5)	-	Norway	22	17	1	13	8	4	1	0	66
6 (6)	-	Finland	18	18	2	13	5	5	1	0	62
7 (new)		Israel	27	15	1	11	1	6	0	0	61
8 (28)	▲	Slovenia	12	16	2	13	9	6	1	0	59
8 (9)	▲	Hungary	15	21	0	11	5	6	1	-	59
10 (8)	▼	Spain	15	21	1	9	5	5	2	0	58
10 (17)	▲	Belgium	16	16	1	8	9	6	2	0	58
12 (7)	▼	Romania	16	21	0	8	5	6	1	0	57
13 (31)	▲	Greece	18	20	-	7	5	3	1	0	54
14 (9)	▼	Netherlands	14	15	1	9	5	7	1	1	53
15 (9)	▼	Sweden	14	15	0	9	5	7	2	0	52
15 (13)	▼	Italy	15	16	0	9	5	6	1	0	52
17 (9)	▼	Turkey	10	15	0	8	10	6	2	0	51
17 (13)	▼	Malta	16	12	0	11	5	5	2	-	51
17 (23)	▲	Croatia	16	11	0	12	5	5	2	-	51
20 (15)	▼	Portugal	18	11	-	10	5	4	2	0	50
20 (35)	▲	Austria	11	20	0	7	5	5	2	0	50
20 (17)	▼	Ukraine	17	15	-	11	4	3	0	0	50
23 (15)	▼	Poland	14	11	0	11	5	7	1	0	49
23 (26)	▲	Latvia	14	12	2	10	5	4	2	0	49
23 (31)	▲	Czechia	12	15	0	8	5	7	2	0	49
23 (21)	▼	Estonia	13	14	1	11	5	3	2	0	49
27 (19)	▼	Bulgaria	15	11	-	11	5	5	1	0	48
27 (26)	▼	Cyprus	15	10	0	11	5	5	2	-	48
29 (17)	▼	Russian Fed.	8	15	0	13	4	6	1	-	47
29 (28)	▼	Lithuania	12	13	1	10	5	4	2	0	47
29 (23)	▼	Denmark	13	11	2	8	5	7	1	0	47
32 (30)	▼	Slovakia	12	12	-	9	5	6	2	0	46
33 (23)	▼	Serbia	19	11	0	9	1	4	1	0	45
34 (33)	▼	Luxembourg	5	16	0	9	5	7	2	0	44
35 (21)	▼	Switzerland (-1)	13	11	4	2	5	7	0	0	41
36 (33)	▼	Germany	14	11	0	4	5	4	2	0	40

"–" means no information is available, "0" means insufficient to obtain one point.

-1: Switzerland is the only country in this survey which has not ratified the WHO Framework Convention on Tobacco Control (FCTC): minus one point.

# DISCUSSION

Three countries (Slovenia, Greece and Austria) improved their score with 14 or more points. Israel was included in our survey for the first time and was doing very well in prices, with the highest price score for the 36 countries. Overall, countries which failed to undertake new initiatives lost points and fell in the ranking. The countries that are leading tobacco control in Europe are those that have comprehensive tobacco control policies.

Seven countries (UK, France, Ireland, Iceland, Norway, Finland and Israel) have 60 points or more, 15 countries have scores in the 50s (Slovenia, Hungary, Spain, Belgium, Romania, Greece, Netherlands, Sweden, Italy, Turkey, Malta, Croatia, Portugal, Austria, Ukraine), and the remaining 14 countries failed to reach 50% of the total score possible. Three countries (Germany, Switzerland and Luxembourg) had very low scores, with fewer than 45 points, lowest ranking 40 out of 100 (Germany).

The EU Tobacco Products Directive obliged EU countries to introduce pictorial health warnings. Nine countries in this survey (UK, France, Ireland, Hungary, Norway, Slovenia, Turkey, Israel and Belgium) adopted plain packaging legislation, although Israel and Hungary had not yet implemented their legislation on 1 January 2020. (Israel 8/1/2020 and Hungary 1/1/2022)

Table 5. The EU Tobacco Products Directive

## KEY PROVISIONS

The Directive states that all EU 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.

Since 2013, 13 countries have introduced a smoking ban in private cars when minors are present. (Ireland, UK, France, Finland, Italy, Malta, Cyprus, Lithuania, Slovenia, Luxembourg, Austria, Greece and Belgium)

All countries in this survey (with the exception of Switzerland) have ratified the WHO Framework Convention on Tobacco Control and nineteen countries have ratified the WHO FCTC Protocol to Eliminate the Illicit Trade in Tobacco Products.

Were this a test requiring a minimum score of 50 to pass, then 14 countries, or 39 % of the field, would fail. 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.

A major concern is the lack of funding for tobacco control. No country spends €2 per capita on tobacco control, with only Iceland coming close. The TCS scores for spending 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 2019 ranking (with, in brackets, the 2016 ranking and up or down movement on the scale).

36.	Germany (33 ▼3).	The lowest TCS score. No new tobacco control policies introduced since 2010 except for the transposition of the 2014 EU Tobacco Products Directive and the ratification of the WHO FCTC Illicit Trade Protocol. Germany is the only EU country which still allows tobacco advertising on billboards. There are initiatives to ban billboard tobacco advertising, but still with long transition periods.
35.	Switzerland (21 ▼14).	Switzerland is the homeland for international tobacco companies, has very weak tobacco advertising legislation and is the only country in this survey which has not ratified the WHO Framework Convention on Tobacco Control. Since 2017, the Federal Council (cabinet) has no more the competence to increase cigarette taxes. The last time the Federal Council increased the tax by 10 cents was in 2013. A price increase is only possible when tobacco companies increase their price and thus their profits (16). Switzerland seems to be more interested in the well-being of the tobacco companies than in the health of its citizens (17).
34.	Luxembourg (33 ▼1).	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. Luxembourg banned smoking in private cars when minors are present and ratified the WHO FCTC Illicit Trade Protocol.
33.	Serbia (23 ▼10).	No major new initiatives since 2013. The biggest priority should be to introduce smoke free legislation in bars and restaurants. Serbia ratified the WHO FCTC Illicit Trade Protocol.
32.	Slovakia (30 ▼2).	No progress to report since 2010. Slovakia ratified the WHO FCTC Illicit Trade Protocol.
29.	Lithuania (28 ▼1).	Lithuania ratified the WHO FCTC Illicit Trade Protocol. Fear of illicit supply of cigarettes from neighbouring countries and tobacco industry pressure contribute to tax levels remaining low.
29.	Denmark (23 ▼6).	Denmark is not doing well on 1 January 2020 but plans to do much better in 2020 with increased taxes, a display ban and plain packaging (including for heated tobacco products and e-cigarettes).
29.	Russian Federation (17 ▼12).	The Russian Federation has introduced comprehensive advertising and smoke free legislation in 2014. The score attributed to prices is low to some extent as result of the weak value of its currency.
27.	Cyprus (26 ▼1).	Compliance with their smoke free legislation is a huge problem. Cyprus banned smoking in private cars when minors are present and ratified the WHO FCTC Illicit Trade Protocol.
27.	Bulgaria (19 ▼8).	Bulgaria had introduced comprehensive smoke free legislation in 2012 with improved, but still unsatisfactory result of compliance.
23.	Estonia (21 ▼2).	Similar comment as for Lithuania. Estonia ratified the WHO FCTC Illicit Trade Protocol.

23.	Czechia (31 ▲8).	Despite a strong tobacco industry presence in the country, Czechia adopted comprehensive smoke free legislation in February 2017. Czechia ratified the WHO FCTC Illicit Trade Protocol.
23.	Latvia (26 ▲3).	Latvia ratified the WHO FCTC Illicit Trade Protocol.
23.	Poland (15 ▼8).	Tobacco control policy in Poland has stagnated over the last three years, but in early 2020 a tax increase was introduced, which is not reflected in its score.
20.	Austria (35 ▲15).	A positive development in Austria with comprehensive and enforced smoke free legislation since 1 November 2019. Austria had the lowest TCS ranking since 2007 but moved from the lowest ranking to number 20 of the list now. Austria was the first European country to ratify the WHO FCTC Illicit Trade Protocol. Price and tax levels remain low.
20.	Ukraine (17 ▼3)	Ukraine introduced comprehensive smoke free legislation, advertising bans and pictorial health warnings.
20.	Portugal (15 ▼5).	Portugal has ratified the WHO FCTC Illicit Trade Protocol but should intensify its tobacco control policies. In particular, efforts should be made to introduce smoke free legislation as soon as possible.
17.	Croatia (23 ▲6).	Croatia improved its TCS score by implementing the Tobacco Products Directive and ratifying the WHO FCTC Illicit Trade Protocol.
17.	Malta (13 ▼4).	Banned smoking in private cars, but the enforcement of its smoke free legislation could be better. Malta ratified the WHO FCTC Illicit Trade Protocol
17.	Turkey (9 ▼8).	Turkey adopted plain packaging and has the largest health warnings in Europe (85% of the surface). It has now the best health warning score. Turkey introduced in 2009 comprehensive smoke free legislation (no exceptions, no smoking rooms), but experienced serious enforcement problems in bars and tea houses. Turkey lost points as result of the weak value of its currency. Turkey ratified the WHO FCTC Illicit Trade Protocol.
15.	Italy (13 ▼2).	No real progress to report since 2005 except for the smoking ban in private cars when minors are present.
15.	Sweden (9 ▼6).	Sweden banned smoking in some outdoor premises (e.g. restaurants) but is slow to tackle tobacco advertising at the point of sales or implement a display ban. Sweden ratified the WHO FCTC Illicit Trade Protocol.
14.	Netherlands (9 ▼5).	The Netherlands will be the first EU country to host the Conference of the Parties (COP) of the WHO FCTC and the 2nd Meeting of the Parties (MOP) of the FCTC Protocol in November 2020. An impressive list of measures (including plain packaging and display bans) is planned but has not been introduced yet as of 1 January 2020. A tax increase of €1 per pack is planned for April 2020, likely to be followed by significant increases the years ahead.
13.	Greece (31 ▲18).	Like in Austria a positive development. New legislation was adopted in 2019 to enforce the 2010 smoke free legislation and it works. Greece moved from ranking 31 in 2016 to ranking 13 now.
11.	Romania (7 ▼4).	Romania adopted comprehensive smoke free legislation in 2016 which is well enforced according to the 2017 Eurobarometer survey. The Parliament is currently debating a comprehensive Tobacco Advertising, Promotion and Sponsorship bill for all tobacco products, including heated tobacco products.



10.	Belgium (17 ▲7).	Belgium made progress and adopted plain packaging legislation, banned smoking in cars in the presence of minors and ratified the WHO FCTC Illicit Trade Protocol. Discussions to ban the display of tobacco products and an advertising ban at the point of sales are still ongoing in the Parliament.
10.	Spain (8 ▼2).	Spain ratified the WHO FCTC Illicit Trade Protocol but has not undertaken any new initiatives since 2010.
8.	Hungary (9 ▲1).	Hungary has well enforced, comprehensive smoke free legislation and will introduce plain packaging in 2022.
8.	Slovenia (28 ▲20).	Slovenia has introduced an impressive list of tobacco control measures which includes plain packaging, advertising ban at the point of sales, display ban and smoking ban in private cars when minors are present. The ranking of Slovenia improved from 28 in 2016 to 8 in 2019.
7.	Israel (new).	Israel has the highest score on prices and implemented plain packaging legislation for cigarettes and e-cigarettes on 8 January 2020 (although without pictorial warnings) which is not reflected in its score. Israel belongs to the group of the best seven countries, but still allows tobacco advertising in the print media.
6.	Finland (6 –).	Finland adopted an ambitious plan to make the country tobacco free by 2040. Finland increased tobacco taxes and made progress but has not yet introduced plain packaging legislation. Finland banned smoking in cars when minors are present.
5.	Norway (5 –).	Norway remains one of the strong leaders in tobacco control in Europe since the 1960s and adopted plain packaging legislation. Norway ratified the WHO FCTC Illicit Trade Protocol.
4.	Iceland (3 ▼1).	Iceland has by far the highest spending on tobacco control per capita in Europe. The law obliges the government to spend at least 0.9% of the total amount spent on tobacco, on tobacco control.
3.	Ireland (2 ▼1).	Ireland adopted plain packaging legislation and banned smoking in cars when minors are present. The nominal value of cigarettes prices is the highest in Europe (€13,50 a pack in 2020) but as result of the increase in affordability, Ireland lost points in the price scoring. The Gross Domestic Product (GDP) in Power Purchasing Standards per capita was 187 in 2018 compared to 145 in 2015 (+30%).
2.	France (4 ▲2).	A pack of Marlboro costed €9,30 in 2019 compared to €7 in 2016 (+33%). France is the third country in the world which adopted plain packaging. In addition, France ratified the WHO FCTC Illicit Trade Protocol, organised media campaigns “a month without tobacco”, banned advertising at the point of sales and smoking in private cars when minors are present. The French Tobacco Fund (Fonds de lutte contre le tabac) had a budget of 100 million euro in 2018.
1.	United Kingdom (1 –).	The UK remains number one but is not doing well on funding (zero points) and is no longer the leader on prices (due to some extent to the weakness of the Pound). The UK is the second country in the world to adopt plain packaging legislation. England, Scotland, Wales and Northern Ireland banned smoking in cars when minors are present. The UK ratified the WHO FCTC Illicit Trade Protocol.

## RECOMMENDATIONS

Before the Ninth European Conference on Tobacco and Health (ECToH) in 2023, countries should:

1. Implement at least the six World Bank priority measures; a comprehensive tobacco control policy is an obligation under Article 4 of the WHO Framework Convention on Tobacco Control (FCTC).

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2. Spend a minimum of €2 per capita per year on tobacco control.

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3. Address tobacco industry interference in public health policy making, in accordance with the guidelines on Article 5.3 of the WHO FCTC.

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4. Implement the FCTC Article 6 guidelines on tobacco taxation and revise the EU Tobacco Tax Directive in 2020, which should result in significant tax increases and smaller tax differences between cigarettes and hand rolled tobacco.

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5. Introduce comprehensive smoke free legislation in line with the FCTC Article 8 guidelines, including a ban on smoking in private cars when minors are present.

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6. Introduce standardised/plain packaging for all tobacco products.

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7. Ban the display of tobacco products at the point of sale.

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8. Accelerate the implementation of tobacco cessation support in line with Article 14 of the WHO FCTC and its guidelines.

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9. Ratify the WHO FCTC Protocol to eliminate the illicit trade in tobacco products and adopt tracking and tracing standards in line with the Protocol.

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10. Invest in research to monitor and measure the effect of tobacco control policies in line with Article 20 of the WHO FCTC.

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# APPENDIX 1

## HISTORY OF THE TOBACCO CONTROL SCALE

In 2004, the European Network for Smoking Prevention (ENSP) provided a grant to Luk Joossens for a project to measure tobacco control activity at country level in Europe. A questionnaire was drafted then finalised with feedback from a panel of ten experts, international tobacco control researchers and specialists. In 2004 the questionnaire was sent to correspondents in 28 European countries who had agreed to fill in their country data.

Although the original intention of the project was simply to describe current tobacco control policies in Europe, it seemed worthwhile trying to quantify these policies, in order to be able to compare countries systematically. However, while we have evidence which tells us broadly which tobacco control measures are effective, it is not easy to decide what weight should be given to each policy measure in a scale. Ideally this would be decided by the size of the effect of a policy measure, but relatively little rigorous research on the effectiveness of tobacco control policy exists, and such research that does exist is not precise enough to permit easy comparisons between countries. Therefore, in order to score the questionnaire and create the scale we had to assign scores to each tobacco control policy. To do this we convened an international panel of ten experts to agree the allocation of points to the scale.

In 2005, Martin Raw joined in the scoring project of tobacco control policies. The objective was to repeat the collection of data, but to do it in a more systematic and scientific manner with the intention to have the methodology published in and approved by a scientific journal. In the summer of 2005, the questionnaire survey was repeated, this time with 30 European countries: the previous 28 plus two accession countries, Bulgaria and Romania. Data were collected using the 2004 questionnaire, but stricter definitions were applied in the scale to smoke free places and smoking treatment systems. The report was submitted by Luk Joossens and Martin Raw to the Tobacco Control journal which published the article in May 2006 (1). Joossens and Raw remained the authors of 2007, 2010, 2013 and 2016 editions. In 2018, Ariadna Feliu and Esteve Fernandez of the Catalan Institute of Oncology joined the project. The authors for the 2019 edition were Luk Joossens, Ariadna Feliu and Esteve Fernandez.

In 2007 the Swiss Cancer League financed and published the 2007 edition, the 2010, 2013 and 2016 editions of the Tobacco Control Scale (TCS) were published by the Association of European Cancer Leagues. These research results were presented each time at the European Conferences on Tobacco or Health (ECToH), which are organized by ECL members under the auspices of ECL. Previous ECToHs ([www.ECToH.org](http://www.ECToH.org)) took place in Basel (2007), Amsterdam (2011), Istanbul (2014), Porto (2017) and Berlin in 2020.

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## DATA TABLES TOBACCO CONTROL SCALE, 2019

Appendix 1: Smoke free public places - score on 1 January 2020 in 36 European countries

Country	Bars and restaurants (max=8 points)	Public transport (max=2 points)	Public places (max=1 point)	Private cars (max=1 point)	Work place (max=10 points)	Total (max=22 points)
Ireland	8	2	1	1	10	22
United Kingdom	8	2	1	1	10	22
Hungary	8	2	1	0	10	21
Romania	8	2	1	0	10	21
Spain	8	2	1	0	10	21
Greece	8 (1)	2	1	1	8	20
Austria	8 (2)	2	1	1	8	20
Finland	6	2	1	1	8	18
France	6	2	1	1	8	18
Iceland	8	2	1	0	6	17
Norway	8	2	1	0	6	17
Belgium	6	2	1	1	6	16
Italy	6	2	1	1	6	16
Luxembourg	6	2	1	1	6	16
Slovenia	6	2	1	1	6	16
Ukraine	6	2	1	0	6	15
Russia	6 (3)	2	1	0	6	15
Sweden	6	2	1	0	6	15
Netherlands	6 (4)	2	1	0	6	15
Turkey	4 (5)	2	1	0	8	15
Czechia	6 (6)	2	1	0	6	15
Israel	6	2	1	0	6	15
Estonia	6	1	1	0	6	14
Lithuania	6	1	1	1	4	13
Latvia	6	1	1	0	4	12
Slovakia	4	1	1	0	6	12
Malta	4	2	1	1	4	12
Poland	4 (7)	2	1	0	4	11
Switzerland	4 (8)	2	1	0	4	11
Bulgaria	4 (9)	2	1	0	4	11
Portugal	4 (10)	2	1	0	4	11
Croatia	4	2	1	0	4	11
Serbia	2	2	1	0	6	11
Denmark	4	2	1	0	4	11
Germany	4 (11)	2	1	0	4	11
Cyprus	2 (12)	2	1	1	4	10

- (1) Greece adopted in 2010 comprehensive smoke free legislation in bars and restaurants, but compliance was rather problematic. In November 2019, legislation was adopted to make enforcement stronger. The new government, including the Prime Minister, was strongly in favour of the new law. Several press articles report that the smoking ban is now well implemented.
- (2) New smoke free legislation in bars and restaurants came into force on 1st November 2019. 3981 bars and restaurants in Vienna were controlled in November 2019 and 98% were compliant.
- (3) The Russian Federation introduced comprehensive smoke free legislation in June 2014, but compliance remains a problem, according to the WHO tobacco control country profile 2019.
- (4) Smoking rooms will be banned in 2020.
- (5) Compliance is very weak in cafés, coffee or teahouses according to the WHO tobacco control country profile 2019.
- (6) The Czech Republic adopted in February 2017 comprehensive smoke free legislation which came into force on 31st May 2017. Surveys indicate that the ban is well respected. Surprisingly, the use of waterpipes is still authorized in bars and restaurants.
- (7) The Polish law allows exceptions, for instance for drinking and eating establishments with two or more rooms.
- (8) Legislation of smoking in bars of restaurants is a split competence of the cantons and the federal legislator. A majority of the cantons apply smoke free legislation in bars and restaurants.
- (9) Comprehensive smoke free legislation in public spaces (including bars and restaurants) came into in June 2012. Compliance with the legislation has improved but remains insufficient (see Eurobarometer survey, 2017).
- (10) Until 2020 smoking areas are still allowed in workplaces, restaurants, pubs bars etc.
- (11) Legislation of smoking in bars and restaurants is a competence of the regions (länder). Most länder ban smoking in bars and restaurants but may allow smoking rooms or some exceptions.
- (12) Cyprus has comprehensive smoke free legislation in bars and restaurants (no smoking rooms, no exemptions) since 2010, but compliance remains a major concern.

Appendix 2: Compliance of smoke free legislation at the workplace based on Eurobarometer 429 (fieldwork November- December 2014)<sup>1</sup>

Country	Workplace: Never or almost never exposed to tobacco smoke at your workplace (November-December 2014)
Sweden	95%
Finland	92%
Denmark	90%
United Kingdom	89%
Ireland	87%
Luxembourg	87%
Netherlands	84%
Slovenia	82%
Germany	80%
Belgium	79%
Spain	78%
France	77%
Portugal	77%
Estonia	76%
Slovakia	74%
Hungary	70%
Latvia	68%
Bulgaria	67%
Malta	66%
Czechia (1)	65%
Lithuania	63%
Croatia	61%
Italy	56%
Austria (2)	55%
Poland	46%
Cyprus	45%
Romania (3)	42%
Greece (4)	41%

- (1) Czechia has introduced comprehensive smoke free legislation in 2017.
- (2) Austria has introduced comprehensive smoke free legislation in 2019.
- (3) Romania has introduced comprehensive smoke free legislation in 2016.
- (4) Greece reinforced its smoke free legislation in 2019.

<sup>1</sup> European Commission. Special Eurobarometer 429. Attitudes of Europeans towards tobacco and electronic cigarettes. Brussels: European Commission; 2015.



Appendix 3: Compliance of smoke free legislation in bars and restaurants based on Eurobarometer 458 (fieldwork March 2017)<sup>2</sup>

Country	Bars: People smoking inside during the last visit in the last 6 months (March 2017)	Restaurants: People smoking inside during the last visit in the last 6 months (March 2017)
Sweden	2%	1%
United Kingdom	5%	3%
Slovenia	6%	1%
Ireland	6%	4%
Finland	7%	2%
Hungary	7%	4%
Luxembourg	11%	2%
Estonia	11%	5%
Lithuania	11%	6%
Romania	11%	6%
Spain	12%	3%
Poland	14%	6%
Italy	15%	9%
France	16%	8%
Belgium	18%	4%
Netherlands	20%	6%
Germany	22%	5%
Latvia	22%	9%
Portugal	38%	11%
Denmark	39%	3%
Malta	39%	13%
Bulgaria	42%	25%
Slovakia	50%	18%
Austria (1)	57%	32%
Cyprus	65%	51%
Czechia (2)	73%	49%
Croatia	77%	17%
Greece (3)	87%	78%

- (1) Austria has introduced comprehensive smoke free legislation in 2019.
- (2) Czechia has introduced comprehensive smoke free legislation in 2017.
- (3) Greece reinforced its smoke free legislation in 2019.

<sup>2</sup> European Commission. Special Eurobarometer 458. Attitudes of Europeans towards tobacco and electronic cigarettes. Brussels: European Commission ; 2017.

#### Appendix 4: Tobacco advertising ban - score on 1/1/ 2020 in 36 European countries

Country	Tv / Radio	Cinema	Out-door	Print	Point of sales	Display	Sponsor nat.	Sponsor inter.	Internet	In-direct	Total
Max points	2	1	2	1,5	2	2	0,5	0,5	0,5	1	13
Finland	2	1	2	1,5	2	2	0,5	0,5	?	1	13
Iceland	2	1	2	1,5	2	2	0,5	0,5	?	1	13
Norway	2	1	2	1,5	2	2	0,5	0,5	?	1	13
Russia	2	1	2	1,5	2	2	0,5	0,5	?	1	13
Slovenia	2	1	2	1,5	2	2	0,5	0,5	?	1	13
Ireland	2	1	2	1,5	2	2	0,5	0,5	?	1	13
United Kingdom	2	1	2	1,5	1 (1)	2	0,5	0,5	?	1	12
Croatia	2	1	2	1,5	2	2	0	0	?	1	12
Hungary	2	1	2	1,5	2	0	0,5	0,5	?	0	11
Malta	2	1	2	1,5	2	0	0,5	0,5	?	1	11
Poland	2	1	2	1,5	2	0	0,5	0,5	?	1	11
France	2	1	2	1,5	2	0	0,5	0,5	?	1	11
Estonia	2	1	2	1,5	2	0	0,5	0,5	?	1	11
Cyprus	2	1	2	1,5	2	0	0,5	0,5	?	1	11
Bulgaria	2	1	2	1,5	2	0	0,5	0,5	?	1	11
Ukraine	2	1	2	1,5	2	-	0,5	0,5	?	1	11
Israel	2	1	2	0	2	2	0,5	0,5	?	1	11
Portugal	2	1	2	1,5	2	0	0,5	0,5	?	0	10
Latvia	2	1	2	1,5	2	0	0,5	0,5	?	0	10
Lithuania	2	1	2	1,5	2	0	0	0,5	?	1	10
Spain	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Slovakia	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Serbia	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Italy	2	1	2	1,5	2	0	0	0,5	?	0	9
Luxembourg	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Netherlands	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Sweden	2	1	2	1,5	0	0	0,5	0,5	?	1	9
Czechia	2	1	2	1,5	0	0	0,5	0,5	?	0	8
Belgium	2	1	2	1,5	0	0	0,5	0,5	?	0	8
Denmark	2	1	2	1,5	0	0	0,5	0,5	?	0	8
Romania	2	1	2	1,5	0	0	0	0,5	?	1	8
Turkey	2	1	2	1,5	1 (2)	0	0	0,5	?	0	8
Greece	2	1	2	1,5	0	0	0	0,5	?	0	7
Austria	2	1	2	1,5	0	0	0	0,5	?	0	7
Germany	2	0	0	1,5	0	0	0	0,5	?	0	4
Switzerland	2	0	0	0	0	0	0	0	?	0	2

"?" means that there are no data to verify whether the ban was enforced or not.

- (1) Advertising and display at points of sale is banned in the UK except in specialized retail outlets for tobacco products only.
- (2) Turkey has a ban on advertising at the point of sales, but weak enforcement according to the WHO country profile 2018.

## Appendix 5: Label score on 1 January 2020 in 36 European countries

Country	Size (max= 3 points)	Pictorial health warnings (max= 3 points)	Plain packaging (1) (4 points if implemented)	Total (max=10 points)
Turkey	3	3	4	10
France	2	3	4	9
Ireland	2	3	4	9
United Kingdom	2	3	4	9
Slovenia	2	3	4	9
Belgium	2	3	4	9
Norway	1	3	4	8
Croatia	2	3	0	5
Denmark	2	3	0	5
Germany	2	3	0	5
Greece	2	3	0	5
Spain	2	3	0	5
Italy	2	3	0	5
Luxembourg	2	3	0	5
Netherlands	2	3	0	5
Austria	2	3	0	5
Portugal	2	3	0	5
Finland	2	3	0	5
Sweden	2	3	0	5
Czechia	2	3	0	5
Estonia	2	3	0	5
Cyprus	2	3	0	5
Latvia	2	3	0	5
Lithuania	2	3	0	5
Hungary (1)	2	3	0	5
Malta	2	3	0	5
Poland	2	3	0	5
Slovakia	2	3	0	5
Switzerland	2	3	0	5
Bulgaria	2	3	0	5
Romania	2	3	0	5
Iceland	1	3	0	4
Ukraine	1	3	0	4
Russia	1	3	0	4
Serbia	1	0	0	1
Israel (1)	1	0	0	1

- (1) Hungary (2018) and Israel (2019) have adopted plain packaging legislation but not yet into force on 1 January 2020. The Israeli legislation came into force on 8 January 2020 and the Hungarian legislation will come into force on 1 January 2022.

## Appendix 6: Tobacco Control Budget (TCB) score in 2018 in 36 European countries

Country	Population 1000s 1 Jan. 2019	TCB in national Currency 2018	TCB € 2018	Exchange rate Euro 2 July 2018	TCB 2018 per Capita €	GDP In PPS EU= 100 2018	TCB Per capita PPS 2018	TCB score Max= 15 points
Iceland	349	105 000 000 ISK	846 774 €	124	2,43	133	1,83	9
France (1)	66 926	54 200 000 €	54 200 000€	1	0.81	104	0.78	4
Switzerland (2)	8 484	11 400 000 CHF (2)	9 827 586 €	1.16	1,16	157	0,74	4
Finland	5 513	2 433 000 €	2 433 000 €		0.44	110	0.40	2
Slovenia	2067	600 000€	600 000€	1	0,29	87	0,33	2
Latvia	1 934	425 048 €	425 048 €	1	0,22	70	0,31	2
Denmark	5 781	16 500 000 DKK	2 214 765 €	7.45	0.38	126	0.30	2
Israel	8 972	10 000 000 ILS	2 347 418€	4,26	0.26	91	0.29	1
Estonia	1 319	263 000€	263 000€	1	0.2	81	0,25	1
Belgium	11 399	3 174 000 €	3 174 000 €	1	0.28	115	0.24	1
Norway	5 296	15 000 000 NOK	1 579 000 €	9.50	0.30	150	0.20	1
Ireland	4 830	1 740 000 €	1 740 000 €	1	0.36	187	0.19	1
Spain	46 658	5 400 000 €	5 400 000 €	1	0,11	91	0,13	1
Netherlands	17 181	2 900 000 €	2 900 000 €	1	0,17	129	0,13	1
Lithuania	2 809	285 000 €	285 000 €	1	0,10	81	0,13	1
Sweden	10 120	10 000 000 SEK	9 57 €	10.45	0.09	121	0.08	0
Malta	476	32 347 €	32 347 €	1	0,07	98	0,07	0
United Kingdom (3)	66 274	4 447 905 GBP (1)	4 997 646 067 €	0.89	0,08	104	0,07	0
Italy	60 484	636 000 €	636 000€	1	0.01	95	0.01	0
Romania	19 531	583 000 RON	125 000€	4.66	0,006	64	0,01	0
Luxembourg	602	120 000 €	120 000 €	1	0.19	254	0.08	0
Austria	8 822	600 000 -940 000€	600 000-940 000 €	1	0.09	127	0.07	0
Portugal	10 291	-	-	1	-	76	-	-
Czechia	10 610	962 785 CZK	37 030 €	25.99	0,003	90	0,004	0
Cyprus	864	33 965 €	33 965 €	1	0,04	87	0,04	0
Hungary	9 778	70 000 000 HUF	212 121€	330	0,02	70	0,03	0
Poland	37 977	1 000 000 PLN	227 790	4.39	0,006	71	0,008	0
Slovakia	5 443	-	-	1	-	-	-	-
Germany	82792	2 900 000 €	2 900 000 €	1	0,04	123	0,03	0
Greece	10 741	-	-	1	-	68	-	-
Bulgaria	7 050	-	-	1.96	-	50	-	-
Turkey	80 811	2 000 000 TRY (2010)	372 439 €	5,37	0,005	65	0,008	0
Croatia	4 106	239 000 HRK	32 300€	7.38	0,008	58	0,01	0
Serbia	7 001	3000 000 RSD	25 424 €	118	0,003	40	0,009	0
Ukraine	42 154	-	-	24	-	20	-	0
Russia	144 439	67 886 399 RUB (2016)	925 000	73,4	0,006	63	0,01	0

- (1) The French Tobacco Fund (Fonds de lutte contre le tabac) has a total budget of 100 million euro. Tobacco control budgets in the TCS focus on media campaigns and tobacco control projects and do not take into account expenditures for reimbursement of medicines, research and management. Tobacco control projects financed by the Tobacco Fund were 53 750 000 million euro in 2018. <https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=JORFTEXT000037111835&categorieLien=id>  
In addition, there was 450 000 € support for 3 NGOs.
- (2) The Swiss Prevention Fund against Tobacco spends some 12 million CHF on projects. 5% of the spending are research projects. Tobacco control projects represented 11,4 million CHF in 2018. <https://www.tpf.admin.ch/tpf/fr/home/fonds/tabakpraeventionsfonds.html>
- (3) This includes spending on media campaigns and tobacco control projects by Public Health England, ASH (UK), Fresh, Breathe2025 and ASH Scotland (UK).

## Appendix 7: Cigarette price score 2018 in 36 European countries

Country	Retail price cigarettes weighted average price 2018 €	Price premium brand -10% in 2018 €	2018 PPS per capita EU =100	Price in € to PPS per capita	Score prices (Max= 30 points)
Israel		8,08	91	8,88	27
United Kingdom	8,77		104	8,43	25
Iceland	-	10,27	133	7,72	23
France	7,78		104	7,48	22
Norway	-	11,16	150	7,44	22
Serbia	-	2,52	40	6,30	19
Ireland	11,37		187	6,08	18
Finland	6,70		110	6,07	18
Portugal	4,49		76	5,90	18
Greece	4,18		68	6,15	18
Ukraine	-	1,12	20	5,60	17
Malta	5,25		98	5,36	16
Croatia	3,35		63	5,32	16
Romania	3,40		64	5,31	16
Belgium	6,10		115	5,30	16
Italy	4,90		95	5,16	15
Bulgaria	2,57		50	5,14	15
Cyprus	4,33		87	4,98	15
Spain	4,52		91	4,97	15
Hungary	3,46		70	4,94	15
Netherlands	6,19		129	4,69	14
Sweden	5,60		121	4,63	14
Germany	5,64		123	4,59	14
Poland	3,26		71	4,59	14
Latvia	3,18		70	4,54	14
Estonia	3,55		81	4,38	13
Denmark	5,39		126	4,28	13
Switzerland	-	6,70	157	4,27	13
Slovenia	3,51		87	4,03	12
Slovakia	3,06		78	3,92	12
Lithuania	2,77		81	3,91	12
Czechia	3,48		90	3,87	12
Austria	4,76		127	3,75	11
Turkey	-	2,12	65	3,26	10
Russian Federation		1,78	63	2,83	8
Luxembourg	4,64		254	1,83	5

## Appendix 8: Treatment - score in 2019 in 36 European countries

Country	Recording Smoking Status (Max= 1 point)	Brief advice (Max= 1 point)	Quitline (Max= 2 points)	Network Cessation Support (Max= 4 points)	Reimbursement (Max= 2 points)	Total (Max= 10 points)
United Kingdom	1	1	2	4	1	9
Ireland	-	-	2	4	2	8
Denmark	0	0	2	4	1	7
France	0	0	2	3	2	7
Luxembourg	0	1	2	3	1	7
Netherlands	0	1	2	3	1	7
Sweden	0	0	2	3	2	7
Czechia	0	0	2	4	1	7
Switzerland	0	1	2	3	1	7
Poland	1	1	2	3	0	7
Belgium	0	1	1	3	1	6
Israel	1	0	0	4	1	6
Italy	0	0	2	3	1	6
Slovenia	0	0	2	4	0	6
Slovakia	0	0	2	3	1	6
Romania	1	0	2	2	1	6
Turkey	0	0	2	3	1 (2)	6
Russia	1	0	2	3	0	6
Hungary	0	0	2	4	0	6
Malta	-	-	2	3	0	5
Spain	0	1	1	3	0	5
Austria	0	0	2	3	0	5
Finland	0	0	1	3	1	5
Cyprus	-	-	0	3	2	5
Bulgaria	0	0	2	3	0	5
Croatia	-	-	2	3	0	5
Latvia	0	0	2	2 (1)	0	4
Lithuania	0	0	2	2	0	4
Germany	0	0	2	2	0	4
Portugal	0	0	0	3	1	4
Iceland	0	0	2	2	0	4
Norway	0	1	0	3	0	4
Serbia	1	1	0	2	0	4
Estonia	0	-	0	3	0	3
Ukraine	0	0	0	3	0	3
Greece	0	0	0	3	0	3

- (1) Smoking cessation consultations are provided by narcologists and family doctors as part of a healthy life-style consultation (brief interventions).
- (2) Nicotine replacement products have been reimbursed in Turkey at specific periods, but not on a permanent basis.

## Appendix 9: Illicit trade - score in 2019 in 36 European countries

Country	Ratification FCTC Illicit trade Protocol (Max= 1 point)	Track and Trace system (Max= 2 points)	Total (Max= 3 points)
Austria	1	1	2
Belgium	1	1	2
Germany	1	1	2
Luxembourg	1	1	2
Spain	1	1	2
France	1	1	2
Sweden	1	1	2
United Kingdom	1	1	2
Czechia	1	1	2
Estonia	1	1	2
Cyprus	1	1	2
Latvia	1	1	2
Portugal	1	1	2
Turkey	1	1	2
Croatia	1	1	2
Malta	1	1	2
Slovakia	1	1	2
Norway	1	0	1
Serbia	1	0	1
Finland	0	1	1
Russia	0	1	1
Greece	0	1	1
Denmark	0	1	1
Ireland	0	1	1
Italy	0	1	1
Hungary	0	1	1
Netherlands	0	1	1
Poland	0	1	1
Slovenia	0	1	1
Bulgaria	0	1	1
Romania	0	1	1
Switzerland	0	0	0
Ukraine	0	0	0
Iceland	0	0	0
Israel	0	0	0



## Appendix 10: Tobacco Industry Interference Score in 2019 in 36 European countries

Country	Maximum score = 2 points	Country	Maximum score = 2 points	Country	Maximum score = 2 points
France (1)	1	Portugal	0	Slovakia	0
Ireland (2)	1	Finland	0	Iceland	0
Netherlands (3)	1	Sweden	0	Norway	0
United Kingdom (4)	1	Czechia	0	Switzerland	0
Denmark	0	Estonia	0	Bulgaria	0
Belgium	0	Cyprus	-	Romania	0
Germany	0	Latvia	0	Turkey	0
Greece	0	Lithuania	0	Croatia	-
Spain	0	Hungary	0	Serbia	0
Italy	0	Malta	-	Ukraine	0
Luxembourg	0	Poland	0	Russia	-
Austria	0	Slovenia	0	Israel	0

- (1) The French government disallows the acceptance of all forms of contributions/ gifts from the tobacco industry including offers of assistance, policy drafts, or study visit invitations given or offered to the government, its agencies, officials and their relatives. In addition, French legislation prevents former ministers, former presidents of local councils as well as former members of independent administrative or public authorities entering the private sector. (Source: STOP, Global Tobacco Industry Interference Index 2019)
- (2) In Ireland, the whole government strictly enforces a policy or code of conduct on tobacco industry interference (Article 5.3 of the WHO FCTC), and violations are being monitored and sanctioned. The minister of Health, other ministers and their officials do not meet representatives of the tobacco industry.
- (3) The Dutch government's position is that there should be and are no contacts with the tobacco sector, unless such contacts are necessary (technical matters arising in relation to the implementation of already approved or adopted legislation or policies). These may include public consultations.
- (4) The Department for Health & Social Care in its 2017 Tobacco Control Plan for England formulates the need to limit 'direct contact with the tobacco industry to that necessary to discuss the implementation of regulatory provisions or operational matters', and encourages tobacco companies to engage with government in writing rather than face to face. (Source: Mateusz Zatoński and Anna Gilmore. 2019 UK Tobacco Industry Interference Index. Tobacco Control Research Group, University of Bath. October 2019.)

The Tobacco Control Plan for England specifies "To ensure further transparency, the government commits to publishing the details of all policy-related meetings between the tobacco industry and government departments."

The Department of Health requires that any individual or organisation responding to Department of Health consultations must declare whether they have any links with or receive funding from the tobacco industry. In addition, the UK Government has issued guidelines for diplomatic posts on dealings with the tobacco industry.

## Appendix 11: Tobacco Control Scale Ranking from 2005 to 2019

Country	TCS Ranking 2005 (30 countries)	TCS Ranking 2007 (30 countries)	TCS Ranking 2010 (31 countries)	TCS Ranking 2013 (34 countries)	TCS Ranking 2016 (35 countries)	TCS Ranking 2019 (36 countries)
United Kingdom	2	1	1	1	1	1
Ireland	1	2	2	2	2	3
Iceland	4	2	4	3	3	4
Norway	3	4	3	4	5	5
Turkey	-	-	4	5	9	17
France	9	7	6	5	4	2
Spain	26	12	13	7	8	10
Malta	5	5	7	7	13	17
Finland	7	8	7	9	6	6
Ukraine	-	-	-	10	17	20
Sweden	6	6	9	11	9	15
Hungary	15	22	27	11	9	8
Netherlands	10	14	13	13	9	14
Belgium	12	8	10	13	17	10
Italy	8	10	12	15	13	15
Denmark	17	20	13	15	23	29
Bulgaria	16	13	24	15	19	27
Switzerland	24	18	11	18	21	35
Romania	29	14	16	19	7	12
Slovenia	22	25	17	20	28	8
Estonia	17	11	19	20	21	23
Poland	12	14	19	20	15	23
Serbia	-	-	-	23	23	33
Latvia	28	24	17	24	26	23
Portugal	19	23	19	24	15	20
Croatia	-	-	-	26	23	17
Slovakia	14	17	22	27	30	32
Luxembourg	30	28	29	28	33	34
Lithuania	25	21	22	29	28	29
Greece	20	28	30	29	31	13
Czechia	20	25	27	31	31	23
Cyprus	11	19	24	32	26	27
Germany	22	27	26	33	33	36
Austria	26	30	30	34	35	20
Russian Federation	-	-	-	-	17	29
Israel	-	-	-	-	-	7

# NOTES



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The Tobacco Control Scale website was launched in 2017 at the 7th ECToH as a joint initiative of the Association of European Cancer Leagues and the Tobacco Control Unit of the Catalan Institute of Oncology, a WHO Collaborating Centre for Tobacco Control. The website provides a brief history of the Tobacco Control Scale, the original reports of each edition since the Tobacco Control Scale's first publication in 2005, interactive data visualizations, and a repository of publications related to the Tobacco Control Scale.

[www.tobaccocontrolscale.org](http://www.tobaccocontrolscale.org)