



**Monitoring of the Ordinance
on
Tobacco Control LXXIV (2002)
in
36 cities of Pakistan**

December 2010

A survey report carried out in 36 cities of Pakistan by the Coalition For Tobacco Control – Pakistan to monitor the implementation of the Ordinance on Tobacco Control LXXIV (2002) in Pakistan.

**Coalition for Tobacco Control - Pakistan
Society for Alternative Media And Research (SAMAR)**

Table of Contents

TABLE OF CONTENTS.....	1
ACKNOWLEDGEMENTS.....	2
EXECUTIVE SUMMARY	3
BACKGROUND	5
OBJECTIVES	6
METHODOLOGY.....	7
RESULTS	8
Section 5: Prohibition of Smoking and Other Tobacco Use.....	8
MONITORING OF SECTION 5 IN RESTAURANTS	8
MONITORING OF SECTION 5 IN OFFICES	8
MONITORING OF SECTION 5 IN BANKS	9
Section 6: Prohibition of Smoking in Public Service Vehicles	9
Section 7: Prohibition on Advertisement of Cigarettes etc.	9
Section 8: Prohibition of Sale of Cigarettes etc to Minors	10
Section 9: Prohibition of Storage, Sale and Distribution of Cigarettes etc in the Immediate Vicinity of Educational Institutions	10
CONCLUSION AND RECOMMENDATIONS.....	11

Acknowledgements

The hard work, commitment and enthusiasm of the coalition members made this survey possible across 36 cities (25 districts) of Pakistan. Some provided moral support and kept our spirits high, which was a much-needed and necessary contribution. The following are the names of individual and organizations whose contribution for this particular survey, the Coalition for Tobacco Control - Pakistan (CTC-Pak) gratefully acknowledge, in alphabetical order:

1. Action through Teaching and Awareness, Bahawal Nagar.
2. Akash Rural Social Development Organization, Kamber
3. Al-Eimman Development Organization, Dera Ghazi Khan
4. Balochistan Development Society, Jaffarabad
5. Allakh Welfare Association, Mirpur Mathelo
6. Community Development Foundation, Nawab Shah
7. Development Institutions Network, Shikarpur
8. FARZ Association, Rawalpindi
9. Health Environment Literacy Organization, Seet Pur
10. Idara Anjuman Itfal, Khan Garh
11. Insan Dost Association, Sahiwal
12. Kainaat Development Association, Kandh Kot
13. Management and Governance Network Society, Sukkur
14. National Development Organization, Guddu
15. New Star Welfare Association, Sohbat Pur
16. Organization for Development of Human Empowerment, Loralai
17. Pakistan Anti-Tobacco Association, Peshawar
18. Pakistan Citizen Community Board, Pakpattan
19. Pakistan Rural Education and Development Organization, Ahmad Pur Sharqia
20. Pakistan Welfare Society, Layyah
21. Roshan Zindagi Development Association, Thatta
22. Rural initiatives in sustainability & Empowerment, Peshawar
23. Shah Latif Welfare Association, Sakrand
24. Sindh Awareness Organization, Doulatpur
25. Sindh Health & Education Development Society, Hyderabad
26. Social Welfare and Community Development Society, Booraywala
27. Society for Education and Development, Nankana Sahib
28. Soofi Sochal Sarmast Welfare Association, Jacobabad
29. Social Welfare Society, Toba Tek.Singh
30. Sustainable Development Vision, Haripur
31. Ufaq Development Organization, Multan
32. Village Development Association, Kandh Kot
33. Women Social Organization Pakistan, Muzaffargarh
34. Women Welfare Organization, Dera Allahyar, Jafarabad
35. Youth Development Forum, Hala Matiari
36. Youth Development Organization, Rajanpur
37. Dr. Ehsan Latif, for his moral support and guidance, Edinburgh, Scotland.

Executive Summary

BACKGROUND

The Coalition for Tobacco Control - Pakistan (CTC-PAK) has been advocating for stronger measures for tobacco control by the translation and adaptation of FCTC provisions into national tobacco control laws. CTC-PAK is currently working for the implementation of the tobacco control statutes in Pakistan defined under FCTC.

This report contains the results of a survey carried out in 36 cities (25 districts) of Pakistan to monitor the implementation of the Ordinance on Tobacco Control LXXIV (2002) in Pakistan during the month of October, 2010. This survey will be conducted on an ongoing basis every three months to observe the changes in the situation of the implementation of tobacco control statutes in Pakistan.

OBJECTIVES

- To effectively quarterly monitor the implementation of tobacco control statutes in Pakistan in at least 20 representative districts.
- To provide the Ministry of Health with evidence based report regarding the current status of the implementation of tobacco control statutes in Pakistan.

METHODOLOGY

The survey followed a two step process. The first step was through mail and the second self-interviews. In the first step, members of the Coalition for Tobacco Control – Pakistan were sent pre-tested survey forms. These members were then asked to visit various locations for the assessment of the implementation of tobacco control statutes. The forms contained both observational and asking questions. No open ended questions were asked.

At all of locations, implementation of Sections 5,6,7,8 and 9 of the Ordinance of Tobacco Control were observed.

A minimum of 20 districts were targeted so collect a representative sample. Data was entered in SPSS V10 for analysis.

A report was then formulated and shared with all participants.

RESULTS

The survey consists of data from 36 cities of Pakistan. Observations were made at different public places; including 140 restaurants, 165 offices, 134 banks, 280 public transport vehicles, 36 commercial areas, 144 cigarette selling outlets and 139 educational institutions.

The following was the outcome of data collection and analysis:

Section 5: Prohibition of Smoking and Other Tobacco Use

MONITORING OF SECTION 5 IN RESTAURANTS

1. Only 30.7% of the restaurants had a “No Smoking Zone” sign displayed.
2. In 50% of the restaurants, people were seen smoking.
3. The staff of less than one eighth of the total restaurants was aware of the ban on smoking in restaurants.

MONITORING OF SECTION 5 IN OFFICES

1. 35.7% offices surveyed had a No Smoking Zone board visible.
2. In 30.5% of the offices, people were seen smoking in the No Smoking Zone.

3. The staff of 74.4% of the offices was aware of the ban on smoking in public places.

MONITORING OF SECTION 5 IN BANKS

1. 79.8% banks surveyed had a No Smoking Zone board visible.
2. In 14.9% of the banks, people were seen smoking in the No Smoking Zone.
3. The staff of 88.8% of the banks was aware of the ban on smoking in public places.

Section 6: Prohibition of Smoking in Public Service Vehicles

1. In 72.1% of the vehicles, people (including the driver and assistant) were smoking.
2. Driver and conductor of approximately 61% of the vehicles did not know that smoking in public service vehicles was banned.

Section 7: Prohibition on Advertisement of Cigarettes etc.

Out of the 36 commercial areas observed, 8 had a billboard displaying a tobacco advertisement. Three were near shopping areas and two were on main roads. Four of these billboards were 10 foot or more in width, while one was less than 10 foot in width.

Section 8: Prohibition of Sale of Cigarettes etc to Minors

1. At only 19 out of 144 outlets, cigarette packs without warning were being sold.
2. Sales to minors were taking place at 77% of the cigarette sales outlets.
3. Merchandize for children was being sold at 88% cigarette sales shops.

Section 9: Prohibition of Storage, Sale and Distribution of Cigarettes etc in the Immediate Vicinity of Educational Institutions

1. 66% of the educational institutions had a cigarette sales outlet in close vicinity to their building.
2. Nine educational institutions out of 139, had cigarettes available in their canteen for sale.
3. There was presence of cigarette advertising near approximately 17% of the educational institutions.

CONCLUSION AND RECOMMENDATIONS:

- Conformity to the tobacco control statutes at different public settings correlates directly with the level of awareness of the group of people involved.
- Compliance to the tobacco laws was found to be the highest in banks, followed by offices, while the most violations were observed in public service vehicles and restaurants.
- An in-depth analysis of the reasons for compliance to the tobacco laws (other than just awareness) may be helpful in promoting a smoke-free environment.
- Smoking Zones are still demarcated in the restaurants to facilitate the smokers thus violating the law
- Further evaluations should contain some anecdotal data as well so that new strategies for a smoke-free environment may be based on successful examples seen during the surveys.
- Federal and provincial health ministries should play a role by facilitating and monitoring future interventions.
- Sensitization and awareness programs on tobacco control should be tailor-made according to the professional/social groups involved.

Background

The Coalition for Tobacco Control - Pakistan (CTC-PAK) has been advocating for stronger measures for tobacco control by the translation and adaptation of FCTC provisions into national tobacco control laws. CTC-PAK successfully campaigned for the signing and ratification of FCTC by Pakistan and is currently working for the implementation of the tobacco control statutes in Pakistan encompassing mainly smoking at public places and underage selling while advocating for the development of those not addressed in the national tobacco control laws for example raise in taxation of tobacco products, pictorial warnings on tobacco packs and other supply side measures defined under FCTC.

CTC-PAK has experience of launching effective advocacy campaigns for issues related to tobacco control and with support of more than 120 reputable organizations, has the technical expertise to do so. The secretariat of CTC-PAK is housed in offices of Society for Alternative Media and Research (SAMAR), which is an organization dedicated to putting forward the civil society's version on developments taking place in the developing world especially Pakistan and publishes reports to support its work. CTC-PAK has undertaken work for tobacco control in Pakistan through networking of civil society organizations at district level but legislative measures to reduce tobacco consumption in Pakistan still lack a comprehensive approach and these loopholes allow the tobacco industry to exploit an under regulated market.

CTC-PAK aims to work in collaboration with and be supportive of the work being done by the Ministry of Health of Pakistan. The aim is to work along with the Ministry of Health in a constructive atmosphere, which will lead to a faster route to the control of tobacco use and trade in Pakistan.

This report contains the results of a survey carried out in 36 cities of Pakistan to monitor the implementation of the Ordinance on Tobacco Control in Pakistan under a project *“Supporting and monitoring implementation of tobacco control laws by strengthening Civil Society Organisations and supporting government authorities at sub-national levels”* granted by Campaign for Tobacco Free Kids on behalf of Bloomberg Global Initiative for Tobacco

Reduction, USA. This survey is conducted on an ongoing basis every three months to observe the changes in the situation of the implementation of tobacco control statutes in Pakistan.

Objectives

The objectives of this survey are:

- To effectively monitor the implementation of tobacco control statutes in Pakistan in at least 20 representative districts of Pakistan quarterly.
- To provide the Ministry of Health with evidence based report regarding the current status of the implementation of tobacco control statutes in Pakistan.

Methodology

The survey followed a two step process. The first step was through mail and the second self-interviews.

In the first step, members of the Coalition for Tobacco Control – Pakistan were sent pre-tested survey forms. These members were then asked to visit various locations for the assessment of the implementation of tobacco control statutes. The forms contained both observational and asking questions. No open ended questions were asked.

At all of the locations, implementation of different sections of the Ordinance of Tobacco Control was observed, which are:

Section 5: Prohibition of smoking and other tobacco use

Section 6: Prohibition of smoking in public service vehicles.

Section 7: Prohibition on advertisement of cigarette etc.

Section 8: Prohibition of sale of cigarettes etc. to minors

Section 9: Prohibition of storage, sale and distribution of cigarettes, etc. in the immediate vicinity of educational institutions

A minimum of 18 districts were targeted so collect a representative sample. Data was entered in SPSS V10 for analysis.

A report was then formulated and shared with all participants

Results

The survey consists of data from 36 cities of Pakistan namely:

Bahawal Nagar, Kamber, Dera Ghazi Khan, Jaffarabad, Kandh Kot, Nawab Shah, Shikarpur, Rawalpindi, Seet Pur, Khan Garh, Sahiwal, Mirpur Mathelo, Sukkur, Guddu, Sohbat Pur, Loralai, Peshawar, Pakpattan, Ahmad Pur Sharqia, Layyah, Thatta, Peshawar, Sakrand, Doulatpur, Hyderabad, Booraywala, Nankana Sahib, Jacobabad, Toba Tek.Singh, Haripur, Multan, Muzaffargarh, Jafarabad, Hala Matiari and Rajanpur

The data consists of observations made at different public places; including restaurants, offices, banks, public transport vehicles, commercial areas, cigarette selling outlets and educational institutions.

At all of the above-mentioned locations, implementation of Sections 5,6,7,8 and 9 of the Ordinance of Tobacco Control were observed.

Total Encounters:

During the survey, 36 cities were surveyed and a total of 140 restaurants, 86 offices, 75 banks, 74 cigarette sales outlets, 148 public service vehicles, 36 commercial areas and 75 educational institutions were observed.

Section 5: Prohibition of Smoking and Other Tobacco Use

MONITORING OF SECTION 5 IN RESTAURANTS

The surveyors visited random restaurants in their cities and noted the following points:

1. No Smoking Zone Display can be seen
2. People are smoking in the restaurant
3. Staff is aware of the ban on smoking in restaurants

The results were as follows:

4. 30.7% (43 out of 140) of the restaurants had a “No Smoking Zone” sign displayed, while 69.3% (97 out of 140) did not.
5. In 50% of the restaurants, people were seen smoking.
6. The staff of less than one eighth of the total restaurants was aware of the ban on smoking in restaurants and less than half of the total did not know that smoking was banned in public places.

MONITORING OF SECTION 5 IN OFFICES

The surveyors visited random offices in their cities and noted the following points:

1. Some ‘No smoking zone’ board can be seen
2. People are smoking in the No Smoking zone
3. Office staff is aware of the ban on smoking in public places

The results were as follows:

1. 35.7% (59 out of 165) offices surveyed had a No Smoking Zone board visible, while 64.3% did not.
2. In 30.5% (18 out of 59) of the offices, people were seen smoking in the No Smoking Zone.
3. The staff of 73.3% of the offices (121 out of 165) was aware of the ban on smoking in public places while the staff of 26.7% of the offices did not know that smoking was banned in public places.

MONITORING OF SECTION 5 IN BANKS

The surveyors visited random banks in their cities and noted the following points:

1. Some 'No smoking zone' board can be seen
2. Some People are smoking in the No Smoking zone
3. Office staff is aware of the ban on smoking in public places

The results were as follows:

1. 79.8% (107 out of 134) banks surveyed had a No Smoking Zone board visible, while 20.2% did not.
2. In 14.9% of the banks (16 out of 107), people were seen smoking in the No Smoking Zone.
3. The staff of 88.8% of the banks (119 out of 134) was aware of the ban on smoking in public places while the staff of 11.2% of the banks did not know that smoking was banned in public places.

Section 6: Prohibition of Smoking in Public Service Vehicles

The surveyors observed random public service vehicles in their city and noted the following points:

1. People, including the driver and assistant are smoking
2. Driver and conductor are aware of the ban on smoking in public service vehicles

The results were as following:

1. In 72.1% (202 out of 280) of the vehicles observed, people, including the driver and assistant were smoking, while in 27.1% of the vehicles, no one was smoking.
2. In 39.1% of the vehicles (79 out of 202) driver and conductor were aware of the ban on smoking in public service vehicles, while the drivers and conductors of the majority of vehicles (60.9%) did not know that smoking in public service vehicles is banned.

Section 7: Prohibition on Advertisement of Cigarettes etc.

The surveyors visited commercial areas in their city and noted the following points:

1. Presence of Tobacco Billboard
2. Placement of billboard near a school, shopping area or main road
3. Size of the billboard
4. Message on the billboard

5. Brand name on the billboard
6. Readable health warning present or not

The results were as follows:

Out of the 36 commercial areas observed, 8 (22.2%) had a billboard displaying a tobacco advertisement, while 28 did not.

Three were near shopping areas and two were on a main road. Location of three of the billboards was not mentioned by the surveyor.

Four of these billboards were 10 foot or more in width, while one was less than 10 foot in width.

The brands of the advertised cigarettes were K-2 cigarettes, Morven Gold cigarettes and Tender cigarettes, and all of the billboards had a readable health warning visible on them.

Section 8: Prohibition of Sale of Cigarettes etc to Minors

The surveyors observed cigarette sales outlets in their city and noted the following:

1. Cigarette packs without warning are being sold
2. Sales to minors are taking place
3. Merchandize for children are being sold at shop

The results were as follows:

1. At only 19 out of 144 outlets observed, cigarette packs without warning were being sold.
2. Sales to minors were taking place at 77% (111 out of 144) of the cigarette sales outlets.
3. Merchandize for children was being sold at 88% (127 out of 144) cigarette sales shops.

Section 9: Prohibition of Storage, Sale and Distribution of Cigarettes etc in the Immediate Vicinity of Educational Institutions

The surveyors visited educational institutions in their cities and noted the following points:

1. Presence of cigarette sales outlets near the educational institution
2. Presence of cigarettes in school canteen
3. Presence of cigarette advertising near the educational institution

The results were as follows:

1. 66% (92 out of 139) of the educational institutions observed had a cigarette sales outlet in close vicinity to its building.
2. Nine educational institutions out of 139 observed, had cigarettes available in their canteen for sale.
3. There was presence of cigarette advertising near 17.2% (24 out of 139) of the educational institutions observed.

Conclusion and recommendations

- Conformity to the tobacco control statutes at different public settings correlates directly with the level of awareness of the group of people involved.
- Compliance to the tobacco laws was found to be the highest in banks, followed by offices, while the most violations were observed in public service vehicles.
- An in-depth analysis of the reasons for compliance to the tobacco laws (other than just awareness) may be helpful in promoting a smoke-free environment.
- Further evaluations should contain some anecdotal data as well so that new strategies for a smoke-free environment may be based on successful examples seen during the surveys.
- Federal and provincial health ministries should play a role by facilitating and monitoring future interventions.
- Sensitization and awareness programs on tobacco control should be tailor-made according to the professional/social groups involved.