



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

**December 2007**

*A survey report carried out in 16 cities of Pakistan by the Coalition For Tobacco Control – Pakistan to monitor the implementation of the Ordinance on Tobacco Control LXXIV (2002) in Pakistan.*

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# 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 16 cities of Pakistan to monitor the implementation of the Ordinance on Tobacco Control LXXIV (2002) in Pakistan. 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 monitor the implementation of tobacco control statutes in Pakistan in at least 10 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 locations, implementation of Sections 5,6,7,8 and 9 of the Ordinance of Tobacco Control were observed.

A minimum of 12 districts were targeted so collect a representative sample. Data was entered in SPSS V11 for analysis.

A report was then formulated and shared with all participants.

## RESULTS

The survey consists of data from 16 cities of Pakistan. Observations were made at different public places; including 85 restaurants, 85 offices, 85 banks, 161 public transport vehicles, 29 commercial areas, 85 cigarette selling outlets and 85 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. 20% of the restaurants had a “No Smoking Zone” sign displayed, while 80% did not.
2. 15.3% of the restaurants that were surveyed had the No Smoking Zone demarcated.
3. In 62.4% of the restaurants, people were seen smoking in the No Smoking Zone.
4. The staff of 40% of the restaurants was aware of the ban on smoking in public places.

#### MONITORING OF SECTION 5 IN OFFICES

1. 16.5% offices surveyed had a No Smoking Zone board visible, while 83.5% did not.
2. In 20% of the offices, staff members were seen smoking in the No Smoking Zone.

3. In 34.1% of the offices, people were seen smoking in the No Smoking Zone.
4. The staff of 51.8% of the offices was aware of the ban on smoking in public places.

#### **MONITORING OF SECTION 5 IN BANKS**

1. 18.8% of the banks had a No Smoking Zone board visible, while 81.2% did not.
2. In 7.1% of the banks, staff members were seen smoking in the No Smoking Zone.
3. In 10.6% of the banks, people were seen smoking in the No Smoking Zone.
4. The staff of 60% 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% of the vehicles observed, people, including the driver and assistant were smoking, while in 28% of the vehicles, no one was smoking.
2. In 27.3% of the vehicles driver and conductor were aware of the ban on smoking in public service vehicles, while the drivers and conductors of the majority of vehicles did not know that smoking in public service vehicles is banned.

#### **Section 7: Prohibition on Advertisement of Cigarettes etc.**

Out of the 29 commercial areas observed, 11 had a billboard displaying a tobacco advertisement. Eight billboards were mounted near schools, shopping areas or on a main road. Ten of these billboards were 10 foot or more in one dimension, while one was smaller in size.

#### **Section 8: Prohibition of Sale of Cigarettes etc to Minors**

1. At only 8 out of 85 outlets observed, cigarette packs without warning were being sold.
2. Sales to minors were taking place at 15.3% of the cigarette sales outlets.
3. Merchandize for children was being sold at 94.1% cigarette sales shops.

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

1. 65.9% of the educational institutions observed had a cigarette sales outlet in close vicinity to its building.
2. Two educational institutions out of 85 observed, had cigarettes available in their canteen for sale.
3. There was presence of cigarette advertising near 41.2% 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.

## **Background**

The Coalition for Tobacco Control - Pakistan (CTC-Pak) – formerly Pakistan Anti-Tobacco Coalition (PATC) 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, launched as PATC in April 2000, has experience of launching effective advocacy campaigns for issues related to tobacco control and with support of more than 30 reputable organizations, has the technical expertise to do so. The secretariat of CTC-Pak is housed in offices of 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 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. Our 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 17 cities of Pakistan to monitor the implementation of the Ordinance on Tobacco Control LXXIV (2002) in Pakistan. 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

The objectives of this survey are:

- To effectively monitor the implementation of tobacco control statutes in Pakistan in at least 10 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 12 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 16 cities of Pakistan namely: Abbottabad, Chakwal, Chiniot, D.G.Khan, Faisalabad, Gujranwala, Gujrat, Islamabad, Jhelum, Kharian, Lahore, Mansehra, Rawalpindi, Sargodha and Sheikhpura.

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, 16 cities were surveyed and a total of 85 restaurants, 85 offices, 85 banks, 85 cigarette sales outlets, 161 public service vehicles, 29 commercial areas and 85 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. Smoking zone is demarcated
3. People are smoking in the No smoking zone
4. Staff is aware of the ban on smoking in public places

The results were as follows:

5. 20% (17 out of 85) of the restaurants had a “No Smoking Zone” sign displayed, while 80% (68 out of 85) did not.
6. 15.3% (13 out of 85) of the restaurants that were surveyed, had the No Smoking Zone demarcated, while 84.7% did not.
7. In 62.4% of the restaurants, people were seen smoking in the No Smoking Zone.
8. The staff of 40% of the restaurants was aware of the ban on smoking in public places and the staff of 60% of the restaurants 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. No smoking zone board can be seen
2. Staff is smoking in the No Smoking zone
3. People are smoking in the No Smoking zone
4. Office staff is aware of the ban on smoking in public places

The results were as follows:

5. 16.5% (14 out of 85) offices surveyed had a No Smoking Zone board visible, while 83.5% did not.
6. In 20% of the offices, staff members were seen smoking in the No Smoking Zone.
7. In 34.1% of the offices, people were seen smoking in the No Smoking Zone.
8. The staff of 51.8% of the offices (44 out of 85) was aware of the ban on smoking in public places while the staff of 48.2% 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. No smoking zone board can be seen
2. Bank staff is smoking in the No Smoking zone
3. People are smoking in the No Smoking zone
4. Office staff is aware of the ban on smoking in public places

The results were as follows:

5. 18.8% (16 out of 85) banks surveyed had a No Smoking Zone board visible, while 81.2% did not.
6. In 7.1% of the banks, staff members were seen smoking in the No Smoking Zone.
7. In 10.6% of the banks, people were seen smoking in the No Smoking Zone.
8. The staff of 60% of the banks (51 out of 85) was aware of the ban on smoking in public places while the staff of 40% 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:

3. In 72% (116 out of 161) of the vehicles observed, people, including the driver and assistant were smoking, while in 28% of the vehicles, no one was smoking.
4. In 27.3% of the vehicles (44 out of 161) driver and conductor were aware of the ban on smoking in public service vehicles, while the drivers and conductors of the majority of vehicles (72.7%) 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 29 commercial areas observed, 11 (38%) had a billboard displaying a tobacco advertisement, while 18 did not.

Eight out of these 11 billboards were mounted near schools, shopping areas or on a main road.

Ten of these billboards were 10 foot or more in one dimension, while one was smaller in size.

The brands of the advertised cigarettes were Morven Gold, Marlboro, Red and White and Tenalan 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 being sold
2. Sales to minors taking place
3. Merchandize for children sold at shop

The results were as follows:

4. At only 8 out of 85 outlets observed, cigarette packs without warning were being sold.
5. Sales to minors were taking place at 15.3% (13 out of 85) of the cigarette sales outlets.
6. Merchandize for children was being sold at 94.1% (80 out of 85) 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:

4. 65.9% (56 out of 85) of the educational institutions observed had a cigarette sales outlet in close vicinity to its building.
5. Two educational institutions out of 85 observed, had cigarettes available in their canteen for sale.
6. There was presence of cigarette advertising near 41.2% 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 assessments should include 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.

## Annexure: Survey Form

### Monitoring of the Ordinance on Tobacco Control LXXIV (2002)

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

**Section 5. Prohibition of smoking and other tobacco use. –**

Please visit 5 restaurants in your area and note the following:

1. No Smoking Zone Display can be seen
2. Smoking Zone is demarcated
3. People are smoking in the No Smoking Zone
4. Staff is aware of the ban on smoking in public places.

S.No	Name of the restaurant		
1	No Smoking Zone Display can be seen	Yes	No
2	Smoking Zone is demarcated	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the restaurant		
1	No Smoking Zone Display can be seen	Yes	No
2	Smoking Zone is demarcated	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the restaurant		
1	No Smoking Zone Display can be seen	Yes	No
2	Smoking Zone is demarcated	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the restaurant		
1	No Smoking Zone Display can be seen	Yes	No
2	Smoking Zone is demarcated	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the restaurant		
1	No Smoking Zone Display can be seen	Yes	No
2	Smoking Zone is demarcated	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No

4	Staff is aware of the ban on smoking in public places.	Yes	No
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Please visit 5 offices and 5 banks in your area and note the following:

1. 'No Smoking Zone' board can be seen
2. Staff are smoking in the 'No Smoking Zone'
3. People are smoking in the 'No Smoking Zone'
4. Staff is a ware of the ban on smoking in public places.

S.No	Name of the office		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the office		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the office		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the office		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the office		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No

S.No	Name of the Bank		
1	No Smoking Zone board can be seen	Yes	No

2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the Bank		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the Bank		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the Bank		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No
S.No	Name of the Bank		
1	No Smoking Zone board can be seen	Yes	No
2	Staff are smoking in the 'No Smoking Zone'	Yes	No
3	People are smoking in the No Smoking Zone	Yes	No
4	Staff is aware of the ban on smoking in public places.	Yes	No

Section 6. **Prohibition of smoking in public service vehicles.** - Without prejudice to the provisions of the Provincial Motor Vehicle Ordinance, 1965 (W.P. Ordinance XIX of 1965), no person shall smoke or use tobacco in any other form in any public service vehicle.

Please observe 10 public service vehicles in your area and note the following:

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

S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No
S.No	Number of the vehicle		
1	People including the driver and assistant are smoking	Yes	No
2	Driver and conductor are aware of the ban on smoking in public service vehicles.	Yes	No



Section 7. **Prohibition on advertisement of cigarette etc. –**

Please observe 2 commercial areas and note the following:

1. Name of area surveyed is required whether or not the billboard is present in the area
2. Presence of tobacco billboards
3. Placement of the billboard e.g near a school, shopping area main road etc.
4. Size of the bill board (Size definition starts 10 x 20 feet to 100 x 200 feet)
5. Message on the billboard
6. Health Warning present, readable

S.No	Name of the area (required)		
1	Presence of tobacco billboard	Yes	No
2	Placement of the billboard e.g. near a school, shopping area main road etc.		
3	Size of the bill board		
4	Message on the billboard		
<b>5</b>	<b>Brand Name written on the Billboard</b>		
6	Health Warning present, readable	Yes	No
S.No	Name of the area (required)		
1	Presence of tobacco billboard	Yes	No
2	Placement of the billboard e.g. near a school, shopping area main road etc.		
3	Size of the bill board		
4	Message on the billboard		
<b>5</b>	<b>Brand Name written on the Billboard</b>		
6	Health Warning present, readable	Yes	No

Section 8. **Prohibition of sale of cigarettes etc. to minors.** - Please observe 5 cigarette sales outlets in you area and note the following:

1. Cigarette packs without warning
2. Sale to minors taking place
3. Merchandize for children sold at the shop

S.No	Name of the outlet		
1	Cigarette packs without warning	Yes	No
2	Sale to minors taking place	Yes	No
3	Merchandize for children sold at the shop	Yes	No
S.No	Name of the outlet		
1	Cigarette packs without warning	Yes	No
2	Sale to minors taking place	Yes	No
3	Merchandize for children sold at the shop	Yes	No
S.No	Name of the outlet		
1	Cigarette packs without warning	Yes	No
2	Sale to minors taking place	Yes	No
3	Merchandize for children sold at the shop	Yes	No
S.No	Name of the outlet		
1	Cigarette packs without warning	Yes	No
2	Sale to minors taking place	Yes	No
3	Merchandize for children sold at the shop	Yes	No
S.No	Name of the outlet		
1	Cigarette packs without warning	Yes	No
2	Sale to minors taking place	Yes	No
3	Merchandize for children sold at the shop	Yes	No

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

Please observe 5 educational institutions/schools in you area and note the following:

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

S.No	Name of the Institution		
1	Presence of cigarette sales outlets near the school	Yes	No
2	Presence of cigarettes in school canteen	Yes	No
3	Presence of cigarette advertising near the school	Yes	No
S.No	Name of the Institution		
1	Presence of cigarette sales outlets near the school	Yes	No
2	Presence of cigarettes in school canteen	Yes	No
3	Presence of cigarette advertising near the school	Yes	No
S.No	Name of the Institution		
1	Presence of cigarette sales outlets near the school	Yes	No
2	Presence of cigarettes in school canteen	Yes	No
3	Presence of cigarette advertising near the school	Yes	No
S.No	Name of the Institution		
1	Presence of cigarette sales outlets near the school	Yes	No
2	Presence of cigarettes in school canteen	Yes	No
3	Presence of cigarette advertising near the school	Yes	No
S.No	Name of the Institution of		
1	Presence of cigarette sales outlets near the school	Yes	No
2	Presence of cigarettes in school canteen	Yes	No
3	Presence of cigarette advertising near the school	Yes	No