



## ITC Project: Current Status and Future Directions

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## The International Tobacco Control Policy Evaluation Project (the ITC Project)




Country	Mode	N (smokers*)	N (others*)	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
1 Canada	☑	1,500*											
2 United States	☑	1,500*											
3 United Kingdom	☑	1,500*											
4 Australia	☑	1,500*											
5 Ireland/Scotland	☑	2,000	900 NS										
6 Thailand	☑	2,000	1,500 Youth										
7 Malaysia	☑	2,000	1,000 Youth 1,500 NS*										
8 South Korea	☑	1,000 §											
9 China	☑	9,800	1,400 NS										
10 Mexico	☑	2,000											
11 Uruguay	☑	1,000 Δ											
12 New Zealand	☑	2,000											
13 France	☑	1,700	500 NS										
14 Germany	☑	1,700	1,000 NS										
15 Netherlands	☑	2,100 §											
16 Bangladesh	☑	3,500	2,300 NS+NS										
17 Brazil	☑	1,200	400 NS										
18 Mauritius	☑	600	240 NS										
19 Bhutan †	☑	270 U	1,500 NU										
20 India	☑	8,000 U	2,400 NU										
21 Kenya	☑	1,200	600 NS										
22 Nigeria	☑	1,200	600 NS										
23 Zambia	☑	1,200	600 NS										


† "Smokers" = cigarette n. et al. countries, but also includes bidi smokers in Bangladesh, NS+ Non-users (all forms) in Bhutan and India.  
‡ Other NS+ non-users (U = Tobacco users (all forms) in Bhutan and India; NS+ smokers users in Bangladesh, NS+ Non-users (all forms) in Bhutan and India.  
§ The ITC Four Country Survey began as a cohort survey of N=2,000 in each country. For Wave 7 (Fall 2008) N=1,700; For Waves 8-12, N=1,500.  
¶ The ITC Malaysia Survey increased to sample size of 1,500 in Wave 1, 2.  
§ The ITC Korea Survey increased its sample size to 1,800 for Wave 2 (Fall 2008) and Wave 3 (Summer 2010).  
|| The ITC Uruguay Survey increased its sample size to 1,500 in Wave 2 (2008).  
||| The ITC Netherlands Survey sampled 400 smokers by phone (random digit dialled), as in the other ITC phone surveys and 1,700 from a large Internet panel.  
||| Tobacco prevalence in Bhutan is unknown; we conducted household surveys (1000 households, N=600) and estimate that 6-10% will be tobacco users.

## The ITC Surveys

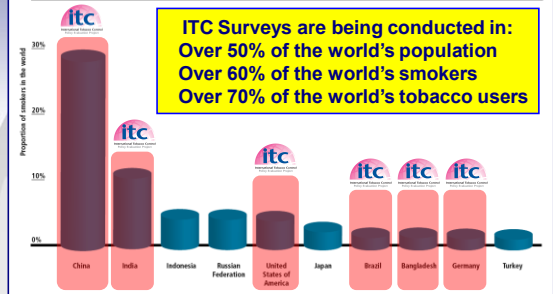
- ◆ An international system for evaluating FCTC policies AND for assessing the effectiveness of current policies (and from this: need for stronger tobacco control policies)
- ◆ Extensive surveys of probability samples of adult smokers (Over 300 Qs, including 150+ measures of impact across the FCTC policies + standard Qs on tobacco use and psychosocial Qs to assess how policies may work)
- ◆ Longitudinal cohort design: same respondents are tracked over time (with replenishment at each wave)
- ◆ Identical/similar methods/measures in all countries, defined by a strong theory-based conceptual model of policy impact. Allows strong cross-country comparisons
- ◆ Evaluation: Quasi-experimental ("natural experiments")

## ITC Evaluation of FCTC Policies (Partial List)

- ◆ **Warning labels**
  - UK (2003): Text
  - India (2009): Graphic
  - UK (2009): Graphic
  - India (2011): Graphic
  - Thailand (2006): Graphic
  - Australia (2006): Graphic
  - Canada (2012): Graphic, Round 2
  - Mexico (2008): Text
  - China (2008): Graphic
  - Uruguay (2006/09): Graphic
  - Brazil (2008/09): Graphic, Round 3
  - Malaysia (2008): Graphic
  - Mauritius (2009): Graphic
- ◆ **Taxation**
  - All countries
- ◆ **Product policies**
  - UK (EU): 10-1-10 regulation
  - US/Canada: Reduced ignition propensity
  - All countries: product, product x behavior
- ◆ **Illicit trade**
  - China (2008): prevalence
  - Additional in Canada/U.S.: close to reserves
  - Bhutan (2009+): total ban on sales in country
- ◆ **Advertising/Promotion**
  - UK (2003): Comprehensive
  - Canada (2003): Last part of Comp.
  - Thailand (2006): POS bans
  - Mexico (2008): Comprehensive
  - Canada (2008+): Re-emergence of "descriptive" ads & possible new ban
  - China (2011): Comprehensive
  - Many other countries: Partial
- ◆ **Smoke-free**
  - Ireland (2004)
  - Mexico (2008+)
  - Scotland (2005)
  - Brazil (2008+)
  - England (2007)
  - Bangladesh (2009+)
  - Uruguay (2006)
  - Bhutan (2009+)
  - France (2007/08)
  - India (partial)
  - Germany (2008+)
  - Mauritius (2009)
  - China (2008 (+ Olympics), 2009, 2011)
  - Netherlands (Part 2–2008/09, 2011)
- ◆ **Light/mild bans**
  - UK (2003)
  - Australia (2005)
  - Canada (2006)
  - Brazil + others (2009+)



## NEARLY TWO THIRDS OF THE WORLD'S SMOKERS LIVE IN 10 COUNTRIES



**ITC Surveys are being conducted in:**  
Over 50% of the world's population  
Over 60% of the world's smokers  
Over 70% of the world's tobacco users

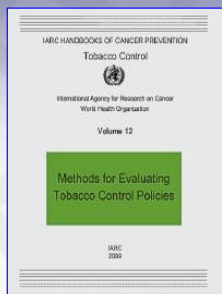

Source: The number of smokers per country was estimated using adjusted prevalence estimates (see Technical Note II and Appendix III). A limitation of this approach is that adjusted estimates used to estimate the number of smokers are sometimes derived from limited country data, and for some countries large adjustments are needed in these cases the adjusted estimates can be different from actual surveys reported by countries. Brazil prevalence data were obtained from VIGTEC 2006.

### Creating Guidelines and Standards for Research


**IARC Cancer Prevention Handbook:**

Methods for Evaluating Tobacco Control Policies (February 2009)

- Best practices in the evaluation of tobacco control policies
- Preparation of Handbook led by ITC Project investigators
- Conceptual Model of the ITC Project used to frame the evaluation methods of the Handbook

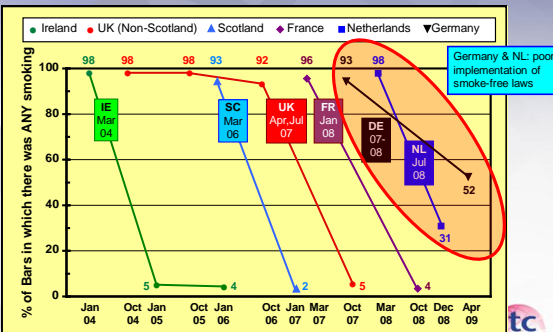
### Warnings Make You Think About the Health Risks (Dangers) of Smoking



Year	Thailand (%)	Malaysia (%)
2005	34.9	10.2
2006	55.0	8.1


**Enlarging the labels and adding graphic images led to substantial increases in the percentage of Thai smokers reporting that warnings make them think about health risks**

### Smoking Prevalence in Bars/Pubs Before & After Ban in Ireland (04), Scotland (06), UK (07), France (08), Netherlands (08), Germany (07-08)

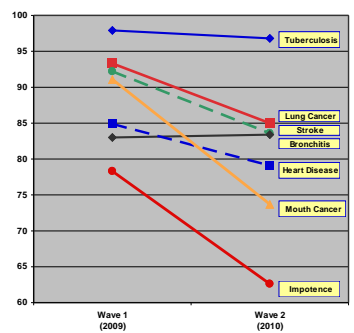


Country	Year	% of Bars with ANY smoking
Ireland	2004	98
Ireland	2005	5
Scotland	2006	93
Scotland	2007	2
UK	2007	92
UK	2008	5
France	2008	96
France	2009	4
Netherlands	2008	93
Netherlands	2009	31
Germany	2008	98
Germany	2009	52

Germany & NL: poor implementation of smoke-free laws



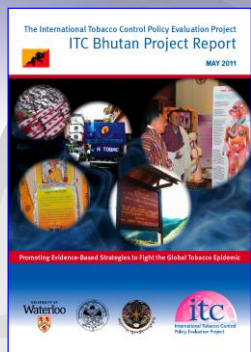

### Bangladesh: Decline in beliefs about health harms of smoking: 2009-10



Health Harm	Wave 1 (2009)	Wave 2 (2010)
Tuberculosis	~98	~95
Lung Cancer	~93	~85
Stroke	~92	~82
Bronchitis	~91	~80
Heart Disease	~88	~78
Mouth Cancer	~85	~75
Impotence	~78	~65


- There has been a very significant drop in beliefs about harms of smoking (e.g., 3,654,000 fewer smokers believe that smoking causes lung cancer)
- There is a strong need to inform the public about the harms of smoking (e.g., graphic warning labels)

### ITC National Reports: Bhutan (May 2011)

**Bhutan's Minister of Health, Zangley Dukpa, at the release of the ITC Bhutan Report**

Total Population	Prevalence (2007)	Current Tobacco Users (Smoking %)	Ex-tobacco Users (Smoking %)	Non-users of tobacco (Smoking %)
<b>Bhutan (3,000,000)</b>	10.6	11.1	0.5	8.0
Chhota (2,000,000)	2.0	5.7	0.6	82.7
Chhala (2,000,000)	1.0	15.8	1.5	82.7
Chhoma (2,000,000)	0.0	15.5	1.5	82.9
Chhama (2,000,000)	0.0	0.0	0.0	100.0
<b>Gender</b>				
Female	10.0	11.7	1.7	81.1
Male	11.2	10.1	0.5	77.6



### ITC Labels Report-WNTD 2009



**FCTC Article 11 Tobacco Warning Labels**

Evidence and Recommendations from the ITC Project

MAY 2009





《烟草控制框架公约》第11条 烟草警示标签

来自ITC项目的证据和建议

2009年5月



**The ITC Project released a report on pictorial warnings for World No Tobacco Day (May 31, 2009): 12 page report on ITC Project findings in the domain of warning labels (in English and Chinese)**

### ITC Cessation Report: Released at COP-4 (November 2010)

#### FCTC Article 14 Tobacco Dependence and Cessation

Evidence from the ITC Project

November 2010

#### The ITC Project: Global Surveillance of Quitting Activity and Use of Cessation Support

Abstract: This report is a summary of a broad range of evidence on tobacco cessation... It includes information on the prevalence of tobacco dependence, the effectiveness of cessation support, and the impact of tobacco dependence on health and quality of life.

**Quit Attempts**

Abstract: This report is a summary of a broad range of evidence on tobacco cessation... It includes information on the prevalence of tobacco dependence, the effectiveness of cessation support, and the impact of tobacco dependence on health and quality of life.

**Quitting Prevalence in 20 Countries**

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### ITC Working Papers on Tax in Bangladesh

#### Taxation of Tobacco Products in Bangladesh

Findings from the 2009 ITC Bangladesh Survey

April 15, 2010

#### Pricing and Taxation of Tobacco Products in Bangladesh

Findings from Wave 1 (2009) and Wave 2 (2010) of the ITC Bangladesh Survey

May 15, 2010

### Future Objectives and Challenges

- Continuing the ITC surveys in 20 countries, focusing on LMICs
- Expanding the ITC Surveys into critical regions of the world, especially in Africa (starting ITC Surveys in Kenya, Nigeria, Zambia in 2012)
- Hoping to expand in SEA (Indonesia and Vietnam), Taiwan, Japan, Russia, EMR (Jordan, Syria, and Lebanon) in the near future
- Beginning to prepare extensive set of cross-country comparisons across all FCTC policy domains—2012
- Continuing to seek funding—challenges are ever-present
- Continuing to work with TC community in each country to assess current FCTC policies and to strengthen them
- Beginning to expand the ITC paradigm into other domains of population health (e.g., NCD prevention in obesity): principles of causality and how to build a strong evaluation system are not unique to tobacco control.

### ITC Project Research Organizations

### ITC Project Research Support

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