



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

**April 2008**

*A survey report carried out in 20 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 20 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 18 districts were targeted to 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 20 cities of Pakistan. Observations were made at different public places; including 105 restaurants, 105 offices, 105 banks, 200 public transport vehicles, 40 commercial areas, 105 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. 3.7% of the restaurants had a “No Smoking Zone” sign displayed.
2. 13.3% of the restaurants that were surveyed had the Smoking Zone demarcated.
3. In 42.2% of the restaurants, people were seen smoking in the No Smoking Zone.
4. The staff of 53.3% of the restaurants was aware of the ban on smoking in public places.

#### MONITORING OF SECTION 5 IN OFFICES

1. 9.5% offices surveyed had a No Smoking Zone board visible.
2. In 17.8% of the offices, staff members were seen smoking in the No Smoking Zone.
3. In 16.7% of the offices, people were seen smoking in the No Smoking Zone.
4. The staff of 66.7% of the offices was aware of the ban on smoking in public places.

#### MONITORING OF SECTION 5 IN BANKS

1. 9.5% of the banks had a No Smoking Zone board visible, while 88.9% did not.
2. In 17.8% of the banks, staff members were seen smoking in the No Smoking Zone.
3. In 16.7% of the banks, people were seen smoking in the No Smoking Zone.
4. The staff of 66.7% of the banks was aware of the ban on smoking in public places.

#### **Section 6: Prohibition of Smoking in Public Service Vehicles**

1. In 80% of the vehicles observed, people, including the driver and assistant were smoking.
2. In 22% of the vehicles driver and conductor were aware of the ban on smoking in public service vehicles.

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

Out of the 40 commercial areas observed, 9 had a billboard displaying a tobacco advertisement.

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

1. At only 8 out of 105 outlets observed, cigarette packs without warning were being sold.
2. Sales to minors were taking place at 8.5% of the cigarette sales outlets.
3. Merchandize for children was being sold at 80% cigarette sales shops.

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

1. 22% 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 38.8% of the educational institutions observed.

#### **Conclusion and recommendations**

1. Conformity to the tobacco control statutes at different public settings correlates directly with the level of awareness of the group of people involved.
2. Compliance to the tobacco laws was found to be equal in banks and offices.
3. The availability of cigarettes to minors appears to be quite low (only 10%) at outlets.
4. Cigarette packs without warning are sold, but in minority of the cases (8.88%).
5. Public Service vehicles continue to be the highest violators of the Tobacco Control Laws.
6. 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.
7. Federal and provincial health ministries should play a role by facilitating and monitoring future interventions.
8. 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 20 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 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 20 cities of Pakistan namely: Abbottabad, Chakwal, Chiniot, Dera Ghazi Khan, Faisalabad, Gujar Khan, Gujrat, Islamabad, Jhelum, Kharian, Lahore, Mansehra, Mardan, Peshawar, Rawalpindi, Sargodha, Sialkot, Gujranwala, Loralai 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, 20 cities were surveyed and a total of 105 restaurants, 105 offices, 105 banks, 105 cigarette sales outlets, 200 public service vehicles, 40 commercial areas and 100 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:

1. 3.7% (4 out of 105) of the restaurants had a “No Smoking Zone” sign displayed, while 96.3% (101 out of 105) did not.
2. 13.3% (13 out of 100) of the restaurants that were surveyed, had the Smoking Zone demarcated, while 86.7% did not.
3. In 42.2% of the restaurants, people were seen smoking in the No Smoking Zone.
4. The staff of 53.3% of the restaurants was aware of the ban on smoking in public places and the staff of 46.7% 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:

1. 9.5% (10 out of 105) offices surveyed had a No Smoking Zone board visible, while 90.5% did not.
2. In 17.8% of the offices, staff members were seen smoking in the No Smoking Zone.
3. In 16.7% of the offices, people were seen smoking in the No Smoking Zone.
4. The staff of 66.7% of the offices (70 out of 105) was aware of the ban on smoking in public places while the staff of 33.3% 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:

1. 9.5% (10 out of 105) banks surveyed had a No Smoking Zone board visible, while 90.5% did not.
2. In 17.8% of the banks, staff members were seen smoking in the No Smoking Zone.
3. In 16.7% of the banks, people were seen smoking in the No Smoking Zone.
4. The staff of 66.7% of the banks (70 out of 105) was aware of the ban on smoking in public places while the staff of 33.3% 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 80% of the vehicles observed, people, including the driver and assistant were smoking, while in 20% of the vehicles, no one was smoking.
4. In 22% 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 (77%) 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 40 commercial areas observed, 9 (22.5%) had a billboard displaying a tobacco advertisement, while 31 did not.

All of the billboards were mounted near schools, shopping areas or on a main road.

The brands of the advertised cigarettes were Diplomat, Marlboro, Red and White and Gold Leaf 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:

1. At only 8 out of 105 outlets observed, cigarette packs without warning were being sold.
2. Sales to minors were taking place at 8.5% (9 out of 105) of the cigarette sales outlets.
3. Merchandize for children was being sold at 80% (84 out of 105) 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. 22% (22 out of 100) of the educational institutions observed had a cigarette sales outlet in close vicinity to its building.
2. Two educational institutions out of 100 observed, had cigarettes available in their canteen for sale.
3. There was presence of cigarette advertising near 38.8% 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 equal in banks and offices.
- The availability of cigarettes to minors appears to be quite low (only 10%) at outlets.
- Cigarette packs without warning are sold, but in minority of the cases (8.88%).
- Public Service vehicles continue to be the highest violators of the Tobacco Control Laws.
- 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.
- 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.