
Contents

Preface	vii
Acknowledgements	ix
Introduction	xi
Part 1. General principles for evaluation of tobacco control programmes	1
<hr/>	
Chapter 1. Tobacco or health: background information	2
Tobacco use, diseases and deaths	2
Tobacco control policy and programmes	4
Diversity of the social partners	7
Background reading	8
Chapter 2. Design and management of tobacco control programme evaluation	10
Managerial process and evaluation	10
Evaluation and information	11
The evaluation process	14
Comparing costs and outcomes of tobacco control programmes	17
Management of evaluation	19
Background reading	21
Chapter 3. Measurement of outcome and utilization of the results	23
Constraints in the definition of the outcome	23
Measurement of outcome	26
Use of results	27
Background reading	29
Part 2. Health protection: economic measures and restrictions	31
<hr/>	
Chapter 4. Evaluating the impact of tobacco on national economies	32
The impact of tobacco on national economies	32

Examples	36
Guidelines for evaluation	39
Indicators to support the evaluation	43
Background reading	44
Chapter 5. The use of economic control measures: subsidies, taxes and individual economic incentives	46
Taxation and pricing	46
What is the rationale for taxation and pricing as tobacco control measures?	46
Examples of evaluation	48
Guidelines for evaluation	49
Indicators to support the evaluation	51
Tobacco subsidies and price supports	52
What is the rationale for removal or maintenance of subsidies to tobacco growing?	52
Effectiveness of programmes to eliminate subsidies: some examples	53
Guidelines for evaluation	54
Indicators to support the evaluation	56
Individual economic incentives	56
What is the rationale for individual economic incentives against tobacco use?	56
Effectiveness of individual economic incentives: some examples	58
Guidelines for evaluation	59
Indicators to support the evaluation	61
Background reading	61
Chapter 6. Restrictions on tar and nicotine content	64
Setting upper limits for harmful substances	64
Evaluating the effects of setting upper limits for harmful substances	65
Guidelines for evaluation	69
Indicators to support the evaluation	71
Background reading	72
Chapter 7. Reducing availability of tobacco: age restrictions	75
What is age restriction?	75
Effectiveness of age restriction measures: some examples	76
Guidelines for evaluation	79
Indicators to support the evaluation	82
Background reading	83
Chapter 8. Tobacco-free environment in public places and transport	84

Examples of evaluation	85
Guidelines for evaluation	88
Indicators to support the evaluation	90
Background reading	91
Chapter 9. Reducing exposure at the workplace	93
What is a tobacco-free policy at the workplace?	93
Examples of evaluation	94
Guidelines for evaluation	97
Indicators to support the evaluation	99
Background reading	102
Chapter 10. Tobacco-free health services	105
What constitutes tobacco-free health services?	105
Examples of evaluation	106
Guidelines for evaluation	109
Indicators to support the evaluation	110
Background reading	111
Chapter 11. Bans on tobacco advertising and sponsorship	112
Content of a ban on advertising and sponsorship	112
Examples of evaluation of the effectiveness of a ban on advertising	113
Evaluating advertising and sponsorship bans	118
Indicators to support the evaluation	122
Background reading	123
Chapter 12. Content, form and use of health warnings	125
What are health warnings?	125
Examples of evaluation	126
Guidelines for evaluation	130
Indicators to support the evaluation	132
Background reading	133
Part 3. Health promotion: advocacy, information and education	135
Chapter 13. The use of mass media communication	137
What are the different uses of mass media for tobacco control?	137
Examples of evaluation	139
Guidelines for evaluation	140
Indicators to support the evaluation	144
Background reading	145
Chapter 14. Tobacco use prevention programmes for school-age children	148
What are tobacco use prevention programmes for school-age children?	148
Examples of evaluation	149

Guidelines for evaluation	154
Indicators to support the evaluation	157
Background reading	158
Chapter 15. Community intervention programmes	162
What is a community intervention programme?	162
When communities get involved in tobacco control	163
Guidelines for evaluation	168
Indicators to support the evaluation	170
Background reading	171
Chapter 16. Role of smoking cessation programmes	173
What are smoking cessation programmes?	173
Summary of evaluations	174
Guidelines for evaluation	177
Indicators to support the evaluation	179
Background reading	180
Chapter 17. Involvement of health personnel in tobacco control	184
The role of health personnel in preventing tobacco use	184
Examples	185
What to consider in evaluation	189
Indicators to support the evaluation	192
Background reading	197
Part 4. The use and effects of legislation	203
Chapter 18. Adopting and evaluating legislation to control tobacco	205
Legislation, voluntary agreements and regulations	205
Political action and legislation	208
Assessing the "added value" of legislation	211
Background reading	213
Chapter 19. Litigation	215
What types of litigation?	216
Evaluating the use of litigation	218
Background reading	220