

# PROGRESS IN TOBACCO CONTROL in Egypt and Pakistan

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Activities implemented by WHO  
under the Bloomberg Initiative to  
Reduce Tobacco Use



**World Health  
Organization**

Regional Office for the Eastern Mediterranean

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# 1. Introduction

The Bloomberg Global Initiative to Reduce Tobacco Use started in 2007 when Dr Michael Bloomberg, Mayor of New York City, donated US\$ 125 million for global tobacco control. The initiative focused on 15 priority countries, the highest prevalence countries in the world. Two of the priority countries, Egypt and Pakistan, are in the World Health Organization (WHO) Eastern Mediterranean Region.

Over the past two years a number of activities have been conducted, with special focus on the demand side of the WHO Framework Convention on Tobacco Control (FCTC). Many important developments have taken place in tobacco control as a result of the human and financial resources made available through the Bloomberg Initiative.

This report aims to highlight the progress in Egypt and Pakistan during the past few years and at the same time identify the needs for the coming phase of tobacco control, with special emphasis on the role of the WHO Regional Office for the Eastern Mediterranean during this period.

## **2. Overview of priority countries in the Region under the Bloomberg Initiative**

### **2.1 Egypt**

#### Demographic profile

According to the 2006 census conducted by the Central Agency for Public Mobilization and Statistics (CAPMAS), the total population in Egypt is 72.8 million, with males comprising 51%, and adults over the age of 15 years comprising 68%. 43% of the total population resides in urban areas and 57% in rural areas.

#### The tobacco control programme

Prior to 2007, a tobacco control programme existed in the Ministry of Health under the umbrella of the health promotion programme. It became an independent programme after the adoption of the national tobacco control legislation of 2007, which established a Tobacco Control Directorate in the Ministry of Health.

WHO supports the Tobacco Control Directorate in the following areas:

- Surveillance
- Legislation
- Implementation of the FCTC and follow up of its developments
- Social perceptions of tobacco
- Economics of tobacco control
- Implementation of relevant legislation
- Coordination with other governmental organizations/bodies for tobacco control.

The first national plan of action for tobacco control was adopted in 2002 with practical steps for strengthening tobacco control. The plan of action is regularly updated and modified in line with the developments in tobacco control at national level.

Although the Directorate is well established at national level, it is understaffed and under-funded. These issues have impeded development and potential improvements, especially with regard to following up the implementation of legislation at governorate (subnational) and national level.

## Brief tobacco prevalence estimates

The two most common forms of tobacco consumed in Egypt are cigarettes and *shisha*. According to a national study conducted in 2005, the percentage of daily smoking was 39.2% among males, 0.4% among females and 19.1% among both sexes. Occasional smoking was 20.1% among males, 2.3% among females and 29.9% among both sexes. Recent prevalence estimates for adults, based on the WHO Global InfoBase 2007, are shown in Table 1. Table 2 shows the prevalence among youth aged 13–15 years, based on the Global Youth Tobacco Survey (GYTS).

## Legislation on tobacco control

The first tobacco control legislation was adopted in Egypt in 1981. Though relatively weak, it represented the first step in a long fought battle in the Egyptian Parliament which concluded in 2007. In 1993, draft legislation was introduced to ban all kinds of tobacco advertising in the country, but the bill was undermined and ultimately defeated through the efforts of the strong tobacco industry lobby.<sup>1</sup>

**Table 1. Adult prevalence estimates, Egypt (2007)**

Smoking any tobacco product (%)*				Smoking cigarettes (%)*			
Male		Female		Male		Female	
Current*	Daily*	Current	Daily	Current	Daily	Current	Daily
26	24.4	4.1	4.1	22.7	21.1	3.5	3.5

Source: WHO Report on the Global Tobacco Epidemic, 2008: the MPOWER package

\*Please refer to original document for case definitions

**Table 2. Prevalence of tobacco use among youth, Egypt (GYTS data, 2005)**

Proportion currently using any tobacco product (%)*				Proportion currently smoking cigarettes (%)*			
Male current*	(95% CI)	Female current	(95% CI)	Male current	(95% CI)	Female current	(95% CI)
16	(13.0–19.6)	7.6	(6.1–9.3)	5.9	(4.4–7.9)	1.4	(0.9–2.3)

Source: WHO Report on the Global Tobacco Epidemic, 2008: the MPOWER package

\*Please refer to original document for case definitions

<sup>1</sup> As later shown by the industry documents released as a result of the Minnesota tobacco litigation. For more information see the WHO report *Voice of truth* (2001), which describes the role of the tobacco industry in defeating the 1993 draft legislation.



In 2007, the Health Committee in Parliament approached WHO to support new legislation aimed at bridging the existing gaps in tobacco control. The announcement of Egypt as one of the priority countries in Bloomberg Initiative project gave impetus to this effort, and a drafting group was established to look into the suggestions of the health committee. The Regional Office provided technical support, and the suggested amendments were shared with the Health Committee. WHO and the Ministry of Health were then invited to a special parliamentary hearing to explain the proposed measures.

The new legislation was adopted formally in July 2007, just after the first introductory visit of Bloomberg Initiative partners which took place at the end of May. During the visit, meetings had been organized with Members of Parliament and used to raise awareness on national obligations under the FCTC .

The following measures were incorporated in the tobacco control legislation of 2007 for the first time:

- Establishment of a Directorate of Tobacco Control in the Ministry of Health
- Establishment of an implementation/enforcement cell in the Ministry of Health to follow up on implementation
- Adoption of pictorial health warnings on all tobacco packs, to be implemented from August 2008
- Ban on tobacco use in public places and cancellation of designated areas, with restaurants and bars exempted
- Adoption of the principle of taxation increase as a tool for controlling tobacco
- Establishment of national coordinating mechanism, a high national committee for tobacco control that involved multisectoral representation.

The three drives for legislation, in 1981, 1993 and 2002, concluded with full adoption of the demand-side measures of the FCTC. However there are still some gaps in relation to each measure:

- Restaurants and cafés are not yet included in the ban on tobacco use in public places. WHO organized national training for officials to address this gap, and a draft ministerial decree has been submitted for consideration by the Minister of Health.
- A total ban on advertising is needed. Indirect advertising, especially through the cinema, remains widespread.
- The taxation increase is not yet implemented. Although the 2007 legislation adopted the increase in principle, implementation was left to the Ministry of Health and Ministry of Finance, noting that any changes in taxation require parliamentary approval. This will entail additional legislation.
- Pictorial health warnings are not yet fully implemented. The 2007 law specified pictorial health warnings to be placed on all tobacco products, yet the by-law

issued by the Ministry of Health did not address *shisha* or other tobacco packaging apart from cigarettes.

- Cessation support services need further strengthening. Although there are cessation clinics in Egypt, nicotine replacement therapy is not used and thus the effectiveness of the clinics is limited.

Bridging these gaps will greatly advance tobacco control efforts in the country.

## 2.2 Pakistan

### Demographic profile

Pakistan, with an estimated population of around 17.3 million in 2008, is the sixth most populous country in the world and most populous country of the WHO Eastern Mediterranean Region. Over 50% of the total population is under 20 years old; 42% is under 15 years of age. Males constitute 51% of the population. Although its urban population is steadily increasing, Pakistan remains a largely a rural country, with only 36% of the total population living in urban settings.

### Brief tobacco prevalence estimates

According to 1999 estimates, about 22.5% of adults smoke in Pakistan. The number of male smokers is approximately four times the number of female smokers, with smoking prevalence inversely related to educational access. Prevalence estimates for adults based on the WHO Global InfoBase 2007 are shown in Table 3. Table 4 shows the prevalence among children aged 13–15 years, based on data from the Global Youth Tobacco Survey (GYTS).

**Table 3. Adult prevalence estimates, Pakistan (2007)**

Smoking any tobacco product (%)*				Smoking cigarettes (%)*			
Male		Female		Male		Female	
Current*	Daily*	Current	Daily	Current	Daily	Current	Daily
35.4	28.9	6.6	5.0	29.7	23.7	2.8	1.8

Source: WHO Report on Global Tobacco Epidemic, 2008: the MPOWER package

\*Please refer to original document for case definitions and CI values

**Table 4. Prevalence of tobacco use among youth, Pakistan (GYTS data, 2005)**

Proportion currently using any tobacco product (%)*				Proportion currently smoking cigarettes (%)*			
Male current*	(95% CI)	Female current	(95% CI)	Male current	(95% CI)	Female current	(95% CI)
12.4	(9.2–16.5)	7.5	(5.4–10.2)	2.3	(0.9–5.4)	0.6	12.4

Source: WHO Report on Global Tobacco Epidemic, 2008: the MPOWER package

\*Please refer to original document for case definitions and CI values

Tobacco use in Pakistan is not limited to cigarette smoking. Other common forms of tobacco include waterpipe tobacco, chewing tobacco and snuff. Over one third of smokers are reported to use tobacco in other forms.

### The tobacco control programme

Pakistan has a long history of regulations banning smoking in government-owned establishments. Prior to 2003, tobacco control was part of the health education programme in the Federal Ministry of Health. In June 2003, a national law was adopted on prohibition of smoking in public places and protection of the health of non-smokers (2002 law). Besides prohibiting smoking in all public places, the law also entailed the establishment of various committees to regulate tobacco advertisements and to oversee implementation of the law.

In 2007, an independent Tobacco Control Cell was established in the Federal Ministry of Health to coordinate implementation of the law and formulation of the committees. Since then, the Tobacco Control Cell has been working closely with WHO to enhance tobacco control efforts in the country. A technical advisory group, comprising officials from various national ministries and departments, was constituted in February 2008 to advise the Cell on necessary steps in tobacco control.

WHO provides technical support to the Tobacco Control Cell through its joint biennial workplan agreed between the Federal Ministry of Health and WHO. Since 2008, WHO has also been collaborating with the Cell to implement the action plan supported under the Bloomberg Initiative project. The important areas for WHO technical support are as follows.

- Enhancing capacity of the Tobacco Control Cell and national tobacco control committees
- Supporting the national coordination mechanism for tobacco control
- FCTC implementation and its developments
- Improving tobacco control legislation
- Conducting media and public advocacy campaigns
- Analysing the economics of tobacco control

### Tobacco control legislation

The first national tobacco control legislation (2002 law) focused mainly on protecting the rights of non-smokers by prohibiting tobacco use in indoor public places. However, it also included provisions to regulate tobacco advertisements, ban underage sales and establish enforcement mechanisms.

The 2002 law also established two committees: an implementation committee directly under the chairmanship of the Federal Minister of Health, and a committee to establish guidelines to regulate tobacco advertisements. The two committees have

since taken a number of key actions to implement the tobacco control law. The implementation committee has established provincial implementation committees and delegated powers of law enforcement to the managers of various indoor establishments. Tobacco advertisements have been restricted in terms of content and visibility by a series of regulations that have largely removed tobacco products from the media and billboards over the past few years.

In addition to the 2002 law, a law from 1979 also regulates the printing of health warnings on cigarettes. This law had been amended twice before 2002. Under this law, the Federal Ministry of Health has the power to define the content and specifications of health warnings appearing on cigarette packs.

Despite the presence of these important laws at national level, there are gaps in the legislation that have been exploited by the tobacco industry in its favour. These include the following.

- The 2002 law gives power to the Ministry of Health to define guidelines for designated smoking areas. In 2008 the Ministry of Health decided to establish guidelines for designated smoking areas in restaurants. This move, which was not in line with the recommendations of WHO, was strongly opposed by national tobacco control advocates. In 2009, the government reversed its decision.
- The 2002 law does not ban tobacco advertisements, and the guidelines committee has powers only to restrict and regulate tobacco advertising.
- Tobacco taxation needs to be enhanced. In 2008–2009, WHO provided technical support to the Federal Board of Revenue in Pakistan to identify the improvements needed in the taxation structure and system with regard to tobacco.
- Measures such as cessation support services have not been established. Some services are available at subnational level through the work of nongovernmental partners.

## **3. The Bloomberg Initiative project workplans: priority areas of work**

### **3.1 Regional workplans for 2007–2008**

As one of the partners in the Bloomberg Initiative, WHO is supporting the Bloomberg priority countries and other Member States to enhance their capacities in tobacco control. The first regional workplan for the Bloomberg Initiative project was based on the following objectives.

- To build capacity and provide global, regional and in-country leadership in tobacco control
- To provide technical support to undertake legislative amendments
- To actively engage the Member States in competing for the grants by submitting project ideas and writing of project proposals for the accepted project ideas
- To provide technical assistance for implementation of grant projects.

The workplan included missions to the Bloomberg priority countries to assess the needs and to identify priority areas within the Bloomberg Initiative framework. Based on the existing legislation and infrastructure for tobacco control, several major areas of work were identified for the first two years in Egypt and Pakistan (Table 5).

In addition to targeting the Bloomberg priority countries, support was extended to other countries to identify the priority areas for technical and financial support. WHO also provided technical support to assist countries in applying for direct grants.

### **3.2 Regional work plan for 2009–2010**

The regional workplan for the Bloomberg Initiative project for 2009–2010 was a continuation of the support and interventions planned for the first two years of the project. New strategies were also introduced based on the experience of the first two years.

**Table 5. 2007–2008 needs assessment and priority areas of intervention (the number of ‘+’ represents the strength of interventions desired based on the existing national situation)**

Area of intervention	Egypt	Pakistan
Establishing national coordinating mechanism	++	+++
National capacities in tobacco control	+++	+++
Analyses of legislation and strengthening of national laws	++	+++
Enactment of 100% smoke-free public policies	++	+++
Model implementation of 100% smoke-free laws	+++	+++
Legislation to enact pictorial health warnings on tobacco packaging	+++	+++
Economics of tobacco and tobacco taxation	+++	+++
Surveillance	+++	+++
Changing the image of tobacco	++	+++

Support to the two priority countries continued to focus on developing and sustaining their national capacity to implement tobacco control measures. In addition to gathering political support, partnerships were explored with sectors other than health for support in the area of tobacco economics, as well as for enhancing the multisectoral approach to tobacco control at national level.

A detailed account of project activities undertaken at regional level and in Egypt and Pakistan is included as Annex 1.

### 3.3 Regional support for the Bloomberg grants mechanism

One of the key areas for WHO support in 2007–2008 was to assist and develop national capacity in applying for direct competitive grants. The two Bloomberg priority countries as well as other eligible non-priority countries from the Region were supported through training in developing project ideas and writing proposals. Direct consultant support was provided to finalize the proposals for the approved project ideas. Later, technical assistance was provided during the contract negotiation phase.

During the first four rounds of grants that came in 2007–2008, nine countries of the Region were supported to apply for grants. The first two rounds focused on the two priority countries, where seven project ideas were accepted, four of which are

currently in the implementation phase. Three model smoke-free projects, two from Pakistan and one from Egypt, are still in contract negotiations. Five non-priority countries were supported in the two subsequent rounds; however, only two projects were invited to full proposal stage. Table 6 shows the countries supported by WHO to submit project ideas during the first four rounds.

**Table 6. Countries with grant proposals submitted and accepted in 2007–2008**

<b>Round</b>	<b>Supported countries</b>	<b>Areas of focus</b>	<b>Outcome</b>
One	Egypt	National capacity, 100% smoke-free implementation	Reviewed and resubmitted in Round 2
Two	Pakistan and Egypt	National capacity, health warnings, 100% smoke-free implementation, economics of tobacco use	3 from Egypt, 2 from Pakistan
Three	Islamic Republic of Iran, Jordan, Pakistan, Syrian Arab Republic, Sudan, Yemen	National capacity, 100% smoke-free implementation, illicit tobacco trade, tobacco and gender	2 from Pakistan, 1 from Yemen
Four	Morocco, Tunisia	FCTC ratification, smoke-free implementation	1 from Morocco

## 4. Highlights of collaboration under the Bloomberg Initiative

In 2007, the Bloomberg Initiative project focused on recruitment and development of tobacco control staff in WHO globally. The other international partners in the project also concentrated on infrastructure development and organization of regional and country staff.

Collaborative activities were initiated in 2008 in order to align workplans of various partners and to strengthen the technical support to countries. This collaboration helped not only to make optimal use of the available technical capacities of various partners at regional and national level, but also to generate the much-needed political will and acceptance within the national governance structures that is crucial to achieve the desired outcomes of the Initiative.

The following is a brief summary of major activities undertaken in collaboration with partners during the past three years. A detailed list of activities is included in Annex 1.

### Johns Hopkins Bloomberg School of Public Health

2007: Development and pilot testing of pictorial health warnings for Egypt

2008: Regional training on effective communication in tobacco control

2008: Bloomberg partners brainstorming session in WHO EMRO

2008: Development of regional set of pictorial health warnings

2009: Multi-country pilot-testing of pictorial health warnings

2009: Collaboration to develop a Smoke-free Alexandria Initiative for the Ministry of Health of Egypt

2009: First regional training on measuring second-hand smoke in public places

2007–2009: Support for many country activities in the Region

2008–2009: Technical Advisory Group in Egypt formed by WHO Egypt in collaboration with the Ministry of Health

2008–2009: WHO staff participation in tobacco control leadership courses

### Tobacco-Free Kids

2008: Assessment of national legislation in Pakistan

2008: Regional training on FCTC implementation focusing on 100% smoke-free public places

2009: Joint mission to Pakistan to meet officials and train the Technical Advisory Group on 100% smoke-free policies



## The Union

2007: Joint regional training workshop to support project proposal writing for direct grants process

2008: Bloomberg partners brainstorming session in WHO EMRO

2009: Joint mission to Pakistan to meet officials and train the Technical Advisory Group on 100% smoke-free policies

2009: First national workshop on implementation of 100% smoke-free policies in Pakistan

2009: Collaboration to develop a Smoke-free Alexandria Initiative for the Ministry of Health of Egypt

2009: Training workshop on implementing 100% smoke-free policies

## Framework Convention Alliance

2007: First regional workshop on pictorial health warnings

2008: Regional training on tobacco control communication and advocacy

2008: Regional support to engage nationals in negotiations of the Intergovernmental Negotiating Body (INB) on illicit tobacco trade

2008: Two regional training sessions on evaluating the extent of illicit trade at national level

2007–2008: Annual regional workshops on FCTC implementation

2008: National capacity-building of nongovernmental organizations to support tobacco control and formation of anti-tobacco coalitions

2009: Regional training on effective communication in tobacco control for journalists and electronic media personnel from Arab-speaking countries

2009: Regional consultation session on draft text of protocol to curb illicit trade in tobacco

2009: Regional training of nongovernmental organizations on 100% smoke-free policies, pictorial health warnings and dealing with tobacco industry

## World Lung Foundation

2007–2009: Meetings to develop a collaborative action plan for mass media campaigns in the Region

2009: Collaboration to develop regional transformation of high-impact video advertisements

## **5. Major achievements**

The first three years of the Bloomberg Initiative have brought important successes in the Region, especially in the two Bloomberg priority countries. These achievements have taken place despite the major challenges still facing Egypt and Pakistan in tobacco control, and they have also created inroads that will help to bring about changes that are long-term, sustainable and will ultimately result in a cultural shift away from tobacco use in these countries.

### **Egypt**

- The Tobacco Control Directorate was established officially under the law of 2007.
- Pictorial health warnings on cigarette packs were implemented starting in August 2008.
- National coordination was strengthened through the creation of a National Advisory Group on Tobacco Control, initiated by WHO Egypt, since the national committee established under the 2007 law only met once.
- Agreement has been reached to raise taxes on tobacco products; WHO is currently supporting technical capacity development and analysis of the taxation system.
- A plan of action to free Egypt from tobacco in 5 years was approved by the National Democratic Party.
- 100% tobacco-free public places were introduced for the first time in the 2007 legislation. A draft comprehensive by-law that will expand the type of public place covered by this ban is now in the Ministry of Health for consideration.

### **Pakistan**

- The National Tobacco Control Cell is in place.
- The technical advisory group on tobacco control has been officially created, with representation from governmental institutions and nongovernmental organizations.
- Agreement has been reached to implement 100% smoke-free public places by withdrawing statutory guidelines for designated smoking areas.
- Taxes on tobacco products have been raised.
- Legislation on pictorial health warnings has been enacted, to be effective from 2010.

Figure 1 shows the policy directions of activities undertaken by WHO under the Bloomberg Initiative as well as the timelines where some major outcomes were observed. These outcomes are the result of the tremendous efforts put forth towards the different MPOWER strategies by all global and national partners in the Bloomberg Initiative.

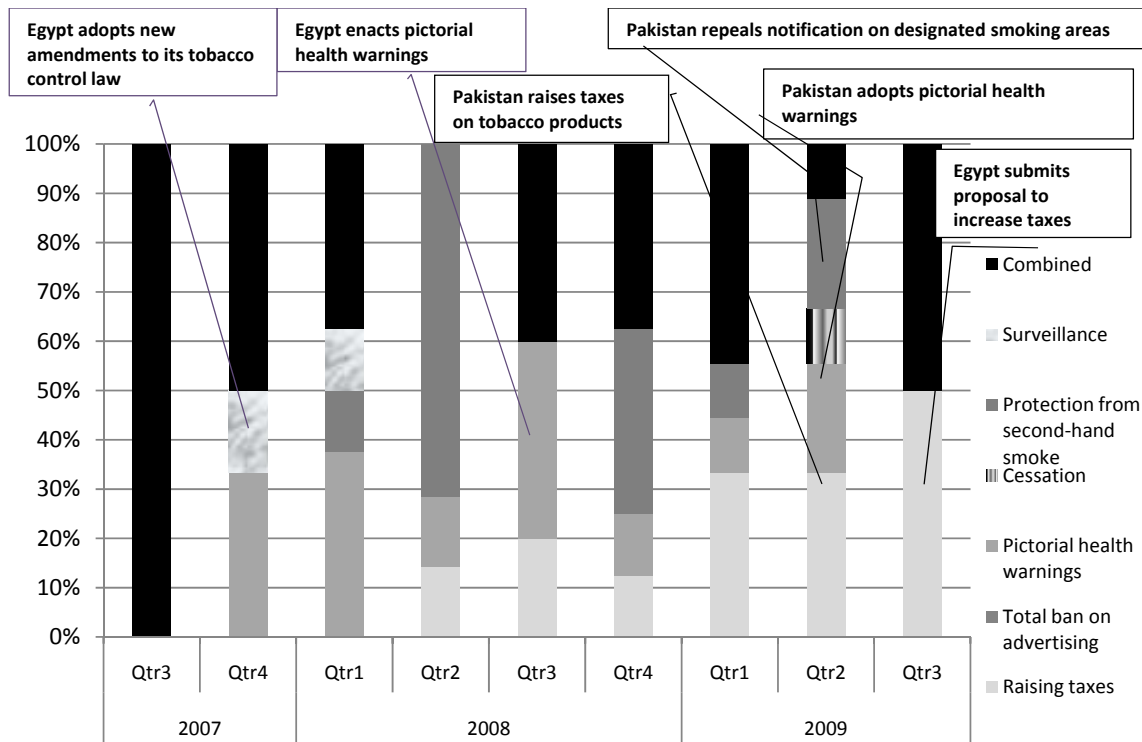


Figure 1. WHO regional inputs towards various tobacco control policies, 2007–2009

## 6. Challenges

The Region as a whole, and especially the two priority countries, still faces enormous challenges that will require continuous support from the international tobacco control arena. Experiences to date in the two priority countries highlight challenges that are essentially common to both. The most important of these are summarized below.

**The tobacco control infrastructure is still in its infancy** in the two countries. Although tobacco control departments have been established, the necessary technical capacities are not yet fully developed, and in both countries the departments are understaffed. The infrastructure is visible at national level but there is need to engage and develop subnational bodies, i.e. governorate and provincial level departments, to sustain the tobacco control infrastructure. In parallel with the need to strengthen the infrastructure technically, there is also need to ensure its sustainability through funding, as the tobacco control programmes in both countries are currently underfunded. Direct financial support may be needed until the programmes are able to develop indigenous mechanisms for sustainable funding.

**The national coordination mechanism** has been established in both countries, but there is still a need to strengthen the technical understanding of the members of the coordination team. WHO has been supporting regular meetings and training of the members at national level. However, subnational coordination has yet to be established.

**A comprehensive approach to tobacco control** has yet to be established in either country. At present, tobacco is being regulated piecemeal in various national laws, without coherence and collaborative understanding. In addition, gaps and ambiguities in the legal language have made it difficult to address tobacco control holistically. In Egypt, WHO has initiated efforts in collaboration with prominent legal experts to introduce comprehensive tobacco control legislation through Parliament.

**Enforcement and implementation** are major challenges that require a clear, pragmatic and action-oriented approach. In Egypt, for example, although the authority to enforce has been delegated to the Ministry of Health through a by-law, the workforce needed to enforce the law has yet to be expanded. As well, subnational infrastructure needs to be developed and sustained in order to implement the laws and the enforcement workforce must be trained on their roles and responsibilities. One important approach to building such infrastructure is through model implementation projects and capacity-building.

**Issues of compliance with laws** need to be addressed. At present, the public is neither involved in decision-making nor informed of the national regulations. As well, there is wide social acceptance of tobacco in its various forms. Addressing this challenge requires well-coordinated thinking, resource mobilization and targeted thematic media campaigns in tandem with model implementation projects. In addition, local evidence on the deleterious effects of smoking needs to be publicized.

**The influence of the tobacco industry** in undermining tobacco control legislation is an ongoing challenge. The tobacco industry is well aware of the socio-political dynamics of both countries and has influential connections with national decision-makers. Approaches to overcoming this challenge include publicizing local evidence of industry tactics and inculcating strong tobacco control leadership at national level.

**National and cultural perspectives** need to be carefully considered in order to translate the enormous international developments in tobacco control to countries of the Region. In addition, fledgling national tobacco control departments need time to mature in order to cope with the dynamics and implications of tobacco control nationally. Until then they will continue to require support in all areas to bring about sustained change towards a society free from tobacco.

## **7. Conclusions and the way forward for tobacco control in the Eastern Mediterranean Region**

The momentum generated by the Bloomberg Initiative has been a driving force in bringing the tobacco control agenda from the international arena to the national level. Yet a brief analysis of the tobacco prevalence estimates and the tobacco control situation in both of the Bloomberg priority countries highlights the complexity of the socio-political situation in the countries.

The achievements to date have provided countries of the Region, especially the two priority countries, with firm ground on which to advance in different areas of tobacco control. The evolution of efforts over the first three years has also encouraged all partners in the Initiative to continue a proactive and collaborative approach in these countries.

Tobacco control is one of the major public health areas that needs to be addressed through multisectoral collaboration at all levels of governance. Through the Bloomberg Initiative, partners have been able to open the doors beyond the health sector in the priority countries, and the momentum created should continue to draw more partners at national level.

In order to help extend the impact and success of tobacco control under the Bloomberg beyond the priority countries, the Regional Office aims to focus on the following actions in continued collaboration with governments, nongovernmental organizations and other partners, and with the active engagement of the public.

- Strengthening the work directed at raising tobacco prices/taxes.
- Conducting surveillance activities on a regular basis and expanding GATS to cover more countries across the Region; this should include countries that require technical or financial support (or a combination of both). Collecting standardized data across the Region will help support results-based action at national level.
- Scaling up implementation and enforcement of the total ban on advertising that exists in some countries, and working with other countries to adopt a total ban on tobacco advertising through modifying their legislation. Although a complete advertising ban exists in many countries of the Region, effective implementation of bans on indirect advertising has not been successful.
- Expanding the work to support national media advocacy and awareness-raising campaigns targeted at changing social norms and behaviour.

- Supporting the implementation and enforcement of existing legislation. The Regional Office will be working with countries to support this component based on best practices and by taking advantage of already successful experiences in the Region.
- Evaluating and fine tuning existing pictorial health warnings. Although pictorial health warnings have now been introduced in four countries of the Region, their impact needs to be evaluated, and others redesigned to meet the needs and context of different countries. This will be one of the critical areas for Regional Office support in the coming period.
- Enhancing smoking cessation activities at national level. Although there is ongoing work in cessation, it does not yet meet the needs at country level. One of the key directions for the future will be to integrate cessation services within national health systems, as per WHO guidelines.
- Monitoring the tobacco industry, a very important area that is now supported with the adoption of guidelines on Article 5.3 by the Convention of Parties to the FCTC. The Regional Office will be working with other organizations and with its Member States to strengthen this component at national level.

These points are the areas of immediate priority in the Region in general and in the two priority countries in particular. However, new priority areas may emerge over time, and planning must be flexible enough to allow for addressing emerging country needs.

The support for tobacco control at the global level being provided through the Bloomberg Philanthropies is changing the scene of tobacco control worldwide. This initiative has been instrumental in strengthening the global network of partners to bring about the much-needed improvement in tobacco control across the globe. As the support continues, WHO will be able to meet more country needs for better tobacco control in the Eastern Mediterranean Region.

**Annex 1. Activities conducted by WHO in the Region under the Bloomberg Initiative**

**Activities coordinated by the Regional Office**

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
<b>Strengthening national capacity</b>				
Jun-07	Field visit to Egypt to discuss national engagement in Bloomberg Initiative and development of a plan of action	Cairo	Multi	
Jun-07	Field visit to Pakistan to discuss national engagement in Bloomberg Initiative and development of a plan of action	Islamabad	Multi	
Jul-07	Development of a CD with generic material for use by countries in development of national plans of action	EMRO	Multi	
Jul-07	Two-day regional meeting to support the writing of grants	Alexandria	Multi	World Lung Foundation
Jul-07	Six consultants fielded to support the grants mechanism at country level in Lebanon, Egypt, Pakistan, Jordan	Various	Multi	
Jul-07	Participated and presented on tobacco control as part of IDRC (International Development Research Centre) session at joint WHO, World Bank meeting, MENA Health Conference		Multi	
Jul-07	Grant writing supported; document on Bloomberg project development translated into Arabic and released	EMRO	Multi	
Oct-07	Meeting to finalize recommendations to deal with the tobacco industry in Washington DC	Washington DC	M	
Oct-07	<i>Building blocks in tobacco control</i> translated into Arabic to support development of national action plans for tobacco control	EMRO	Multi	



Month	Activity	Venue	Reference to MPOWER	Collaborating partners
Nov-07	Annual regional meeting on FCTC implementation in Alexandria	Alexandria	W	Framework Convention Alliance
Nov-07	One-day brainstorming session in Alexandria for 10 countries on the third round of Bloomberg grants	Alexandria	Multi	
Nov-07	Letters sent to the health ministers of all countries to encourage legislative measures related to packaging and labelling	EMRO	W	
Jan-08	Six countries supported to develop and submit project ideas specific to their priorities for Round 3	Various	Multi	
Jan-08	Six teleconferences and two country missions to support submission of project ideas for Round 3	EMRO	Multi	
Jan-08	Attended three meetings of the health committee in the parliament in Egypt in support of the new proposed legislation	Cairo	W	
Jan-08	Egypt and Pakistan supported during contract negotiations for three projects accepted in Round 2	Cairo	W	The Union
Feb-08	Collaboration with the Ministry of Health and Johns Hopkins University to develop the first set of pictorial health warnings in Egypt	Cairo	W	
Feb-08	Bloomberg project regional and country workplan for 2008 finalized	EMRO	Multi	
Mar-08	Mission in Pakistan to support the Ministry of Health in revising Bloomberg project plan and accelerate the implementation of project activities undertaken at national level	Islamabad	P	
Apr-08	First negotiations with nationals of Pakistan and Egypt to	Cairo/Islamabad	R	

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	consider review of the taxation policies			
May-08	Consultant mission to Djibouti to draft national laws respecting tobacco package warning and labelling requirements		W	
Jun-08	Regional capacity building workshop on tobacco control advocacy and support for 100% smoke-free policies	Tunis	P	Framework Convention Alliance
Jun-08	Regional meeting to discuss project ideas development for the fourth round of Bloomberg grants in Tunisia	Tunis	P	The Union
Jun-08	Project ideas developed and submitted from Tunisia and Morocco during the fourth round of Bloomberg grants	Tunisia/ Morocco	P	The Union
Jun-08	Technical assistance to partner nongovernmental organizations on the development of a nongovernmental organization coalition	Cairo	P	
Jun-08	Meetings with the Union; collaboration for assisting the countries for development of project ideas was agreed upon, and to seek possibility of creating an nongovernmental organizations collaborating network in Egypt	EMRO	P	The Union
Jul-08	Meetings with the World Lung Foundation, the Union and the Framework Convention Alliance to discuss strategic regional collaboration	EMRO	Multi	The Union/Framework Convention Alliance
Jul-08	Leadership in tobacco control course at the Johns Hopkins University School of Public Health (United States) for WHO EMRO surveillance staff	Baltimore	Multi	
Aug-08	Regional capacity building workshop on illicit trade in tobacco products	Damascus	R	Framework Convention Alliance

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
Aug-08	Agreement finalized with Johns Hopkins University to collaborate on development of regional set of pictorial health warnings	Cairo	W	Johns Hopkins University
Sep-08	Bloomberg Partners mid-term brainstorming session	EMRO	Multi	All partners
Oct-08	Official release of Arabic version of the MPOWER report during the 51st session of the Regional Committee	EMRO	Multi	
Nov-08	Annual regional workshop on FCTC implementation	EMRO	P	Framework Convention Alliance
Nov-08	Draft of model Arabic legislation presented and discussed in regional FCTC meeting	EMRO	Multi	
Nov-08	Analysis of Pakistan's current tobacco control law presented by Tobacco-Free Kids	EMRO	P	Tobacco-Free Kids
Nov-08	Regional meetings for the nominees of the INB and COP3 governmental and nongovernmental participants form the EMR parties as well as non-party states; in collaboration with Framework Convention Alliance	EMRO	R	Framework Convention Alliance
Nov-08	Meetings with Tobacco-Free Kids and the Union to discuss feasibility of a joint mission to Pakistan in early 2009	Durban	Multi	The Union/Tobacco-Free Kids
Nov-08	Project idea from a Moroccan nongovernmental organization approved in Round 4	Morocco	P	
Dec-08	A CD with model region-specific pictorial health warnings developed in collaboration with Johns Hopkins University disseminated to all countries	EMRO	W	Johns Hopkins University
Jan-09	WHO/The Union/Tobacco-Free Kids collaborative mission to Pakistan on smoke-free policies	Islamabad	Multi	The Union/Tobacco-Free Kids

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	implementation			
Jan-09	Field testing 11 newly developed Region-specific model pictorial health warnings in three countries in progress; Egypt, Jordan and United Arab Emirates		W	Johns Hopkins University
Jan-09	Meetings with Saudi Arabia to support research on health costs of tobacco	Riyadh	R	
Jan-09	Technical support to develop action plan for tobacco control in Tunisia	Tunis	Multi	
Jan-09	Second regional training on research in illicit tobacco trade	Kish, Iran	R	Framework Convention Alliance
Feb-09	Mission to Jordan to gather support for 100% smoke-free policies implementation	Amman	P	
Mar-09	BI regional surveillance and project staff participated and presented in four sessions on challenges of tobacco control, surveillance systems, and achievements of Bloomberg initiative in EMRO at the World Conference on Tobacco and Health in India	Mumbai (WCTOH)	Multi	
Mar-09	Updated tobacco control country profile for Egypt covering (situation analyses, recommendations, future directions, based on the FCTC and the MPOWER; the file was submitted to the governing party in Egypt	EMRO	Multi	
Apr-09	First draft of a comprehensive legislation for tobacco control in an attempt to gather all three laws in a comprehensive legislation; the proposed law was shared with the Ministry of Health and the governing party	EMRO	Multi	
Apr-09	Technical mission of WHO economics team accomplished	Islamabad	R	WHO headquarters

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	in Pakistan to support report on new taxation regime			
May-09	Supported regional consultation session on the draft protocol on illicit tobacco trade	Tehran	O	Framework Convention Alliance
Jun-09	Supported Pakistan researchers' mission to Geneva to finalize taxation proposals for Pakistan	Geneva	R	WHO headquarters
Jun-09	Field testing of 11 newly developed Region-specific model pictorial health warnings	Various	W	Johns Hopkins University
Jun-09	Meeting with the World Lung Foundation (WLF) to discuss re-formatting WLF-developed advertisements in Arabic for use in the Region	EMRO	W	World Lung Foundation
Jun-09	Training workshop on implementing 100% smoke-free policies	Cairo	P	The Union
Jun-09	Meeting with the tobacco control programme director of the Union to discuss the grants projects pending implementation in Pakistan	Geneva	P	The Union
Jun-09	Taxation researchers from Pakistan supported to participate in negotiations of the Intergovernmental Negotiating Body	Geneva	R	WHO headquarters
Aug-09	Meeting of WHO economics team with national authorities to review and analyse the taxation proposal	Cairo	R	WHO headquarters
Aug-09	Global tobacco control leadership course attended by Project Officer	Baltimore	Multi	Johns Hopkins University
Sep-09	Support for technical mission of Egyptian taxation officials to Geneva to finalize taxation assessment and proposals for the next year	Geneva	R	WHO headquarters

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
Sep-09	Discussions and meetings with international partners to review and coordinate upcoming activities	EMRO	Multi	Johns Hopkins University/Framework Convention Alliance
<b>Advocacy</b>				
May-07	Regional release of tobacco free Mecca and Medina CD and the World No-Tobacco Day kit and Arabic materials	EMRO	E	
Jul-07	Meeting with the League of Arab States to strengthen commitment to tobacco control and organize Ramadan events	EMRO	O	
Jul-07	Regional spot film prepared for dissemination to all countries for airing in local television channels	EMRO	O	
Oct-07	Media campaigns initiated during Ramadan continued in Egypt and Pakistan, involving print media as well as expert panel discussions and talk shows on electronic media		O	
Mar-08	Session on International Marathon on Tobacco Control, followed by a series of contracts for the marathon coordinators in 5 countries to arrange for the marathon during the celebration of World No-Tobacco Day 2008	EMRO	P	
May-08	Regional celebration of World No Tobacco Day held in Saudi Arabia	Riyadh/all countries	p	
May-08	Organization of a forum for the nongovernmental organizations working in tobacco control in Egypt	Cairo	P	
Jan-09	Development of the health warning spots for the celebration of the World No Tobacco Day 2009	EMRO	W	
May-09	<i>Supported the first national meeting of the Federation of Anti-</i>	<i>Cairo</i>	<i>P</i>	

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	<i>tobacco Nongovernmental Organizations to finalize action plan</i>			
May-09	Regional fact sheet on health warnings released on the occasion of World No-Tobacco Day	EMRO	W	
<b>Training</b>				
Nov-07	First regional training workshop on pictorial health warnings	Alexandria	W	Framework Convention Alliance
Feb-08	Regional training on tobacco control communication and advocacy	Cairo	W	Framework Convention Alliance
Jul-08	Support for 11 nationals to participate in cessation course at St George Hospital, United Kingdom	London	O	
Nov-08	Regional training on increasing compliance to smoke-free policies	EMRO	P	Public Health Institute, SantaCruz
Nov-08	Support for the first training on implementation of 100% smoke-free policies in Egypt	Cairo	P	Public Health Institute, SantaCruz
Apr-09	Support for the first training on implementation of 100% smoke-free policies in Pakistan	Islamabad	P	WHO headquarters
May-09	Support for regional training on effective communication in tobacco control for journalists and electronic media personnel from Arab-speaking countries	Cairo	W	Framework Convention Alliance
Jun-09	National training on developing and implementing 100% smoke-free legislation in Egypt	Cairo	P	The Union/World Lung Foundation
<b>Surveillance</b>				
May-07	International partners' introductory mission and meeting with the Ministry of Health, Egypt	Cairo	M	Centers for Disease Control and Prevention (Atlanta),
Jun-07	Regional and national surveillance staff participation in	Atlanta US	M	

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	global tobacco surveillance orientation meeting			Johns Hopkins University, Centers for Disease Control and Prevention Foundation (Atlanta), Canadian Public Health Association, CAPMAS, Ministry of Health
Jul/Aug 07	Meetings to coordinate between the Ministry of Health representatives and the Central Agency for Mobilization and Statistics (CAPMAS)	Cairo	M	
Nov-07	Memorandum of Understanding with the Ministry of Health Egypt and CAPMAS to implement the Global Adult Tobacco Survey (GATS) in Egypt	Cairo	M	
Nov-07	Press conference on the occasion of signing the Memorandum of Understanding with the three partners of the GATS	Cairo	M	
Nov-07	Global Tobacco Surveillance System (GTSS) Management Meeting: (25–26 November)	EMRO	M	
Nov-07	GTSS training to initiate the second round of GYTS in three countries	EMRO	M	
Dec-07	First technical mission on GATS implementation in Egypt	EMRO	M	
Dec-07	Revision and adaptation of GATS questionnaire, with addition of optional country-specific questions related to <i>shisha</i>	EMRO	M	
Jan-08	Formation of the GATS National High Policy Committee and technical committees	Cairo	M	
Feb-08	First meeting of GATS National High Policy Committee			
Feb-08	GTCR debriefing session held in Geneva February 2008	Geneva	M	
Mar-08	GATS Egypt budget finalized for implementation of pilot and complete surveys	EMRO	M	
Mar-08	Regional Surveillance Officer and the NPO Egypt attended the surveillance orientation meeting in Atlanta	Atlanta US	M	



Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	in March 2008			
Mar-08	MPOWER report released at regional level	EMRO	Multi	
May-08	Second meeting of the GATS National High Policy Committee	Cairo	M	
May-08	Finalization of Arabic version of GATS questionnaire adapted for Egypt			
Jun-08	Third meeting of the GATS High National Policy Committee	Cairo	M	
Jun-08	Proposal and budget plan for pilot testing finalized	Cairo	M	
Jun-08	5 Member States participated in the training workshop for GHPSS at EMRO	EMRO	M	
Jun-08	GYTS training and analysis workshop attended by 12 countries	EMRO	M	
Aug-08	Second technical mission of GATS implementation in Egypt	EMRO		
Aug-08	Training of pretest pilot survey for GATS in Egypt	Cairo	M	
Aug-08	Training for data management of GATS in Egypt	Cairo	M	
Aug-08	RGTE II pilot tested in Pakistan	Islamabad	Multi	
Aug-08	Pilot testing of GATS Egypt questionnaire in Cairo	Cairo	M	
Oct-08	Release of the Arabic version of the MPOWER report during the 55th session of the Regional Committee for the Eastern Mediterranean	EMRO	Multi	
Nov-08	RGTE II data collection is in process in countries of the Region	EMRO	Multi	
Dec-08	Debriefing session on the pilot testing of GATS	EMRO	M	

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
	questionnaire feedback			
Dec-08	Technical mission for sampling			
Dec-08	Full proposal of GATS implementation in Egypt and estimated budget break-down together with GATS timeline schedule were submitted	EMRO	M	
Jan-09	GATS field survey preparations finalized	Cairo	M	
Feb-09	Training for information technology personnel and field supervisors	Cairo	M	
Feb-09	GATS field implementation initiated	Cairo	M	
Mar-09	Five supervisory field visits by surveillance team	Cairo	M	
Mar-09	Five technical coordination meetings during the implementation process	Cairo	M	
Apr-09	Field survey completed	Cairo	M	
May-09	Data entry and compilation completed	Cairo	M	
Jun-09	Participation in the pre-conference programme policy workshop (Data to Action) by WHO EMRO and Egypt GATS staff on 12–13 June 2009	Atlanta	M	
Jun-09	Countries attended the 10-year celebration Conference of the Global Tobacco Surveillance System on 15–19 June 2009 in Atlanta, Georgia, United States of America	Atlanta	M	
Jun-09	Presentation in the GATS session during a conference of the Centers for Disease Control and Prevention	Atlanta	M	
Jun-09	Annual GYTS data analyses workshop	EMRO	M	
Jun-09	Regional training on global tobacco surveillance system	EMRO	M	
Jul-09	GATS data analyses workshop held in Cairo	EMRO	M	

Month	Activity	Venue	Reference to MPOWER	Collaborating partners
Aug-09	GATS technical review mission	Cairo	M	
Sep-09	GATS report writing workshop	Atlanta	M	

### Activities coordinated by WHO Egypt

Date	Activity	Reference to MPOWER	Collaborating partners
<b>Strengthening national capacity</b>			
May-07	Meeting with the National Committee to discuss future needed steps especially with regard to the proposed tobacco control legislation national level	M	Ministry of Health
Jun-07	Two-day meeting for focal points from the 27 governorates to discuss the grants as well as the national plans of action	Grants	Ministry of Health
Jun-07	Field visits and meetings with nationals to support development of project ideas for direct grants and on possible collaboration	Grants	Ministry of Health
Jul-07	Visit to Governor of Alexandria to secure commitment to and support for "Tobacco-free Alexandria" proposal submitted under the grants programme	Grants	Ministry of Health
Sept/Oct 07	Ramadan media campaign: two radio programmes on smoke-free policies airing on two popular radio stations, along with radio contests, and four new audio spots created and produced that could also be used after Ramadan; twice weekly health messages published over a two-month period in El-Dostour newspaper	O	Ministry of Health
Nov-07	Formulation ofational plan of tobacco control in Egypt for adoption by the Ministry of Health	Multi	Ministry of Health
Nov-07	Presentation on development of Bloomberg operational plan of action at meeting of the national committee	Multi	Ministry of Health

<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
Nov-07	Consultant support to write proposals for the accepted grant projects	Grants	Ministry of Health
Jan-08	Egypt supported during the contract negotiations for two projects accepted in Round 2	Grants	Ministry of Health
Mar-08	Ministry of Health supported in finalizing pictorial health warnings	Grants	Ministry of Health/The Union
Jun-08	Collaborative direct grants project on development of pictorial health warnings was initiated	Grants	Ministry of Health
Aug-08	Three working sessions took place between WHO EMRO, Johns Hopkins University and the Ministry of Health during the testing of the selected pictorial health warnings	W	Ministry of Health/Johns Hopkins University
Sep-08	Consultant contracted to write the history of development of tobacco control legislation in Egypt to identify the strategic directions for legislation improvement in Egypt	Multi	Ministry of Health
Oct-08	Legal support provided for establishment of a federation of nongovernmental organizations under the Egyptian national law	Multi	
Oct-08	Pilot to implement model smoke-free premises around religious places was initiated in Maadi area of Cairo	P	Ministry of Health
Dec-08	Task force of international partners established to develop an action plan for smoke-free cities in Egypt, taking Alexandria as a lead city	P	Ministry of Health/Johns Hopkins University/The Union
Feb-09	Meetings with tobacco taxation department to seek opportunities to support analysis of tobacco taxation in Egypt	R	Ministry of Finance
Mar-09	Review meeting of grants project on health warnings took place	Grants	Ministry of Health/The Union

<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
Jun-09	Agreement to evaluate existing pictorial health warnings under the direct grants project	W	Ministry of Health/Johns Hopkins University
Jul-09	Periodic meetings to finalize Smoke-free Alexandria project	P	Ministry of Health/Johns Hopkins University/The Union
Aug-09	Tobacco control leadership course attended by national project officer	Multi	Johns Hopkins University
Sep-09	Meetings held with nationals to finalize implementation plan of Smoke-free Alexandria	P	Ministry of Health/IJohns Hopkins University/The Union
<b>Advocacy</b>			
May-07	National media campaign on newspapers on the occasion on World No-Tobacco Day	W	Ministry of Health
Jun-07	School-based campaign to create 100% smoke-free schools in collaboration with the Ministry of Education, Ministry of Health and Directorate of Environmental Affairs	P	Ministry of Education
Jun-07	4 newly created audio health messages aired weekly on radio channel (Youth and Sport)	W	Ministry of Health
May-08	Daily tobacco-related health messages delivered by a popular television presenter on air for a month in 2 popular television programmes (Good morning Egypt, Worldwide Recipes)	W	Ministry of Health

<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
May-08	2 radio programmes on 2 different popular channels, airing information on tobacco and youth	W	Ministry of Health
May-08	15 health messages in the third most popular governmental journal (Gomhorryea publications)	W	Ministry of Health
Sep-08	Media campaign on youth and sports channels ongoing during Ramadan	O	Ministry of Health
May-09	Three video spots developed and aired in 30 cinemas across Egypt as part of a campaign on pictorial health warnings	W	Ministry of Health
May-09	Meeting of Advisory Group on Health Warnings to decide on advocacy campaigns	W	Ministry of Health
Jun-09	Materials finalized for advocacy campaign on buses in relation to pictorial health warnings	W	Ministry of Health
Jun-09	Memoranda of Understanding signed with nongovernmental organizations to support 100% smoke-free clubs and universities	P	Nationals
Jul-09	Advocacy meetings with civil clubs and shopping mall managements in Cairo and Alexandria to gather support for 100% smoke-free implementation	P	Nationals
Aug-09	Activities of WHO and successes of Bloomberg initiative to reduce tobacco use in Egypt presented during a meeting of the Rotary Club in New York	Multi	
Sep-09	Two nongovernmental organizations supported to conduct a review of the indirect promotion of tobacco on electronic media during Ramadan The report is being finalized	O	Nationals
Sep-09	Ramadan smoking cessation campaign, marked by seminars, daily radio programmes and meetings with religious leaders and clubs	O	Nationals
Sep-09	Meetings with the Head of Medical Syndicate to gather support for implementing smoke-free policies and to promote the need for effective implementation in the Egyptian parliament and Health committee	P	Nationals

Date	Activity	Reference to MPOWER	Collaborating partners
<b>Training</b>			
Nov-08	National training on compliance to 100% smoke-free laws in Egypt	P	Ministry of Health

### Activities coordinated by WHO Pakistan

Date	Activity	Reference to MPOWER	Collaborating partners
<b>Strengthening national capacity</b>			
Apr-07	Two national meetings held to review the implementation of tobacco control ordinances	M	Ministry of Health
May-07	Meetings held for the focal points of the 4 districts to finalize the districts plans of action	Multi	Ministry of Health
Jun-07	Consultant support for efforts in mobilizing for the grants	Grants	
Jul-07	6 participants from Pakistan participated in the round table brainstorming session for the second round of Bloomberg grants	Grants	Ministry of Health/Nationals
Jul-07	Press conference to announce facts related to the grants	Grants	
Aug-07	Support for writing of project proposals	Grants	
Aug-07	Meetings arranged in the Ministry of Health, chaired by DG (Implementation) FCTC to discuss the draft proposals	Grants	Ministry of Health
Dec-07	National action plan for tobacco control developed under the auspices of a fully functioning Tobacco Control Cell	Multi	Ministry of Health
Feb-08	Technical Advisory Group activated; recommendations to be submitted to the	M	Ministry of Health

<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
	Ministry of Health and Federal Bureau of Revenue		
Apr-08	Bloomberg project implementation reviewed and plan developed	Multi	Ministry of Health
Apr-08	Meetings with smoke-free cities project partners; proposal writing process initiated	Grants	Ministry of Health/Nationals
Apr-08	First meeting with Technical Advisory Group members in collaboration with the Tobacco Control Cell to brief members on the three priority policy issues to be addressed in Pakistan	M	Ministry of Health
Apr-08	Forum of Bloomberg Project Grantees (BGI Forum) established to work on a common action agenda to achieve various objectives of the projects	Grants	Ministry of Health/Nationals
Jun-08	Visit of expert mission of WHO economics team to review taxation policy	R	Ministry of Finance
Jun-08	Four proposals for smoke-free projects submitted for direct grants	Grants	Ministry of Health
Jul-08	Second meeting of Technical Advisory Group to discuss inclusion of pictorial health warnings	W	Ministry of Health
Jul-08	Collaborative direct grants project to enhance tobacco control in Pakistan	Grants	Ministry of Health
Aug-08	Two proposals from the four smoke-free city projects accepted in the third round	Grants	Ministry of Health
Sep-08	Journalists Health Forum activated to develop mass media advocacy for tobacco control on a continuous basis at national and subnational level	M	Nationals
Sep-08	Second mission of WHO economics team to suggest an alternate taxation regime on tobacco products	R	Ministry of Finance
Sep-08	Consultant agreement to conduct a review of international literature on tobacco industry activities in Pakistan to undermine tobacco control	M	
Oct-08	Pakistan's tobacco control law analysed	P	Tobacco-Free Kids
Oct-08	Technical support provided to establish the National Alliance for Tobacco Control	Multi	Nationals



<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
Jan-09	Recommendations submitted to government by Technical Advisory Group on the need for 100% smoke-free policies and pictorial health warnings	P&W	Ministry of Health
Jan-09	WHO/The Union/Tobacco-Free Kids joint meeting with Technical Advisory Group on implementation of smoke-free policies	P	Tobacco-Free Kids/The Union/Ministry of Health
Feb-09	Meetings with Federal Board of Revenue to support taxation reform process on tobacco products	R	Ministry of Finance
Jun-09	Meeting of the Technical Advisory Group to select the first set of pictorial warning images for tobacco packs	W	Ministry of Health
Jun-09	Concept paper presented to the Technical Advisory Group meeting including best practices on cigarette package warnings	W	Ministry of Health
Jun-09	Technical and consultant support provided to draft the national law on pictorial health warnings following decision of the Ministry of Health	W	Ministry of Health
Jun-09	Regional training workshop on Global Tobacco Surveillance Systems attended by national project officer	M	
Jul-09	Technical advice provided to the Coalition for Tobacco Control for the development of an advocacy kit for journalists	W	Nationals
Aug-09	Tobacco control leadership course in Baltimore attended by two national officials from the Ministry of Health	Multi	Ministry of Health
<b>Advocacy</b>			
May-07	World No-Tobacco Day materials translated into Urdu	P	Ministry of Health
Sep-07	Media conferences in Islamabad and all four provinces (Peshawar in NWFP, Lahore in the Punjab, Quetta in Balochistan and Hyderabad in Sindh) in connection with a countrywide campaign: "Quit smoking during Ramadan"	O&W	Ministry of Health

<b>Date</b>	<b>Activity</b>	<b>Reference to MPOWER</b>	<b>Collaborating partners</b>
Sep-07	Special radio spots urging people to quit during Ramadan broadcast from three major radio channels: Pakistan Broadcasting Corporation, FM 100 and FM 101	W	Ministry of Health
May-08	National Advocacy Conference on Tobacco Control held on the occasion of World No-Tobacco Day, complemented by a concerted media campaign on local radio and television channels	W	Ministry of Health
May-08	Seminar on 'tobacco free youth'	P	Ministry of Health/ Ministry of Youth Affairs
May-08	All offices and affiliated organizations of the Ministry of Youth Affairs declared as tobacco-free	P	Ministry of Health/ Ministry of Youth Affairs
Sep-08	Seminars involving religious scholars and media personnel to mark the Ramadan smoking cessation campaign	O	Nationals
Feb-09	Public and media advocacy on the suggested pictorial health warnings to gather public support for public health workers	W	Ministry of Health
Apr-09	Recommendations of the participants of smoke-free training to implement 100% smoke-free laws submitted to the Ministry of Health	P	Ministry of Health
May-09	Advocacy with the Minister of Health, Health Secretary and media to recall the decision on designated smoking areas in a move to implement 100% smoke-free laws	P	Ministry of Health/Nationals
Jun-09	Awareness campaigns held in collaboration with the Ministry of Railways and traffic police to support implementation of smoke-free public transport	P	Ministry of Health/Ministry of Transport
Jun-09	Support to the provincial health department in Sindh to organize a poster competition among youth on the theme of pictorial health warnings	W	Nationals
Jun-09	Advocacy seminar for nongovernmental organizations and health professionals	W	Ministry of Health

Date	Activity	Reference to MPOWER	Collaborating partners
	on pictorial health warnings		
Sep-09	“Quit smoking during Ramadan” campaign marked by seminars, daily radio programmes and meetings with religious leaders and clubs	O	Ministry of Health
Sep-09	Letter sent to the Minister for Health praising the historical announcements and requesting immediate implementation of pictorial health warnings	P&W	Ministry of Health
Oct-09	Picture-based health warnings announced by the Ministry of Health, effective February 2010	W	Ministry of Health
<b>Training</b>			
Apr-07	Three-day workshop in Islamabad to help project partners develop and finalize the full proposal	Grants	Ministry of Health/Nationals
Jan-09	Training of Technical Advisory Group on pictorial health warnings	W	Ministry of Health/Nationals
Apr-09	First training on implementing 100% smoke-free policies in Pakistan	P	Ministry of Health/The Union/Nationals