

THE TOBACCO CONTROL SCALE

The Tobacco Control Scale (TCS) is an indicator developed by Joossens and Raw (2006) to quantify the implementation of tobacco control policies at country level. This indicator is based on six policies described by the World Bank as priorities for tobacco control. The six policies are:

- price increases through higher taxes on cigarettes and other tobacco products,
- bans/restrictions on smoking in public and work places,
- better consumer information, including public information campaigns, media coverage and publicizing research findings,

- comprehensive bans on the advertising and promotion of all tobacco products, logos and brand names,
- large, direct health warning labels on cigarette boxes and other tobacco products,
- treatment to help dependent smokers stop, including increased access to medications.

For these six policy criteria, the policies in place in the EU countries are ranked according to their restrictiveness. Points are awarded for the policies in place in each country. The sum of the points awarded for all six policies is then a country's TCS score. The higher this score, the more restrictive are the smoking controls in place. The Table shows the 2010 TCS scores of the EU countries, in rank order, with their 2007 ranking shown for comparison. Turkey was included for the first time in the 2010 ranking and already has a high TCS score. The reason is that despite a strong tobacco history and high smoking

Table

The Tobacco Control Scale 2010 in Europe

2010 rank	Country	2007 rank	Change in rank	Price ^{a)}	Public place bans ^{b)}	Public information campaign spending ^{c)}	Advertising bans ^{d)}	Health warning ^{e)}	Treatment ^{f)}	Total (100)
1	UK	1	–	26	21	8	9	4	9	77
2	Ireland	2	–	27	21	1	12	2	6	69
3	Norway	4	▲ 1	25	17	2	12	1	5	62
4	Turkey	–	–	25	21	–	7	5	3	61
4	Iceland	2	▼ 2	20	17	9	12	1	2	61
6	France	7	▲ 1	21	17	1	9	1	6	55
7	Finland	8	▲ 1	17	17	2	10	2	4	52
7	Malta	5	▼ 2	19	17	–	9	1	6	52
9	Sweden	6	▼ 3	17	15	2	10	1	6	51
10	Belgium	8	▼ 2	17	13	2	8	4	6	50
11	Switzerland	18	▲ 7	15	11	9	2	5	6	48
12	Italy	10	▼ 2	16	17	–	8	1	5	47
13	Spain	12	▼ 1	14	17	1	9	1	4	46
13	Denmark	20	▲ 7	16	11	3	8	1	7	46
13	Netherlands	14	▲ 1	16	13	1	9	1	6	46
16	Romania	14	▼ 2	21	7	–	7	3	7	45
17	Slovenia	25	▲ 8	13	15	–	9	1	6	44
17	Latvia	24	▲ 7	18	14	–	9	3	0	44
19	Portugal	23	▲ 4	18	11	–	8	1	5	43
19	Estonia	11	▼ 8	14	12	–	10	1	6	43
19	Poland	14	▼ 5	15	11	–	9	1	7	43
22	Slovakia	17	▼ 5	15	10	–	9	1	6	41
22	Lithuania	21	▼ 1	17	12	–	8	1	3	41
14	Cyprus	19	▼ 5	14	11	–	10	1	4	40
14	Bulgaria	13	▼ 11	21	6	–	10	1	2	40
26	Germany	27	▲ 1	17	11	–	4	1	4	37
27	Hungary	22	▼ 5	15	6	–	7	1	5	34
27	Czech Rep.	25	▼ 2	14	7	–	8	1	4	34
29	Luxembourg	28	▼ 1	5	11	–	9	1	7	33
30	Austria	30	–	13	7	–	7	1	4	32
30	Greece	28	▼ 2	15	7	–	6	1	3	32

Note: Number of points out of possible ^{a)} 30, ^{b)} 22, ^{c)} 15, ^{d)} 13, ^{e)} 10, ^{f)} 10; the empty cells for public information campaign spending reflect missing data.

Source: Joossens and Raw (2011).

prevalence in men, Turkey successfully introduced comprehensive no-smoking regulations which apply high standards (no exceptions, no smoking rooms) and are well respected, according to results of the latest Eurobarometer survey¹ on the topic. Spain also recently introduced comprehensive no-smoking laws in bars and restaurants, but lost points as result of reduced funding for tobacco control activities and weak enforcement of the regulations in workplaces. The five countries which lead the ranking (UK, Ireland, Norway, Turkey and Iceland), all have a policy of high prices and the adoption of comprehensive no-smoking regulations. Three of them adopted legislation which bans the display of tobacco products at the point of sale.

Even though smoking restrictions are rarely seen as a major reason to quit smoking by smokers (Eurobarometer 2010), they have been shown to be efficient in reducing the smoking prevalence (Martinez-Sanchez et al. 2010). Furthermore, Schaap et al. (2008) found a positive correlation between TCS scores and age-standardised quit ratios and Hublet et al. (2009) could show that policies on cigarette prices, smoking in public and advertising bans may help to reduce smoking prevalence in adolescents.

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¹ Eurobarometer (2010).