

**World Health Organization Western Pacific Region
Healthy Cities Recognition 2014**

Measuring the impact of city-level tobacco control policies

Background

New champions of tobacco control can be found in local jurisdictions and other sectors like sports, tourism, women's organizations and workplaces. Local governments in particular can play a key role through their support for the development and enforcement of smoke-free policies and bans on advertising, promotion and sponsorship of tobacco. Several cities in the Western Pacific Region have passed comprehensive smoking bans and more are poised to implement local smoke-free ordinances. Many cities have also implemented bans on tobacco advertising on bill boards and in some cases through bans on point-of-sale advertising.

Monitoring tobacco use and tobacco control measures including monitoring of enforcement is critical to assessing the impact of tobacco control policies, and can provide valuable evidence to support acceleration of effective policies in other jurisdictions. Timely and accurate data can also be used to make adjustments in strategies so as to improve the likelihood of success.

WHO recommends the use of standardized questions to monitor tobacco use and tobacco control measures. Tobacco Questions for Surveys (TQS) is a set of 22 key standardized questions used in the Global Adult Tobacco Survey (GATS) to measure tobacco use and specific tobacco control measures, such as smoke free policies and advertising bans. These standardized questions, and other internationally standardized questions from GATS and the Global Youth Tobacco Survey (GYTS) are available at <http://www.cdc.gov/tobacco/global/> and can be used to monitor tobacco control efforts at national, subnational, and city level.

Recognition of Best Practice

Recognition will be given for outstanding innovative examples of city governments that have worked to carry out tobacco control monitoring and surveillance in partnership with academic institutions, civil society, and other organizations.

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