

A- REDUCE DEMAND FOR TOBACCO PRODUCTS

|  A1. Information and Raising Awareness |
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| **Aim: To inform individuals on the health, economic, environmental and social gains of quitting or never using tobacco products in order to help develop positive attitudes and behaviors.** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Percentage of students at formal education institutions educated in tobacco control (%) | - | 80 | 90 | 95 | 98 | 98 | 98 |
|  | Awareness of students at formal education institutions who have been educated in harms of tobacco products (%) | - | 70 | 75 | 80 | 85 | 90 | 90 |
|  | Percentage of students aged 13-15 years who report having been informed abo9ut harms of tobacco products at school (%) | 56 1 |  | 80 |  | 90 |  | 95 |
|  | Students aged 13-15 years of age who think exposure to secondhand tobacco smoke is harmful to health (%) | 79,5 1 |  | 85 |  | 90 |  | 95 |
|  | Support among students aged 13-15 years for smoking bans in areas stipulated by Law 4207 (%) | 91,1 1 |  | 93 |  | 95 |  | 98 |
|  | Support among students aged 13-15 years for smoking bans in outdoor public areas (%) | 74,5 1 |  | 77 |  | 79 |  | 85 |
|  | Persons aged 15+ who think tobacco use causes health problems (%) | 89,8 2 |  | 92 |  | 95 |  | 98 |
|  | Persons aged 15+ who think exposure to secondhand tobacco smoke causes serious health problems (%) | 83,3 2 |  | 88 |  | 95 |  | 98 |
|  | Persons aged 15+ who consider quitting smoking because of the public spots [messages] (%)  | 23,8 2 |  | 30 |  | 35 |  | 40 |
|  | Noticing anti-smoking messages among persons aged 15+ years of age (%) | 75,6 2 |  | 78 |  | 85 |  | 90 |
|  | Support among persons aged 15+ years of age for smoking bans in areas stipulated by Law 4207 (%) | 90,4 2 |  | 92 |  | 94 |  | 96 |
|  | Persons aged 15+ who support raised taxes on tobacco products (%) | 60,8 2 |  | 70 |  | 75 |  | 80 |
|  | Public knowledge of the tip-off mechanisms against violations of the Law 4207 (Green Detector, SABİM (MoH Communication Center) 184 hotline etc.) (%)  | - | Baseline assessment | 70 |  | 80 |  | 90 |
|  | Knowledge of smokers about cessation services (171 quitline, cessation clinics) (%) | - | Baseline assessment | 60 |  | 70 |  | 80 |

| **A1. Information and Raising Awareness** |
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| **INITIATIVE 1: Inform, raise awareness and develop positive attitudes and behaviors among students, teachers and parents about harms of tobacco use** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Implement educational activities and events on harms of tobacco products and prevention at preschool, primary and secondary education institutions
 |  |  |  |  |  |  |  |  |
| * + 1. Train APTP master trainers to deliver trainings in provinces
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Number of master trainers trained in addition to existing ones
 | * 100
 | * 100
 | * 100
 | * 100
 | * 100
 | * 100
 |
| * + 1. Master trainers to deliver practitioner trainings
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Number of guidance counselors trained as APTP practitioners in addition to existing ones
 | * 2.000
 | * 2.000
 | * 500
 | * 500
 | * 500
 | * 500
 |
| * + 1. APTP practitioners to deliver parents' module to parents
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Percentage of students at formal education institutions educated in tobacco control (%)
 | * 20%
 | * 40%
 | * 60%
 | * 70%
 | * 75%
 | * 80%
 |
| * + 1. Integrate APTP interactive materials into Education Informatics Network (EIN)
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Status of APTP and EIN integration
 | * Complete integration and launch
 | * Use interactive APTP content
 | * Continue with implementation
 | * Continue with implementation
 | * Continue with implementation
 | * Continue with implementation
 |
| * + 1. Include, to the extent possible, awareness-raising examples of harms of tobacco use in the curricula of science, social skills, mathematics and Turkish lessons
 | * **Ministry of National Education**
* Ministry of Health
 | * Implementation is in place
 | * Develop legislation and start implementation
 | * Continue with implementation
 | * Receive feedback, improve as necessary and continue with implementation
 | * Receive feedback, improve as necessary and continue with implementation
 | * Receive feedback, improve as necessary and continue with implementation
 | * Receive feedback, improve as necessary and continue with implementation
 |
| * + 1. Develop implicit scripts for existing animations and cartoons on the skills of saying "No" to peers when necessary, targeting children aged 3-6, 7-12 and 13-15 years
 | * **Ministry of Health**
* Directorate General of Press and Information
* Turkish Green Crescent Society
* Ministry of National Education
* TRT
 | * Number of implicit scripts developed
 | * At least 10
 | * At least 10
 | * At least 10
 | * At least 10
 | * At least 10
 | * At least 10
 |
| * + 1. Improve the School-Based Brief Intervention Program (SBIP) within the scope of secondary prevention efforts for students who have recently started or tried cigarettes, alcohol or drugs.
 | * **Ministry of National Education**
* **Turkish Green Crescent Society**
 | * Number of students at risk who were delivered SBIP
 | * 100%
 | * Conduct impact analysis of the program, revise as needed and continue with implementation on 100% of students
 | * 100%
 | * Conduct impact analysis of the program, revise as needed and continue with implementation on 100% of students
 | * 100%
 | * Conduct impact analysis of the program, revise as needed and continue with implementation on 100% of students
 |
| * + 1. Select and train SBIP practitioners
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Number of trained practitioners
 | * 240
 | * 240
 | * 100
 | * 100
 | * 100
 | * 100
 |
| * + 1. Strengthen Green Crescent clubs at schools and make sure that they organize at least one activity every month
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Number of formal education institutions with an active Green Crescent club
 | * Identify number of schools with a Green Crescent club and make sure the clubs organize at least one activity every month
 | * Establish Green Crescent clubs at formal education institutions and make sure that the clubs organize at least one activity every month
 | * Green Crescent clubs to continue with activities
 | * Green Crescent clubs to continue with activities
 | * Green Crescent clubs to continue with activities
 | * Green Crescent clubs to continue with activities
 |
| * + 1. Promote participation of young people at risk or disadvantaged young people in sports activities in schools
 | * **Ministry of Youth and Sports**
* **Ministry of National Education**
* Sports federations
 | * Number of at-risk and disadvantaged young people participating in school activities
 | * 50.000
 | * Additional 50.000
 | * Additional 100.000
 | * Additional 100.000
 | * Additional 100.000
 | * Additional 100.000
 |
| * + 1. Develop age-specific books, magazines and animations on daily living skills to promote awareness of healthy lifestyles
 | * **Turkish Green Crescent Society**
 | * Number of age-specific educational videos and children's story books
 | * 2
 | * Additional 3
 | * Additional 5
 | * Additional 5
 | * Additional 5
 | * Additional 5
 |
| * + 1. Organize drawing, poetry and essay writing contests and campaigns (e.g. My Teacher Does Not Smoke) in schools
 | * **Ministry of National Education**
 | * Number of activities organized
 | * At least 2 activities organized in each school every year
 | * At least 2 activities organized in each school every year
 | * At least 2 activities organized in each school every year
 | * At least 2 activities organized in each school every year
 | * At least 2 activities organized in each school every year
 | * At least 2 activities organized in each school every year
 |
| * + 1. Schools to post tobacco control posters on announcement boards periodically
 | * **Ministry of National Education**
 | * Number of different types of posters used in schools
 | * Design posters
 | * 8
 | * 8
 | * 8
 | * 8
 | * 8
 |
| * + 1. Educate participants of youth camps and youth centers in harms of tobacco products
 | * **Ministry of Youth and Sports**
* Turkish Green Crescent Society
 | * Number of students attending the camps
 | * 2.000 students
 | * 2.000 students
 | * 4.000 students
 | * 4.000 students
 | * 4.000 students
 | * 4.000 students
 |
| **1.2. Implement educational activities and events on harms of tobacco products and prevention at higher education institutions** |  |  |  |  |  |  |  |  |
| * + 1. Include content in the 1st-, 2nd- and 6th-grade curricula of medical faculties on awareness-raising, disease associations and tobacco control
 | * **CoHE**
* Ministry of Health
 | * Ratio of faculties implementing the program (%)
 | * 30
 | * 70
 | * 90
 | * 95
 | * 100
 | * 100
 |
| * + 1. Implement education programs at other health sciences faculties and higher vocational schools on awareness-raising and prevention
 | * **CoHE**
* Ministry of Health
 | * Ratio of faculties implementing the program (%)
 | * Develop the program
 | * 70
 | * 90
 | * 95
 | * 100
 | * 100
 |
| * + 1. Develop and implement education programs for undergraduates of education faculties on delivering counseling and guidance in tobacco prevention to their students
 | * **CoHE**
* Ministry of Health
 | * Ratio of faculties implementing the program (%)
 | * Develop the program
 | * 20
 | * 30
 | * 40
 | * 50
 | * 60
 |
| * + 1. Implement the peer education model in schools
 | * **Ministry of National Education**
 | * Status of implementation
 | * Implementation is in place
 | * Continue with implementation
 | * Continue with implementation
 | * Continue with implementation
 | * Continue with implementation
 | * Continue with implementation
 |
| * + 1. Improve and scale up APTP Peer Practitioner Training for members of Young Green Crescent Clubs in universities
 | * **Turkish Green Crescent Society**
* Universities
 | * Number of trained practitioners
 | * 300
 | * Additional 300
 | * Additional 300
 | * Additional 300
 | * Additional 300
 | * Additional 300
 |
| * + 1. Increase the number of individual and organizational members of the Young Volunteers Platform and promote active participation of young people in voluntary activities
 | * **Ministry of Youth and Sports**
* Ministry of Health
* Ministry of National Education
* Ministry of Family and Social Policies
* Department of Religious Affairs
* Ministry of Internal Affairs
* Universities
* Ministry of Culture and Tourism
* Local Administrations
* Sports Federations
 | * Increase in volunteers joining the Young Volunteers Platform and in the number of published adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 | * Additional 10.000 Young Volunteers
* Additional 300 adverts
 |

| **A1. Information and Raising Awareness** |
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| **INITIATIVE 2: Develop and Implement Educational Activities for the Employees of Public Institutions and Agencies** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Include information on harms of tobacco products and secondhand exposure in occupational health safety training modules
 | * **Ministry of Labor and Social Security**
* Ministry of Health
 | * Percentage of individuals trained in harms of tobacco products and secondhand exposure under occupational health safety training (%)
 | * Develop training module and include it in occupational health and safety curriculum
 | * 100
 | * 100
 | * 100
 | * 100
 | * 100
 |
| * 1. Include information on harms of tobacco products and secondhand exposure in the training programs for candidate civil servants and orientation training programs of new civil servants
 | * **State Personnel Department**
* Ministry of Health
 | * Status of orientation training of candidate civil servants new civil servants in harms of tobacco products and secondhand exposure
 | * Develop training module
* Include the module in the orientation training curriculum
 | * All new civil servants are trained
 | * All new civil servants are trained
 | * All new civil servants are trained
 | * All new civil servants are trained
 | * All new civil servants are trained
 |
| * 1. Include information on harms of tobacco products and secondhand exposure in the education programs of rank and file
 | * **Ministry of National Defense**
* Ministry of Health
* Ministry of Internal Affairs
* Turkish Green Crescent Society
 | * Coverage (%)
 | * 20
 | * 50
 | * 100
 | * 100
 | * 100
 | * 100
 |
| * 1. Organize job-relevant trainings to social workers, psychologists and dorm administrators and dorm officers working at the Higher Education Student Loans and Dormitories Institution
 | * **Ministry of Youth and Sports**
* Turkish Green Crescent Society
 | * Number of HELDI staff trained as trainers
 | * Additional 162
 | * Additional 162
 | * Additional 162
 | * Additional 162
 | * Additional 162
 | * Additional 162
 |
| * 1. Organize informative and awareness-raising trainings for the local employees of the Department of Religious Affairs
 | * **Department of Religious Affairs**
* Turkish Green Crescent Society
 | * Status of implementation of trainings and number of trainees
 | * Develop training modules and complete ToT by training additional staff members as trainers
 | * Continue with the implementation of training modules
 | * Continue with the implementation of training modules
 | * Continue with the implementation of training modules
 | * Continue with the implementation of training modules
 | * Continue with the implementation of training modules
 |
| * 1. Organize training of trainers programs for the youth leaders and camp leaders working at the Ministry of Youth and Sports
 | * **Ministry of Youth and Sports**
* Turkish Green Crescent Society
 | * Number of youth leaders trained as trainers
* Number of camp leaders trained as trainers
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 | * Additional 162 youth leaders
* Additional 80 camp leaders
 |
| * 1. Organize tobacco prevention trainings for professional groups which are considered role models (e.g. police, military, teachers, health workers)
 | * **Ministry of Health**
* Ministry of Internal Affairs
* Ministry of National Education
* Ministry of National Defense
* Turkish Green Crescent Society
 | * Number of beneficiaries
 | * 50.000
 | * Additional 75.000
 | * Additional 75.000
 | * Additional 75.000
 | * Additional 75.000
 | * Additional 75.000
 |
| * 1. Promote "Smoke-Free Organization" in institutions particularly including education and health institutions
 | * **Ministry of Health**
* Ministry of Internal Affairs
* Ministry of National Education
* Ministry of National Defense
* Turkish Green Crescent Society
 | * Number of institutions engaged in the Smoke-free organization initiative
* Percentage of engaged institutions which have meet the Smoke-free organization criteria
 | * Develop program and start receiving applications
* 60%
 | * 20% increase compared to baseline
* 70%
 | * 25% increase compared to baseline
* 80%
 | * 30% increase compared to baseline
* 90%
 | * 35% increase compared to baseline
* 95%
 | * 40% increase compared to baseline
* 95%
 |
| * 1. Besides legal no-smoking warnings, introduce use of informative posters and brochures on general announcement boards and tables and other accessories (e.g. plate saucers, spice shakers, tissue dispensers) used at the cafeterias and other social facilities
 | * **Ministry of Health**
* All public institutions and agencies
 | * Percentage of institutions implementing the program
 | * Develop visuals and messages and disseminated to institutions
* Identify number of institutions implementing the program
 | * 10% increase in the number of institutions implementing the program
 | * 20% increase in the number of institutions implementing the program
 | * 30% increase in the number of institutions implementing the program
 | * 40% increase in the number of institutions implementing the program
 | * 50% increase in the number of institutions implementing the program
 |
| * 1. Turkish Dependence Prevention Program (TBM) practitioners to implement the TBM adult training module for teachers other than guidance counselors (teachers) at schools through seminars and similar events
 | * **Ministry of National Education**
* Turkish Green Crescent Society
 | * Percentage of teachers trained in the adult training module in seminar programs
 | * 70%
 | * 80%
 | * 90%
 | * 95%
 | * 95%
 | * 95%
 |
| **A1. Information and Raising Awareness** |
| **INITIATIVE 3: Increase support by CSOs and local administrations to tobacco control efforts** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop plans and protocols with CSOs and local administrations for joint work on harms of tobacco use and secondhand exposure
 | * **Turkish Green Crescent Society**
* Ministry of Health
* Ministry of Family and Social Policies
* Ministry of Youth and Sports
* Ministry of Labor and Social Security
* CSO
 | * Number of local administrations that signed the protocol
 | * 10 districts with > 200.000 inhabitants
* 5 districts with > 100.000 inhabitants
 | * 20 districts with > 200.000 inhabitants
* 10 districts with > 100.000 inhabitants
 | * 20 districts with > 200.000 inhabitants
* 10 districts with > 100.000 inhabitants
 | * 30 districts with > 200.000 inhabitants
* 15 districts with > 100.000 inhabitants
 | * 20 districts with > 200.000 inhabitants
* 15 districts with > 100.000 inhabitants
 | * All districts with > 200.000 inhabitants
* 15 districts with > 100.000 inhabitants
 |
| * 1. Expand the scope of the "Health Ambassadors Project" to tobacco control at national level through selected volunteers among traders
 | * **Turkish Green Crescent Society**
* Ministry of Health
 | * Number of districts to implement the project
 | * 50
 | * Additional 50
 | * Additional 50
 | * Additional 40
 | * Additional 40
 | * Additional 40
 |
| * 1. Develop a public e-library on tobacco control which volunteers can use to publicly disseminate default text and visual messages prepared by professionals and volunteers
 | * **Turkish Green Crescent Society**
* Ministry of Health
 | * Status of developing the e-library
 | * E-library is developed and in use
 | * Improve based on feedback and continue with implementation
 | * Improve based on feedback and continue with implementation
 | * Improve based on feedback and continue with implementation
 | * Improve based on feedback and continue with implementation
 | * Improve based on feedback and continue with implementation
 |

| **A1. Information and Raising Awareness** |
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| **INITIATIVE 4: Continue with information activities on health and social hazards of tobacco products and prevention to cover the whole population** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop and launch a communication campaign on tobacco control
 |  |  |  |  |  |  |  |  |
| * + 1. Create a Scientific Committee on Tobacco Control Communication to support communication activities in tobacco control with scientific base
 | * **Ministry of Health**
* Directorate General of Press and Information
* RTSC
* Turkish Green Crescent Society
* Universities
 | * Status of creating the committee
 | * Committee is created and functional
 |  |  |  |  |  |
| * + 1. Develop a communication management plan for the implementation of the communication campaign
 | * **Ministry of Health**
* Directorate General of Press and Information
* RTSC
* Turkish Green Crescent Society
* Universities
 | * Status of developing the plan
 | * Plan is developed and published
 |  |  |  |  |  |
| * + 1. Identify the communication theme and methods for tobacco control
 | * **Ministry of Health**
* Directorate General of Press and Information
* RTSC
* Turkish Green Crescent Society
* Universities
 | * Status of identifying communication methods
 | * Communication theme and methods are identified
 |  |  |  |  |  |
| * + 1. Design and implement the communication campaign
 | * **Ministry of Health**
* Ministry of Internal Affairs
* RTSC
* Ministry of Culture and Tourism
* Journalists Association
* RTBU
* Education and Health Journalists Association
 | * Status of campaign implementation
 | * Communicate all phases of the campaign to related stakeholders and publicize the campaign
 | * Start implementing the campaign
 | * Continue with campaign implementation
 | * Conduct impact analysis and continue with implementation
 | * Continue with campaign
 | * Continue with campaign
 |
| * 1. Conduct activities for increased support for tobacco control by print and audiovisual media
 |  |  |  |  |  |  |  |  |
| * + 1. Develop training, awareness and certificate programs for drama, movie and theater play directors and script writers and members of the print and visual media (e.g. the Journalists Association, unions of TV organizations, radio broadcasters, members of education and health journalists unions)
 | * **Ministry of Health**
* RTSC
* Ministry of Culture and Tourism
* Journalists Association
* RTBU
* Education and Health Journalists Association
* CSO
 | * Number of certified trainings organized
 | * Develop training program, communicate to concerned parties and begin receiving applications
 | * 2
 | * 2
 | * 2
 | * 2
 | * 2
 |
| * + 1. Develop an incentive mechanism (Ministry of Culture and Tourism incentives etc.) for dramas, movies, theater plays and children's productions to deliver harms of tobacco products and secondhand smoke
 | * **Ministry of Health**
* **Ministry of Culture and Tourism**
 | * Status of implementing the incentive mechanism
 | * Implement the incentive mechanism and define budget
 | * 10% increase in incentive budget compared to previous year
 | * 10% increase in incentive budget compared to previous year
 | * 10% increase in incentive budget compared to previous year
 | * 10% increase in incentive budget compared to previous year
 | * 10% increase in incentive budget compared to previous year
 |
| * + 1. Organize periodic meetings with the managers and representatives of mainstream and local media in order to inform about tobacco control efforts
 | * **Ministry of Health**
* Directorate General of Press and Information
 | * Number of meetings held
 | * Hold meetings twice a year
 | * Hold meetings twice a year
 | * Hold meetings twice a year
 | * Hold meetings twice a year
 | * Hold meetings twice a year
 | * Hold meetings twice a year
 |
| * + 1. Promote publication of feature stories, interviews and series on harms of tobacco use and secondhand smoke and dissemination of awareness-raising messages on newspapers, magazines and radio programs
 | * **Ministry of Health**
* **Directorate General of Press and Information**
 | * Number of yearly news reports, interviews and series
 | * 6
 | * 10
 | * 10
 | * 10
 | * 10
 | * 10
 |
| * + 1. Raise, through print and audiovisual media, public recognition of 171 Quitline, 184 SABİM Hotline (for complaints related to tobacco), Green Detector and CCs which provide services related to tobacco use and prevention of passive exposure
 | * **Ministry of Health**
* **Turkish Green Crescent Society**
 | * Number of news reports covered by the national media about 171 Quitline, 184 SABİM hotline, Green Detector and cessation clinics
 | * 2
 | * 6
 | * 6
 | * 6
 | * 6
 | * 6
 |
| * + 1. Make news reports of selected success stories from 171 quitline and cessation clinics
 | * **Ministry of Health**
* Directorate General of Press and Information
 | * Number of news reports on success stories
 | * 6 new success stories covered every year
 | * 6 new success stories covered every year
 | * 6 new success stories covered every year
 | * 6 new success stories covered every year
 | * 6 new success stories covered every year
 | * 6 new success stories covered every year
 |
| * + 1. Monitor frequency of coverage of tobacco control activities in the media
 | * **Directorate General of Press and Information**
* Ministry of Health
 | * Status of implementation of data monitoring mechanism
 | * Begin monitoring data
 | * Monitor data and prepare feedback reports for institutions
 | * Maintain the system
 | * Maintain the system
 | * Maintain the system
 | * Maintain the system
 |
| * 1. Conduct activities on social media to increase the visibility and effectiveness of tobacco control efforts
 |  |  |  |  |  |  |  |  |
| * + 1. Develop training, awareness and certificate programs for social media personages and role models to help them support tobacco control activities
 | * **Ministry of Health**
* Turkish Green Crescent Society
 | * Number of persons disseminating messages
 | * 20
 | * 20
 | * 20
 | * 20
 | * 20
 | * 20
 |
| * + 1. Create a social media platform to disseminate informative messages on tobacco control
 | * **Ministry of Health**
* Turkish Green Crescent Society
 | * Number of messages disseminated
 | * 400
 | * 500
 | * 600
 | * 700
 | * 800
 | * 1000
 |
| * + 1. Institutions to share messages from official social media accounts on special days and weeks (World No Tobacco Day, Quit Smoking Day, Green Crescent Week etc.)
 | * **Ministry of Health**
* **All CDP member institutions**
 | * Number of institutions disseminating messages
 | * All CDP member institutions
 | * All CDP member institutions
 | * All CDP member institutions
 | * All CDP member institutions
 | * All CDP member institutions
 | * All CDP member institutions
 |
| * + 1. Place unskippable pop-ups and banners including relevant images and videos at the beginning or inside most popular videos on the Internet and doodles on social networks and websites most commonly visited by target users including forums, blogs, online games and online shopping sites
 | * **Ministry of Health**
* Directorate General of Press and Information
* Turkish Green Crescent Society
* Universities
 | * Number of videos and banners prepared
* Number of pop-up and banner placements
 | * Develop 5 videos and 10 banners
 | * Continue to use the materials
 | * Develop 5 videos and 10 banners
 | * Continue to use the materials
 | * Develop 5 videos and 10 banners
 | * Continue to use the materials
 |
| * + 1. Prepare viral videos on the impacts and harms of tobacco use and ensure dissemination on digital media channels
 | * **Ministry of Health**
* ITCA
* CSO
 | * Number of viral videos prepared
 | * 2
 | * 2
 | * 3
 | * 4
 | * 4
 | * 4
 |
| * + 1. Working on building community advocacy on the negative image associated with tobacco use and harms of passive exposure on community blogs and forums etc. which are popular among young people
 | * **Ministry of Health**
* Directorate General of Press and Information
* Turkish Green Crescent Society
 | * Status of implementation of the activity
 | * Create and operationalize a social media team for the activity
 | * Social media team to continue with the activity
 | * Social media team to continue with the activity
 |  |  |  |
| * 1. Organize education and information activities in public areas and events (concerts, shopping malls, festivals, art events etc.).
 |  |  |  |  |  |  |  |  |
| * + 1. Open stands where carbon monoxide in breath is measured and information brochures are distributed and maintain public information activities on special days and weeks related to tobacco control (e.g. 21 May, 9 February, World COPD Day) in shopping malls, cinemas, squares, festivals and similar public areas where people gather
 | * **Ministry of Health**
* Turkish Green Crescent Society
* Municipalities
 | * Number of events per province in 1 year
 | * At least 6 events
 | * At least 6 events
 | * At least 6 events
 | * At least 6 events
 | * At least 6 events
 | * At least 6 events
 |
| * + 1. Provide information to students, young people and citizens about harms of tobacco products and secondhand smoke through religious discourses, Friday sermons, special proselytization programs, conferences, seminars, panels at mosques, Quran tutoring centers, Family and Religious Counseling Bureaus, dormitories and other places deemed appropriate by local religious departments
 | * **Department of Religious Affairs**
* Ministry of Health
* Turkish Green Crescent Society
* Ministry of Youth and Sports
* Ministry of Family and Social Policies
 | * Increase in the number of religious discourses, special proselytization sessions, conferences seminars, panels etc. on harms of tobacco compared to previous year (%)
 | * 50%
 | * 50%
 | * 50%
 | * 50%
 | * 50%
 | * 50%
 |
| * + 1. Use billboards, announcement means on public transportation vehicles, outdoor TVs and similar means and spaces to inform the public on tobacco use and its harms
 | * **Ministry of Health**
* Union of Municipalities
* Ministry of Internal Affairs
 | * Number of implementing provinces
 | * 20
 | * 40
 | * 50
 | * 60
 | * 70
 | * 81
 |
| * + 1. GSM operators to send informative SMS messages to subscribers on harms of tobacco products and secondhand smoke
 | * **Ministry of Health**
* **Information Technologies and Communications Authority**
 | * Number of SMS messages sent in 1 year
 | * 300.000
 | * 500.000
 | * 1.000.000
 | * 2.000.000
 | * 2.000.000
 | * 2.000.000
 |
| * + 1. Carry out information activities on harms of tobacco products at youth centers, dormitories, youth camps, scout camps etc. through the lifelong learning program, driving courses, public education courses, premarital counseling programs etc.
 | * **Ministry of Health**
* Ministry of Family and Social Policies
* Ministry of National Education
* Ministry of Youth and Sports
* Union of Municipalities
* Turkish Green Crescent Society
 | * Number of programs where information on harms of tobacco product was provided
 | * 7
 | * 7
 | * 7
 | * 7
 | * 7
 | * 7
 |
| * + 1. Carry out special information programs on the health and social harms of tobacco use and the tactics of the tobacco industry for women to empower them for protecting themselves and their families
 | * **Ministry of Family and Social Policies**
* Local Administrations
* Ministry of Health
* Turkish Green Crescent Society
 | * Status of program implementation
 | * Develop training modules and other documents
* Start training selected volunteers
 | * Train additional 500 volunteers
 | * Train additional 500 volunteers
 | * Train additional 500 volunteers
 | * Train additional 500 volunteers
 | * Train additional 500 volunteers
 |
| * + 1. Develop and implement working algorithms for protecting out-of-school children of secondary education age from tobacco dependence
 | * **Ministry of Family and Social Policies**
* Ministry of National Education
* Ministry of Health
* TEA
* Ministry of Health
* Turkish Green Crescent Society
 | * Status of starting the activity
* Percentage of children reached
 | * Develop the algorithms
* Identify number of children included and not included in the employment system by province
 | * 50%
 | * 60%
 | * 70%
 | * 80%
 | * 90%
 |
| * + 1. Deliver awareness trainings to athletes attending to Athlete Training Centers (ATCs) and Olympic Preparation Centers of Turkey (OPCTs)
 | * **Ministry of Youth and Sports**
* Turkish Green Crescent Society
* Ministry of Health
* Sports Federations
 | * Number of trained athletes at ATC and OPCT
 | * Additional 250
 | * Additional 250
 | * All
 | * All
 | * All
 | * All
 |
| * + 1. Publicly reward individuals and organizations with outstanding efforts in tobacco control
 | * **Ministry of Health**
 | * Number of activities organized
 | * 81
 | * 81
 | * 81
 | * 81
 | * 81
 | * 81
 |

| A2. Cessation |
| --- |
| **Aim: To improve and scale up tobacco dependence treatment services and increase success rates of tobacco dependence treatment** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Success rate of cessation clinics (percentage of persons who have not smoked for at least 1 year after quitting) (%) | 16.4 [[1]](#footnote-2) | 20 | 22 | 24 | 28 | 32 | 36 |
|  | Percentage of persons having quit with the assistance of 171 quitline (percentage of persons who have not smoked for at least 1 year after quitting) (%) | 8 [[2]](#footnote-3) | 10 | 11 | 12 | 13 | 14 | 15 |
|  | Percentage of tobacco users visiting family physicians who have received brief clinical interventions (%) |  | Baseline assessment | 90 | 95 | 97 | 98 | 98 |
|  | Percentage of outpatient care users at secondary and tertiary healthcare facilities who have been inquired for smoking status (%) |  | Baseline assessment  | 80 | 85 | 90 | 93 | 93 |
|  | Percentage of clients aged 15+ visiting physicians for any health problem who have been inquired for smoking status (%) | 46 2 |  | 70 |  | 80 |  | 90 |
|  | Percentage of smoker clients aged 15+ visiting physicians for any health problem who have been recommended to quit (%) | 87,4 2 |  | 90 |  | 95 |  | 100 |

| **A2. Cessation** |
| --- |
| **Initiative 1: Conduct brief clinical interviews with individuals presenting to health facilities at all encounters** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Ensure that physicians and dentists apply brief clinical intervention (learn, recommend, measure)
 |  |  |  |  |  |  |  |  |
| * + 1. Brief physicians and dentists on brief clinical intervention
 | * **Ministry of Health**
 | * Percentage of briefed physicians and dentists
 | * Develop module and disseminate in the field
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| * + 1. Introduce mandatory inquiry of tobacco use status on HIMS and FMIS
 | * **Ministry of Health**
 | * Status on integration of information systems
 | * Complete necessary infrastructure and legislation work
 | * Integrate into information systems and launch the application
 | * Maintain implementation
 | * Maintain implementation
 | * Maintain implementation
 | * Maintain implementation
 |
| * + 1. Include brief clinical intervention in performance indicators
 | * **Ministry of Health**
 | * Status of incorporation into performance indicators
 | * Complete technical and legislation work
 | * Included in performance indicators
 | * Improve and maintain implementation
 | * Improve and maintain implementation
 | * Improve and maintain implementation
 | * Improve and maintain implementation
 |
| * 1. Ensure that non-physician health workers apply brief clinical intervention
 |  |  |  |  |  |  |  |  |
| * + 1. Brief non-physician health workers on brief clinical intervention
 | * **Ministry of Health**
 | * Percentage of briefed non-physician health workers
 | * Develop training module, disseminate and roll out
 | * 60%
 | * 70%
 | * 80%
 | * 90%
 | * 100%
 |
| * 1. Organize training of trainers sessions for health workers and auxiliary health staff working at primary care facilities (FHCs and CHCs)
 | * **Ministry of Health**
 | * Percentage of auxiliary health staff trained in dependence prevention
 | * Develop training modules
* Train 162 people as trainers
* Launch trainings
 | * 100%
 | * Train new and untrained auxiliary health staff
 | * Train new and untrained auxiliary health staff
 | * Train new and untrained auxiliary health staff
 | * Train new and untrained auxiliary health staff
 |

| **A2. Cessation** |
| --- |
| **Initiative 2: Strengthen cessation services** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **2.1. Increase number of units providing cessation services** |  |  |  |  |  |  |  |  |
| **2.1.1.** Scale up cessation clinics in primary care centers other than FHCs | * **Ministry of Health**
 | * Proportion of CCs at primary level to all institutions (%)
 | * 70
 | * 90
 | * 90
 | * 100
 | * 100
 | * 100
 |
|  **2.1.2.** Family health centers to provide cessation services | * **Ministry of Health**
 | * Proportion of CCs at family health centers to all centers (%)
 | * 60
 | * 70
 | * 80
 | * 90
 | * 100
 | * 100
 |
| * + 1. Scale up CCs in secondary and tertiary care facilities
 | * **Ministry of Health**
* SSI
 | * Number of CCs in secondary and tertiary care facilities
 | * 333
 | * 400
 | * 450
 | * Additional 50 if needed
 | * Additional 50 if needed
 | * Additional 50 if needed
 |
| * + 1. Integrate Family Medicine Information System (FMIS) with 171 quitline
 | * **Ministry of Health**
* SSI
 | * Status of integration
 | * Provide technical infrastructure and software
 | * Integration is in place
 |  |  |  |  |
| * + 1. Ensure continuity of pharmacological therapies for cessation offered by CCs
 | * **Ministry of Health**
 | * Number of users to benefit from free cessation drugs and preparations
 | * 200.000
 | * 300.000
 | * 400.000
 | * 500.000
 | * 500.000
 | * 500.000
 |
| **2.1.6. Include tobacco dependence treatment in the Health Implementing Regulation [reimbursement list]** | * **Ministry of Health**
 | * Status of including tobacco dependence treatment in the Health Implementing Regulation
 | * Complete necessary technical work and draft legislation
 | * Tobacco dependence treatment is included in the Health Implementing Regulation
 |  |  |  |  |
| * + 1. Amend the supplementary payment regulation to improve the status of staff working at CCs
 | * **Ministry of Health**
 | * Legislation is in place
 | * Legislation drafted
 | * Legislation is enforced
 | * Assess and revise legislation as necessary
 |  |  |  |
| * 1. Raise quality of the service
 |  |  |  |  |  |  |  |  |
| **2.2.1.** Require family physicians to complete the distance training module on tobacco cessation treatment | * **Ministry of Health**
 | * Percentage of trained family physicians
 | * Provide technical infrastructure and software
 | * 70%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| **2.2.2.** Revise and update CC legislation in line with current needs | * **Ministry of Health**
 | * Status of legislation amendment
 | * Review current practice and legislation with stakeholders and draft legislation
 | * New legislation is enforced
 |  |  |  |  |
| **2.2.3. Provider refresher trainings to all health workers at CCs on tobacco dependence and treatment** | * **Ministry of Health**
 | * Percentage of health staff who have received the refresher training
 |  | * 100%
 |  | * 100%
 |  | * 100%
 |
| * + 1. Evaluate services and performance of CCs regularly
 | * **Ministry of Health**
 | * Status of evaluating success rates of clinics and provinces
 | * Develop performance criteria and evaluation standards
 | * Prepare performance report and use the report in the reward and incentive mechanism
 |  | * Prepare performance report and use the report in the reward and incentive mechanism
 |  | * Prepare performance report and use the report in the reward and incentive mechanism
 |

| **A2. Cessation** |
| --- |
| **INITIATIVE 3: Improve cessation support programs and practices** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **3.1. Strengthen the services of the Quitline** |  |  |  |  |  |  |  |  |
| * + 1. Monitor and evaluate Quitline services regularly and update the delivery algorithm as necessary
 | * **Ministry of Health**
 | * Status of conducting performance evaluation every two years
 |  | * Prepare performance report and use the report in the reward and incentive system
* Update service delivery algorithm as necessary
 |  | * Prepare performance report and use the report in the reward and incentive system
* Update service delivery algorithm as necessary
 |  | * Prepare performance report and use the report in the reward and incentive system
* Update service delivery algorithm as necessary
 |
| * + 1. Organize regular in-service trainings for Quitline staff
 | * **Ministry of Health**
 | * Number of trainings organized in one year
 | * 2
 | * 2
 | * 2
 | * 2
 | * 2
 | * 2
 |
| * 1. Strengthen digital cessation services (e.g. via websites, SMS services, virtual media and social media)
 |  |  |  |  |  |  |  |  |
| * + 1. Improve and diversify smart phone apps (cessation software, CO measurement etc.)
 | * **Ministry of Health**
 | * Status of developing smart phone app
 | * Develop the software infrastructure and framework and determine necessary budget
 | * Develop and launch smart phone app
 |  | * Evaluate the program and update as necessary
 |  | * Evaluate the program and update as necessary
 |
| * + 1. Improve and diversify the content of web applications
 | * **Ministry of Health**
 | * Status of developing the web application
 | * Conduct impact assessment and identify needs
 | * Update website in line with identified needs
 | * Keep content up-to-date
 | * Update content as necessary
 | * Keep content up-to-date
 | * Keep content up-to-date
 |
| * 1. Promote cessation
 |  |  |  |  |  |  |  |  |
| * + 1. Organize Quit & Win Campaigns
 | * **Ministry of Health**
 | * Number of events per province in 1 year
 |  | * 2 (organize on 9 February and 31 May)
 | * 2 (organize on 9 February and 31 May)
 | * 2 (organize on 9 February and 31 May)
 | * 2 (organize on 9 February and 31 May)
 | * 2 (organize on 9 February and 31 May)
 |
| * + 1. Introduce positive discrimination practices for nonsmoking staff (e.g. quitting work 30 minutes earlier, adding 7 days to paid annual leave, lowering insurance premium contributions, reduced tax for establishments with no smoking staff, preferential selection of nonsmoking candidates at recruitment, increasing child and family aid for nonsmoking staff)
 | * **CDP member institutions**
 | * Status of legislation amendment
* Number of participating establishments
* Number of participating public institutions
 | * Review and update existing legislation
* Launch implementation among public institutions and establishments owned by private legal persons on voluntary basis
* Identify participating establishments and public institutions
 | * Implement drafted legislation
* Start implementation in all public institutions in accordance with the legislation
* 20% increase in the number of participating establishments compared to previous year
 | * 20% increase in the number of participating establishments compared to previous year
 | * At least 30% of the establishments throughout the country have participated
 | * At least 40% of the establishments throughout the country have participated
 | * At least 50% of the establishments throughout the country have participated
 |
| * + 1. Introduce new regulations and practices to motivate premarital couples to quit (e.g. compulsory visit to the cessation clinic, providing drugs and patches free of charge)
 | * **Municipalities**
* Ministry of Health
 | * Percentage of smoker applicants who have received cessation service
 | * 20%
 | * 50%
 | * 70%
 | * 90%
 | * 95%
 | * 95%
 |

| **A2. Cessation** |
| --- |
| **INITIATIVE 4: Motivate special target groups to quit and offer cessation support** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Plan special cessation services for pregnant women, people under 18 years of age and people with NCDs
 |  |  |  |  |  |  |  |  |
| * + 1. Develop clinical guidelines suitable to the context of the country for special cessation treatment for pregnant women and people aged 18 years or younger
 | * **Ministry of Health**
 | * Start working with professional organizations to develop the guidelines
* Status of drafting the guidelines
 |  | * Publish the guidelines and disseminate nationally
 |  |  |  |  |
| * + 1. Specialized units to deliver tobacco dependence treatment for pregnant women and young people aged 18 years or younger are in place
 | * **Ministry of Health**
 | * Number of tobacco special cessation clinics for pregnant women, people under 18 years of age and people with NCDs
 | * 2
 | * 20
 | * 35
 | * 45
 | * 60
 | * 70
 |
| * + 1. Introduce no smoking as a prerequisite for prospective parents who wish to be reimbursed for IVF treatment
 | * **Ministry of Health**
 | * Status of legislation development
 |  | * Legislation is enforced
 |  |  |  |  |

| **A3. Pricing and Taxation** |
| --- |
| **Aim: To reduce demand for tobacco products by increasing the tax burden on tobacco products and increasing their price further** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| 1. | Ratio of average price of 100 cigarette packages to GDP per capita (%) | 2,7[[3]](#footnote-4)5 | 2,74 | 2,77 | 2,85 | 2,96 | 3,1 | 3,21 |
|  | Ratio of monthly minimal wage to the cheapest price of 30 packages of cigarettes  | 6,245 | 6,19 | 6,14 | 5,97 | 5,75 | 5,52 | 5,30 |

| **A3. Pricing and Taxation** |
| --- |
| **INITIATIVE 1: Raise taxes by considering both the ratio of GDP per capita and increases in minimal wage** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Raise taxes to levels which will ensure achieving the goal indicators as a minimum
 | * **Ministry of Finance**
 | * Status of tax increase which will raise cigarette prices
 | * Revise current system to enable increases in cigarette prices to reduce access of children and young people in particular, draft necessary legislation amendment
 | * Implement the new tax system
 | * Implement the new tax system
 | * Implement the new tax system
 | * Implement the new tax system
 | * Implement the new tax system
 |
| * 1. Maintain the automated price increase mechanism in a way to make sure that increases in the prices of tobacco products are higher than the purchasing power
 |  |  |  |  |  |  |  |  |
| * + 1. Maintain the existing practice of excise tax increases on tobacco products in January and July
 | * **Ministry of Finance**
 | * Status of automatic price increases in every January and July
 | * Prices are raised in January and July
 | * Prices are raised in January and July
 | * Prices are raised in January and July
 | * Prices are raised in January and July
 | * Prices are raised in January and July
 | * Prices are raised in January and July
 |
| **1.3. Increase the tax rates on cheroots and cigarillos at least to the level of taxes on tobacco products** | * **Ministry of Finance**
 | * Proportion of the tax rate applied to cheroots and cigarillos to that of cigarettes
 | * 0,6
 | * 1
 | * 1
 | * 1
 | * 1
 | * 1
 |

| **A3. Pricing and Taxation** |
| --- |
| **INITIATIVE 2: Increase taxes payable by entities that generate revenues out of manufacturing, sales and presentation of tobacco products** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **2.1. Increase tax rates on imported tobacco** | * **Ministry of Finance**
 | * Status of adoption of legislation
 | * Draft legislation on a new tax system applicable to imported tobacco
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Define a new budget line in the global budget to be funded by earmarking a certain share of the amounts billed to suppliers by dealers of tobacco products, shisha cafés and other persons and entities selling and / or presenting tobacco and tobacco products for use in tobacco control activities in addition to the existing excise tax and VAT
 | * **Ministry of Finance**
* Ministry of Health
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |

| A4. Prevent Passive Exposure to Tobacco Smoke |
| --- |
| **Aim: To prevent health hazards associated with passive exposure to tobacco smoke and encourage smokers to quit** |
| **Number** | **Indicator**  | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Passive exposure at home among students aged 13-15 years of age (%) | 46,1[[4]](#footnote-5)1 |  | 40 |  | 30 |  | 20 |
|  | Passive exposure among students aged 13-15 years of age in indoor areas where smoking is banned by the Law 4207 (%) | 51,81 |  | 45 |  | 35 |  | 25 |
|  | Students aged 13-15 years who have witnessed tobacco use inside school buildings or outdoor areas of schools where smoking is banned by the Law 4207 (%) | 59,31 |  | 20 |  | 10 |  | 5 |
|  | Passive exposure among individuals aged 15+ at cafés or coffeehouses (%) | 28,0[[5]](#footnote-6)2 |  | 20 |  | 15 |  | 10 |
|  | Passive exposure among individuals aged 15+ at restaurants (%) | 12,7 2 |  | 10 |  | 7 |  | 5 |
|  | Passive exposure among individuals aged 15+ in commercial cabs (%) | 16,0 2 |  | 10 |  | 7 |  | 5 |
|  | Passive exposure among individuals aged 15+ at schools / education institutions (%) | 7,1 2 |  | 6 |  | 4 |  | 2 |
|  | Passive exposure among individuals aged 15+ at health facilities (%) | 4,4 2 |  | 3 |  | 2 |  | 1 |
|  | Passive exposure among individuals aged 15+ in public buildings (%) | 4,7 2 |  | 3 |  | 2 |  | 1 |
|  | Passive exposure among individuals aged 15+ in private vehicles (%) | 82,3 2 |  | 80 |  | 75 |  | 60 |
|  | Two-hour response rate in spring (%) | 44,5 [[6]](#footnote-7)5 | 55 | 60 | 70 | 80 | 90 | 90 |
|  | Violations detected during audits induced by tip-offs (%) | 11,50 5 | 20 | 30 | 40 | 50 | 60 | 70 |
|  | Violations detected during routine audits (%)  | 0,60 5 | 1 | 3 | 5 | 5 | 3 | 2 |

| **A4. Prevent Passive Exposure to Tobacco Smoke** |
| --- |
| **INITIATIVE 1: Expand the Scope of the Smoke-Free Air Zone** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Designate areas at risk of passive exposure as smoke-free areas
 |  |
| * + 1. Strengthen the definition of smoke-free areas in front of the entrance and exit doors of busy public places like shopping malls, airports and public buildings by including the definition in the law
 | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Develop legislation to ban tobacco use in playgrounds, exercising areas such as walking tracks and outdoor areas of places of worship
 | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Update legislation to limit the number of smoking-permitted guest rooms in hotels to 30%
 | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Develop legislation to restrict tobacco use in the outdoor areas of hospitals, restaurants and other establishments, university campuses, pools and beaches
 | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Designate areas occupied by people at risk of passive exposure as smoke-free areas
 |  |
| **1.2.1.** Develop legislation to ban tobacco use in households and private vehicles with occupants who are pregnant or under 18 years of age or people with chronic diseases like COPD, heart disease etc. | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |

| **A4. Prevent Passive Exposure to Tobacco Smoke** |
| --- |
| **INITIATIVE 2: Strengthen Smoke-Free Air Zone Audits** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Strengthen audits for preventing violations at public institutions and agencies
 |  |
| * + 1. Organize trainings for staff members at public institutions who are tasked with imposing sanctions on violations
 | * **All public institutions and agencies**
* Ministry of Health
 | * Percentage of public institutions with trained and authorized staff
 | * 20%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| * + 1. Develop legislation which provides for imposing sanctions chiefs of units at public institutions where violation has occurred
 | * **Ministry of Health**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Include audits of public institutions and agencies in annual audit plans
 | * **Ministry of Health**
 | * Percentage of public institutions audited at least 3 times a year
 | * 50%
 | * 80%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| * + 1. Include a standard article in contracts for leasing public property to third parties which provides that detection of violation of smoking bans in the property as laid down in the Law 4207 will result in unilateral termination of the contract
 | * **Ministry of Health**
* **All public institutions and agencies**
 | * Status of legislation development
 | * Draft legislation
 | * Enforce legislation and include relevant provisions in contracts
 |  |  |  |  |
| * 1. Strengthen audits for preventing passive exposure in all public and private mass transportation vehicles and private vehicles
 |  |
| * + 1. Work on using MOBESI and TECS footage for detecting violations
 | * **Ministry of Internal Affairs**
* Ministry of Health
* Local Administrations
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Include representatives of the print and visual media in audits of private vehicles and public transportation vehicles periodically
 | * **Ministry of Health**
* Turkish National Police
* Ministry of Internal Affairs (Municipalities)
 | * Number of yearly audits
 | * 6
 | * 12
 | * 12
 | * 12
 | * 12
 | * 12
 |
| * 1. Strengthen audits for preventing violations in indoor and outdoor areas where use of tobacco products is banned by the law
 |  |  |  |  |  |  |  |  |
| * + 1. Hold information meetings with establishment owners and CSOs such as chambers of tradesmen
 | * **Chambers of Tradesmen etc.**
* Ministry of Health
 | * Number of meetings with establishment owners and chambers of tradesmen in a year (per province)
 | * Hold meetings twice a year
 | * Hold meetings 4 times a year
 | * Hold meetings 4 times a year
 | * Hold meetings 4 times a year
 | * Hold meetings 4 times a year
 | * Hold meetings 4 times a year
 |
| * + 1. Include senior managers and representatives of the print and visual media in audits periodically
 | * **Ministry of Internal Affairs (Governorships)**
* Ministry of Health
 | * Number of audits with participation of senior managers and media representatives (per province)
 | * Conduct 2 audits
 | * Conduct 2 audits
 | * Conduct 2 audits
 | * Conduct 2 audits
 | * Conduct 2 audits
 | * Conduct 2 audits
 |
| * + 1. Expand cross-province/district audits
 | * **Ministry of Health**
 | * Number of cross-province audits
* Number of cross-district audits
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 | * Conduct cross-province audits 6 times a year
* Conduct cross-district audits 12 times a year
 |
| * + 1. Develop legislation for using voluntary inspectors in audits
 | * **Ministry of Health**
 | * Status of legislation development
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Incorporate the definition of indoor area which is consistent with international standards in the Law
 | * **Ministry of Health**
 | * Status of legislation development
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Set up a monitoring system for following on suspension penalties imposed on violating establishments
 | * **Ministry of Health**
* Ministry of Internal Affairs (Municipalities)
 | * Status of implementation
 | * Establish monitoring system
 | * Monitor the system and notify provincial health directorate of the date of execution of suspension penalties 15 days beforehand
 | * Monitor the system and notify provincial health directorate of the date of execution of suspension penalties 15 days beforehand
 | * Monitor the system and notify provincial health directorate of the date of execution of suspension penalties 15 days beforehand
 | * Monitor the system and notify provincial health directorate of the date of execution of suspension penalties 15 days beforehand
 | * Monitor the system and notify provincial health directorate of the date of execution of suspension penalties 15 days beforehand
 |
| * + 1. Develop legislation to require suspended to post an announcement indicating the violation of the Law 4207 in a visible manner
 | * **Ministry of Health**
* Ministry of Internal Affairs (Municipalities)
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Promote participation in audit teams
 | * **Ministry of Health**
 | * Status of adoption of the legislation on the incentive mechanism
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * + 1. Plan for a minimum for three 7/24 audit teams in districts in accordance with the number of establishments and population
 | * **Ministry of Health**
 | * Percentage of districts with at least 2 audit teams
 | * 30%
 | * 50%
 | * 70%
 | * 90%
 | * 100%
 | * 100%
 |
| * + 1. Ensure that each team includes a fixed cadre of certified auditors including at least 1 law enforcement officer, 1 health worker, 1 municipal police, and members from the Ministry of Food, Agriculture and Livestock and Ministry of National Education if required by the local civil administrator
 | * **Ministry of Health**
 | * Status of implementation
 | * Develop necessary legislation and start implementation
 | * Expand implementation around the country and standardize teams
 |  |  |  |  |
| * + 1. Improve the distance education system to enhance competencies of audit teams
 | * **Ministry of Health**
 | * Percentage of trained audit staff
 | * 50%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| * + 1. Improve nicotine particle measurement systems
 | * **TÜBİTAK**
* Ministry of Health
 | * Status of developing the system
 |  |  | * Prepare a project for the development of the system
 | * Launch project and start R&D
 | * Based on positive R&R results, pilot the project in 16 metropolitan cities
 | * Develop necessary legislation and implement throughout the country
 |
| * + 1. Institutions assigning members of audit teams are to select them from their own audit units (e.g. food audit units) and authorize them to conduct tobacco audits
 | * **Ministry of Health**
* Ministry of Internal Affairs (Governorships)
 | * Status of implementation
 | * Draft legislation
 | * Start implementation
 |  |  |  |  |
| **2.3.14. Introduce a mechanism whereby audit teams are directly attached to governorships and are paid bonuses from the budget of provincial tobacco control boards** | * **Ministry of Health**
 | * Status of implementation
 | * Draft legislation
 | * Start implementation
 |  |  |  |  |
| **2.13.15. Introduce a performance scorecard system for all members of provincial tobacco control boards and ensure incorporation of sanctions related to performance scorecards in the legislation of the respective institutions** | * **Ministry of Health**
 | * Status of implementation
 | * Draft legislation
 | * Start implementation
 |  |  |  |  |

| A5. Advertising, Promotion and Sponsorship |
| --- |
| **Aim: To prevent the behaviors of experimenting, starting and continuing tobacco use by eliminating the means of reaching out to children and young people in particular** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Students aged 13-15 years who consider quitting because of the health warnings on cigarette packages (%) | 22,9 [[7]](#footnote-8)1 |  | 30 |  | 40 |  | 50 |
|  | Students aged 13-15 years who have seen tobacco advertisements or promotions at points of sale in the past 30 days (%) | 26,8 1 |  | 20 |  | 10 |  | 5 |
|  | Students aged 13-15 years who have seen people using tobacco when they watched TV, videos or movies during the past 30 days (%) | 66,5 1 |  | 50 |  | 30 |  | 10 |
|  | Students aged 13-15 years who were offered a free tobacco product by a tobacco company representative (%) | 8,6 1 |  | 5 |  | 3 |  | 1 |
|  | Individuals aged 15+ years who have seen any advertisement, sponsorship or promotion (%)  | 17,7 [[8]](#footnote-9)2 |  | 10 |  | 7 |  | 5 |
|  | Individuals aged 15+ years who have seen cigarette advertisements on TV (%) | 9,5 2 |  | 7 |  | 5 |  | 3 |
|  | Individuals aged 15+ years who have seen cigarette advertisements on the Internet (%)  | 4,3 2 |  | 4 |  | 3 |  | 2 |
|  | Individuals aged 15+ years who have witnessed free distribution of any tobacco product (%)  | 3,1 2 |  | 2 |  | 1 |  | 1 |
|  | Smokers aged 15+ years who have considered quitting because of the pictorial health warnings on the cigarette packages (%)  | 33,22 |  | 50 |  | 55 |  | 60 |

| **A5. Advertising, Promotion and Sponsorship** |
| --- |
| **INITIATIVE 1: Prevent all advertising, promotion and sponsorship activities at points of sale** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Prepare legislation for introducing the exclusive dealership system
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Develop legislation to ensure that pictorial health warnings are posted at points of sale
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Adopt and enforce legislation
 |  | * Pictorial warnings are in place at all points of sale
 | * Pictorial warnings are in place at all points of sale
 | * Pictorial warnings are in place at all points of sale
 |
| * 1. Introduce restrictions on the days and times tobacco products can be sold and presented
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Enforce legislation
 | * Restrictions on the days and times are in place for points of sale and presentation
 |  | * Restrictions on the days and times are in place for points of sale and presentation
 | * Restrictions on the days and times are in place for points of sale and presentation
 |
| * 1. Develop legislation for banning sales and presentation of tobacco products in health, education and training, culture and sports facilities and places where alcoholic drinks are sold and presented
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Internal Affairs
 | * Status of adoption of legislation
 | * Draft legislation
 | * Enforce legislation
 |  |  |  |  |
| * 1. Designate exclusive sales areas for tobacco products at retail sales of tobacco products and prohibiting access of people under 18 years of age to these areas
 | * **Ministry of Health**
* Ministry of Food, Agriculture and Livestock
 | * Status of adoption of legislation
 | * Draft legislation
 | * Enforce legislation and start implementation in 100% of retail sales points
 | * Implement in 100% of retail sales points
 | * Implement in 100% of retail sales points
 | * Implement in 100% of retail sales points
 | * Implement in 100% of retail sales points
 |
| * 1. Strengthen measures for sales and commercial display of tobacco products at education, health, sports and entertainment facilities
 |  |  |  |  |  |  |  |  |
| * + 1. Strengthen audits
 | * **Ministry of Health**
* Ministry of Food, Agriculture and Livestock
* Ministry of Youth and Sports
* Ministry of Internal Affairs
 | * Number of daily routine audits
 | * 7500
 | * 8000
 | * 9000
 | * 9500
 | * 9500
 | * 10000
 |
| * 1. Conduct spot checks of compliance of establishments in the process of granting and renewing sales and presentation licenses
 | * **Ministry of Food, Agriculture and Livestock**
 | * Amend relevant legislation
 | * Draft legislation on spot checks
 | * Conduct spot checks in all establishments carrying sales and presentation licenses and terminate license in case of non-compliance
 | * Spot checks conducted in 100% of establishments
 | * Spot checks conducted in 100% of establishments
 | * Spot checks conducted in 100% of establishments
 | * Spot checks conducted in 100% of establishments
 |
| * 1. Develop legislation to ensure that tobacco products at points of sale are stored inside closed cabinets which prevent visibility of the products inside the establishment
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * At least 50% compliance rate among establishments
 | * At least 70% compliance rate among establishments
 | * At least 80% compliance rate among establishments
 | * 1000% compliance rate among establishments
 | * 1000% compliance rate among establishments
 |

| **A5. Advertising, Promotion and Sponsorship** |
| --- |
| **INITIATIVE 2: Update legislation on product packaging in a way to discourage use** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop legislation to introduce standardized plain packaging
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Introduce plain packaging
 |  |  |  |  |
| * 1. Replace pictorial warnings periodically in accordance with the legislation
 |  |  |  |  |  |  |  |  |
| * + 1. Develop legislation on replacing the catalog of pictorial health warnings periodically
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Start using new pictorial warnings
 |  | * Replace pictorial warnings with new ones
 |  |  |
| * + 1. Create an archive pictorial health warnings relevant to Turkey
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of developing a pictorial health warning repository
 | * Draft necessary legislation and start creating the repository
 | * Create repository
 | * Create repository
 | * Create repository
 | * Create repository
 | * Create repository
 |
| * 1. Develop a brand-neutral design for parcels used to transport tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |

| **A5. Advertising, Promotion and Sponsorship** |
| --- |
| **INITIATIVE 3: Strengthen audits concerning advertising, promotion and sponsorship activities** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Monitor and prevent Internet advertisements and sales
 |  |  |  |  |  |  |  |  |
| * + 1. Expedite the process of blocking access to websites which advertise and sell tobacco products online
 | * **Information Technologies and Communications Authority**
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Enforce a single color for vehicles distributing tobacco products and ban any additional texts, images or color combinations etc. on the vehicles
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Strengthen audits for preventing product promotions in the shops of fuel stations and other establishments
 | * **Ministry of Food, Agriculture and Livestock**
 | * Number of routine monthly audits (fuel stations)
 | * Audit fuel stations at least 6 times a year
 | * Audit fuel stations at least 6 times a year
 | * Audit fuel stations at least 6 times a year
 | * Audit fuel stations at least 6 times a year
 | * Audit fuel stations at least 6 times a year
 | * Audit fuel stations at least 6 times a year
 |
| * 1. Strengthen the system for monitoring violations of advertising and covert advertising in coordination with relevant institutions
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Customs and Trade (Advertisement Board)
 | * Status of implementation
 | * Update legislation to be consistent with all FCTC provisions related to advertising and hidden forms of advertising
 | * Amend legislation as needed
 | * Set up a unit to monitor advertisements and hidden advertisements in all media
 | * Maintain the system
 |  |  |
| * 1. Strengthen cooperation with stakeholders to identify organizational social responsibility efforts of the tobacco industry used as a means for advertising, promotion and sponsorship
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Customs and Trade (Advertisement Board)
 | * Status of cooperation
 | * Set up a team to identify the social responsibility projects in which the tobacco industry is involved
 | * The team has started identifying projects
 | * Adopt legislation to impose deterrent penalties on parties that condone such activities of the tobacco industry or collude with the industry
 |  |  |  |
| * 1. Develop a system to identify campaigns and programs of the tobacco industry which encourage young people to use tobacco products and facilitate their access
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Customs and Trade (Advertisement Board)
 | * Status of cooperation
 | * Set up a team to identify the campaigns and programs in which the tobacco industry is involved
 | * The team has started identifying projects
 | * Adopt legislation to impose deterrent penalties on parties that condone such activities of the tobacco industry or collude with the industry
 |  |  |  |
| * 1. Prevent the tobacco industry from providing financial contribution to hospitality establishments for decoration, renovation or fitting special partitions, showcases, awnings or shades
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Internal Affairs (Municipalities)
 | * Status of cooperation
 | * Set up a team to identify such practices of the tobacco industry
 | * The team has started identifying projects
 | * Adopt legislation to impose deterrent penalties on parties that condone such activities of the tobacco industry or collude with the industry
 |  |  |  |
| * 1. Strengthen the expression “on television” in Article 3(6) of the Law 4207 to cover all activities and works of science, culture and arts and align with FCTC in a way to cover all media and all tobacco products and activities
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* RTSC
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |

|  |
| --- |
| **A5. Advertising, Promotion and Sponsorship** |
| **INITIATIVE 4: Increase the deterrence of administrative fines imposed on points of sales of tobacco products and manufacturers and marketers of tobacco products** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Raise the maximum limit of fines imposed on manufacturers and marketers of tobacco in order to increase the deterrent impact of the penalty
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Disclose fines imposed as a result of the audits
 |  |  |  |  |  |  |  |  |

| **A5. Advertising, Promotion and Sponsorship** |
| --- |
| **INITIATIVE 5: Protect public health policies on tobacco control from the commercial and other vested interests of the tobacco industry** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Require examination of all information and documents of the tobacco industry (i.e. meetings with public institutions and persons and content of meetings, payments made under sponsorship, scholarship or social responsibility projects etc.) by a transparent commission consisting of FCIB (Financial Crimes Investigation Board), Ministry of Food, Agriculture and Livestock and Ministry of Health every 6 months in order to apply FCTC Article 5.3 in the most effective manner
 | * **Ministry of Health**
* Ministry of Food, Agriculture and Livestock
* Ministry of Finance
 | * Status of implementation
* Number of annual examinations
 | * Draft legislation
 | * Enforce legislation and start examinations
 | * Two examinations a year
 | * Two examinations a year
 | * Two examinations a year
 | * Two examinations a year
 |
| * 1. Prevent any support to the tobacco industry including investment incentives or subsidies
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of preventing any support to the tobacco industry including investment incentives or subsidies
 | * Enforce legislation and update as needed
 | * Tobacco industry cannot benefit from any incentive mechanism
 | * Tobacco industry cannot benefit from any incentive mechanism
 | * Tobacco industry cannot benefit from any incentive mechanism
 | * Tobacco industry cannot benefit from any incentive mechanism
 | * Tobacco industry cannot benefit from any incentive mechanism
 |

|  |
| --- |
| A6. Product Control, Constituents and Disclosure |
| **Aim: To conduct scientific assessments on the carcinogens and toxic constituents in the contents and emissions of tobacco products, improve technical regulation of tobacco products and inform the public on the contents and emissions of tobacco products** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Students aged 13-15 years who consider quitting because of pictorial health warnings (%) | 22,9 1 |  | [[9]](#footnote-10)25 |  | 30 |  | 35 |
|  | Individuals aged 15+ years who consider quitting because of pictorial health warnings (%) | 33,2 2 |  | [[10]](#footnote-11)35 |  | 40 |  | 50 |
|  | Reduction in the number of additives in tobacco products (%) |  | Baseline Analysis |  30 |  | 50 |  | 100 |
|  | Reduction in the emissions of tobacco products (nicotine, tar and Co in 1 g of tobacco) compared to baseline (%) |  | Baseline Analysis  | Nicotine<0,1 mg Tar < 1 mgCO< 1 mg | Nicotine<0,1 mg Tar < 1 mgCO< 1 mg | Nicotine<0,1 mg Tar < 1 mgCO< 1 mg | Nicotine<0,1 mg Tar < 1 mgCO< 1 mg | Nicotine<0,1 mg Tar < 1 mgCO< 1 mg |

| **A6. Product Control, Constituents and Disclosure**  |
| --- |
| **INITIATIVE 1: Strengthen legislation on improving technical regulations concerning tobacco products based on scientific evidence on the harmful or potential harmful effects of contents and emissions of tobacco products on human health, FCTC provisions and related guidelines and best practices in the world** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop legislation on limiting or banning contents of tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  | * Review legislation
 | * Legislation is enforced
 |  |

| **A6. Product Control, Constituents and Disclosure**  |
| --- |
| **INITIATIVE 2: Set up a national, independent, scientifically audited and accredited laboratory for the measurement of tobacco products** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Setting up the laboratory
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of setting up the laboratory
 | * Complete necessary infrastructure and legislation work
 | * Setting up the laboratory
 |  |  |  |  |

| **A6. Product Control, Constituents and Disclosure**  |
| --- |
| **INITIATIVE 3: Effectively assess compliance with technical regulations governing tobacco products** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Increase product audits at manufacturing, importation and storage facilities and points of sale
 | * **Ministry of Food, Agriculture and Livestock**
 | * Increase in the number of audits
 | * Baseline assessment
 | * 10% increase compared to previous year
 | * 15% increase compared to previous year
 | * 20% increase compared to previous year
 | * 25% increase compared to previous year
 | * 30% increase compared to previous year
 |
| * 1. The national laboratory to engage in measurement and assessment activities related to product audits and regularly examine contents and emissions of tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of publication of laboratory analysis reports
 | * Draft legislation
 | * Disclose results of analysis on a public website in a non-promotional manner
 |  |  |  |  |

|  |
| --- |
| **A6. Product Control, Constituents and Disclosure**  |
| **INITIATIVE 4: Make sure that the toxic constituents and emissions of tobacco products are effectively disclosed to governmental authorities and the public to inform about the health consequences, addictive nature and mortal threat posed by tobacco consumption and exposure to tobacco smoke in accordance with FCTC provisions and guidelines and international best practices** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Set up an e-reporting system for the reporting of all information about the contents and emissions of tobacco products, related justifications, reports and evidence related to the addictive-toxicological effects in standard forms
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
 | * Status of setting up the system
 | * Prepare technical infastructure and draft legislation
 | * Legislation is enforced
 |  |  |  |  |

| **A6. Product Control, Constituents and Disclosure**  |
| --- |
| **INITIATIVE 5: Continue with implementing health warnings and messages on the health consequences, addictive nature and mortal threat posed by tobacco consumption and exposure to tobacco smoke on the packages, labels, wrappers, cartons of tobacco and tobacco products and shisha bottles in line with FCTC provisions and guidelines and international best practices** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **5.1. Continue with the display of figures for emissions (e.g. tar, nicotine, carbon monoxide) on unit packets and packages of cigarettes including when used as part of a brand name or trademark and develop legislation for including other significant substances in the content**  | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
 | * Status of legislation amendment
 | * Draft legislation
 | * Legislation is enforced
 |  |  |  |  |
| * 1. Ensure periodic replacement of combined health warnings on tobacco product packages and shisha bottles in line with the principles and procedures in FCTC and the Guidelines
 | * **Ministry of Health**
* Ministry of Food, Agriculture and Livestock
 | * Draft legislation
 | * Adopt and enforce legislation
 |  | * Pictorial warnings are in place at all points of sale
 | * Pictorial warnings are in place at all points of sale
 | * Pictorial warnings are in place at all points of sale
 | * Draft legislation
 |
| * 1. Develop legislation for mandatory inserts on the packages and wrappers of tobacco products the content of which will be established by the competent governmental authority based on scientific evidence on the contents emissions potentially harmful to human health
 | * **Ministry of Health**
* Ministry of Food, Agriculture and Livestock
 | * Status of adoption of legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |
| * 1. Develop legislation to prevent production and marketing of adhesive labels, stickers, cases, covers, sleeves and similar wrapping use to obscure health warnings and messages on tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
 | * Status of adopting the legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |

| **A6. Product Control, Constituents and Disclosure**  |
| --- |
| **INITIATIVE 6: Ensure compliance with the legislation at points of sale and presentation** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop annual plans for points of sale and presentation audits
 | * **Ministry of Food, Agriculture and Livestock**
 | * Number of audits
 | * 6 audits a year per point of sale
 | * 6 audits a year per point of sale
 | * 6 audits a year per point of sale
 | * 6 audits a year per point of sale
 | * 6 audits a year per point of sale
 | * 6 audits a year per point of sale
 |
| * 1. Ensure enforcement of standard practice by all municipalities which requires approval of the provincial tobacco control board for granting the certificates of conformity for presentation and license for waterpipe tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of legislation amendment
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |
| * 1. Municipalities to develop standard practices for opening, suspending and terminating establishments
 | * **Ministry of Food, Agriculture and Livestock**
 | * Start implementation
 |  | * Legislation amended
 |  |  |  |  |

# B- REDUCE SUPPLY OF TOBACCO PRODUCTS:

|  |
| --- |
| B1. Prevent Illicit Trade in Tobacco Products |
| Aim: To fight illicit trade in tobacco products effectively by ensuring full coordination and cooperation among all relevant institutions and organizations |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Consumption of unstamped cigarettes among individuals aged 15+ years of age (%) | 8,4 [[11]](#footnote-12)2 |  | 7 |  | 5 |  | 3 |
|  | Number of penalties imposed on illicit producers, marketers and sellers of fine cut tobacco for roll-your-own |  | Baseline analysis | 50% increase compared to baseline | 10% increase compared to previous year | 5% increase compared to previous year | 10% increase compared to previous year | 10% increase compared to previous year |

| **B1. Fighting Illicit Trade** |
| --- |
| **INITIATIVE 1: Prevent illicit trade in tobacco products** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. All institutions to work and report on matters in their mandate under the Protocol to Eliminate Illicit Trade in Tobacco Products
 | * **Ministry of Customs and Trade**
* Ministry of Food, Agriculture and Livestock
* Ministry of Internal Affairs (Coast Guard Command)

Turkish National Police(General Command of Gendarmerie)* Ministry of Health
 | * Number of activity reports
 | * 1
 | * 1
 | * 1
 | * 1
 | * 1
 | * 1
 |
| * 1. Develop an Action Plan to Prevent Illicit Trade in Tobacco Products
 | * **Ministry of Customs and Trade**
* Ministry of Food, Agriculture and Livestock
* Ministry of Internal Affairs (Coast Guard Command)

Turkish National Police(General Command of Gendarmerie)* Ministry of Health
* Ministry of Finance

(FCIB) | * Status of developing the action plan
 | * Draft the action plan
 | * Publish the action plan
 |  |  |  |  |
| * 1. Prevent illicit sales of fine cut tobacco for roll-your-own and hand-rolled cigarette tubes
 |  |  |  |  |  |  |  |  |
| * + 1. Increase audits
 | * **Ministry of Internal Affairs**
* Ministry of Food, Agriculture and Livestock
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |
| * 1. Prevent use of illicit waterpipe products at shisha cafés
 |  |  |  |  |  |  |  |  |
| * + 1. Increase audits
 | * **Ministry of Internal Affairs**
* Ministry of Finance
* Municipalities
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |
| * 1. Increase audits on illicit waterpipe tobacco products
 | * **Ministry of Food, Agriculture and Livestock**
* CSO
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |
| * 1. Prevent entry into the country, sales and use of e-cigarettes and all other products which resemble tobacco products
 | * **Ministry of Internal Affairs**
* Ministry of Customs and Trade
* Ministry of Finance
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |

|  |
| --- |
| B2. Protect Children and Young People from Tobacco Use and Prevent Accessibility |
| **Aim: To prevent access of people under 18 years of age to tobacco products through sales and distribution** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
|  | Minors aged 13-15 years of age who can buy cigarettes (%) | 73,3 [[12]](#footnote-13)1 |  | 30 |  | 20 |  | 5 |
|  | Students aged 13-15 years who buy individual cigarettes (%) | 29,4 1  |  | 15 |  | 10 |  | 5 |
|  | Students aged 13-15 years who have reported feeling more comfortable when they smoke at celebrations, parties and social events (%) | 26,2 1 |  | 22 |  | 18 |  | 15 |

| **B2. Protect Children and Young People from Tobacco Use and Prevent Accessibility** |
| --- |
| **INITIATIVE 1: Audit compliance with the existing legislation which bans the sale, distribution and presentation of tobacco products to people under 18 years of age and impose deterrent sanctions on violations** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Ministry of Interior to conduct regular audits
 | * **Ministry of Internal Affairs**
* Ministry of Health
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |
| * 1. Increase measures to prevent sales of individual tobacco products (e.g. cigarette sticks) and cut tobacco, cigarette tubes and leaf cigarette papers to young people
 | * **Ministry of Internal Affairs**
* Ministry of Health
 | * Percentage of increase in yearly audits by province
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 | * 10%
 |
| * 1. Develop legislation to introduce administrative fines besides the existing sanctions and to terminate the sales-presentation license in case tobacco products are sold, distributed or presented to people under 18 years of age
 | * **Ministry of Food, Agriculture and Livestock**
 | * Status of adoption of legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |

| **B2. Protect Children and Young People from Tobacco Use and Prevent Accessibility** |
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| **INITIATIVE 2: Require sellers of tobacco products to ask young people to present identification to prove they are aged 18+ years** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Inform sellers about asking for identification
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Internal Affairs
 | * Percentage of informed establishment owners
 | * 20%
 | * 40%
 | * 60%
 | * 80%
 | * 100%
 | * 100%
 |
| * 1. Audit sellers for compliance with identification requirements
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Internal Affairs
 | * Number of audited establishments
 | * 20%
 | * 40%
 | * 60%
 | * 80%
 | * 100%
 | * 100%
 |
| * 1. Introduce obligation for all points of sale and presentation to install security cameras and to present images to auditors without requirement for a court decision
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
* Ministry of Internal Affairs
 | * Status of adoption of legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |

| **B2. Protect Children and Young People from Tobacco Use and Prevent Accessibility** |
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| INITIATIVE 3: Expand the scope of existing legislation which bans the sales and distribution of tobacco products to people under 18 years of age |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Raise minimum age for tobacco sales to 21
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
 | * Status of adoption of legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |
| * 1. Introduce a legal obligation for establishments which sell retail tobacco products or present waterpipe tobacco to have a door-to-door distance of at least 100 (one hundred) meters from formal education institutions and student dormitories
 | * **Ministry of Food, Agriculture and Livestock**
* Ministry of Health
 | * Status of adoption of legislation
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |

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| **B2. Protect Children and Young People from Tobacco Use and Prevent Accessibility** |
| **INITIATIVE 4: Ensure compliance with the legislation which prohibit placement of the logo, colors and figures of tobacco products on objects such as sweets, treats, toys, t-shirts, bags etc. and sales and distribution of such objects** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Conduct joint work with the relevant ministries and institutions (Ministry of Customs and Trade, Ministry of Health and municipalities) for developing secondary legislation for compliance with and effective enforcement of the Law 4207
 | * **Ministry of Customs and Trade**
* Ministry of Health
* Ministry of Food, Agriculture and Livestock
* Municipalities
 | * Status of legislation development
 | * Draft legislation
 | * Amend and enforce legislation
 |  |  |  |  |
| * 1. Improve the relevant audit system
 | * **Ministry of Customs and Trade**
* Ministry of Health
* Ministry of Food, Agriculture and Livestock
 | * Status of implementation of the audit system
 | * Complete necessary infrastructure and legislation work
 | * Launch the system
 |  |  |  |  |

# C- MONITORING, EVALUATION AND REPORTING

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| C. Coordination, Monitoring and Evaluation in Tobacco Control |
| **Aim: To monitor and report the processes and outputs of the Tobacco Control Strategic Document and Action Plan** |
| **Number** | **Indicator** | **Baseline** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **1.** | Percentage of board decisions implemented (%) |  | 85 | 85 | 90 | 90 | 95 | 95 |
| **2.** | Action Plan activities completed within the defined time frame (%) |  | 80 | 80 | 85 | 85 | 90 | 90 |
| **3.** | Achievement of targets in the action plan projects approved by the boards (%) |  | 70 | 80 | 85 | 85 | 90 | 90 |
| **4.** | Ratio of the number of universities involved in joint projects to all universities (%) |  | 20 | 30 | 40 | 50 | 60 | 70 |
| **5.** | Ratio of the number of municipalities involved in joint projects to all municipalities (%) |  | 20 | 30 | 40 | 50 | 60 | 70 |

| **C. Coordination, Monitoring and Evaluation in Tobacco Control** |
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| **INITIATIVE 1: Identify and define indicators to be used for monitoring and evaluation** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Develop Indicator Scorecards (including indicator title, frequency of data collection, calculation method etc.) for the indicators specified in A1, A2, A3, A4, A5, A6, B1, B2 and B3
 | * **Ministry of Health**
 | * Indicator scorecards are in place
 | * Develop indicator scorecards
 | * Publish the report developed as a result of evaluation conducted using the indicator scorecards
 | * Publish the report developed as a result of evaluation conducted using the indicator scorecards
 | * Publish the report developed as a result of evaluation conducted using the indicator scorecards
 | * Publish the report developed as a result of evaluation conducted using the indicator scorecards
 | * Publish the report developed as a result of evaluation conducted using the indicator scorecards
 |
| * 1. Develop a software program to allow stakeholder institutions to enter their data online
 | * **Ministry of Health**
 | * Software is in place
 | * Develop software
 | * Launch software and start data entry
 | * Retrieve data using the software and report the data
 |  |  |  |

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| **C. Coordination, Monitoring and Evaluation in Tobacco Control** |
| **INITIATIVE 2: Conduct monitoring through targeted surveys** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| * 1. Ensure implementation of GATS at provincial level in predetermined periods
 | * **Ministry of Health**
 | * Status of conducting GATS
 |  | * Conduct GATS
 |  | * Conduct GATS
 |  | * Conduct GATS
 |
| * 1. Ensure implementation of GYTS at provincial level in predetermined periods
 | * **Ministry of Health**
 | * Status of conducting GYTS
 |  | * Conduct GYTS
 |  | * Conduct GYTS
 |  | * Conduct GYTS
 |
| * 1. Conduct surveys on tobacco consumption among specific groups (e.g. health workers, teachers, police officers)
 | * **Ministry of Health**
 | * Status of conducting the survey
 |  | * Conduct survey
 |  | * Conduct survey
 |  | * Conduct survey
 |

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| **C. Coordination, Monitoring and Evaluation in Tobacco Control** |
| **INITIATIVE 3: Implement activities for strengthening the coordination mechanism** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **3.1. Introduce a performance scorecard system for all members of provincial tobacco control boards and ensure incorporation of sanctions related to performance scorecards in the legislation of the respective institutions** | * **All CDP member institutions**
 | * Status of legislation development
 | * Draft legislation
 | * Legislation is enforced
 | * Implement activities for strengthening the coordination mechanism
 |  |  |  |

| **C. Coordination, Monitoring and Evaluation in Tobacco Control** |
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| **INITIATIVE 4: Work on strengthening tobacco control boards/committees and increasing communication and cooperation among the members** |
| **Activity** | **Responsible and Collaborating Institutions/Organizations** | **Process Indicator** | **Targets** |
| **2018** | **2019** | **2020** | **2021** | **2022** | **2023** |
| **4.1. Ensure that dependence prevention councils convene at intervals defined in their working procedures and principles** | * **All CDP member institutions**
 | * Number of meetings
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 | * HCDP: 4 CDP: 6 TWGDP: 6 PCBDP: 6
 |
| **4.2. Monitor and report the enforcement status of the decisions taken by the boards** | * **Ministry of Health**
 | * Percentage of enforced decisions
 | * 85%
 | * 85%
 | * 90%
 | * 90%
 | * 95%
 | * **95%**
 |
| * 1. Ensure that all tobacco control projects are implemented upon approval by the relevant boards
 | * **CDP member institutions**
 | * Status of implementation
 |  | * Implementation is in place
 |  |  |  |  |
| **4.3.1 Require all institutions which provide project funding to projects related to tobacco control to stipulate prior approval by a relevant board (HCDP, CDP, TWGDP etc.)** | * **CDP member institutions**
 | * Percentage of board-approved projects
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 | * 100%
 |
| **4.4. Provide budgets the boards need for operating effectively** | * **Ministry of Finance**
* Ministry of Internal Affairs
* Ministry of Health
 | * Status of implementing the institutional structure
 | * Define budget
 | * Start using the budget
 | * Ensure continuity
 | * Ensure continuity
 | * Ensure continuity
 |  |

1. TUBATİS [Tobacco Dependence and Treatment Follow-up System] [↑](#footnote-ref-2)
2. 171 Quitline Data [↑](#footnote-ref-3)
3. 5Ministry of Finance, 2017 data [↑](#footnote-ref-4)
4. 1 GYTS (2017) [↑](#footnote-ref-5)
5. 2 GATS (2016) [↑](#footnote-ref-6)
6. 5 SMAZAS data [↑](#footnote-ref-7)
7. 1 GYTS (2017) [↑](#footnote-ref-8)
8. 2 GATS (2016) [↑](#footnote-ref-9)
9. 1 GYTS (2017) [↑](#footnote-ref-10)
10. 2 GATS (2016) [↑](#footnote-ref-11)
11. 2 GATS (2016) [↑](#footnote-ref-12)
12. 1 GYTS (2017) [↑](#footnote-ref-13)