

**Table 1: Comparing India and South Africa policies related to MPOWER**

| MPOWER category                                       | Sub-category   | India          |                  | South Africa            |                    |
|---|--|----------------|------------------|-------------------------|--------------------|
| Monitoring  |  |                |                  |                         |                    |
|   | Adult (15+) smoking rates  | Overall: 13%   |                  | Overall 23%             |                    |
|   |  | Men: 23%       | Women: 3.1%      | Men: 35.4%              | Women: 10.4%       |
|   | Youth (10-14yrs) smoking rates                                       | Boys: 2.4%     | Girls: 1.5%      | Boys: 18.5%             | Girls: 15.1%       |
|   | Adult smokeless tobacco use  | Overall: 21%   |                  | Overall: 4%             |                    |
|   | Death attributable to tobacco  | Men: 18.6%     | Women: 6.8%      | Men: 9.7%               | Women: 5%          |
|   | Lung, trachea, bronchus cancer incidence [mortality] ASR (18)        | Men: 8.5 [7.8] | Women: 3.2 [2.9] | Men: 27.6 [25.5]        | Women: 11.2 [10.5] |
|   |  | (top 5)        |                  | (top 5)                 | (top 5)            |
|   | Tobacco industry interference index score (16)                       | 58             |                  | 64                      |                    |
| Protecting population from smoke exposure             |  |                |                  |                         |                    |
|   | Designated smoke-free areas in restaurants/pubs                      | Yes            |                  | Yes                     |                    |
|   | Designated smoke-free areas in other public places                   | No             |                  | Yes                     |                    |
| Offer help to quit                                    |  |                |                  |                         |                    |
|   | National Quit line   | Yes            |                  | Yes (but not toll-free) |                    |
|   | NRT and cessation services costs are covered                         | Some           |                  | Some                    |                    |
| Warning of dangers of tobacco use                     |  |                |                  |                         |                    |
|   | Graphic Warning (% of pack covered))                                 | Yes (85%)      |                  | No                      |                    |
|   | Text warning only (% covered)  | No             |                  | Yes (20%)               |                    |
| Enforcing advertising, promotion, and sponsorship ban |  |                |                  |                         |                    |
|   | Ban direct and indirect promotion almost all avenues                 | Yes            |                  | No                      |                    |
|   | Ban point of sale displays or adverts                                | No             |                  | No                      |                    |
|   | Ban sponsorship or any form of contributions to any event completely | No             |                  | No                      |                    |
|   | Ad compliance  | 80%            |                  | 50%                     |                    |
| Raise taxes   |  |                |                  |                         |                    |
|   | Tax scores (on a scale 0-5)  | 1.75           |                  | 2.38                    |                    |

NB: Data source — Tobacco Atlas Fact Sheets India (19) and South Africa (20)