Acknowledgement

The ITC Project would like to acknowledge and thank all principal investigators that contributed their efforts in data collection to all papers in this supplement—4 Country (Geoffrey T. Fong, K. Michael Cummings, Andrew Hyland, Ron Borland, Ann McNeill, Gerard Hastings), The Netherlands (Marc Willemsen), Germany (Ute Mons, Martina Potschke-Langer), France (Romain Guignard), Republic of Korea (Hong Gwan Seo), Mexico (James F. Thrasher, Tonatiuh Barrientos Gutierrez), Brazil (Cristina De Abreu Perez), Uruguay (Eduardo Bianco, Marcelo Boado), Mauritius (Premduth Burhoo), India (Prakash C. Gupta, Mangesh S. Pednekar), Bangladesh (Nigar Nargis, AKM Ghulam Hussain), China (Yuan Jiang), Thailand (Buppha Sirirassamee, Aree Jampaklay), Malaysia (Maizurah Omar, Rahmat Awang), Zambia (Fastone Goma) and their country teams for their dedicated efforts and collaboration in the ITC Project.

Many thanks to Anne C. K. Quah, who led the coordination and every aspect of the organization of this excellent compilation of economic articles in her usual tireless way, to Frank J. Chaloupka, for his leadership on the ITC Economic Analysis Group, and to Corne van Walbeek and Guillermo Paraje, who were the Guest Editors of this supplement. Thanks also go out to Ruth Malone, Editor of Tobacco Control, for her strong support to the ITC Project. A great appreciation also to everyone at BMJ Production for their excellent assistance in the production of the articles.

About The ITC Project

The International Tobacco Control Policy Evaluation Project (the ITC Project) is an international research collaboration of over 150 tobacco control researchers and experts from 29 ITC countries (Canada, United States, United Kingdom, Australia, Ireland, Thailand, Malaysia, China, Japan, Spain, Greece, Hungary, Poland, Romania, Republic of Korea, New Zealand, Mexico, Uruguay, France, Germany, The Netherlands, Brazil, Mauritius, Bangladesh, Bhutan, India, Kenya, Zambia, and United Arab Emirates-Abu Dhabi) who have come together to conduct research to evaluate the impact of tobacco control policies of the WHO Framework Convention on Tobacco Control (FCTC), the world's first health treaty.

These policies include more prominent warning labels (including graphic images), comprehensive smoke-free laws, restrictions or bans on tobacco advertising, promotion, and sponsorship, higher taxes on tobacco products, removal of potentially deceptive labeling (e.g., “light” and “mild” and packaging design that lead consumers to the misperception that certain brands may be less harmful), promotion of cessation, education of public on the harms of tobacco, reduction of illicit trade, reduction of youth access, and product regulation. The ITC team in each country conducts longitudinal cohort surveys and capitalizes on natural experiments to evaluate the impact of these policies over time. ITC Surveys contain over 150 measures of tobacco policy impact.
Acknowledgement

and have been conducted in countries inhabited by over 50% of the world's population, 60% of the world's smokers, and 70% of the world's tobacco users.

About The ITC Project Economic Analysis Group
The ITC Project Economic Analysis Group is a collaboration of economists to inform the effective implementation of Article 6 of the WHO Framework Convention on Tobacco Control which focuses on price and tax measures. The group was created in 2010 and is headed by Frank J. Chaloupka, Distinguished Professor and Director of the UIC Health Policy Center, Institute for Health Research and Policy, University of Illinois at Chicago, Illinois, United States.

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