

Acknowledgement

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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

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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