

Appendix Table A1. MPOWER Scoring Scheme

	M	P	O	W	E	R	
MPOWER Score	Monitoring of prevalence data	Smoke-free policies	Cessation programs	Health warnings on cigarette packages	Mass media: anti-tobacco campaigns	Bans on advertising, promotion and sponsorship	Taxation*
1	No known data or no recent data or data that are not both recent and representative	Data not reported/not categorized	Data not reported	Data not reported	Data not reported	Data not reported	Data not reported
2	Recent and representative data for either adults or youth	Complete absence of ban, or up to two public places completely smoke-free	None	No warnings or small warnings	No national campaign conducted with duration of at least 3 weeks	Complete absence of ban, or ban that does not cover national television, radio and print media	< 25% of retail price is tax
3	Recent and representative data for both adults and youth	Three to five public places completely smoke-free	NRT and/or some cessation services (neither cost-covered)	Medium size warnings missing some appropriate characteristics OR large warnings missing many appropriate characteristics	National campaign conducted with one to four appropriate characteristics	Ban on national television, radio and print media only	≥25% and <50% of retail price is tax
4	Recent, representative and periodic data for both adults and youth	Six to seven public places completely smoke-free	NRT and/or some cessation services (at least one of which is cost-covered)	Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics	National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio	Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising	≥50% and <75% of retail price is tax
5	--	All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation)	National quit line, and both NRT and some cessation services cost-covered	Large warnings with all appropriate characteristics	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio	Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by subnational legislation completely banning tobacco advertising, promotion and sponsorship)	≥75% of retail price is tax

Note: See WHO 2008; WHO 2009; WHO 2011; WHO 2013; WHO 2015; WHO 2017; WHO 2019. * Share of total taxes in the retail price of the most widely sold brand of cigarettes. The 'M' component is captured by assessing the extent to which countries have survey data on tobacco use that are recent and representative. The 'P' component is measured by assessing country-specific smoke-free legislation status in eight different types of locations. The assessment of the 'O' component is based on whether the country has available nicotine replacement therapy (NRT), non-NRT tobacco dependence treatment, reimbursement for either, and a national toll-free quit line. Implementation status of the 'W' is assessed by the attributes of warning labels on tobacco packaging, and the frequency and characteristics of the anti-tobacco mass media campaigns by the respective countries. The 'E' component describes the country-level achievements in banning tobacco advertising, promotion, and sponsorship, and was assessed by whether the bans covered various forms of direct advertising, including television, radio, print media, billboards, and outdoor advertising, and point of sale; additionally, various forms of indirect advertising were assessed, including promotions, discounts, coupons, free distribution of tobacco products, brand stretching, sharing, and placement activities, and sponsorship including corporate social responsibility programs. The 'R' component captures the extent of tobacco taxation and is reported with the percentage contribution of all taxes to the retail price of tobacco products.