

The TCS measures the tobacco control activity in 30 European countries. The scale is based on six policies which, according to the evidence, should be prioritised in comprehensive tobacco control programmes, and where defined by the World Bank as follows:

- price increases through higher taxes on cigarettes and other tobacco products
- bans/restrictions on smoking in public and work places
- better consumer information, including public information campaigns, media coverage, and publicising research findings
- comprehensive bans on the advertising and promotion of all tobacco products, logos and brand names
- large, direct health warning labels on cigarette packs and other tobacco products
- treatment to help dependent smokers stop, including increased access to medications.

The allocation of weights according to importance of each policy (and therefore the points allocated to each implemented policy) was determined by an international expert panel. The maximum score is 100. The result for each country is based on a questionnaire, completed by an expert in each country. Information on legislation obtained from the correspondents via the questionnaire was discussed and verified at the WHO tobacco legislation database.

*(Adapted from Joossens and Raw, 2006)*