



**PTCCS**

Provincial Tobacco Control Cell Sindh,  
Directorate General Health Services Sindh



UNIVERSITY OF  
**KARACHI**

# **TOBACCO CONTROL ASSESSMENT REPORT 2024**

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# Sindh Smoke-Free Compliance with Tobacco Control Laws – A Case Study of Five Districts from Sindh in 2024

## Background

The Prohibition of Smoking and Protection of Non-Smokers Health Ordinance (2002) mandates 100% smoke-free environments in indoor public places, workplaces, and public transport to protect citizens from second-hand smoke (SHS).

For this purpose, Government of Sindh initiated the implementation of smoke-free policies at districts and divisional level in Sindh in coordination with stakeholder departments in 2021.



## Methodology

A Baseline compliance assessment was conducted in 2019 by the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health, in partnership with the International Union Against Tuberculosis and Lung Disease (The Union) and a research team from Gallup Pakistan followed by another compliance study by IGTC, in District East and South, Karachi in 2022 where compliance with the smoke-free composite indicator for smoking was 55% and 63% respectively.

Both districts of Karachi have been the focus districts for the Tobacco-Smoke-Free Karachi Initiative since 2021, with strong enforcement, capacity building of officials and awareness efforts by the Provincial Tobacco Control Cell Sindh (PTCCS) and District Tobacco Control Cells (DTCCs) in collaboration with enforcement agencies, health departments, and civil society. Follow-up compliance assessment was conducted across five districts of Karachi including Karachi East, South, Central, Keamari and Hyderabad in October–November 2024 by the Provincial Tobacco Control Cell Sindh (PTCCS) and University of Karachi, with technical support of Vital Strategies.

Sr.#	The assessment measured compliance against five key indicators:
1	Presence of No-smoking signage
2	Presence of Active Smoking (Observed)
3	Presence of Cigarette litter (butts)
4	Absence of No Designated Smoking Areas (DSAs)
5	Ashtray-free policy

A total of 1,492 venues were observed in all districts with 300 venues survey sample in each district. The venue types included health facilities, educational institutions, restaurants, hotels, transportation hubs, government offices, amusement centers, banks, sports facilities, private offices and public service vehicles (PSVs).

A standardized observation tool was used for on-ground data collection. The enumerators were expected to spend at least 20 minutes at each venue, visiting specific locations within the venue, and observing instances of “evidence of smoking” (i.e., active smoking, cigarette butts or ashtrays), as well as the presence of no-smoking signages, presence of Designated Smoking Areas (DSAs) tobacco advertisements, and on-site sales, among other indicators.

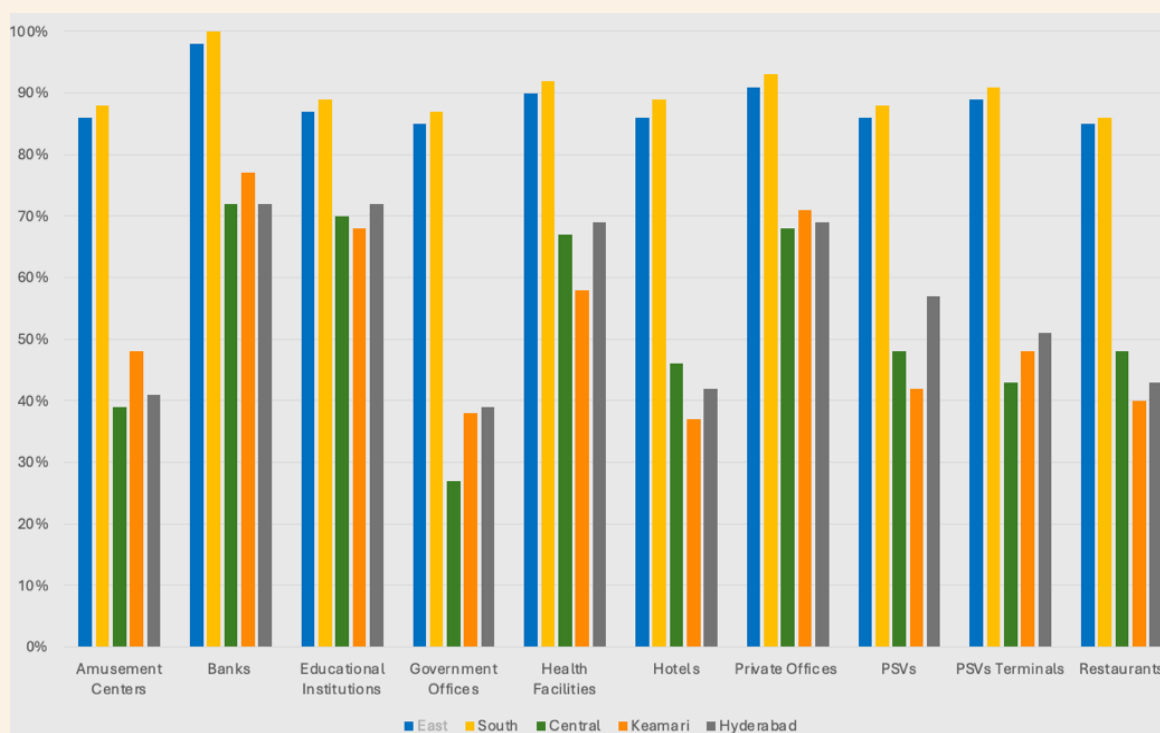
## Results:

District East and district South show very high compliance across most indicators, with rates above 93% in all but signage. Ashtray-free policy achieved 100% compliance, and evidence of smoking violations were rare (6% of venues).

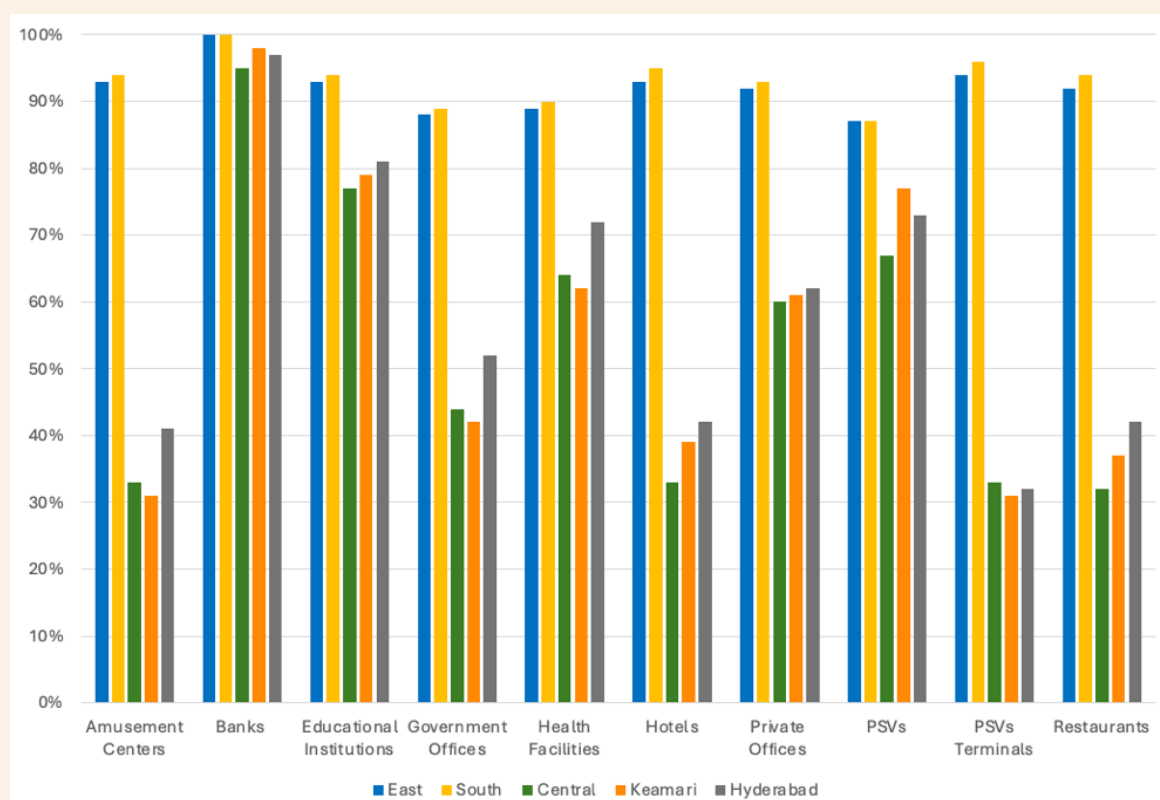
Compliance with no-smoking signage has improved in District East and South.

District East, alongside District South, leads all surveyed districts in Sindh for smoke-free compliance. In District Central, Keamari and Hyderabad, the compliance is relatively low when compared to smoke free 85 % compliance criteria.

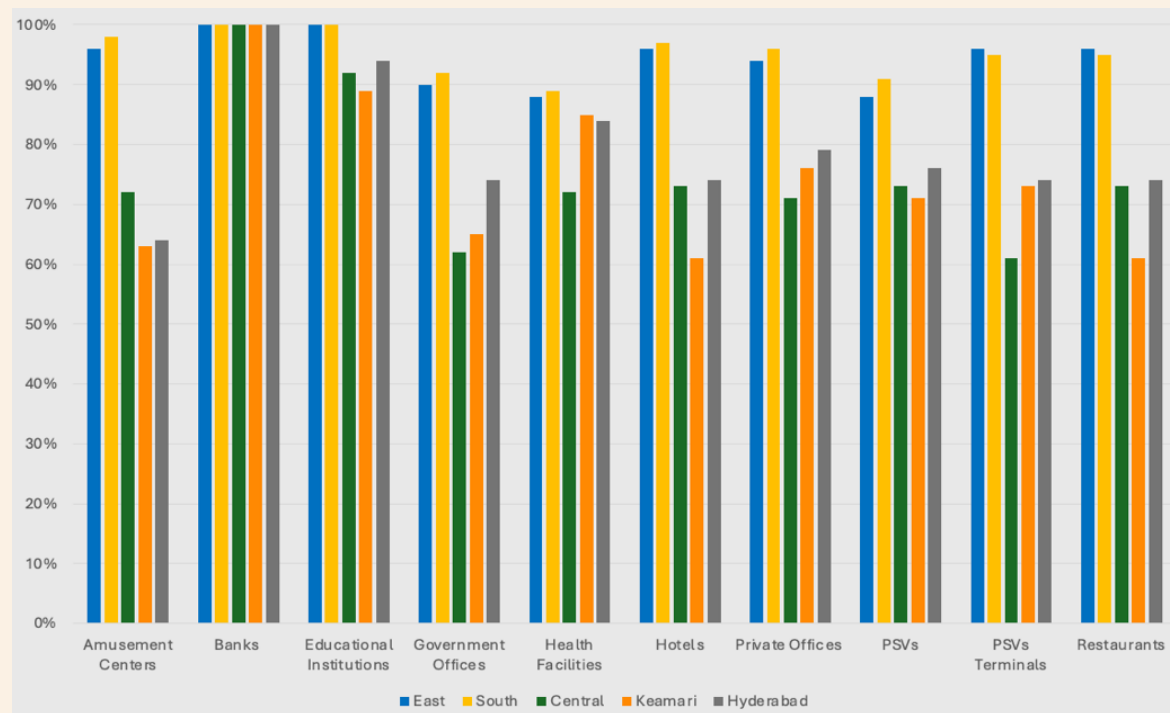
**Figure 1: Percentage Compliance with No-smoking Signages Indicator**



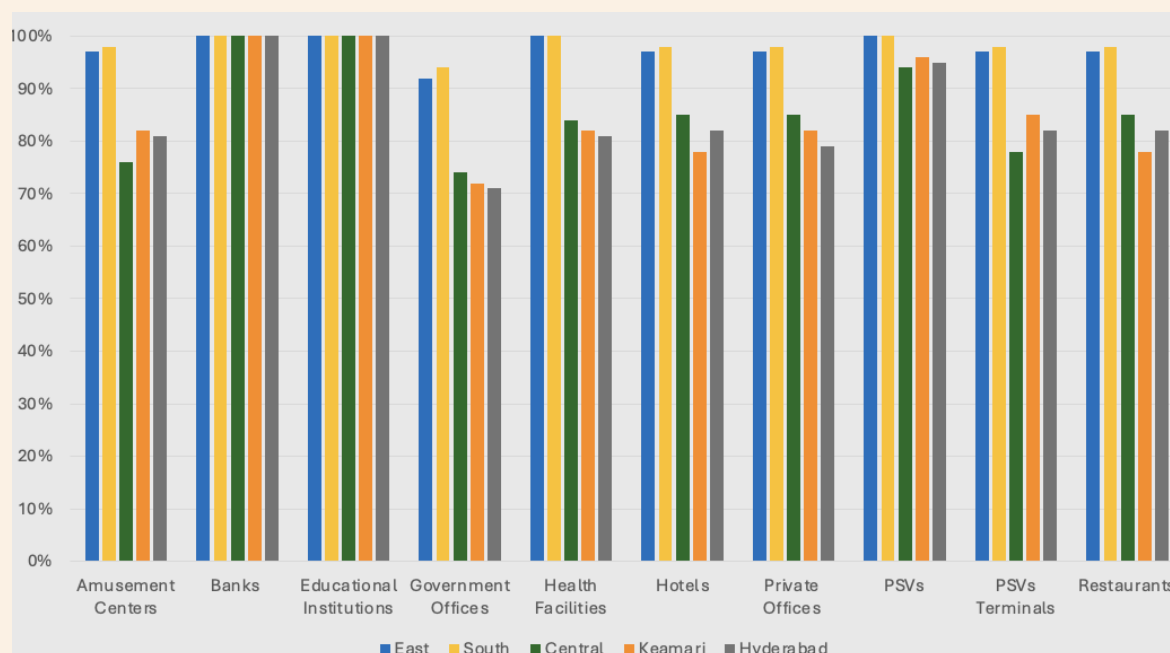
**Figure 2: Percentage of Compliance with Presence of Observed Smoking Indicator**



**Figure 3: Percentage of Violations with Presence of Cigarette Butts Indicator**



**Figure 4: Percentage compliance with Observed Ashtray Indicator**



## Strengths

- Prioritization of Tobacco Control by Provincial and District Leadership to implement Action Plan for Smoke-free Interventions and increase in enforcement drives in all venue types resulted in an increase in compliance with TC laws in East and South Districts.
- Effective multi-sectoral coordination between PTCCS, DTCC, taskforces, enforcement agencies, and venue managers.
- Capacity building of enforcement officers conducting inspections as the part of regular work with follow-up actions.

## Areas for Improvement

- Increase coverage and visibility of no-smoking signage in all public venues through sensitization of public venue managers to comply with Section 10.
- Sustain ongoing monitoring and implementation measures to prevent backsliding, especially in hospitality venues.
- Expand public education campaigns on SHS harms.

### Recommendations

1. Sustainability of TC implementation through Government: The government's financial support is instrumental in sustaining TC implementation through allocation of resources and expansion into all districts of Sindh
2. Targeted **No-Smoking** Signage Campaign: Conduct inspections to identify venues lacking signage and provide on-the-spot installation support.
3. Regular Capacity building: Refresher trainings along with ToTs and departmental cascade trainings for enforcement teams and venue managers. Capacity building of enforcement officers may be the part of departmental training institutes through TC Capacity Building Toolkit.
4. Sustain Awareness Efforts: Periodic media campaigns and community engagement across Sindh Province through CSO partners
5. Replication Model: Use District East and South as a model for scaling to other districts and divisions of Sindh province.

### Conclusion

The results from District East and District South demonstrate that consistent enforcement, public awareness, and multi-sectoral coordination can achieve and sustain high compliance with smoke-free laws. Further measures are needed to improve implementation and increase compliance with the smoke-free law in the remaining districts. With minor improvements—particularly in signage compliance—they can serve as a benchmark districts for Sindh's journey toward a 100% Tobacco-smoke-free environment. Achieving high compliance with the smoke-free law is crucial in reducing the harmful impact of tobacco use and protecting the public from secondhand smoke (SHS).

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