

Table 2 Summary of criteria for achievement for each level for each MPOWER measure

M: Monitoring	Highest level	Recent, representative and periodic data for both adults and youth.
	Intermediate levels	High-intermediate: recent and representative data for both adults and youth. Low-intermediate: recent and representative data for either adults and youth.
	Lowest level	No known data or no recent data or data that are not both recent and representative.
P: Protection from second-hand smoke	Highest level	All public places completely smoke-free (or at least 90% of the population covered by complete subnational smoke-free legislation).
	Intermediate levels	High-intermediate: Six to seven types of public place completely smoke-free. Low-intermediate: Three to five types of public place completely smoke-free.
	Lowest level	Complete absence of ban, or up to two types of public place completely smoke-free.
O: Offer cessation support	Highest level	National quit line and both nicotine replacement therapy (NRT) and some cessation services cost-covered.
	Intermediate levels	High-intermediate: NRT and/or some cessation services (at least one of which is cost-covered). Low-intermediate: NRT and/or some cessation series (neither cost-covered).
	Lowest level	None
W: Graphic Health Warnings	Highest level	Large warnings with all appropriate characteristics.
	Intermediate levels	High-intermediate: Medium size warnings with all appropriate characteristics or large warnings missing some appropriate characteristics. Low-intermediate: Medium size missing some or many appropriate characteristics or large warnings missing many appropriate characteristics.
	Lowest level	No warnings or small warnings
W: Mass media campaigns	Highest level	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio.
	Intermediate levels	High-intermediate: National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio. Low-intermediate: National campaign conducted with one to four appropriate characteristics.
	Lowest level	No recent national campaign conducted with a duration of at least three weeks.
E: Enforce bans on advertising, promotion and sponsorship	Highest level	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).
	Intermediate levels	High-intermediate: Ban on national television, radio and print media as well as on some but not all other forms of direct and/or indirect advertising. Low-intermediate: Ban on national television, radio and print media only.
	Lowest level	Complete absence of ban, or ban that does not cover national television, radio and print media.
R: Raise taxes on tobacco products	Highest level	≥75% of retail price of the most popular brand of cigarettes is tax.
	Intermediate levels	High-intermediate: ≥50% and < 75% of retail price is tax. Low-intermediate: ≥ 25% and <50% of retail price is tax.
	Lowest level	<25% of retail price is tax.