

APPENDIX 2: DEFINITIONS OF KEY TERMS

Current smoker:	Those who smoke cigarettes on 1 or more days in the past 30 days.
Never smoker:	A person who had never tried or experimented with cigarette smoking even one or two puffs.
Population:	Set of people or entities to which findings are to be generalized.
Sample:	A correction of units, selected to draw conclusions about a population.
Significance:	The percent chance that a relationship found in the data is just due to an unlucky sample, and if we took another sample we might find nothing.
Youth:	Aged between 10 and 21.

APPENDIX 3: ACRONYMS AND ABBREVIATIONS

Ads	Advertisements
AIDS	Acquired Immune Deficiency Syndrome
BAT	British Tobacco Control
CAMA	Consumers Association of Malawi
CDC	Center for Disease Control
CI	Confidence Interval
CS	Current Smokers
ES	Ever Smokers
ETS	Environmental Tobacco Smoke
FCTC	Framework Control on Tobacco Prevention
GDP	Gross Domestic Product
GYTS	Global Youth Tobacco Survey
NGO	Non Governmental Organization
NS	Never Smokers
TFI	Tobacco Free Initiative
UNDP	United Nations Development Program
UNICEF	United Nations Children's Fund
WHO	World Health Organization