

Table 3 Extracted codes for second and third phases and their concepts and evaluation process during qualitative study of trends in tobacco use and tobacco control programmes

Second level codes (nine codes)	Third level codes (31 codes)	Concepts	Evaluation
Tobacco use (1)	Teenagers and youth (1)	Increasing	Need special consideration
	Middle age (2)	Constant	Need to be reduced
	Elderly (3)	Decreasing	-
	Men (4)	Constant	Need to be controlled with medical and educational interventions
	Women (5)	Dramatically increasing	Need to have more specific strategy
	Hookah (6)	Dramatically increasing	Need a coherent and comprehensive control programme
	Trend of use during three decades (7)	Almost constant	-
	Tobacco use's value (8)	Decreased (negative value)	It is a condemned social behaviour but more work is still needed
Country situation in comparison with the region (2)	Tobacco use (9)	Decreased	Still far from ideal situation
	Tobacco control rules (10)	Increased (these have become more stringent)	These are sufficient
	Implementation of related legislation (11)	We are behind	Need for more administrative supervision
Country situation in comparison with world (3)	Tobacco use (12)	We are at a medium level	-
	Tobacco control rules (13)	We are behind	Need to use more successful global patterns
	Tobacco control legislation (14)	We are behind	Need to use more successful global patterns
History of tobacco control programmes (4)	Activities of nongovernmental organizations (15)	Not enough	Need to have more at country level
	Governmental programmes (16)	Weak	Need to be taken seriously
	Comprehensive tobacco control law (17)	Acceptable	Highly valued but need monitoring on its implementation
Strengths of tobacco control programmes (5)	Presence of comprehensive tobacco control law (18)	Important	Many countries do not have this
Weaknesses of tobacco control programmes (6)	No enforcement for its implementation (19)	Effective	Needs enforcement for its implementation
	Laws prohibiting smoking in public places (20)	Numerous violations	Need monitoring and follow up
	Pictorial health warnings on cigarette packs (21)	Not taken seriously	Need monitoring and follow-up
	Providing tobacco in unauthorized units such as single cigarettes (22)	Regulations have not been designed carefully	Need for intersectoral coordination
	Tobacco tax (23)	Insufficient	Needs to be increased and proceeds devoted to tobacco control programmes
	Tobacco cessation services (24)	The current form does not work	Need to be updated
Opportunity in tobacco control programmes (7)	Comprehensive law (25)	Important	Need parliament's supervision and enforcement for its implementation
	Related ministry (26)	Positive changes in health sector reform	Need to use available supports
Threat in tobacco control programmes (8)	Tobacco industries (27)	Very effective	Need to work under supervision of national tobacco control headquarters
	Satellite promotion (28)	Effective	Need to increase public awareness
The best strategy for tobacco control (9)	Implement law completely (29)	Very important	Need to strengthen main body of concerned ministries and tobacco control national headquarters and implement annual result-based programme
	Lack of demand in society (30)	Very important	Need preventive and control programmes
	Presence of quit smoking services (31)	Very important	Need to have affordable and accessible medical and nonmedical interventions