

Attachment 5

Sample Conceptual Models

June 18, 2013

FIGURE 1. CONCEPTUAL MODEL FOR PACKAGING AND HEALTH WARNING LABELS

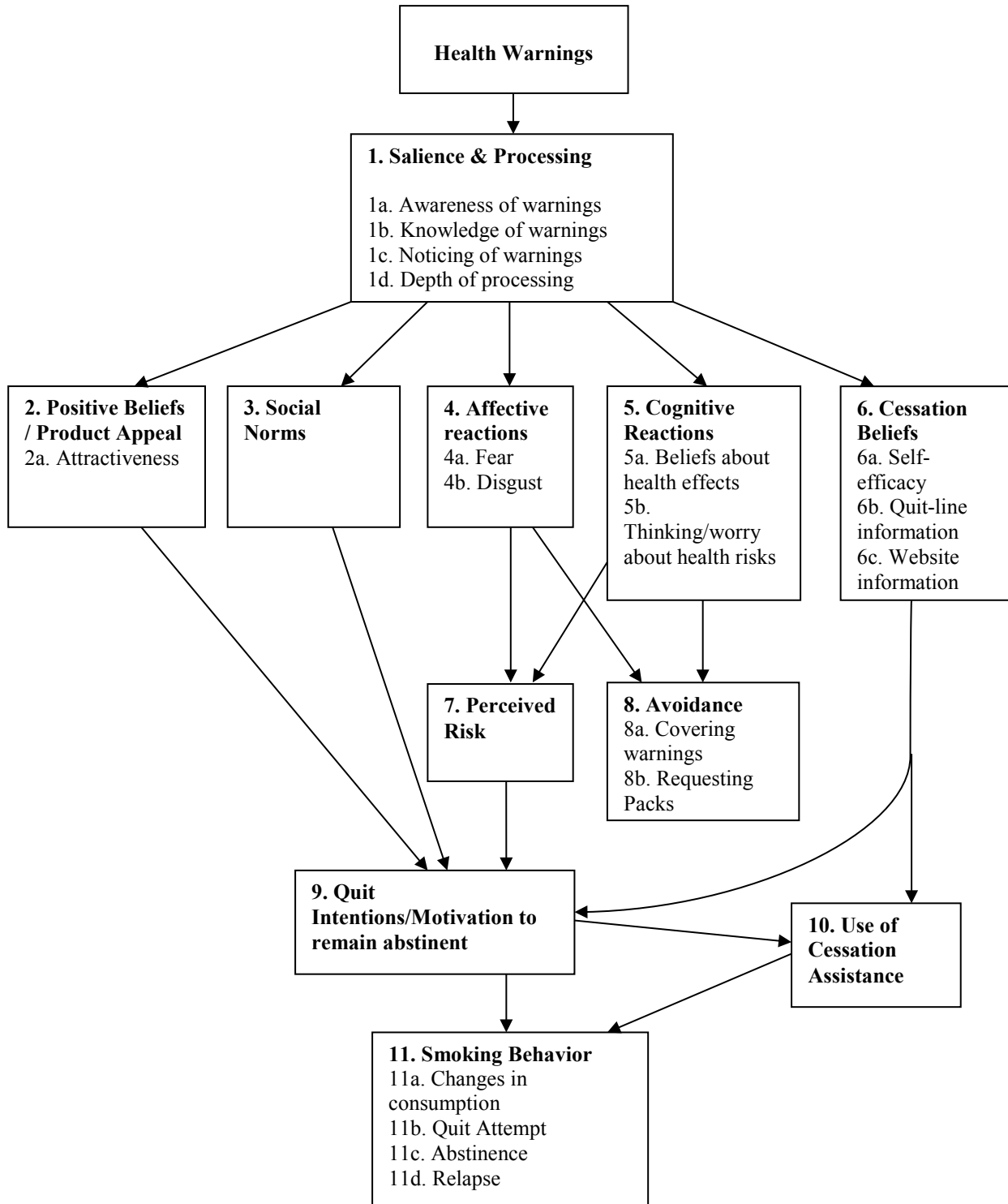


FIGURE 2. CONCEPTUAL MODEL FOR HEALTH EDUCATION CAMPAIGNS

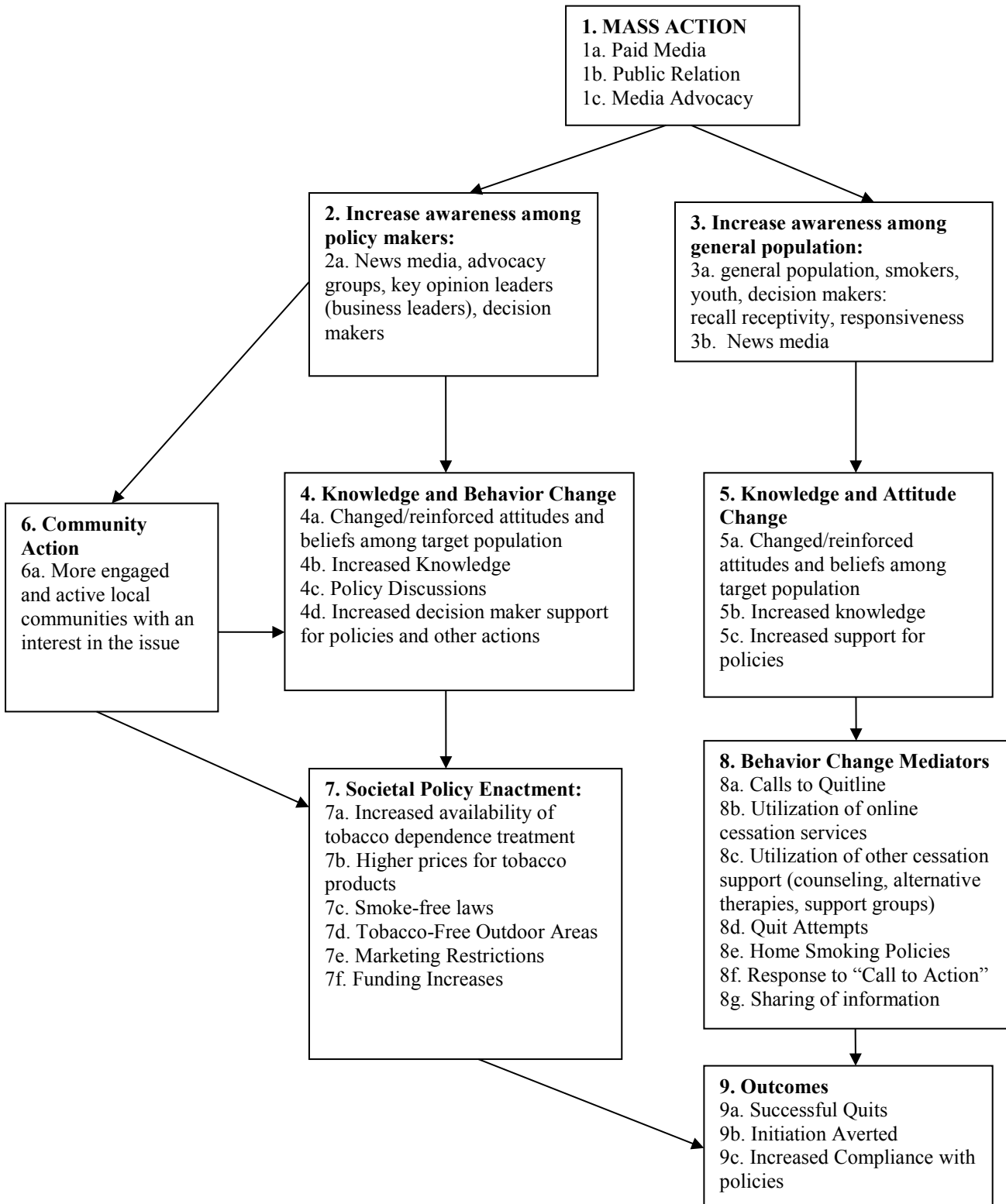


FIGURE 3. CONCEPTUAL MODEL FOR PRODUCT REGULATION (ADDITIVES) AND PERFORMANCE STANDARDS

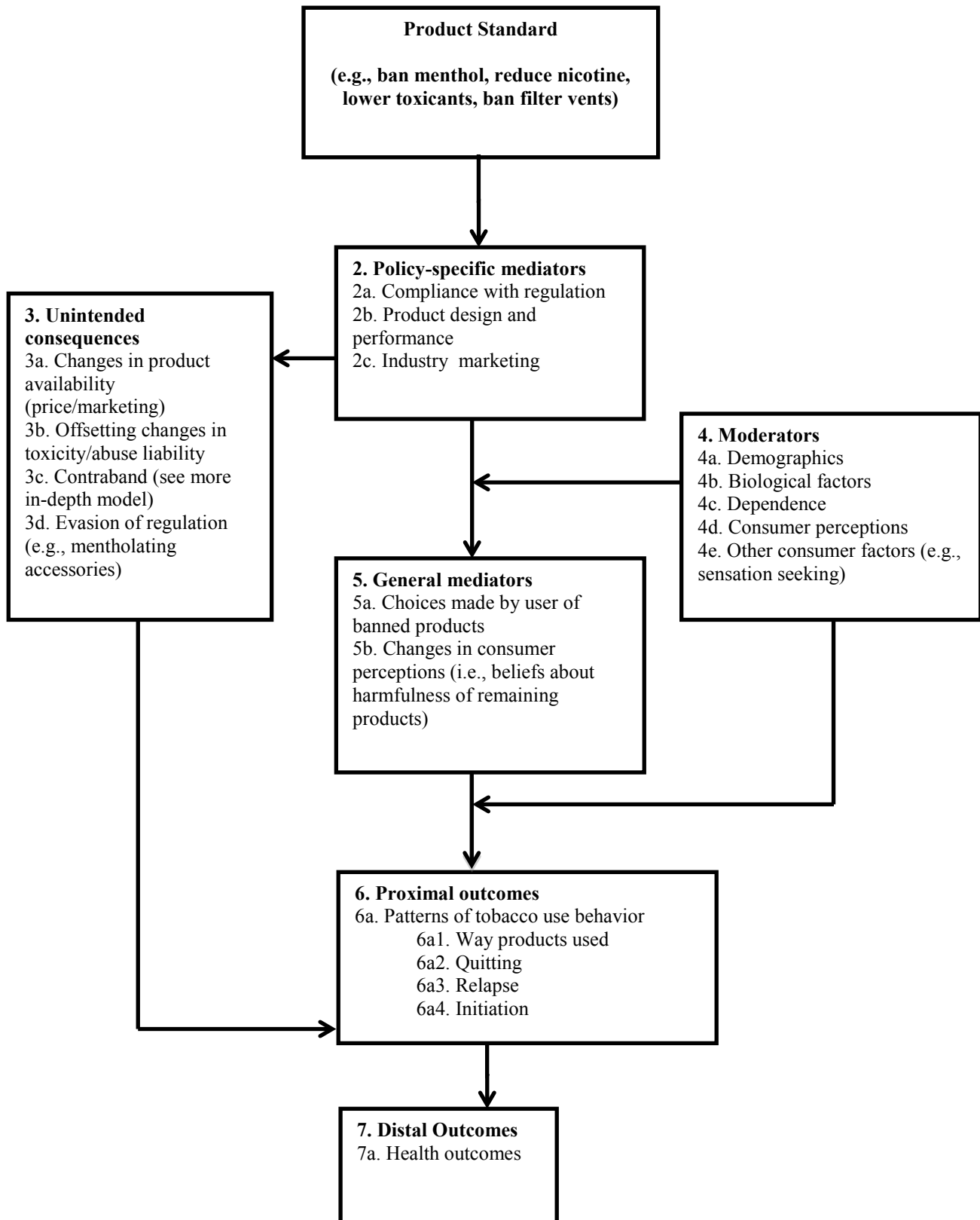


FIGURE 4. CONCEPTUAL MODEL FOR MODIFIED RISK TOBACCO PRODUCTS AND NEW TOBACCO PRODUCTS

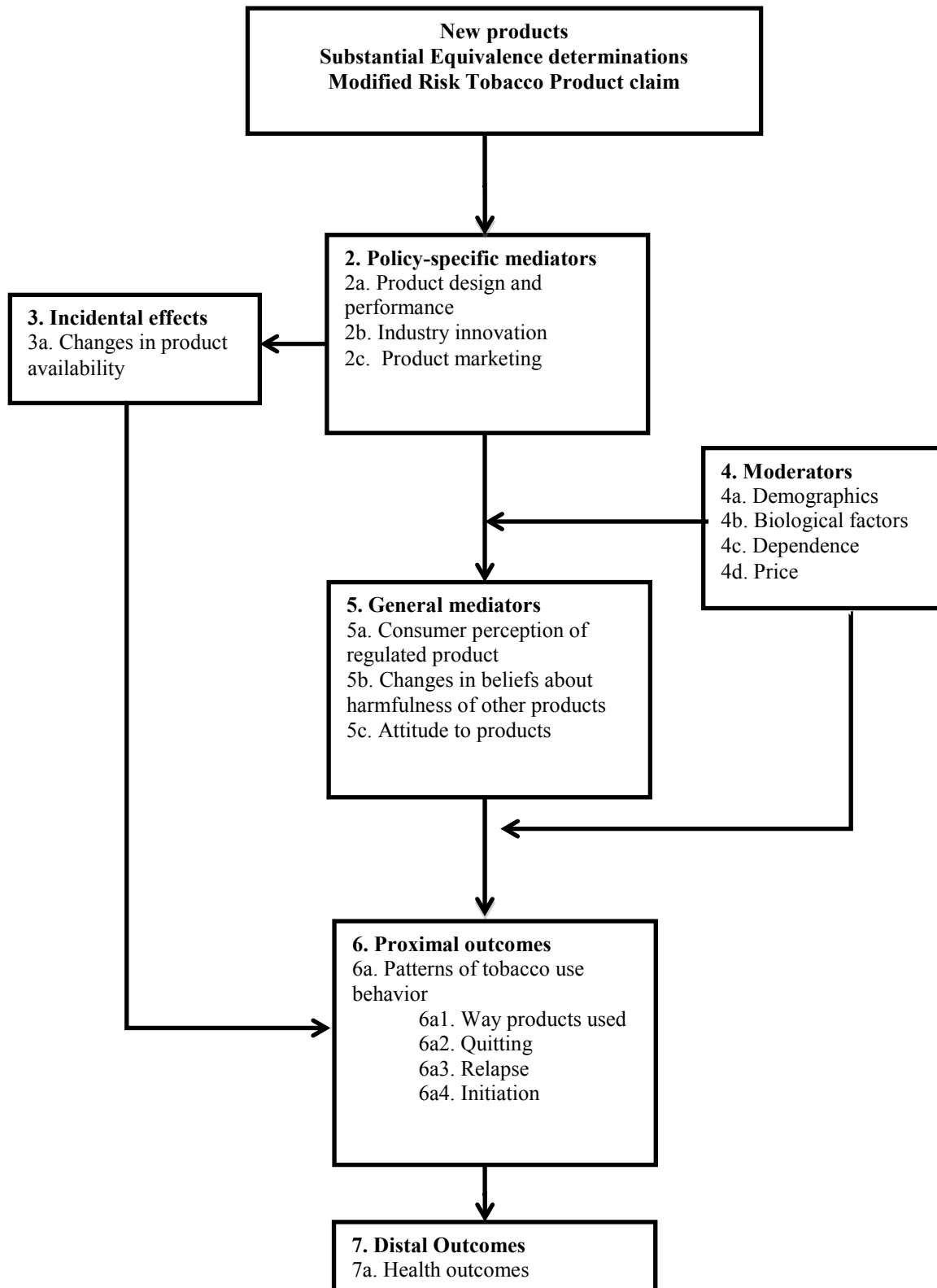


FIGURE 5. CONCEPTUAL MODEL FOR INDUSTRY ADVERTISING AND PROMOTION

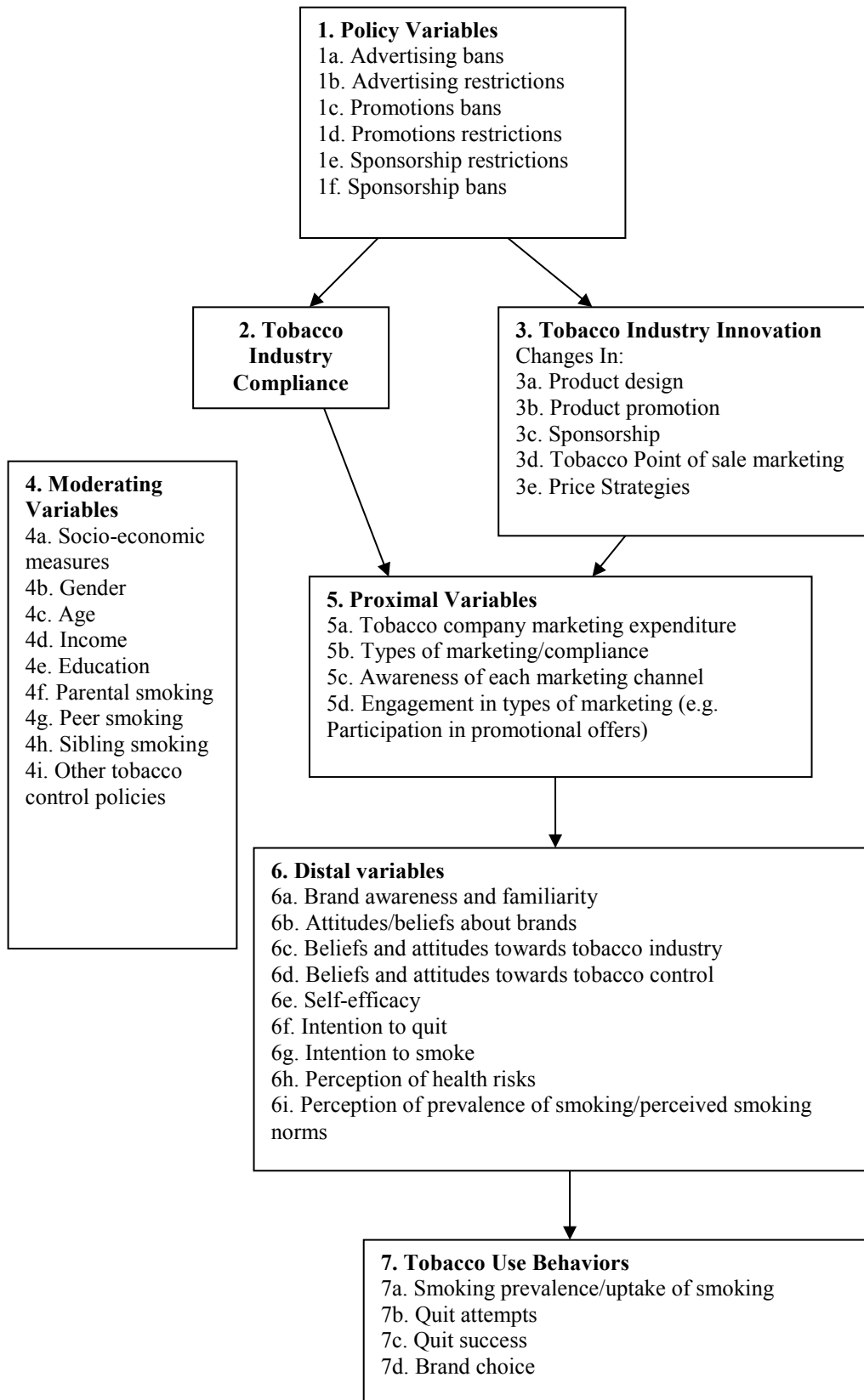


FIGURE 6. CONCEPTUAL MODEL FOR CONTRABAND

