Figure 1 Monthly counts of tobacco-control-related items in 4 Jordanian newspapers

A. Dec 2012: The tobacco industry in Jordan lowered cigarette prices.
B. Jun 2013: The first comprehensive report on the status of tobacco control in Jordan was released, tobacco-display regulations were released, the winners of the tobacco control media contest were announced, and smoke-free certificates were awarded to local organizations.
C. Jan - Apr 2014: The Government decided to ban licensing of waterpipe in cafes and restaurants by Mar 31st. The decision faced fierce resistance from the hospitality industry. The deadline lapsed without tangible action.
D. Nov 2014: Lung Cancer Awareness Month and the decision of the FCTC Conference of the Parties (FCTC/COP) to form a committee to address the regulation of the e-cigarette (Electronic Nicotine Delivery Systems – ENDS).
E. Feb 2015: The World Cancer Day was marked by focusing on tobacco as a prominent risk factor.