

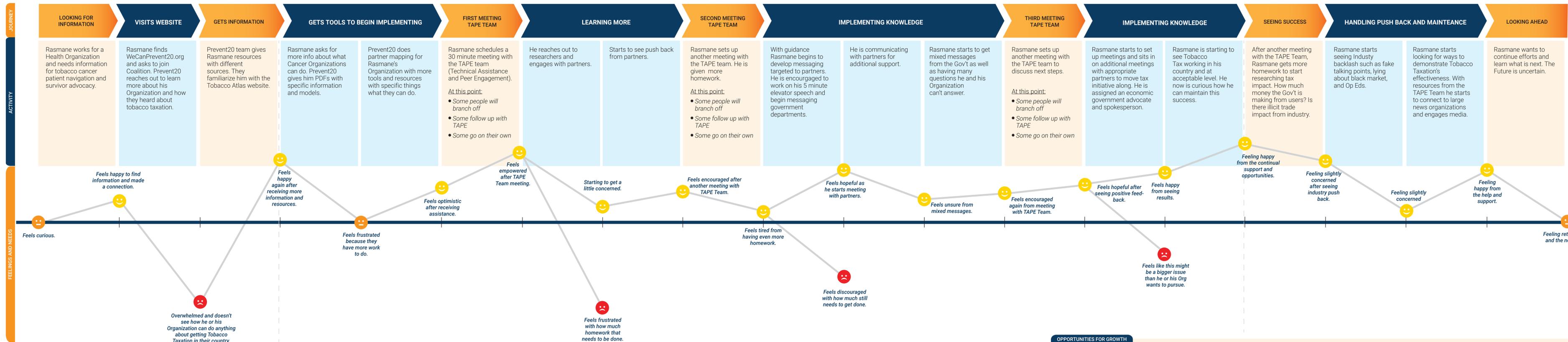


Rasmané Zinaba

AGE: 49 | STATUS: Married | OCCUPATION: Director | EDUCATION: Humanities Degree | RESIDENCE: Burkinafaso

SCENARIO:

Rasmane Zinaba is a Director of a Health Organization in Burkinafaso. He believes that tobacco related cancers can be significantly reduced with the correct out-reach. Rasame has been looking for ways to prevent these cancer related illnesses and deaths. He does research and comes to believe that implementation of a tobacco tax will discourage smoking significantly and have a great impact on cancer deaths in his country.



- ### OPPORTUNITIES FOR GROWTH
- Bring clearer emphasis on CTAs and the fundamentals of Tobacco Taxation in regards to how to get involved, especially for first time users of website.
 - Clearly identify and highlight the TAPE Team (a.k.a. "support") for the Members and Friends of the Coalition.
 - Make the content of the toolkits and resources more accessible on the website instead of downloadable only.
 - Restructure main navigation and site content to make it more accessible based on the user's journey implementing tobacco taxation.

