

Ban advertising, promotion and sponsorship

One of six cost-effective actions endorsed by WHO to reduce tobacco's deadly toll

The tobacco industry designs advertising campaigns featuring happy young people enjoying life with tobacco so they can get new, young tobacco consumers hooked, with life-long addiction.¹

WHO Framework Convention on Tobacco Control (FCTC)

Article 13 of the FCTC requires a comprehensive ban on tobacco advertising, promotion and sponsorship within five years after ratification. National bans must also include cross-border advertising, promotion and sponsorship originating within a nation's territory.

KEY MESSAGES

- Tobacco marketing and promotion entice young people to use tobacco, encourage smokers to smoke more, and decrease their motivation to quit.
- Tobacco marketing and promotion increase tobacco consumption and sales.
- Comprehensive, enforced advertising and promotional bans reduce tobacco use.
- Voluntary regulations are not effective as the tobacco industry often fails to comply.

The case for banning advertising, promotion and sponsorship

- **Marketing falsely associates tobacco with desirable qualities.** The tobacco industry targets women and girls with aggressive and seductive advertising that exploits ideas of independence, emancipation, sex appeal and slimness.^{2,3,4}
- **Tobacco advertising, promotion and sponsorship effectively impact youth.** For decades, tobacco companies have targeted youth as a key market, studied their smoking habits, and developed products and marketing campaigns aimed at them.⁵ An RJ Reynolds document states, "Many manufacturers have 'studied' the 14-20 market in hopes of uncovering the 'secret' of the instant popularity some brands enjoy to the almost exclusion of others... Creating a 'fad' in this market can be a great bonanza."⁶
- **Comprehensive advertising bans reduce tobacco use.** National-level studies before and after advertising bans found a decline in tobacco consumption of up to 16 percent.⁷⁻¹⁰ Advertising bans reduce tobacco use among people of all income and educational levels.
- **Partial bans have no effect on tobacco consumption.**¹² A study, based on data from 102 countries, found that per capita consumption fell by approximately 8 percent in countries with complete bans compared with 1 percent in countries without complete bans.¹³ Partial bans usually do not include indirect or alternative norms of marketing such as event sponsorship that are particularly attractive to young people.^{14,15}

"Tobacco addiction is a communicated disease — communicated through advertising, promotion and sponsorship."

Dr. Gro Harlem Brundtland, former WHO Director General, 2001

1. WHO Report on the Global Tobacco Epidemic 2008: The mpower package. Geneva: World Health Organization, 2008. 2. Kaufman NJ, Nichter, M. The Marketing of Tobacco To Women: Global Perspectives. In Samet JM, Yoon S editors. Women and the Tobacco Epidemic: Challenges for the 21st Century [monograph on the Internet]. Canada: WHO; 2001 [cited 22 June 2007]. Available from www.who.int/tobacco/media/en/WomenMonograph.pdf. 3. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Young People: A Report of the Surgeon General. Atlanta, GA: Public Health Service, CDC Office on Smoking and Health; 1994. Available from www.cdc.gov/tobacco/data_statistics/sgr/sgr_1994/index.htm. 4. Women, Girls, and Tobacco: An Appeal for Global Health Action [page on the Internet]. Center for Communications, Health and the Environment [cited July 19, 2007]. Available from www.ceche.org/programs/tobacco/women/appeal.htm. 5. Perry CL. The Tobacco Industry and Underage Youth Smoking: Tobacco Industry Documents from the Minnesota Litigation. Archives of Pediatric and Adolescent Medicine. 1999;153:935-941. 6. William Esty, McCain JH. NFO preference share data—"youth" market. R. J. Reynolds Tobacco Company. March 8, 1973. Bates No. 501167049-7051. Available from www.rjtdocs.com. 7. Smee C, et al. Effect of tobacco advertising on tobacco consumption: a discussion document reviewing the evidence. London: Economic and Operational Research Division, Department of Health; 1992. 8. Country profiles. Fifth WHO seminar for a Tobacco-Free Europe, World Health Organization Regional Office for Europe, Warsaw, 26-28 October 1995. 9. Jha P, Chaloupka FJ. Curbing the epidemic: governments and the economics of tobacco control. Washington, DC: World Bank; 1999. Available from: www1.worldbank.org/tobacco/reports.htm. 10. Public health at a glance—Tobacco control. Why is reducing use of tobacco a priority? [page on the Internet] Washington, DC: World Bank; 2003. Available from: <http://go.worldbank.org/AA4DNS07V0>. 11. Borland RM. Advertising, media and the tobacco epidemic. In: China tobacco control report. Beijing, Ministry of Health, People's Republic of China, May 2007. 12. Saffer, H. Tobacco Advertising and Promotion. In: Jha P, Chaloupka F, editors. Tobacco Control in Developing Countries. New York: Oxford University Press, Inc.; 2000. p. 215-236. Available from www1.worldbank.org/tobacco/tcdc.asp. 13. Ibid. 14. Willemsen MC, De Zwart WM. The effectiveness of policy and health education strategies for reducing adolescent smoking: a review of the evidence. Journal of Adolescence. 1999;22(5):587-599. 15. World Health Organization Regional Office for Europe. It can be done: a smoke-free Europe. Copenhagen: World Health Organization; 1990.