Tobacco Advertising & Youth
The Evidence

Tobacco Marketing Effectively Reaches Youth

Publicly, the tobacco industry states it does not target youth. However, evidence from around the world shows that tobacco companies continue to market and promote their products in ways that appeal to children.

> **"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens…It is during the teenage years that the initial brand choice is made."** – *Myron E. Johnston, Philip Morris Researcher, 1981*[1]

- In Buenos Aires, Argentina, 90% of 14 to 17 year olds had seen tobacco ads in the month prior to the survey.[2]
- In China, 50-70% of 13-15 year olds surveyed have seen cigarette ads at sporting events.[3]
- In Turkey, despite the fact that Camel cigarettes have only a one percent market share, the Camel logo (dromedary and pyramid) was recognized by 91% of children (average age of 10).[4]
- In the United States, 96% of young children (age 3-6) correctly identified the brand in Joe Camel advertisements, compared to only 67% of adults.[5]
- In India, when a tobacco manufacturer sponsored cricket matches, the most influential message perceived by youth was "you become a better cricketer if you smoke."[6]

The Impact of Tobacco Marketing on Youth Consumption

Tobacco marketing has been shown to increase youth initiation of smoking.[7]

- A study in the United Kingdom conducted between 1999 and 2004 found that, for each form of tobacco marketing that youth recognized, the likelihood of smoking initiation increased by seven percent.[8]
- Nine longitudinal studies involving more than 12,000 youth concluded that "tobacco advertising and promotion increases the likelihood that adolescents will start to smoke."[9]
- In Spain, familiarity with local tobacco billboards increased the likelihood of smoking initiation among 13 to 14 year olds.[10]

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The Impact of Tobacco Advertising, Promotion and Sponsorship Bans

A comprehensive law banning tobacco advertising, promotion and sponsorship is necessary to reduce tobacco use, especially among youth.[11] Tobacco companies can easily circumvent partial advertising bans by shifting their marketing and promotional strategies to unrestricted avenues.[12]

- Research on tobacco advertising, promotion and sponsorship bans and tobacco consumption in 22 countries found that comprehensive bans can reduce tobacco consumption by 6.3%.[13]
- A follow-up study in 102 countries found that comprehensive bans reduced tobacco consumption by about 8%, whereas partial bans had little or no effect.[14]
- In the United Kingdom, a comprehensive ban was implemented in three phases — a ban on remaining traditional forms of advertisements in 2002, a ban on promotions and sponsorship of domestic sporting events in 2003, and the subsequent restriction on point-of-sale advertising and brand-stretching in 2004 and 2005. With each phase of the advertising ban, there were significant declines in awareness of tobacco marketing among youth.[15]

A Comprehensive Ban on Tobacco Advertising, Promotion and Sponsorship is Necessary to Reduce Tobacco Use among Youth

- Tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers' motivation to quit.[16,17,18]
- Voluntary regulations are not effective as the tobacco industry often fails to comply.[19,20]
- Partial bans have little to no effect on tobacco consumption.[21,22]
- Only a comprehensive and enforced ban on advertising, promotion and sponsorship reduces tobacco use, especially among youth.[23,24]
- Countries must adhere to Article 13 of the FCTC and adopt comprehensive bans on tobacco advertising, promotion and sponsorship.

(1)Philip Morris [internal industry document]. 1981 Mar 31. Bates no. 1000390803/55. (2)Miguez H. Uso de tabaco en jóvenes: exposición y culnerbilidad en el campo de las representaciones sociales. Buenos Aires: Programa Vigi+A, Ministerio de Salud y Ambiente de la Nación; 2003. (3)The GTSS Collaborative Group. A cross country comparison of exposure to secondhand smoke among youth. Tobacco Control. 2006;15 Suppl 2:ii4-19. (4)Emri S, Bagci T, Karakoca Y, Baris E. Recognition of cigarette brand names and logos by primary schoolchildren in Ankara, Turkey. Tobacco Control. 1998;7:386-392. (5)Fischer PM, Schwartz MP, Richards JW, Goldstein AO, Rojas TH. Brand logo recognition by children aged 3 to 6 years. Mickey Mouse and Old Joe the Camel. JAMA. 1991;266(22):3145-3148. (6)Vaidya SG, Vaidya JS, Naik UD. Sports sponsorship by cigarette companies influences the adolescent children's mind and helps initiate smoking: results of a national study in India. J Indian Med Assoc. 1999;97:354-356. (7)DiFranza JR, Wellman RJ, Sargent JD Weitzman M, Hipple BJ, Winickoff JP. Tobacco Promotion and the Initiation of Tobacco Use: Assessing the Evidence for Causality. Pediatrics. 2006; 117:e1237-e1248. (8)Moodie C, MacKintosh AM, Brown A, Hastings G. Tobacco marketing awareness on youth smoking susceptibility and perceived prevalence before and after an advertising ban. European Journal of Public Health. 2008 Mar 24 [Epub ahead of print]. (9)Lovato C, Linn G, Stead LF, Best A. Impact of tobacco advertising and promotion on increasing adolescent smoking behaviors. Cohrane Database Syst Rev. 2003;(4):CD003439. (10)Lopez Mi, Herrero P, Comas A, et al. Impact of cigarette advertising on smoking behaviour in Spanish adolescents as measured using recognition of billboard advertising. Eur J Public Health. 2004;14:428-432. (11)World Health Organization (WHO) Report on the Global Tobacco Epidemic 2008: The mpower package. Geneva: World Health Organization, 2008. p 36-38. (12)WHO, 2008, p 38. (13)Saffer H. Tobacco Advertising and Promotion. In: Jha P, Chaploupka F, editors. Tobacco Control in Developing Countries. New York: Oxford University Press, Inc.; 2000. p. 224. Available from: http://www1.worldbank.org/tobacco/tcdc.asp. (14)Saffer H, 2000. (15)Moodie, 2008. (16)Andrews RL, Franke GR. The determinants of cigarette consumption: A meta-analysis. Journal of Public Policy and Marketing. 1991; 10:81-100. (17)Warner KE. Selling Smoking: Cigarette Advertising and Public Health. Washington, DC: American Public Health Association; 1986. (18)WHO, 2008. p 36. (19)WHO, 2008, p 38. (20)Roemer R. Legislative action to combat the world tobacco epidemic, 2nd ed. Geneva: World Health Organization; 1993. (21)Quentin W, Neubauer S, Leidl R, Konig HH. Advertising bans as a means of tobacco control policy: a systematic literature review of time-series analyses.Int J Public Health. 2007;52:295-307. (22)World Health Organization Regional Office for Europe. It can be done: a smoke-free Europe. Copenhagen: World Health Organization; 1990. (23)WHO, 2008, p 38. (24)Quentin, 2007.

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