



## 禁止广告、促销和赞助

### 世界卫生组织低投入高效益降低烟草致命危害的六大措施之一

烟草行业设计的广告宣传表现青少年快乐地吸烟、享受生活，以便能够吸引新的、年轻的烟草消费者上钩，一辈子上瘾<sup>1</sup>。

“烟草广告是传染病，通过广告、促销和赞助传播。”

— 格罗·哈莱姆·布伦特兰博士，曾任世界卫生组织总干事，2001年

### 世界卫生组织《烟草控制框架公约》（《公约》）

《公约》第13条要求在缔约国批准《公约》后5年内，全面禁止烟草广告、促销和赞助。每一缔约方必须禁止源自本国领土的跨国广告、促销和赞助。

#### 关键信息：

- 烟草营销和促销诱使青少年使用烟草，鼓励吸烟者吸更多，瓦解他们戒烟的动力。
- 烟草营销和促销增加烟草消费和销售。
- 施行全面的广告和促销禁令减少烟草使用。
- 自愿的规定由于烟草行业常常不遵守，所以无效。

#### 支持禁止广告、促销和赞助的理由

- 营销错误地把烟草与令人羡慕的素质联系在一起。烟草行业使用积极主动的诱惑性广告，利用独立、解放、性感和苗条等观念，吸引妇女和年轻女性消费者<sup>2, 3, 4</sup>。
- 烟草广告、促销和赞助有效地影响青少年。几十年来，烟草公司把青少年作为一个主要的目标市场，研究他们的吸烟习惯，进而开发出针对他们的产品和营销宣传<sup>5</sup>。雷诺烟草公司内部文件指出：“许多生产厂商‘研究’了14-20岁人群市场，希望发现某些品牌几乎排他性地独享市场热烈追捧的‘秘密’...在这个市场创造出‘时髦产品’相当于挖到了聚宝盆<sup>6</sup>。”
- 全面禁止广告减少烟草使用。对比禁止烟草广告前后的国家级研究发现，烟草消费量下降，降幅可达16%<sup>7, 8, 9, 10</sup>。禁止烟草广告后，各收入阶层和教育水平的人都减少了烟草使用<sup>11</sup>。
- 部分禁止广告对烟草消费不起作用<sup>12</sup>。一项根据102个国家数据进行的研究发现，全面禁止广告的国家人均烟草消费降低了约8%，没有执行全面禁止的国家则只有1%<sup>13</sup>。部分禁止广告通常不包括间接的或替代性的营销方式，比如对音乐体育活动的赞助，而这些对青少年尤其具有吸引力<sup>14, 15</sup>。

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- <sup>1</sup> World Health Organization. WHO Report on the Global Tobacco Epidemic 2008: *mpower*. Geneva: WHO; 2008. p. 38.
- <sup>2</sup> 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: <http://www.who.int/tobacco/media/en/WomenMonograph.pdf>.
- <sup>3</sup> 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: [http://www.cdc.gov/tobacco/data\\_statistics/sgr/sgr\\_1994/index.htm](http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_1994/index.htm).
- <sup>4</sup> 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: <http://www.ceche.org/programs/tobacco/women/appeal.htm>.
- <sup>5</sup> 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.
- <sup>6</sup> William Esty, McCain JH. NFO preference share data—"youth" market. R. J. Reynolds Tobacco Company. March 8, 1973. Bates No. 501167049-7051. Available from: <http://www.rjrtdocs.com>.
- <sup>7</sup> 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.
- <sup>8</sup> *Country profiles*. Fifth WHO seminar for a Tobacco-Free Europe, World Health Organization Regional Office for Europe, Warsaw, 26-28 October 1995.
- <sup>9</sup> Jha P, Chaloupka FJ. *Curbing the epidemic: governments and the economics of tobacco control*. Washington, DC: World Bank; 1999. Available from: <http://www1.worldbank.org/tobacco/reports.htm>.
- <sup>10</sup> 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>.
- <sup>11</sup> Borland RM. Advertising, media and the tobacco epidemic. In: *China tobacco control report*. Beijing, Ministry of Health, People's Republic of China, May 2007.
- <sup>12</sup> 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: <http://www1.worldbank.org/tobacco/tcdc.asp>.
- <sup>13</sup> Ibid.
- <sup>14</sup> 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.
- <sup>15</sup> World Health Organization Regional Office for Europe. *It can be done: a smoke-free Europe*. Copenhagen: World Health Organization; 1990.