GYTS and its Implications for Policies on Tobacco Advertising

Dr Kerstin Schotte
Tobacco Control team PAHO
Article 13 of the FCTC requires Parties to prohibit all tobacco advertising, promotion, and
Direct effects of Tobacco advertising and sponsorship

• Attracts new smokers, especially children (Initiation)
• Stimulates smokers to smoke more (Consumption)
• Stimulates ex-smokers to start again (Re-start)
• Reduces the willingness to stop smoking (Cessation)
Tobacco advertising recruits new smokers

Indirect effects of Tobacco advertising and sponsorship

- Creates a social environment of normality regarding smoking
- Creates political opposition towards tobacco control among the beneficiaries of funds for advertising and the media
Marketing strategies of the Tobacco Industry

- 10’s Packs: making cigarettes more affordable
- Campaigns to avoid advertising restrictions
- Voluntary codes
- Youth Prevention Campaigns
- Targeting young people (starters) and especially young women
- Sponsorship
Do advertising bans work?

Tobacco advertising on high level (6% of sales revenues) has relatively small impact on consumption.

Effects of partial bans can be compensated (e.g. media substitution, promotion).

Partial bans shift the function downwards.

Comprehensive advertising bans reduce cigarette consumption

What is a comprehensive advertising ban?

- Includes all promotion of tobacco products through direct and indirect means
- Includes advertising, sponsorship, give-aways, discounts, display at points of sale and promotion of tobacco brand names through non-tobacco items or through venues (Camel boots, Marlboro Adventure Tour, Ferrari visits Pope...)

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**Developing Legislation for Tobacco Control**

Template and Guidelines

Pan American Health Organization
Does Counter-Advertising work?

Working with the media

- Develop and maintain media directory
- Keep contact with journalists, provide them with stories and scientific background information
- Give interviews on TV and radio
- Conduct press conferences
- Press releases
- Write letters to journal editors
GYTS: Questions regarding advertising

During the past month, how many advertisements for cigarettes have you seen on billboards?

During the past month, how many advertisements or promotions for cigarettes have you seen in newspapers or magazines?

When you go to sports events, fairs, concerts, or community events, how often do you see advertisements for cigarettes?
GYTS: Cigarette ads on billboards

Winston

Полная свобода
Made In U.S.A.
GYTS: Cigarette ads in newspapers/magazines

Actually, this is what we call “getting lucky.”

VIRGINIA SLIMS
It’s a woman thing.
GYTS: Questions regarding promotion

When you watch TV, videos, or movies, how often do you see actors smoking?

Do you have something (t-shirt, pen, backpack, etc.) with a cigarette brand logo on it?

During the past month, when you watched sports events or other programs on TV how often did you see cigarette brand names?

Has a cigarette representative ever offered you a free cigarette?
GYTS: Objects with cigarette brand logo
GYTS: Offered free cigarettes
GYTS: Questions regarding anti-smoking messages

During the past month, how many anti-smoking media messages have you seen?

When you go to sports events, fairs, concerts, community events, or social gatherings, how often do you see anti-smoking messages?
GYTS: Anti-Smoking media messages

"Mind if I smoke?"

"Care if I die?"
# Advertising bans in the Caribbean

<table>
<thead>
<tr>
<th>Country</th>
<th>National TV</th>
<th>Cable TV</th>
<th>Satellite TV</th>
<th>National Radio</th>
<th>Int. Radio</th>
<th>Internet</th>
<th>Local printed Media</th>
<th>Int. Printed Media</th>
<th>Billboards Outdoor Walls</th>
<th>Points of Sale</th>
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Pan American Health Organization
# Sponsorship and Promotion bans in the Caribbean

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<th>Sponsored Events</th>
<th>Non-Tobacco products with tobacco brand names</th>
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Thank you for your attention!

schottek@paho.org