

Restricting Tobacco Advertising

Tobacco advertising encourages people to smoke, particularly when it is targeted at youth and specific demographic subgroups.¹⁻¹⁴ Comprehensive advertising and promotion bans are effective in reducing tobacco use:¹⁵

- Advertising bans have been associated with a 6% decline in smoking.¹⁶
- Advertising bans help to reduce tobacco use across income and educational levels.¹⁷
- A 2004 study of a comprehensive advertising ban in the United Kingdom found that smokers who viewed less tobacco advertising and promotion were 1.5 times more likely to attempt to quit smoking.¹⁸
- An international study of four countries with tobacco control programs found that after an advertising ban went into effect, cigarette consumption per capita declined by 14% to 37%.¹⁸
- A tobacco advertising ban must cover all media to be effective; partial bans are not effective since tobacco companies can use other media to advertise their products.^{15,16}
- The World Health Organization and the World Bank support the elimination of tobacco advertising.¹⁸

Tobacco advertising is widespread in China:

- Outdoor tobacco advertisements, as well as coupons and gifts for tobacco products, are popular in China.¹⁹
- Children are especially vulnerable:
 - The percentage of teens who have seen ads for cigarettes on billboards ranges from 50.3% in Shandong to 75.7% in Guangdong.²⁰
 - One third to half of 13-15 year olds in China have seen cigarette ads in newspapers or magazines.²⁰
 - 50-70% of 13-15 year olds surveyed in China have seen cigarette ads at sporting events.²⁰
 - 2.5-7% of 13-15 year olds surveyed in China reported having been offered free cigarettes by a tobacco company.²⁰
 - More than 80% of 13-15 year olds recall a specific brand of cigarette when asked if they have seen tobacco advertising.¹⁹

References

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