

# 21 Anti-Tobacco Information and Messages

Anti-tobacco messages in mass media, either describing the dangers of smoking cigarettes or encouraging people to quit smoking, are shown to reduce smoking prevalence.<sup>48</sup>

The percentage of adults aware of anti-tobacco information in newspapers or magazines ranged from 5% in Senegal to 24% in Kenya in the 6 GATS countries. The percentage aware of information on billboards ranged from 2% in Ethiopia to 16% in Cameroon and Kenya. The percentage aware of information on television ranged from 9% in Ethiopia and Uganda to 27% in Senegal. The percentage aware of information on the radio ranged from 16% in Ethiopia to 66% in Uganda.

Seventy percent or more of students were aware of anti-tobacco messages in the media in the past 30 days in 17 of the 34 GYTS countries. Percentages ranged



from 45% in Zimbabwe to 84% in Madagascar. Media channels include television, radio, billboards, posters, newspapers, magazines, movies, and dramas.

## AWARENESS OF ANTI-CIGARETTE INFORMATION AMONG ADULTS

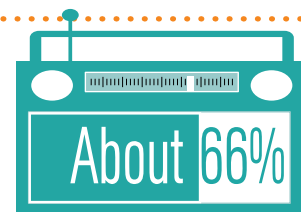
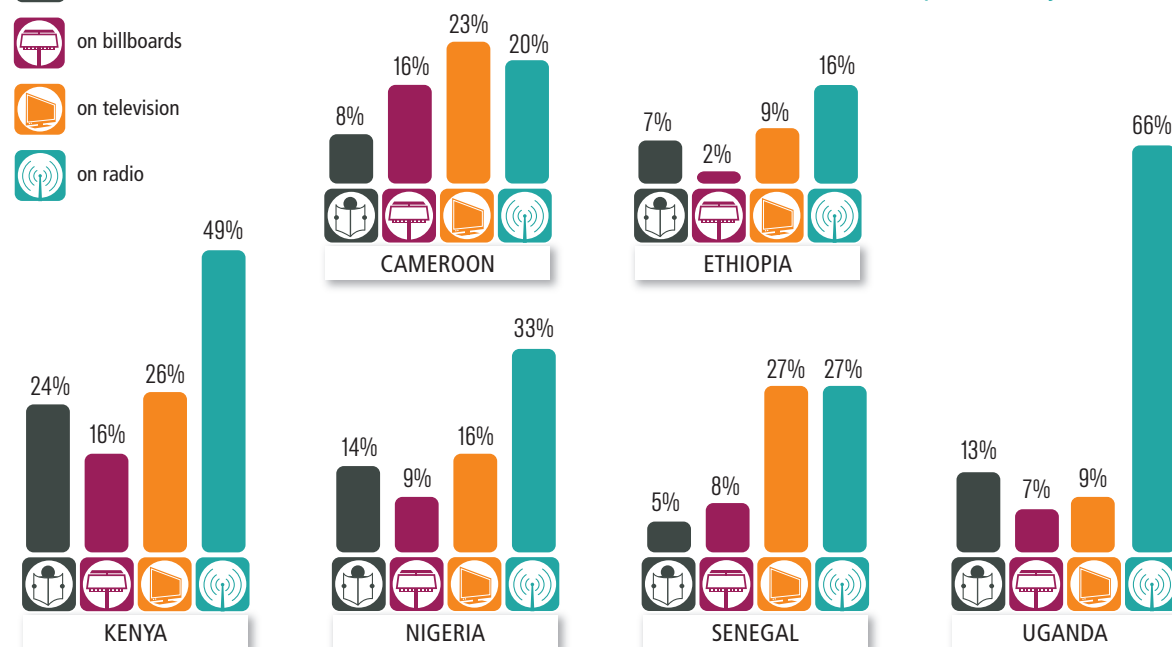
Percentage of adults age 15 years or older who noticed anti-cigarette information in the past 30 days 2012–17

in newspapers or magazines

on billboards

on television

on radio



of adults in Uganda noticed anti-tobacco information on the radio in the past 30 days

70% or more  
of students were aware of anti-tobacco  
messages in the media in 17 GYTS countries



## AWARENESS OF ANTI-TOBACCO MESSAGES AMONG STUDENTS

Percentage of students age 13–15 who noticed anti-tobacco messages in the media in the past 30 days<sup>d</sup> 2006–11 2013–16\*

