

23 Tobacco Promotion and Sponsorship

A comprehensive ban on all tobacco advertising, promotion, and sponsorship can reduce exposure to smoking cues.²

The percentage of adults who noticed cigarette promotion at sports events in the past 30 days was less than 1% in 4 of the 6 GATS countries; it was 1% in Nigeria and 2% in Kenya. The percentage of adults who noticed cigarette branding on clothing in the past 30 days ranged from less than 1% in Ethiopia to 18% in Cameroon in the 6 GATS countries. The

percentage who received cigarette samples in the past 30 days ranged from less than 1% in Ethiopia to 2% in Cameroon, Kenya, and Senegal.

Tobacco company representatives have offered tobacco products to students in all 33 GYTS countries presented here.

The percentage of students who owned an object with a cigarette brand logo on it ranged from 5% in Algeria to 30% in Chad in the 34 GYTS countries.

Tobacco company representatives have offered tobacco products

to students in all GYTS countries presented^{b,d}

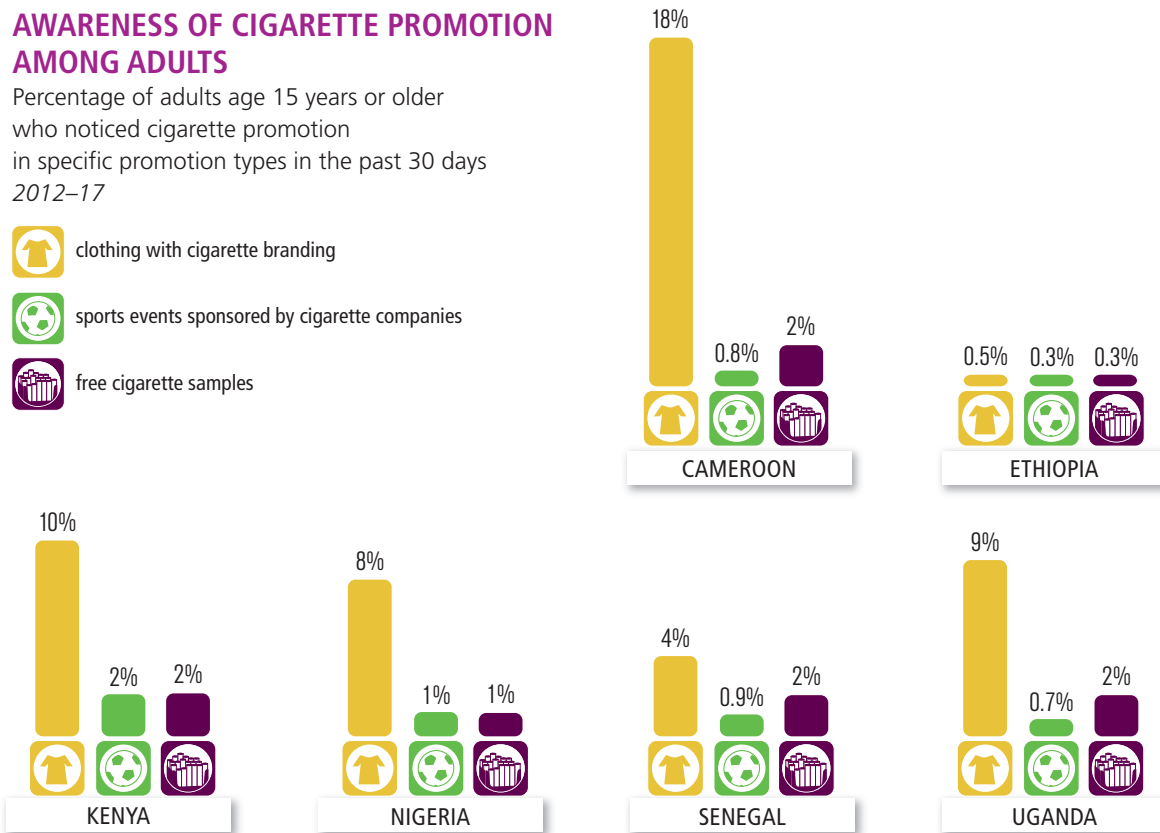


In Ethiopia, fewer than 1% of adults noticed cigarette promotion in any 3 types presented

AWARENESS OF CIGARETTE PROMOTION AMONG ADULTS

Percentage of adults age 15 years or older who noticed cigarette promotion in specific promotion types in the past 30 days 2012–17

- clothing with cigarette branding
- sports events sponsored by cigarette companies
- free cigarette samples



OWNERSHIP OF PROMOTIONAL ITEM AMONG STUDENTS

Percentage of students age 13–15 who owned an object with a cigarette brand logo^d 2006–11 2013–16*

