

Part Five



WARN ABOUT THE DANGERS OF TOBACCO



Article 11: Packaging and labelling of tobacco products

Each Party shall ... ensure that ... each unit packet and package of tobacco products and any outside packaging and labelling ... carry health warnings describing the harmful effects of tobacco use...

Article 12: Education, communication, training and public awareness

Each Party shall promote and strengthen public awareness of tobacco control issues, using all available communication tools ...

19 Beliefs about Dangers

Tobacco use is a primary risk factor for many chronic diseases, including multiple forms of cancer, lung disease, and heart disease.^{24,45} Increasing knowledge about the harms and addictiveness of tobacco can help prevent tobacco use and encourage people to quit.⁴⁶



The percentage of adults who believed that smoking causes stroke ranged from 40% in Ethiopia to 72% in Cameroon in the 6 GATS countries. The percentage who believed that smoking causes heart attacks ranged from 70% in Ethiopia and Kenya to 83% in Cameroon and Uganda. The percentage who believed that smoking causes lung cancer ranged from 73% in Nigeria to 96% in Cameroon.

Half or more of students in 18 of the 34 GYTS countries thought that exposure to secondhand smoke is harmful. Percentages ranged from 30% in Mozambique to 86% in Madagascar.

Seventy-five percent or more of adults in the 6 GATS countries believed that secondhand smoke causes serious illness in nonsmokers. Percentages ranged from 75% in Nigeria to 92% in Kenya.

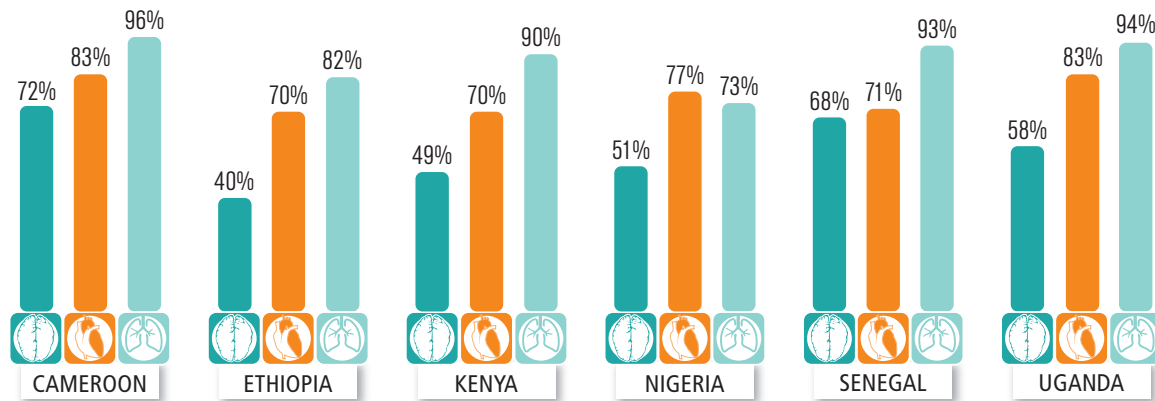
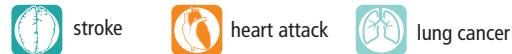
Among students, the percentage who believed that smoking is addictive ranged from 15% in Rwanda to 45% in Gabon in the 33 GYTS countries presented here.



75% or more of adults believed that secondhand smoke causes serious illness in nonsmokers in the 6 GATS countries^a

ADULT BELIEFS ABOUT SMOKING

Percentage of adults age 15 years or older who believed smoking causes specific health conditions 2012–17

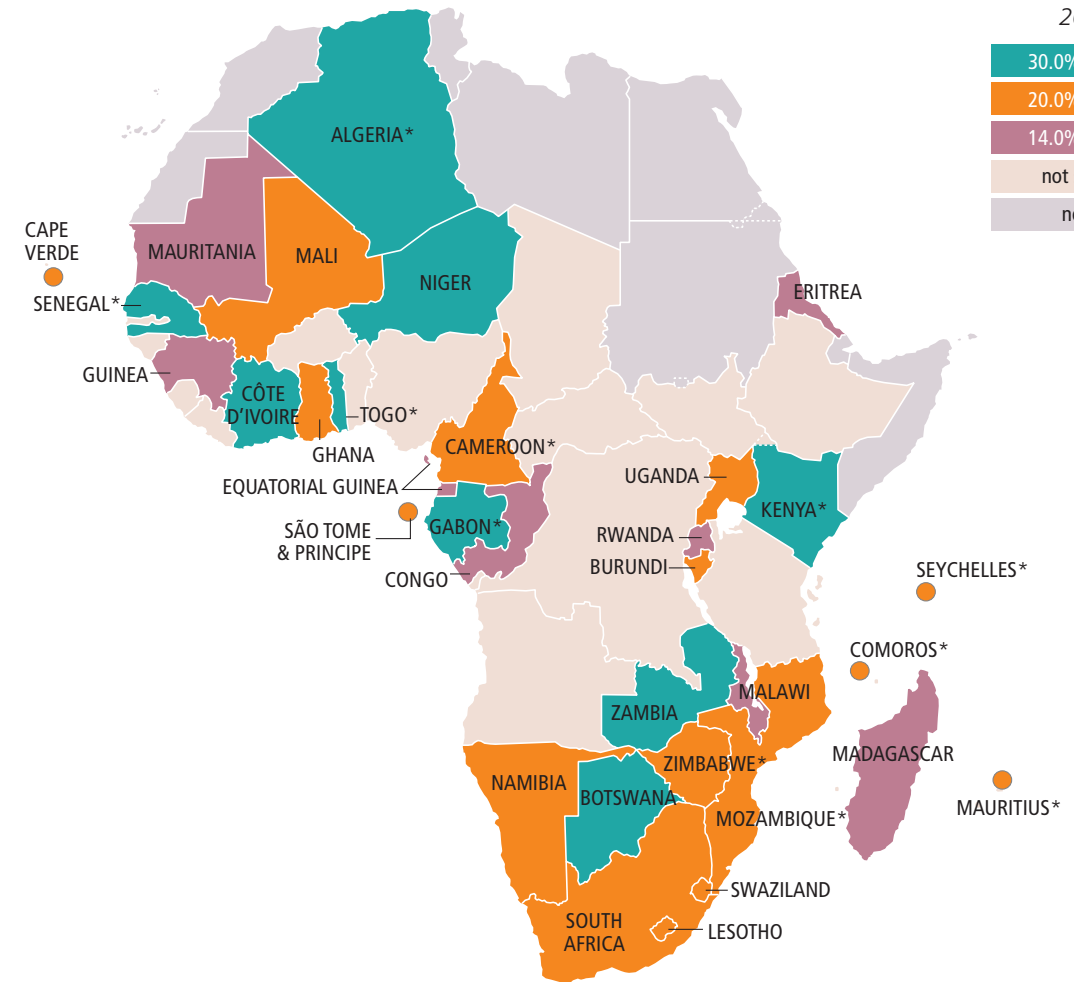
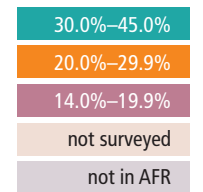


50% or more of students thought that exposure to secondhand smoke is harmful in 18 GYTS countries^{d,i}



STUDENT BELIEFS ABOUT ADDICTIVENESS

Percentage of students age 13–15 who believe smoking tobacco is addictive^{b,d} 2006–11 2013–16*



20 Health Warnings

Health warnings on cigarette packages deliver important messages to both smokers and nonsmokers.^{47,48} They encourage smokers to think about quitting, prevent relapse, and deter nonsmokers from starting to smoke by making them more aware of the risks.^{47,49}

Among adults who smoked tobacco, the percentage who noticed health warnings on cigarette packages in the past 30 days and were considering quitting because of the warnings ranged from 23% in Ethiopia to 56% in Kenya in the 6 GATS countries.

Half or more of students who smoked tobacco noticed health warnings on cigarette packages in the past 30 days and were thinking about quitting because of the warnings in 8 of the 10 GYTS countries presented here. Percentages ranged from 36% in Senegal to 76% in Togo in the 10 GYTS countries.

Sixty percent or more of students were taught about the dangers of tobacco use at school in the past 12 months in 10 of the 33 GYTS countries presented here. Percentages ranged from 20% in Senegal to 81% in Kenya.

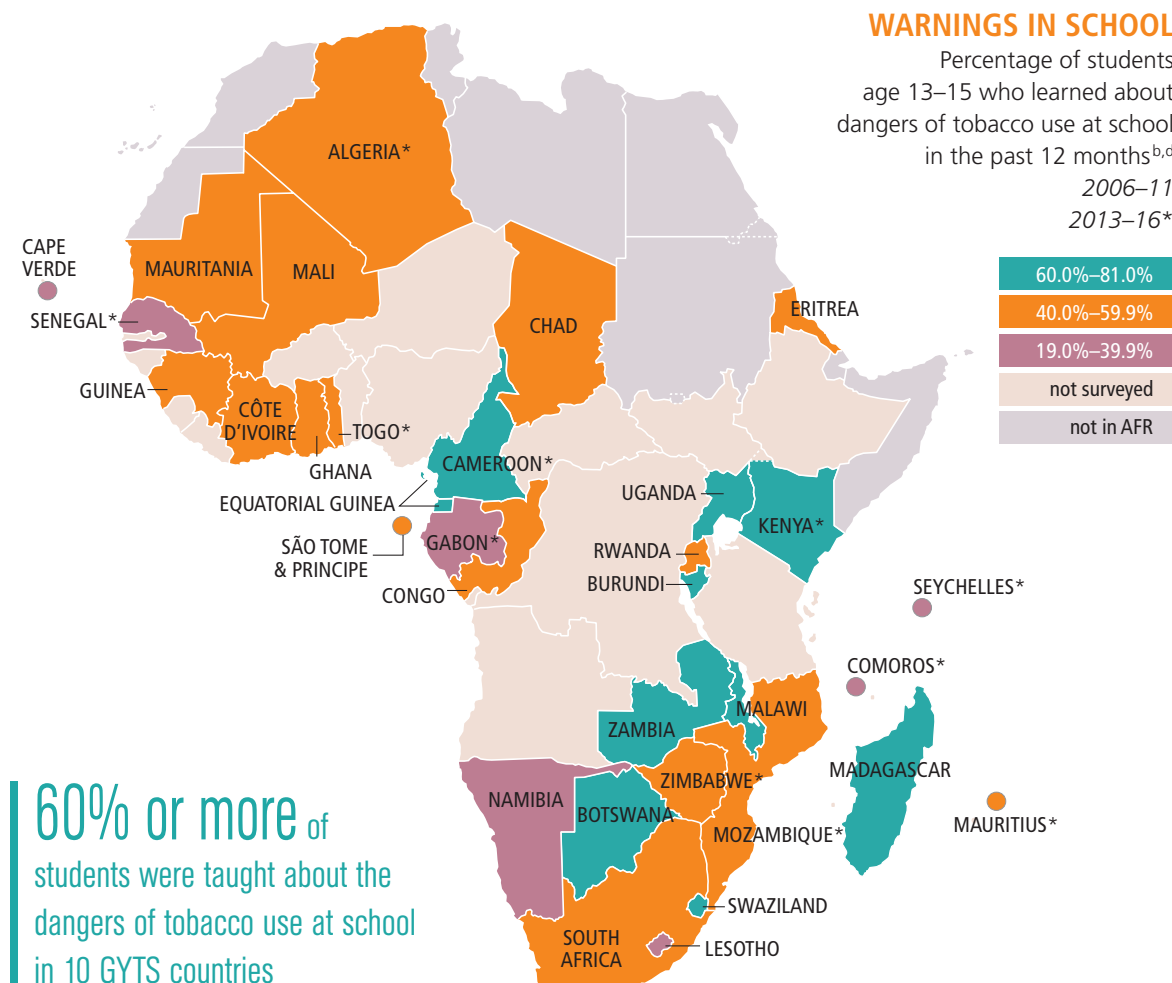
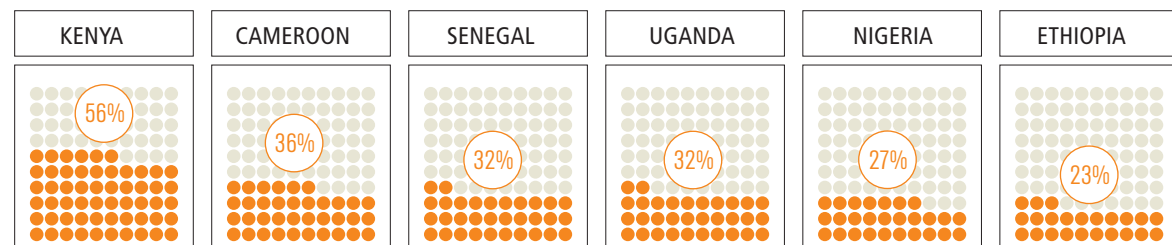


IMPACT OF HEALTH WARNINGS ON ADULTS

Percentage of adults age 15 years or older who currently smoked tobacco and were considering quitting in the past 30 days because of health warnings on cigarette packaging 2012–17



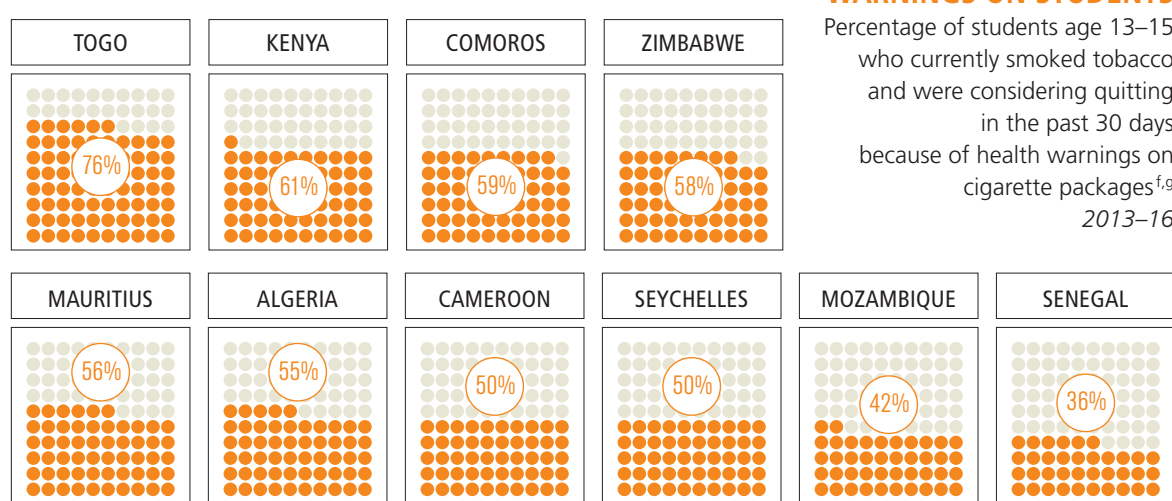
In Kenya, about 56% of adults who smoked tobacco were considering quitting because of health warnings on cigarette packaging



60% or more of students were taught about the dangers of tobacco use at school in 10 GYTS countries

IMPACT OF HEALTH WARNINGS ON STUDENTS

Percentage of students age 13–15 who currently smoked tobacco and were considering quitting in the past 30 days because of health warnings on cigarette packages^{f,g} 2013–16



WARN

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.⁴⁸

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

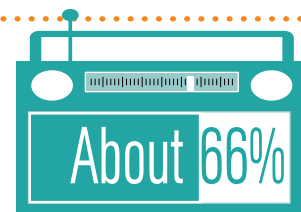
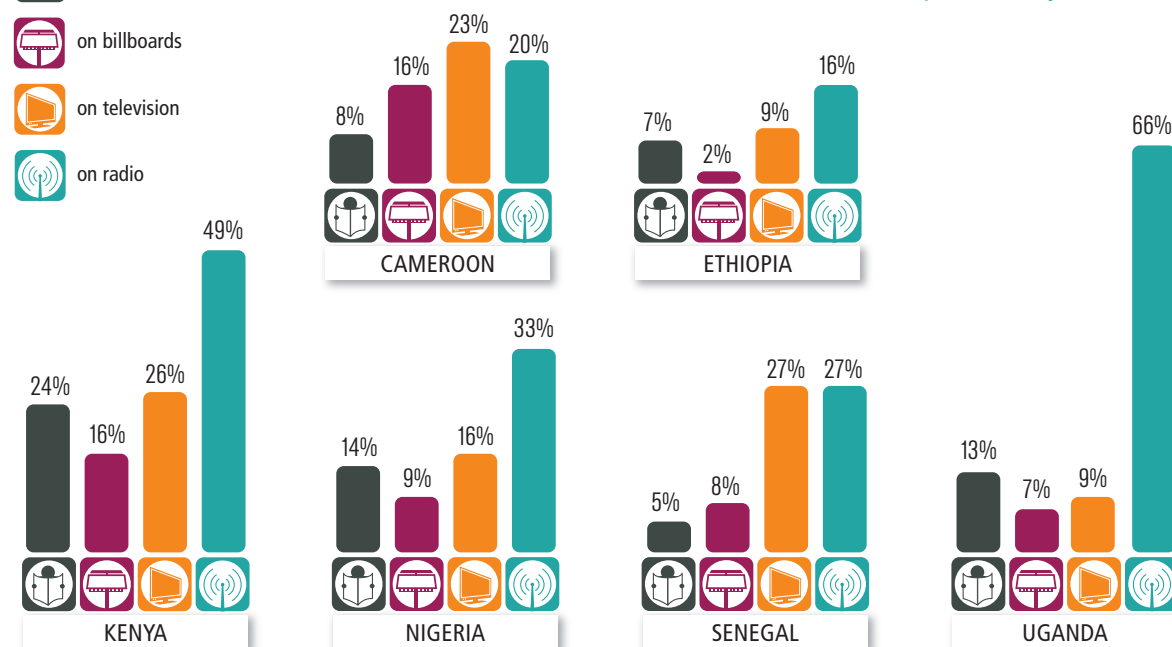
Percentage of adults age 15 years or older who noticed anti-cigarette information in the past 30 days 2012–17

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^d 2006–11 2013–16*

