Part Six

ENFORCE BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP

FCTC
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

Article 13: Tobacco advertising, promotion and sponsorship

Parties recognize that a comprehensive ban on advertising, promotion and sponsorship would reduce the consumption of tobacco products.

Each Party shall, in accordance with its constitution or constitutional principles, undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship ... [or] shall apply restrictions on all tobacco advertising, promotion and sponsorship.

22 Tobacco Advertising and Marketing

Exposure to tobacco advertising, promotion, and sponsorship is associated with young people starting to use tobacco and current tobacco users continuing their use.[2]

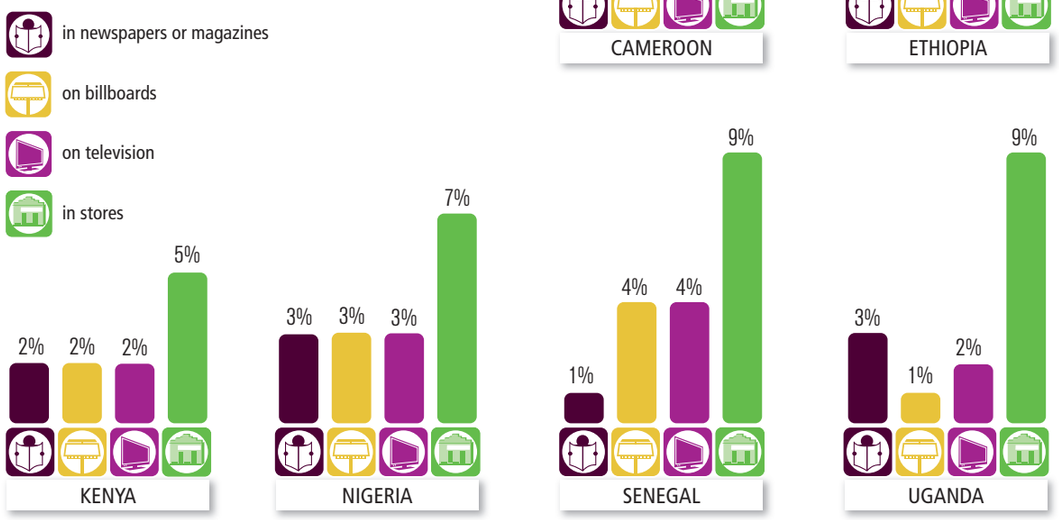
The percentage of adults who noticed cigarette advertisements in newspapers or magazines in the past 30 days ranged from less than 1% in Ethiopia to 3% in Nigeria and Uganda in the 6 GATS countries. The percentage who noticed advertisements on billboards ranged from less than 1% in Ethiopia to 5% in Cameroon. The percentage who noticed advertisements on television ranged from less than 1% in Ethiopia to 4% in Cameroon and Senegal. The percentage who noticed advertisements in stores ranged from less than 1% in Ethiopia to 9% in Cameroon, Senegal, and Uganda. Media channels presented here include newspapers, magazines, billboards, television, and stores. Additional data were collected on posters, public transportation, and public walls.

The percentage of students aware of tobacco marketing at points of sale in the past 30 days ranged from 11% in Togo to 30% in Kenya and Zimbabwe in the 11 GYTS countries presented here. Half or more of students saw someone use tobacco in the media in the past 30 days in 7 of the 11 GYTS countries presented here. Percentages ranged from 29% in Togo to 64% in Cameroon.

In Ethiopia, **fewer than 1%** of adults noticed cigarette advertising in or on any 4 media channels presented

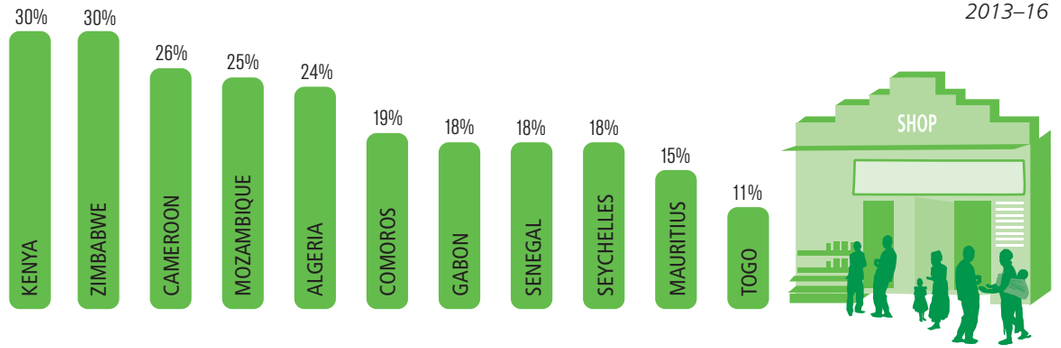
AWARENESS OF CIGARETTE ADVERTISING AMONG ADULTS

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



AWARENESS OF TOBACCO MARKETING AMONG STUDENTS

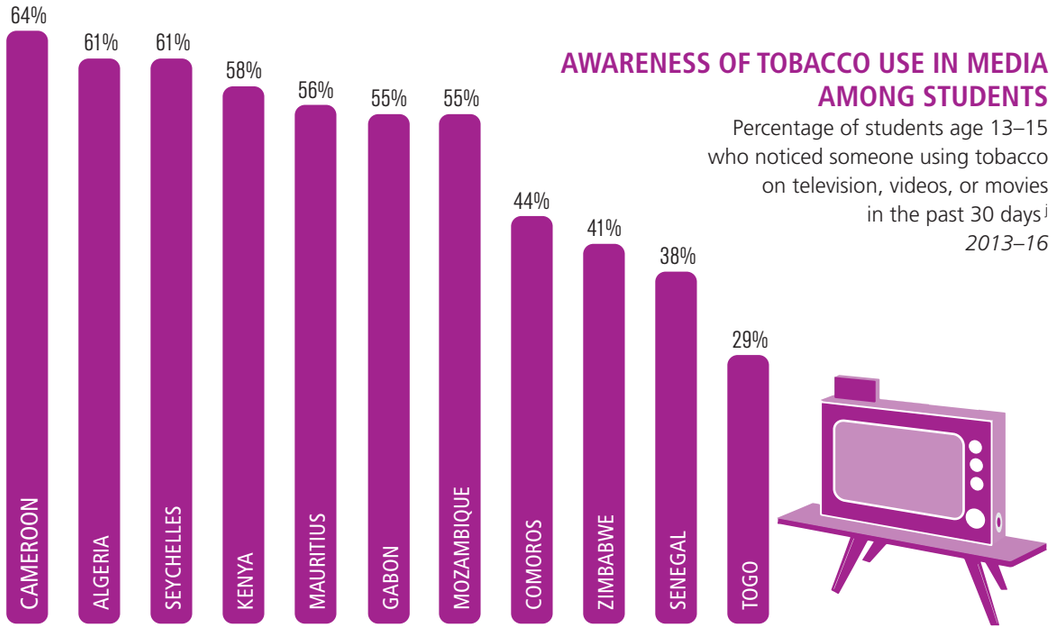
Percentage of students age 13–15 who noticed tobacco marketing at point of sale in the past 30 days[f]
2013–16



50% or more of students saw someone use tobacco in the media in the past 30 days in 7 GYTS countries

AWARENESS OF TOBACCO USE IN MEDIA AMONG STUDENTS

Percentage of students age 13–15 who noticed someone using tobacco on television, videos, or movies in the past 30 days[j]
2013–16



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.

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

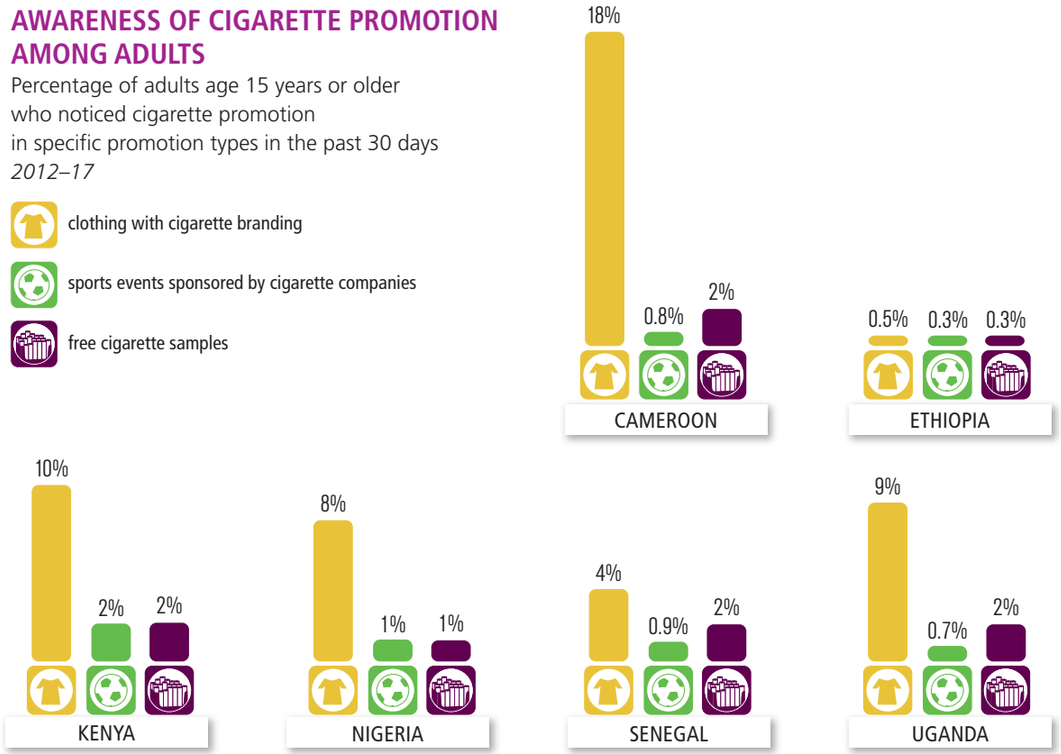
AWARENESS OF CIGARETTE PROMOTION AMONG ADULTS

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

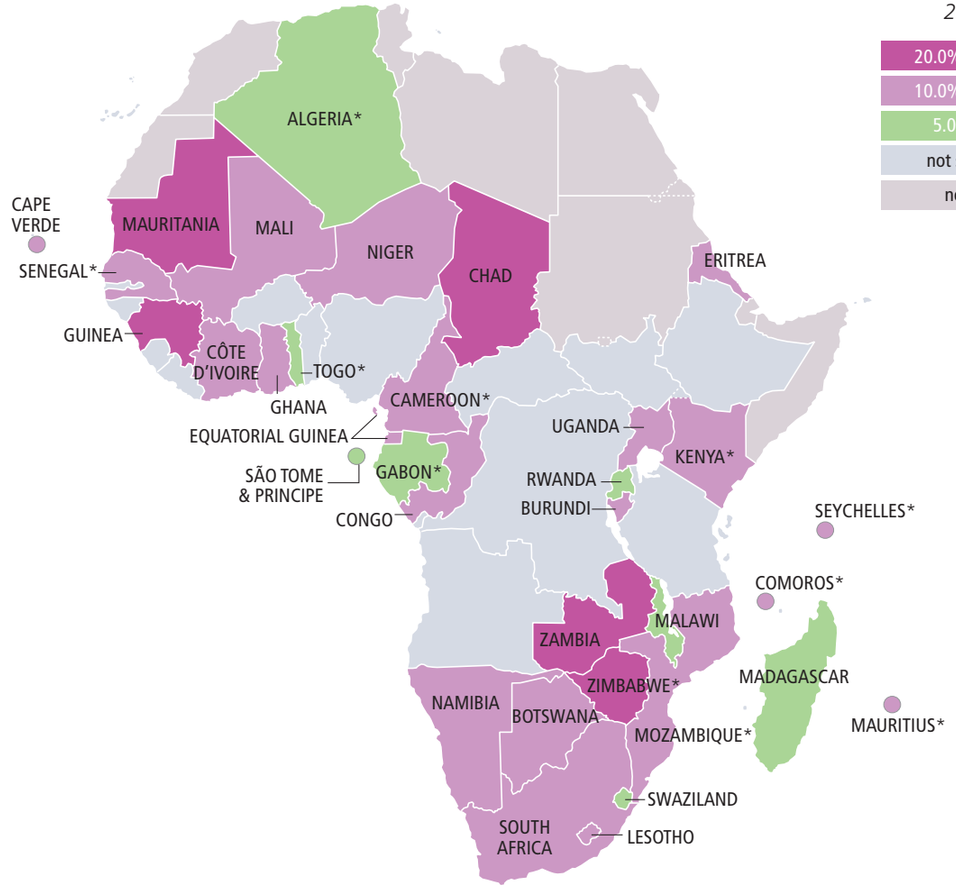
clothing with cigarette branding

sports events sponsored by cigarette companies

free cigarette samples



Tobacco company representatives have **offered tobacco products** to students in all GYTS countries presented[b,d]

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**