



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

Demand-reducing tobacco control policies:
Advertising and promotion; smoke-free; pictorial warnings,
plain packaging and package size

Corné van Walbeek and Nicole Vellios
School of Economics
University of Cape Town, South Africa

This presentation was made possible with funding from the American Cancer Society

Relevant articles from the FCTC

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”

Article 8

Protection from exposure to tobacco smoke

“Parties recognize that scientific evidence has unequivocally established that exposure to tobacco smoke causes death, disease and disability”

Article 11

Packaging and labelling of tobacco products

Parties put in place measures that

- (a) prohibit false, misleading, or deceptive terms such as “low tar”, “light”, “ultra-light”, or “mild”
- (b) unit packets carry appropriate warnings and messages, which are approved by a competent national authority, rotating, are large, clear, visible and legible, cover a substantial proportion of the principal display area, and may include pictures or pictograms.

Packet must contain information on relevant constituents and emissions of tobacco products

Advertising and promotion

- Tobacco industry position:
 - “We advertise at people who choose to smoke in order to maintain or expand market share
 - Advertising does not, and is not meant to, increase the size of the market
- Tobacco control position
 - Advertising is aimed at enlarging the market
 - If advertising does not work, why do (near) monopolists advertise so aggressively?
 - Advertising glamorises a deadly addiction, especially to vulnerable groups
- The empirical literature on the relationship between advertising expenditure and aggregate consumption is not compelling either way

Advertising bans and tobacco consumption

- Rather than looking at the relationship between advertising expenditure and consumption, some studies (e.g. Laugesen and Meads, 1991, Saffer, 2000, Saffer and Chaloupka, 2000, and Blecher, 2008) have looked at the relationship between advertising *restrictions* and consumption
- Basic findings:
 - Comprehensive advertising bans decrease cigarette consumption by between 5% and 10%
 - Partial advertising bans have a substantially smaller effect on consumption than comprehensive bans, if at all (tobacco companies would typically shift the advertising to the unbanned media)
 - The results for low- and middle-income countries are broadly similar to those of high-income countries

Progress has been made over the past decade in terms of advertising restrictions, but much still needs to be done

Region	Number of countries with bans on point of sale advertising	Total countries in region	Percent of countries with bans on point of sale advertising
Africa	12	46	26.1
Eastern Mediterranean	11	22	50.0
Europe	16	53	30.2
Southeast Asia	6	10	60.0
Americas	1	35	2.9
Western Pacific	6	27	22.2

Source: Tobacco Atlas

Smoke-free public places

- Industry position:
 - Good ventilation systems will remove smoke particles
 - Smokers and non-smokers can find a compromise, e.g. through Freedom of Choice programme
 - Restaurateurs and hospitality industry know their clients best
 - Smoke-free policies will hurt hospitality industry, as people stay away
- Tobacco control position:
 - Ventilation systems do NOT work
 - Through smoke-free legislation non-smokers' rights are protected
 - There is no evidence that smoking bans financially hurt the hospitality industry
 - Smoke-free workplaces results in decrease in smoking prevalence and smoking intensity (Fitchenberg and Glantz, 2002)

The economics of smoke-free public places

- The main economic argument: Smoke-free hurts the hospitality industry
 - A priori studies of the likely impact of smoke-free legislation predict a very dire economic outcome
 - Some principles for evaluating the scientific rigour of such studies:
 - (i) controlling for economic condition that affect the hospitality industry;
 - (ii) use of funding sources independent of the tobacco industry;
 - (iii) publication subject to peer review; and
 - (iv) measurement of actual events rather than predicted outcomes

(Scollo, Lal, Hyland and Glantz (2002).
 - Studies that did not meet these criteria:
 - Clean indoor legislation had (or would have) a negative impact on the hospitality industry
 - One of the 31 tobacco-industry supported studies was published in a peer reviewed journal 60 non-industry funded studies.
 - Studies that did meet these criteria:
 - 23 of 60 studies not funded by industry sources were published in peer reviewed journals
 - None of the 21 studies that fully met the quality criteria reported a negative impact

Smoke-free hospitality establishments

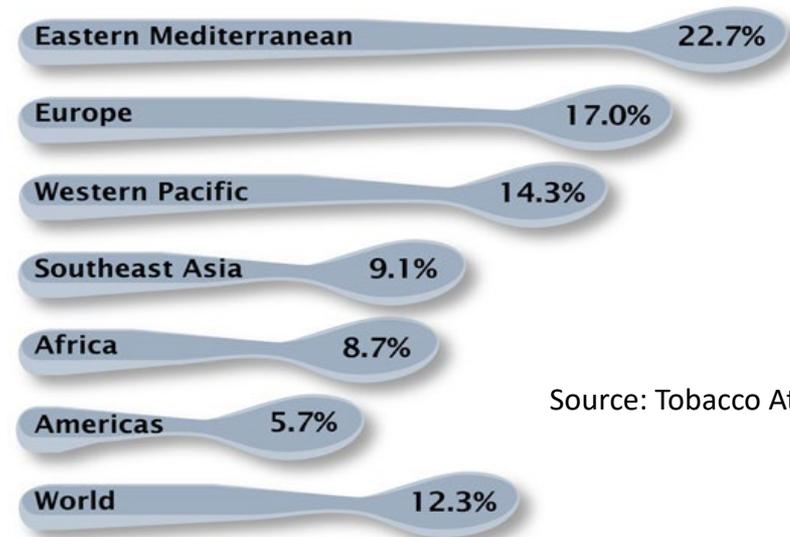
More and more countries are imposing smoke-free regulations on public places

The example of successful smoke-free legislation is Ireland

- Air pollution in Irish pubs is substantially lower than in other “Irish pubs” around the world
- Very limited economic impact (i.t.o. turnover) as a result of the smoke-free legislation
- Hugely popular with the population

Howell, 2005

PERCENT OF COUNTRIES BY REGION THAT BAN SMOKING IN RESTAURANTS, 2007

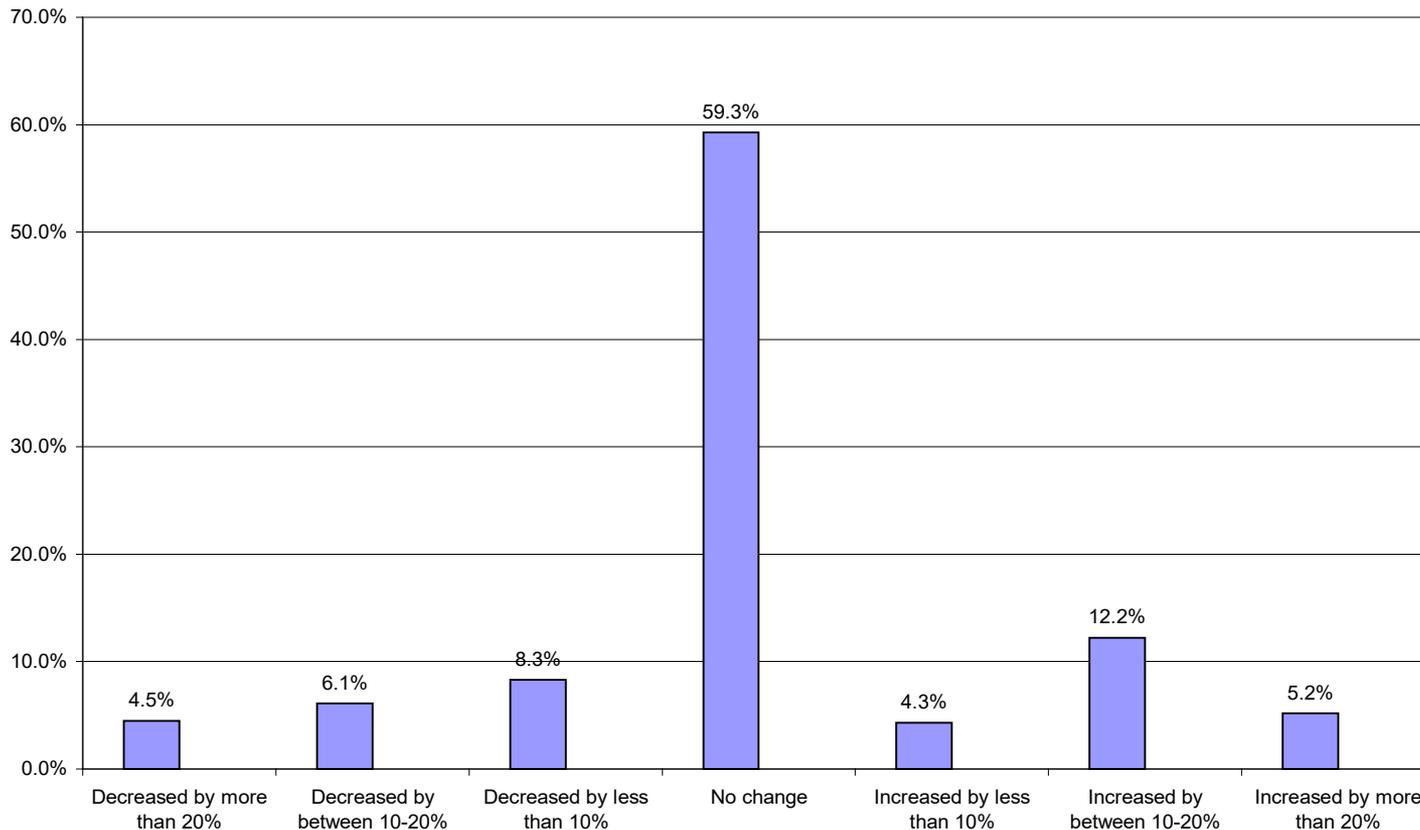


Source: Tobacco Atlas



Developing countries are no different from high-income countries: Restaurant revenues in South Africa

Percentage of restaurants that reported changes in turnover after the implementation of smoke-free legislation in 2001 (n = 1011)

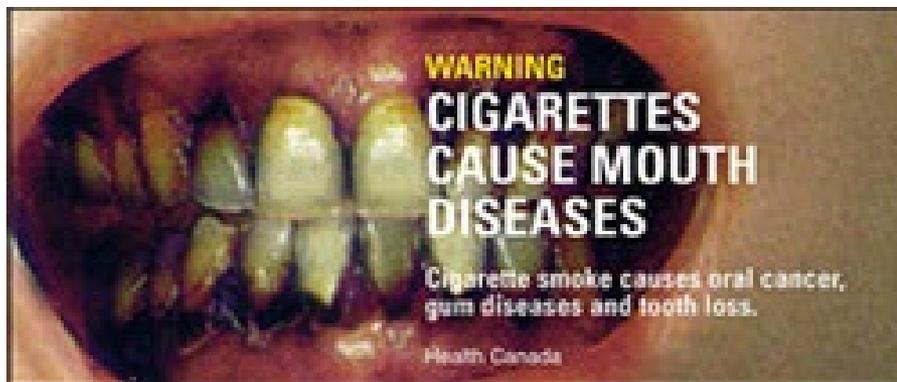


Van Walbeek, Blecher & van Graan, 2007

Pictorial warnings

- Canada introduced pictorial warning labels in 2000
- Aim: to inform smokers about the consequences of tobacco smoking
- Help smokers quit and discourages people from starting smoking





WARNING
CIGARETTES CAUSE MOUTH DISEASES

Cigarette smoke causes oral cancer, gum diseases and tooth loss.

Health Canada



WARNING
CIGARETTES ARE A HEARTBREAKER

Tobacco use can result in the clogging of arteries in your heart. Clogged arteries cause heart attacks and can cause death.

Health Canada



WARNING
CIGARETTES HURT BABIES

Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.

Health Canada



WARNING
TOBACCO USE CAN MAKE YOU IMPOTENT

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada



WARNING
TOBACCO SMOKE HURTS BABIES

Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.

Health Canada



WARNING
CHILDREN SEE CHILDREN DO

Your children are twice as likely to smoke if you do. Half of all premature deaths among life-long smokers result from tobacco use.

Health Canada

Brazil

- Brazil: second country (after Canada) in the world and the first country in Latin America to adopt mandatory warning images
- Since 2003, the sentence *"This product contains over 4700 toxic substances and nicotine, which causes physical or psychological addiction. There are no safe levels for the intake of these substances"* is displayed on all packs.



Caption: GANGRENE - The Ministry of Health warns: Use of this product blocks arteries and makes blood circulation more difficult.

Year(s) of use: 2009-Present



Caption: Smoking causes miscarriages.

Year(s) of use: 2004-2008



Caption: DANGER - The Ministry of Health warns: The risk of stroke is increased by use of this product.

Singapore

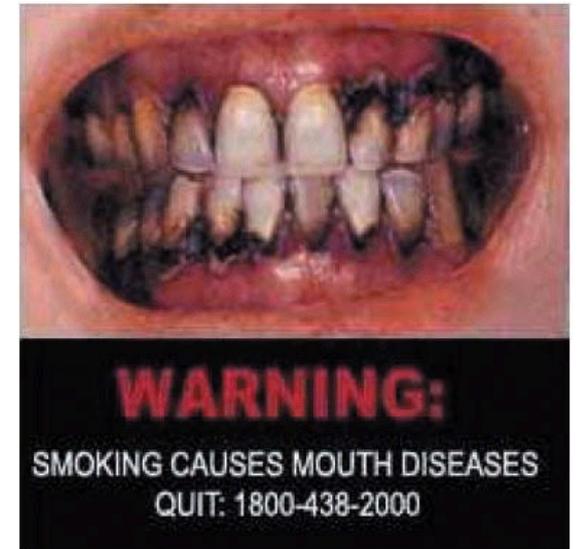
- 2004: graphic warnings added to text warnings
- 2006: images and warnings revised, with images focusing on damaged organs.



Years of use: 2006-Present



Years of use: 2004-2005



Years of use: 2004-Present



Search ID: pfen195

© Original Artist
Reproduction rights obtainable from
www.CartoonStock.com

PAUL FELLS ©2011

How effective are the interventions?

- Tobacco use is a complex phenomenon
- Tobacco control is multi-dimensional
 - Price vs. non-price interventions
 - Different population groups react differently to interventions
 - E.g. Rich respond to information; less to price
 - Poor respond to price changes; less to information
- Difficult to determine precisely the impact of individual components on cigarette consumption
 - Challenge to researchers: what are the isolated effects?
 - Nevertheless, these interventions combined help create an environment where smoking is undesirable