

Article 13: Tobacco Advertising, Promotion and Sponsorship



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT • KNOWLEDGE HUB



NICPR

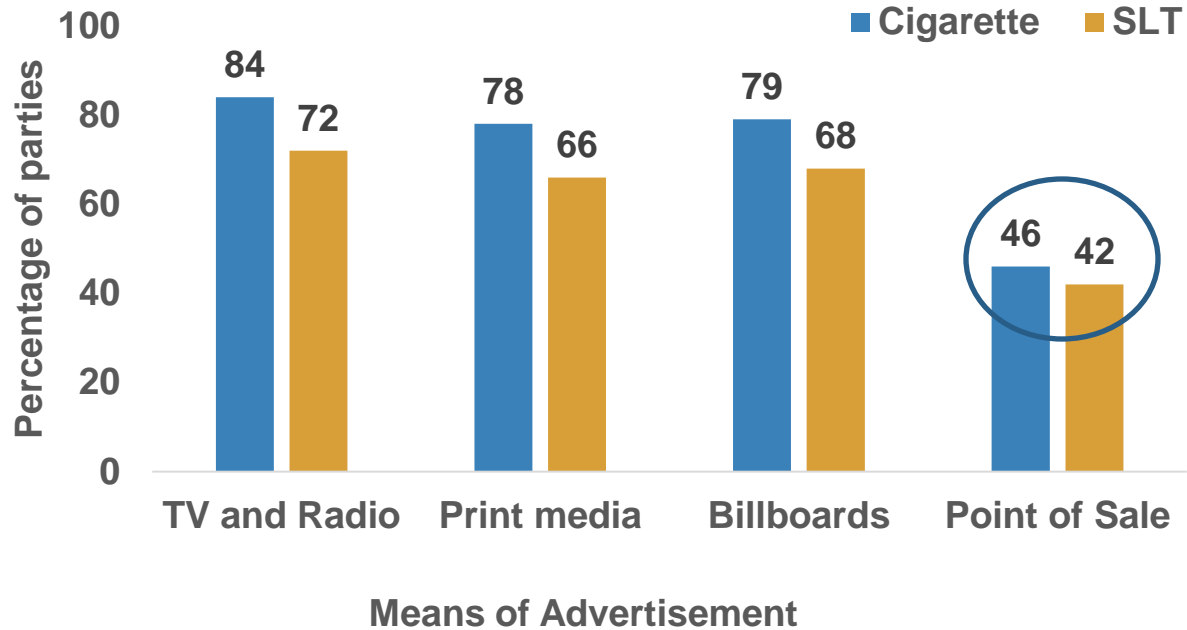
NATIONAL INSTITUTE OF CANCER
PREVENTION AND RESEARCH
राष्ट्रीय कैंसर रोकथाम एवं अनुसंधान संस्थान

www.untobaccocontrol.org/kh/smokeless-tobacco/

Background

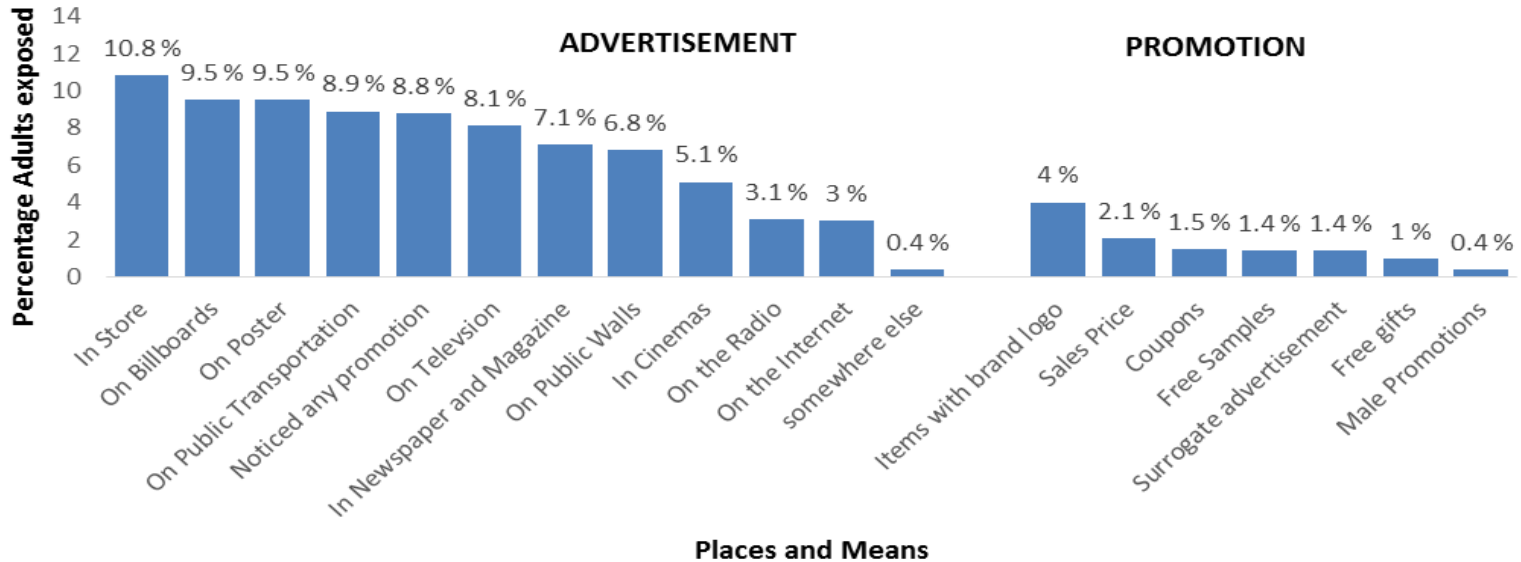
- Article 13 of WHO FCTC provides **guidelines** for introducing and enforcing a **comprehensive** ban on tobacco **advertising, promotion and sponsorship**.
- It also guides Parties that are **not** in a position to undertake a comprehensive ban owing to their constitutions or constitutional principles, to apply **restrictions** on tobacco advertising, promotion and sponsorship that are as **comprehensive** as possible.

Percentage of Parties notifying ban on direct advertisement in National media

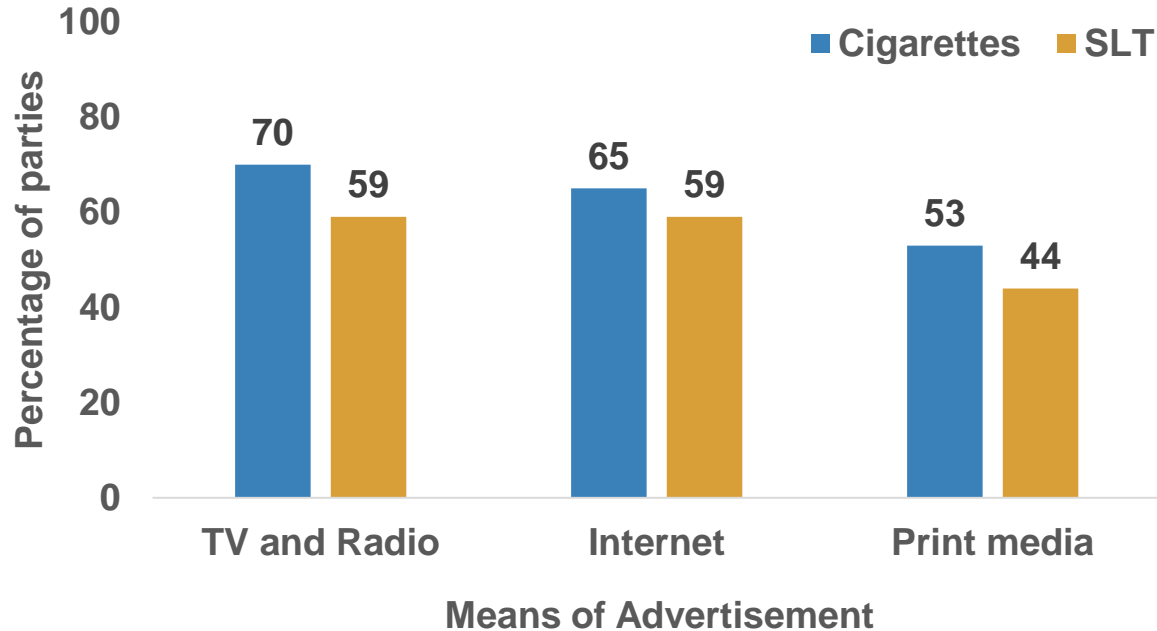


Percentage of adults who noticed any advertisement, promotion or both (India GATS 2009-10)

PERCENTAGE OF ADULTS EXPOSED TO SLT ADVERTISEMENTS AND PROMOTIONS BY PLACES AND MEANS: FINDINGS FROM GATS 2009-2010



Percentage of Parties notifying ban on direct advertisement in International media



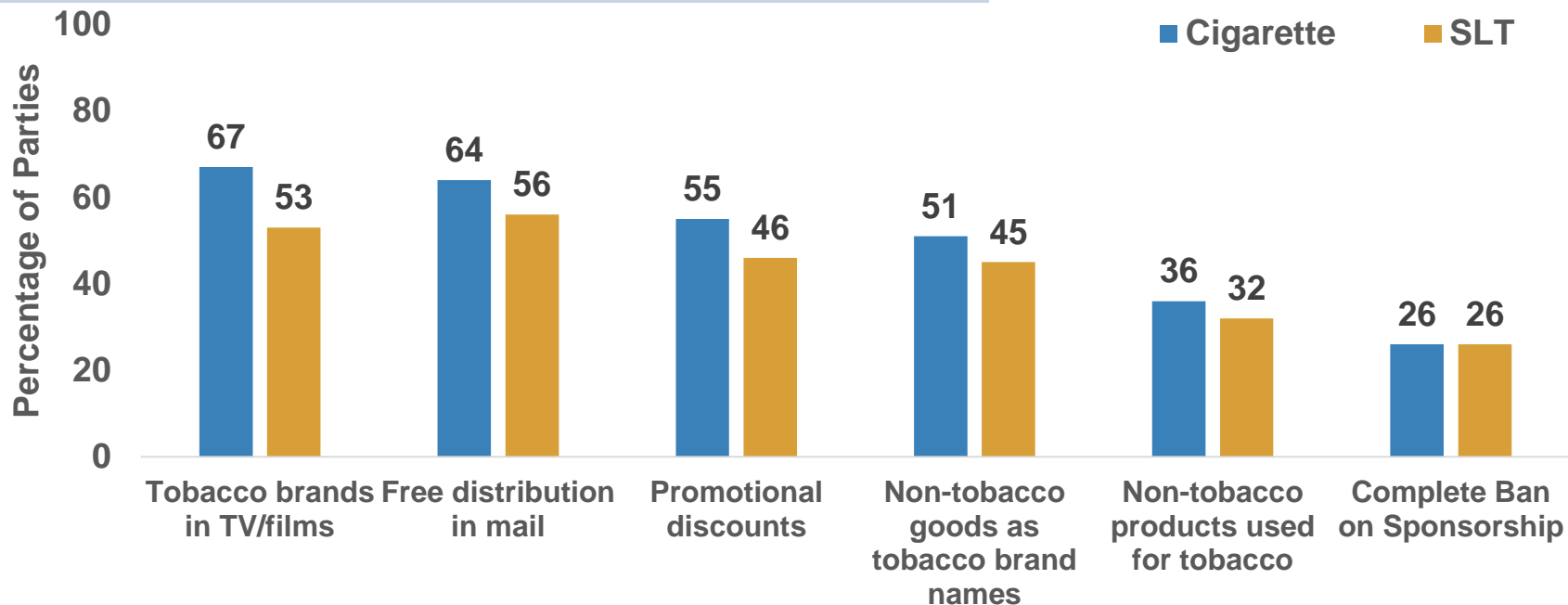
Internet Marketing of SLT Products with Special Flavors

Type of flavours	AFR	AMR	EMR	EUR	SEAR	WPR
Fruit		√		√	√	√
Flower		√	√	√	√	
Plant	√	√	√	√	√	√
Tree	√	√		√	√	
Animal	√	√		√	√	
Aquatic				√		
Nut		√		√	√	√
Seed	√	√		√	√	
Spice	√	√	√	√	√	√
Sweet		√	√	√	√	
Alcohol		√		√	√	√
Oils	√		√	√	√	
Other	√	√	√	√	√	√
Non-specific	√	√	√	√	√	√

Snus test purchases made in 10 European Union (EU) Member States, between May and November 2010

Country from which test purchase was done	Website used in test purchase	Vendor	Vendor origin	Successful Yes/No
Czech republic (5)	http://www.buysnus.com	MaKe WeBo AB	Sweden	Yes
	http://www.northerner.com	Northerner Scandinavia AB	Sweden	Yes
Germany (5)	http://www.swedish-snus.com	Northerner Scandinavia AB	Sweden	Yes
	http://www.snusexpress.com	MaKe WeBo AB	Sweden	Yes
Greece (2)	http://www.snus.com	Northerner Scandinavia AB	Sweden	Yes
	http://www.snus.de	Mysnus AB	Sweden	Yes
Ireland (5)	http://www.snuskaufenonline.de	Northerner Scandinavia AB	Sweden	Yes
	http://www.buysnus.de	MaKe WeBo AB	Sweden	Yes
Italy (2)	http://www.snus4all.com	Dorco Company (NL)	Sweden	Yes
	http://www.premiumsnus.com	MaKe WeBo AB	Sweden	Yes
Poland (5)	http://www.snusitalia.it	Northerner Scandinavia AB	Sweden	Yes
	http://www.allegro.pl	Snusmarket Adam Kramarz	Poland	Yes
	http://www.snusen.com	Northerner Scandinavia AB	Sweden	Yes
Slovakia (5)	http://www.snusjet.com	No longer trading (May 2011)	Uncertain	No
	http://www.swedishsnus.com	Mysnus AB	Sweden	Yes
Slovenia (4)	http://www.snusomatic.com	Northerner Scandinavia AB	Sweden	Yes
	http://www.schweden-snus.com	MaKe WeBo AB	Sweden	Yes
UK (5)	http://www.snussupply.com	No longer trading (May 2011)	Sweden	Yes

Percentage of Parties notifying Ban on Promotion and Sponsorship



Tobacco product

Non-tobacco product



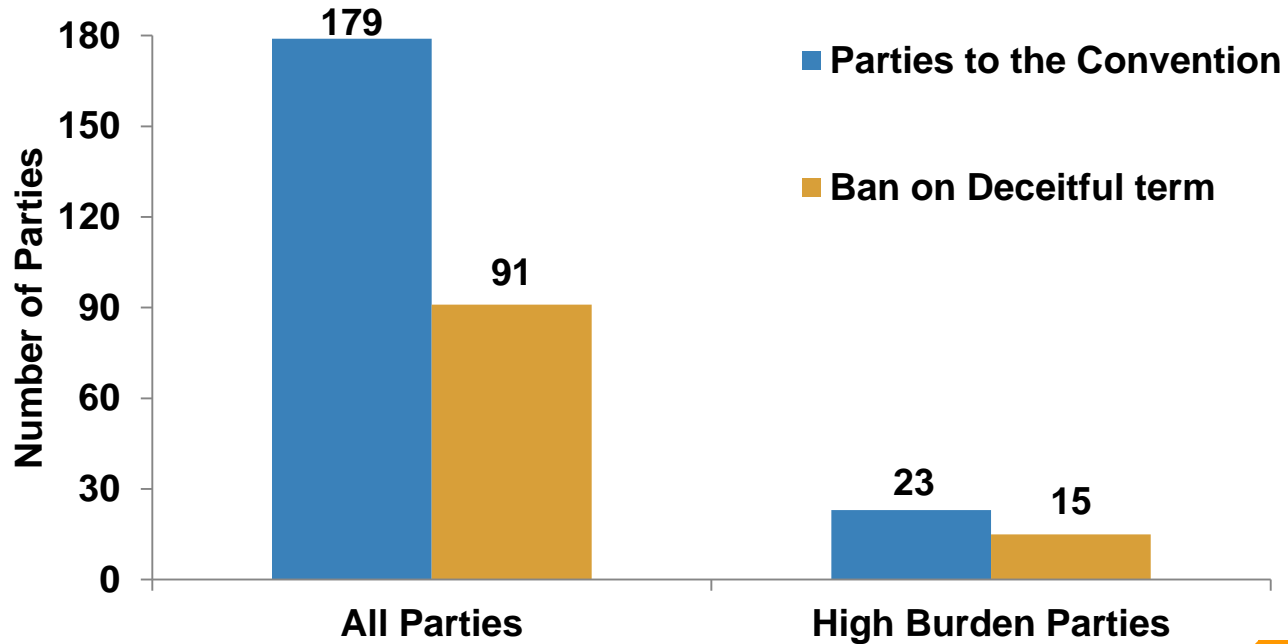
Hoardings of Pan Bahar advertisement



Ribbons of Pan Masala with similar brands of tobacco products



Ban on Deceitful Terms



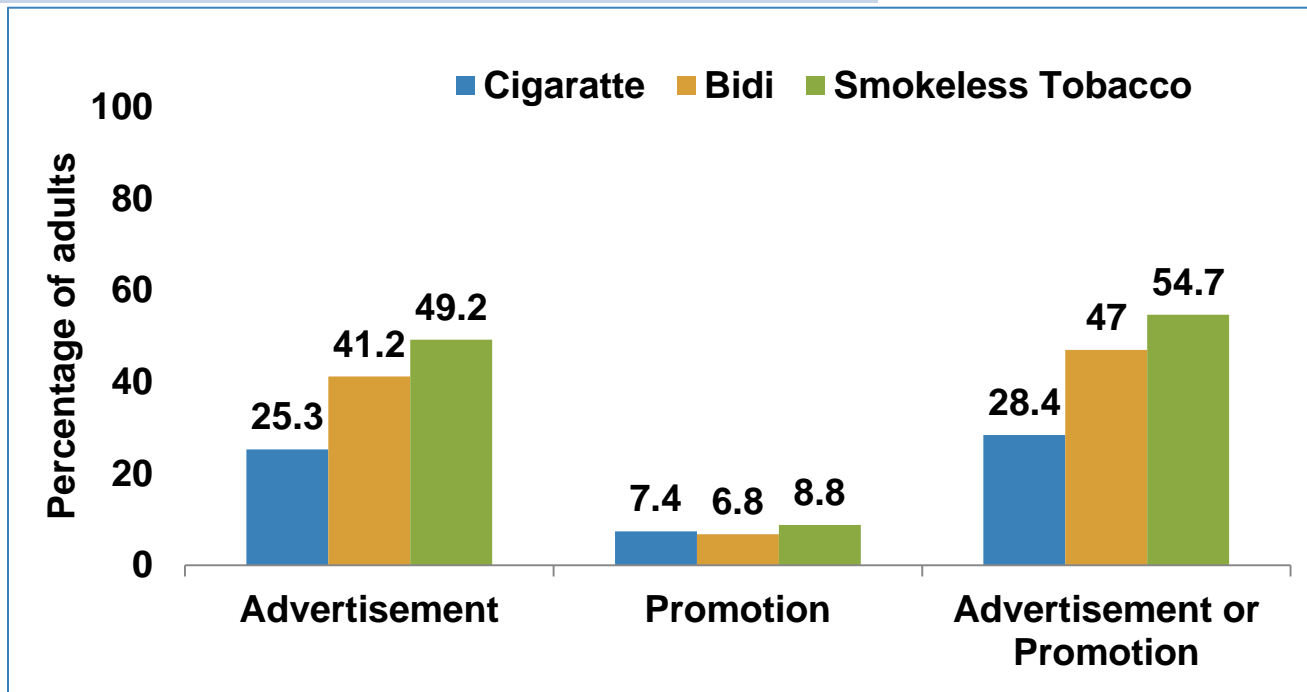
Deceitful Terms Used in SLT Products

India		Rajinigandha	Name of a flower (Tuberose)
India		Tulsi Gutkha	Name of a holy plant
India		Raja	King
India		Lal Ganpati Snuff	Name of God
India		Guru Zarda	Teacher
India		Cheeta Chhap Gul	Animal
India		Sugandhi Deer (Punjabi) Snuff	Animal
India		Sugandh Sagar Gulab Snuff	Name of Flower (Rose)
India		GOA GUTKA	Name of a Place (resort area)

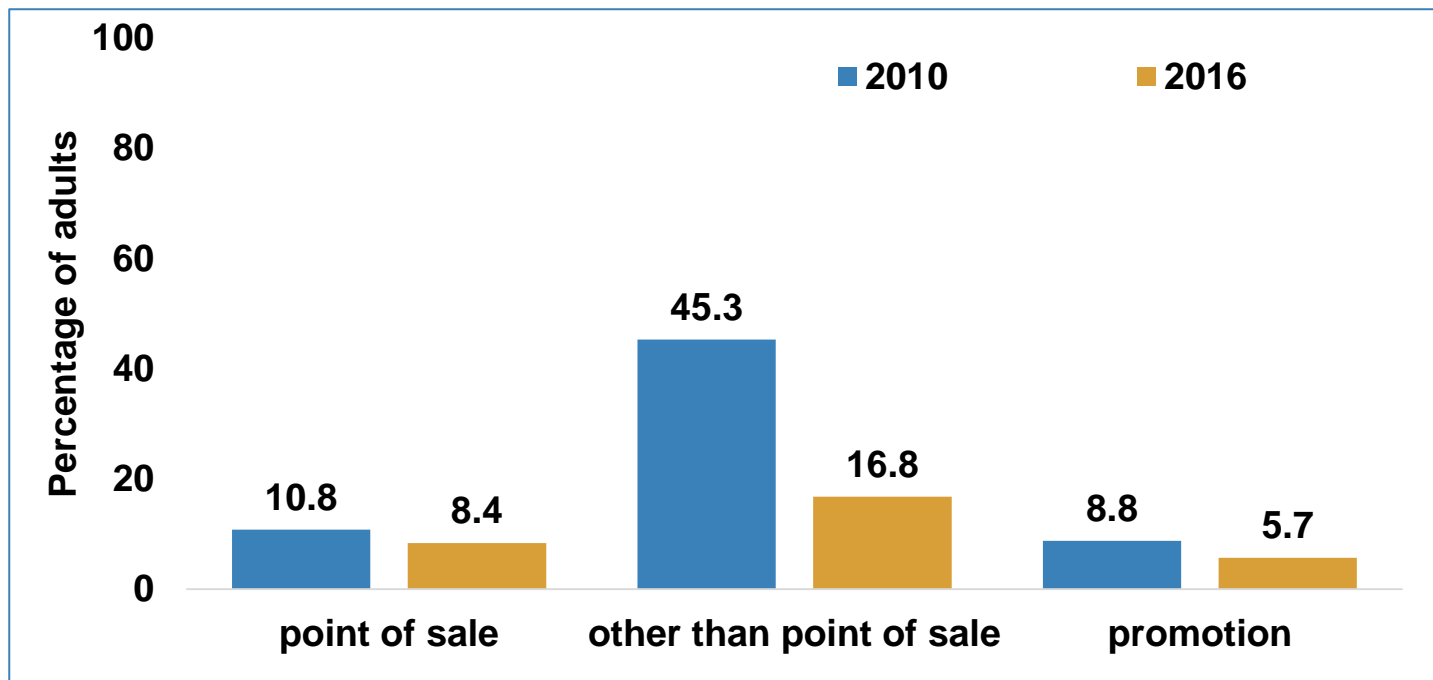


Implementation Indicators

Percentage of adults who noticed any advertisement, promotion or both: findings from GATS India (2009-10)



Exposure to SLT advertisements and promotion in India by year (GATS 2009-10 & 2016)



Summary

- Nearly **two-thirds (67%)** of the Parties have banned SLT **advertisements** in National, outdoor, print and electronic media.
- Nearly **40%** of the Parties have banned SLT advertisements at point of sale
- **Tobacco industry** misutilizes the weakness and highest exposure of SLT advertisement is seen at **point of sale**.
- Nearly **60%** of the Parties have banned SLT advertisements in International TV and radio and on Internet

Summary

- **Internet** advertisement is prevalent in SEAR, EUR and AMR and these advertisements are accessible by many Parties
- **Non-SLT products** are packaged and advertised in the same manner as SLT products
- Nearly **one-fourth** of the Parties (26%) has implemented **comprehensive** ban on Promotion and Sponsorship.
- There has been a **decline** in **exposure** to SLT advertisements and promotions in high burden Party like **India**.

Recommendations

Parties should develop a **comprehensive TAPS ban** policy and strategies to implement such policies on all tobacco products.



THANK YOU