
Studies Show:

Tobacco Advertising and Sponsorship Increase Children's Smoking



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"There is a strong association between an awareness and involvement with tobacco promotion and being susceptible to tobacco use or a user of tobacco products."

David Altman, in American Journal of Public Health, 1996

(teenage volunteers photographed at du Maurier Open, Toronto, 1996)

Who supports restricting tobacco advertising and sponsorship as a way of reducing youth smoking?

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Tobacco sponsorship should be banned

World Health Organization

// Sports and arts institutions, and organizers of entertainment events should be given the facts about tobacco-or-health issues. They must come to understand why their prestigious activities should not be linked to products which impair health and cause unavoidable premature deaths.

WHO and its co-sponsors of World No-Tobacco Day, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Olympic Committee (IOC) join forces in calling for all nations to end sponsorships which in any way associate tobacco products with sporting and cultural activities.

//

World Health Organization
Tobacco Alert and accompanying press release, 1996

The United States Food and Drug Administration

On August 28, 1996, the U.S. Food and Drug Administration (FDA) issued regulations to restrict the sale, distribution, promotion and advertising of cigarettes and smokeless tobacco. As with Canada's Tobacco Act (Bill C-71), the purpose of these regulations is to decrease the use of tobacco products by young people and thereby reduce future deaths from tobacco use.

The final draft of the U.S. regulations was issued after a year long comment and review process, initiated by the FDA in August, 1995. During this period, the FDA received over 700,000 responses, representing one million individuals (many were form letters generated by the tobacco industry). On the last day of the comment period, a tobacco industry trade organization delivered a 45,000 page submission.

This exhaustive review process enabled the FDA to consider the evidence which both supported and refuted its proposed regulations, as well as intervenors' critiques of the research tabled. The FDA's conclusions and final rule were published in a 222 page issue of the U.S. Federal Register. [21 CFR Part 801].

The FDA found that there was compelling evidence to support strong restrictions on the marketing of cigarettes to children, including restrictions on sponsorship:

// The evidence that FDA has gathered in this proceeding establishes that cigarette and smokeless tobacco advertising does have [an effect on young people's] decision whether to start using cigarettes or smokeless tobacco, whether to continue using or to increase one's consumption, when and where it is proper to use tobacco and whether to quit. This evidence includes:

Expert opinion -

The American Psychological Association provided expert opinion, with specific citation to numerous studies to show that tobacco advertising plays directly

to the factors that are central to children and adolescents and thus plays an important role in their decision to use tobacco.

Advertising theory -

Basic advertising and consumer psychology theory, statements from advertising experts and general consumer testing show that advertising that is multi-media, that uses color and that employs more pictures, characters or cartoons as opposed to text is more robust and can be better processed, understood and remembered by children and adolescents, who have less information processing ability than adults.

Studies and Surveys -

Studies show that children are exposed to substantial and unavoidable advertising, that exposure to tobacco advertising leads to favorable beliefs about tobacco use, that advertising plays a role in leading young people to overestimate the prevalence of tobacco use, and that these factors are related to young people's tobacco initiation and use.

Empirical Studies -

Studies conducted on sales data have shown that advertising did increase one segment of the tobacco market (low tar cigarettes), that advertising in New Zealand had the effect of increasing tobacco sales to young people, and that a large multi-country survey showed that advertising tends to increase consumption of tobacco products.

Anecdotal Evidence and Various Advertising Campaigns Successful With Young People -

Studies show that the buying behavior of young people is influenced by advertising, that they smoke the most advertised brands,

that children ages 3 to 6 can recognize a cartoon character associated with smoking at the same rate as they recognize Ronald McDonald, that various ad campaigns (Camel cigarettes, Reg cigarettes, products designed for women and smokeless tobacco advertising aimed at new users) that appeared to be targeted to young people did have an effect upon young people's purchases and use of tobacco, and that young people report that they got their information about a tobacco brand from billboards, magazines, in store advertising and on teeshirts.

Industry Statements -

Statements in documents created by R.J. Reynolds' researchers, by Philip Morris advertising people, by executives of US Tobacco and by people in and doing work for various Canadian tobacco companies indicate that young people are an important and often crucial segment of the tobacco market.

Consensus Reports

The IOM and 1994 Surgeon General Report concluded on the basis of an exhaustive review of the evidence that advertising affects young people's perceptions of the pervasiveness, image and function of smoking, that misperceptions in these areas constitute psychosocial risk factors for the initiation of tobacco use and thus advertising appears to influence young people's risk of tobacco use. [21 CFR Part 801, p. 44488]

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The United States Food and Drug Administration

// *The effect of sponsored events on the young people who attend or see these events is enormous.*

Advertising affects young people's opinion of tobacco products, first, by creating attractive and exciting images that can serve as a "badge" or identification, second by utilizing multiple and prolonged exposure in a variety of media, thereby creating an impression of prevalence and normalcy about tobacco use, and finally by associating the product with varied positive events and images. The sponsorship of events by tobacco companies uniquely achieves all three objectives.

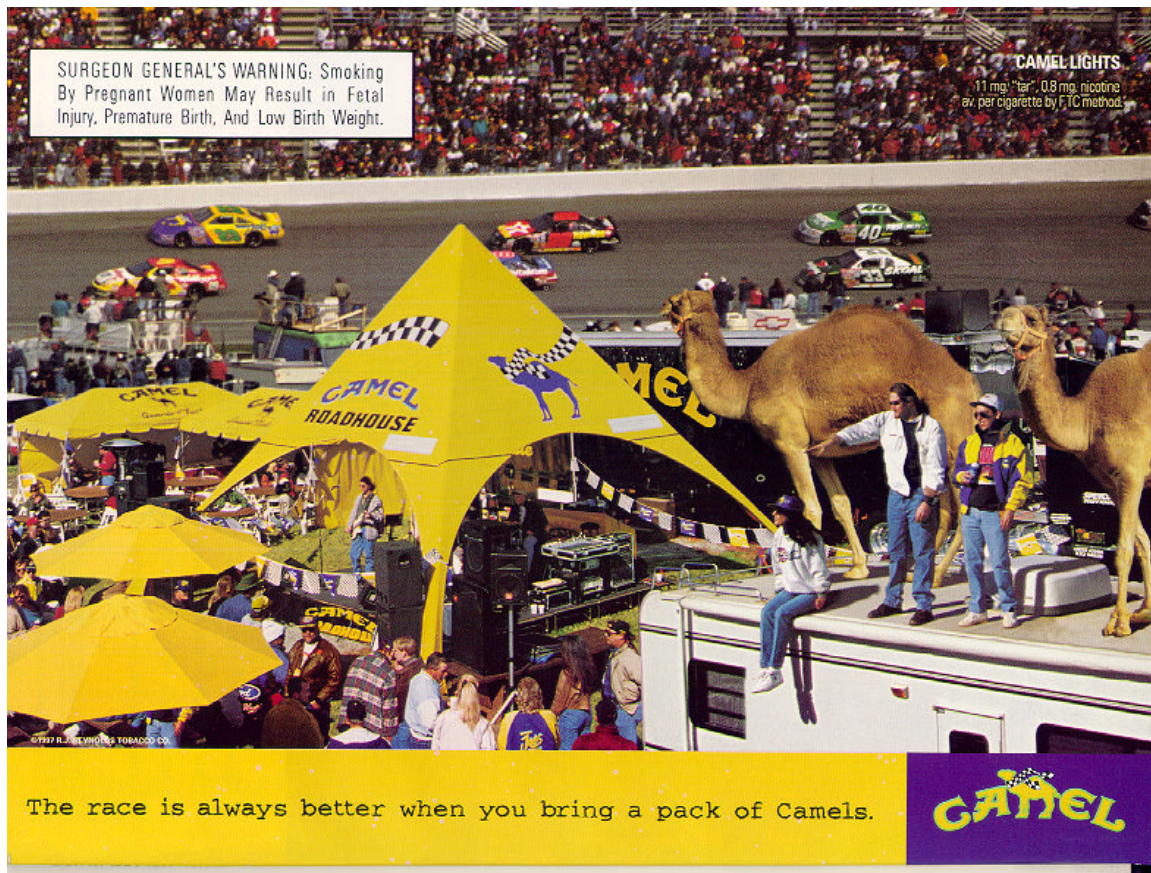
Sponsorship creates an association between the exciting, glamorous or fun event with the sponsoring entity. Whether at the live gate, or on television, young people will repeatedly see and begin to associate the event, which they are enjoying, with the imagery and appeal of the product. All of the attendant concerns of hero worship of the sports figures and glamorization of the product by identification with the event are present, whether there are thousands or hundreds of thousands of young people in attendance. Race car drivers are extremely popular with young people and often are looked up to as heroes. According to one promoter of NASCAR properties, "We've found that boys look to NASCAR drivers the same way they do to heroes, such as firemen, policemen, professional fighters, or astronauts."

Furthermore, sponsorship events present a prolonged period of time in which to expose the audience including young people, to the imagery. Sponsorship events do not provide people with a momentary glimpse of the imagery, but from 1 to 2 or 3 hours of constant attractive imagery. The audience has more than enough time to associate the images of the sporting event or the concert with the product.

The agency finds that the evidence regarding the effect of advertising and sponsorship on children's smoking behavior is persuasive and more than sufficient to justify this regulation. ... The evidence demonstrates that sponsorship of sporting events by tobacco companies can lead young people to associate brand names with certain life styles or activities and can affect their purchasing decisions.

[21 CFR Part 801, p. 44527]

//



SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

CAMEL LIGHTS
11 mg. "tar", 0.8 mg. nicotine
av. per cigarette by FTC method.

The race is always better when you bring a pack of Camels.

CAMEL

"Whether at the live gate, or on television, young people will repeatedly see and begin to associate the event, which they are enjoying, with the imagery and appeal of the product."

U.S. Food and Drug Administration, 1996.

Bans on tobacco advertising reduce smoking

U.S. Surgeon General

// The banning [of cigarette advertising] was followed by a decrease in smoking rates that persisted even when controlled by changes in other factors, such as price."

Even though the tobacco industry asserts that the sole purpose of advertising and promotional activities is to maintain and potentially increase market shares of adult consumers, it appears that some young people are recruited to smoking by brand advertising.

US Surgeon General,
Preventing Tobacco Use Among Young People, 1994

U.K. Health Department

// In each case the banning of advertisement was followed by a fall in smoking on a scale which cannot reasonably be attributed to other factors.

U.K. Department of Health
*Effect of Tobacco Advertising on Tobacco Consumption:
A discussion document reviewing the evidence, 1992*

National Cancer Institute of Canada

Canada's leading cancer research institute was commissioned to review all available studies on the impact of tobacco marketing on youth. In its 1995 report, *Tobacco Marketing and Youth: Examination of Youth Attitudes and Behaviour to Tobacco Industry Advertising and Sponsorship*, the NCIC found that:

// There is substantial evidence that young people are aware of, and respond to, cigarette advertising.

Advertisements present images that appeal to youth and are seen and remembered by them. Images are used in tobacco marketing, rather than information, to portray the attractiveness and function of smoking. The human models and cartoon-like characters used in advertising convey independence and strong self-concept, healthfulness, social acceptance, adventure-seeking, attractive role models, and youthful activities, thus appealing to youth and tapping into areas relevant to important development tasks.

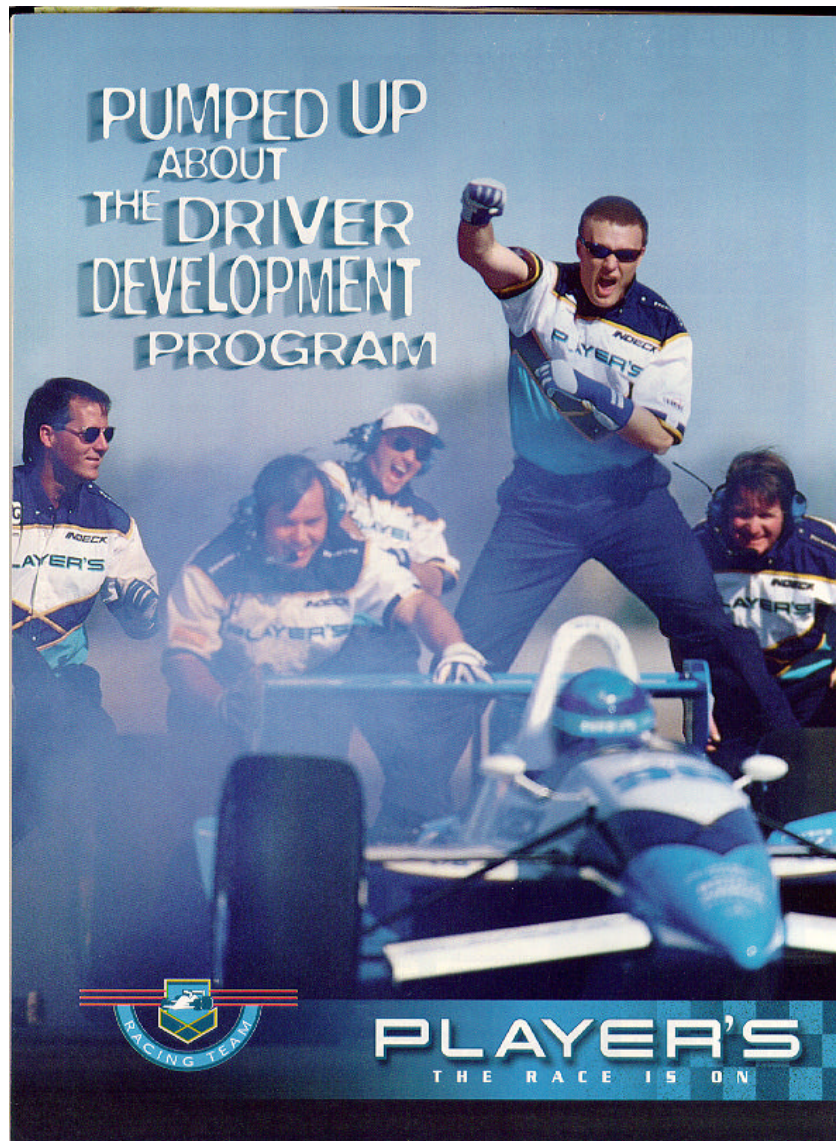
The affective appeal of an advertisement is often neither conscious or immediately apparent. It is image based and is intended to be transformational and associational in nature. It is through repeated exposure over time rather than any single exposure that learning occurs.

In sum, both qualitative and quantitative studies examining the effects of advertising on adolescents suggest that the content of advertisements influence attitudes, beliefs and values related to tobacco. They do so by portraying benefits of smoking that resonate with the issues and concerns of adolescents; namely, peer bonding, social approval, independence/autonomy, self-image, body image, adventure-seeking and normative behaviour.

The evidence to date supports the notion that decreases in tobacco consumption are associated with tobacco promotion bans.

The cumulative evidence across these varied methods and research questions supports strongly the conclusion that marketing plays a significant role in youth smoking behaviour, both in terms of initial experimentation and brand preference.

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“Advertisements present images that appeal to youth and are seen and remembered by them.”
National Cancer Institute of Canada, 1995

World Experts

// A single exposure to the advertisement reinforced existing behaviour among smokers, created more favourable attitudes to smoking among non-smokers, increased non-smokers' brand awareness and influenced their brand preference. //

Janet Hoeck, et al

Some effects of tobacco sponsorship advertisements on young males.
International Journal of Advertising, 1993: 12; 25-35.

// Tobacco marketing may be a stronger current influence in encouraging adolescents to initiate the smoking uptake process than exposure to peer or family smokers or sociodemographic variables including perceived school performance. //

Nicola Evans, et al

Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking.
Journal of the National Cancer Institute, Vol. 87, No. 20, 1995.

// Cigarette advertising appears to increase children's awareness of smoking at a generic level and encourages them to take up the behaviour, beginning with any cigarettes which are available and affordable. //

David While, et al

Cigarette advertising and onset of smoking in children: questionnaire survey
British Medical Journal 1996: 313: 398-9

// After social influences to smoke were controlled for, exposure to cigarette marketing was related to self-reported smoking behaviour.... Seeing cigarette advertisements in magazines increased this likelihood by 21% and seeing tobacco marketing in stores increased it by 38%. //

Caroline Schooler, et al

Seventh Graders' Self-reported exposure to cigarette marketing and its relationship to their smoking behaviour.
American Journal of Public Health, 1996, Vol 86. No. 9

// There is a strong association between an awareness and involvement with tobacco promotion and being susceptible to tobacco use or a user of tobacco products. //

David G. Altman, et al

Tobacco promotion and susceptibility to tobacco use among adolescents age 12 through 17 years in a nationally representative sample.

American Journal of Public Health, 1996, Vol. 86, No. 11.

// Cigarette brand shares of advertising voice are found to be significantly related to realized market shares, with advertising sensitivity being about three times larger among teenagers than among adults. Cigarette competition between firms is predominated by the battle of brands for market share among the young. //

Richard Pollay, et al

The Last Straw? Cigarette Advertising and realized market shares among youths and adults, 1979-1993.

Journal of Marketing, April 1996, 1-16

// Despite a high level of knowledge about the adverse effects of tobacco, cricket sponsorship by tobacco companies increased children's likelihood of experimentation with tobacco by creating false associations between smoking and sport. .. Our results support the case for banning sports sponsorship by tobacco companies. //

Sharad G. Vaidya, et al

Effect of sports sponsorship by tobacco companies on children's experimentation with tobacco.

British Medical Journal, Vol. 313: 400-416

// Evidence indicating that cigarette advertising and promotion increase total consumption, especially among youth, has accumulated steadily. //

Ronald Davis

Editorial,

American Journal of Preventive Medicine, 1996, Vol. 12, #1.

// A total ban on tobacco advertising is one of the most powerful policy instruments which any government can use to create smoke-free and healthier lives for its citizens. //

Murray Laugeson

Editorial

British Journal of Addiction, Vol. 87, 1992

Youth Smoking Survey, 1994

The most detailed survey to date of young Canadians' smoking was conducted in 1994 by Health and Statistics Canada. The detailed questionnaire given to over 23,000 young Canadians either at school or in their homes provides insight into the smoking behaviour of 3.88 million children between 10 and 19 years of age.

The technical report of the Youth Smoking Survey, 1994 was released in December, 1996. The survey's analysts concluded:



Research has shown that young people are susceptible to advertising for tobacco products, possibly more so than adults. Children become sensitive to the adult oriented positive imagery associated with tobacco through lifestyle-type advertisements between the ages of 10 and 14. Exposure to advertisements is associated with more positive beliefs about smoking and a greater chance of smoking or becoming a smoker.

Young people perceived sponsorship activities to be a form of advertising and one that links corporation names with specific positive images such as sports or fashion.

A sizeable majority of Canadian youth (age 15-19) believe such [sponsorship] ads are used by tobacco corporations to promote their public image. The majority of people surveyed in the YSS believed that billboards advertising such a sponsored event encourage people to smoke and advertise a brand of cigarettes.

Effective control of sponsorship activities of tobacco corporations may have a beneficial effect in reducing the uptake of smoking among young people. Promotional materials for sponsored events, particularly paraphernalia and giveaways, may have more of an appeal to young people than regular advertisements and are likely to get into the hands of children.

The majority of youth in the YSS who have seen sponsorship advertisements have seen them on television, [this] lends support to the government's proposal to prohibit such sponsorship promotion on broadcast media.



To children, tobacco sponsorships look like cigarette ads

University of Toronto Researchers

// Do youth misinterpret advertising of tobacco-company sponsored events as advertising for tobacco products? Yes.

Ontario students were shown posters advertising the du Maurier Jazz Festival and Player's Racing. The words were replaced by nonsense letters to render them unreadable while preserving the font style. Students were asked to write down "what you think this poster is about". Fifty-three percent mentioned that the Player's racing poster was about cigarettes and only 4% recognized it as being about Player's Racing. Twenty percent indicated that the du Maurier Jazz Festival poster was about cigarettes and only 2% recognized it as an advertisement for a jazz festival.

Do youth associate the sponsorship activities with images, activities and events that are appealing and desirable? Yes.

Comments by Ontario youth demonstrate a sophisticated understanding of the message being portrayed by these sponsorship ads.

About the **du Maurier Jazz Festival** they had this to say:

"Jazz is smooth and mellow, and du Maurier wants people to believe that its smokers are smooth and mellow".

"If you are into music, you are into smoking."

"People who smoke and like the festival will try du Maurier, since they support the festival."

About the **Player's racing ad**, they had this to say:

"You don't think about cancer; driving is more exciting."

"Race car drivers are tough."

"Kids idolize car racers and kids will want to be like car racers and smoke."

//

Irving Rootman, PhD. And Brian R. Flay, D.Phil.

A study on Youth Smoking, Plain Packaging, Health Warnings, Event Marketing and Price Reductions. Key Findings.

University of Toronto, University of Illinois at Chicago, York University,
Ontario Tobacco Research Unit, Addiction Research Foundation.



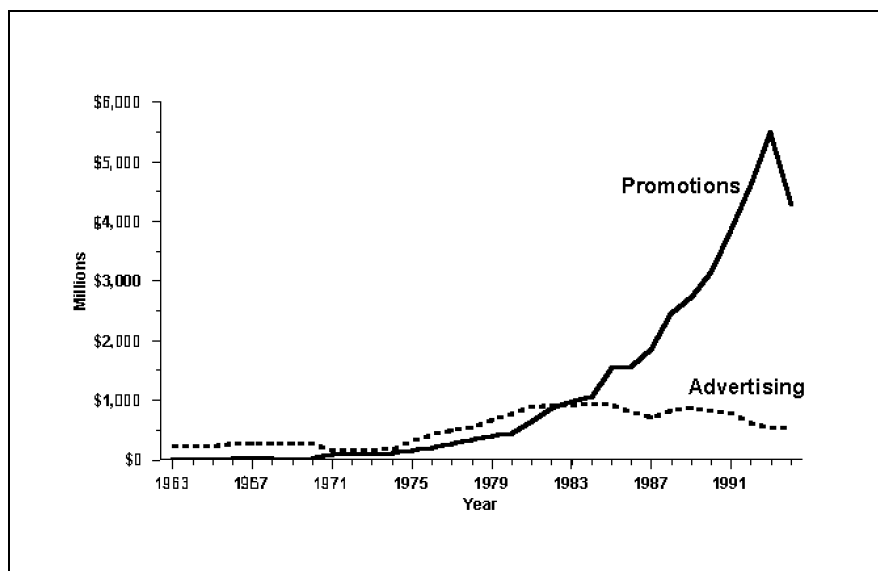
*“Do youth misinterpret advertising of tobacco-company sponsored events as advertising for tobacco products? YES.
Irving Rootman, et. al. 1995.”*

Tobacco companies are switching from direct advertising to other forms of promotion - like sponsorships

U.S. Center for Disease Control

Direct advertising expenses in the United states - for cigarette ads in newspapers, magazines, or on outdoor signage, transit ads, television and radio (before 1971) - have remained stable.

Expenditures on other forms of promotion - point-of-sale, direct mail, events, endorsement and testimonial - have risen dramatically, thereby confirming the industry's view of the effectiveness of these promotional vehicles.

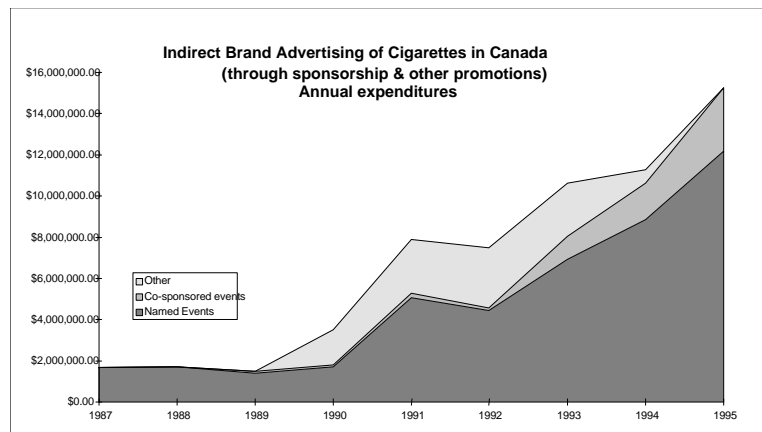
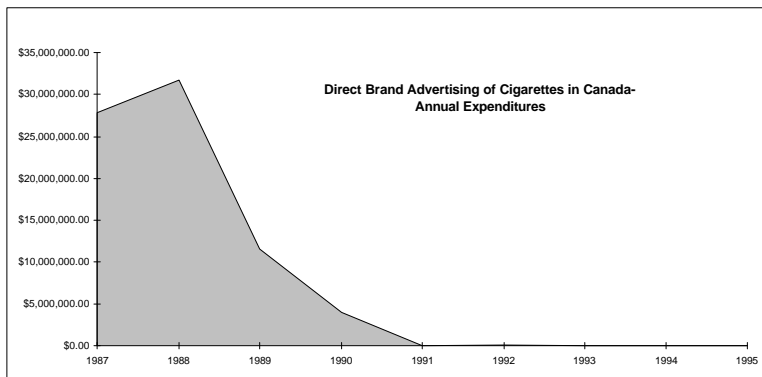


CDC's Tobacco Information and Prevention sourcepage
(www.cdc.gov/nccdphp/osh/adv-pro.htm).

Canadian tobacco companies increasingly use sponsorship to promote cigarettes

Health Canada Research

Under contract to Health Canada, Nielsen Government Services measured the advertising efforts of tobacco companies before and after the implementation of the Tobacco Products Control Act (major portions of which which were struck down by the Supreme Court in September, 1995). These figures show that direct advertising was replaced with other marketing tactics, principally sponsorships.



Nielsen Government Services.
Report on Media Advertising Expenditures, 1995
(1995 figures based on six month data)

The tobacco industry

// Realistically, of our Company is to survive and prosper over the long term, we must get our share of the youth market. In my opinion this will require new brands tailored to the youth market... We need new brands designed to be particularly attractive to the young smokers, while ideally at the same time being appealing to all smokers." //

RJ Reynolds (related to RJR-Macdonald, manufacturers of Export A), 1973

// If the last ten years have taught us anything, it is that the industry is dominated by the companies who respond most effectively to the needs of younger smokers. //

Imperial Tobacco (manufacturer of Canada's leading cigarette brands, du Maurier and Players), 1988.

// An attempt to reach young smokers, starters, should be based among others, on the following major parameters;

- present the cigarette as one of the few initiations into the adult world
- present the cigarette as part of the illicit pleasure category of products and activities
- in your ads create a situation taken from the day-to-day life of the young smokers, but in an elegant manner have this situation touch on the basic symbols of growing-up, maturity process
- to the best of your ability (considering some legal constraints) relate the cigarette to "pot", wine, beer, sex, etc.
- don't communicate health or health-related points.

Tobacco industry documents, subpoenaed by the U.S. FTC, quoted in Stanton A. Glantz, *Tobacco Biology & Politics* //



"We must get our share of the youth market."
RJ Reynolds
