

Enforce bans on tobacco advertising, promotion and sponsorship (TAPS)

> KEY MESSAGES

- > Only seven countries of the WHO European Region had a comprehensive ban on all forms of direct and indirect advertising in 2018 (1).
- > Most regulated forms of direct and indirect advertising – advertising on national TV and radio, in printed media, on billboards and on the Internet, as well as free distribution and product placement – are banned in the majority of countries (Fig. 1 and 2).
- > The least regulated forms of TAPS include tobacco point-of-sale display, brands stretching and sharing and showing tobacco products on TV and/or in films (Fig. 1 and 2).
- > The tobacco industry can continue to advertise its products by using the pack as an advertising tool. Increasing advertising bans mean the industry is becoming more reliant on point-of-sale displays in retail shops. As of 2018, only 10 countries in the European Region (19%) had banned tobacco-product display at points of sale.
- > According to Article 13 of the WHO Framework Convention on Tobacco Control, the comprehensive ban must be put into effect within five years of entry into force of the Convention for each Party, including a cross-border advertising ban originating from the Party's territory (2). At present, 43 States Parties to the Convention have not yet implemented this measure at the highest level, and the deadline has now expired.

Fig. 1. Bans on various forms of direct advertising and tobacco-products display at point of sale in the WHO European Region, 2018

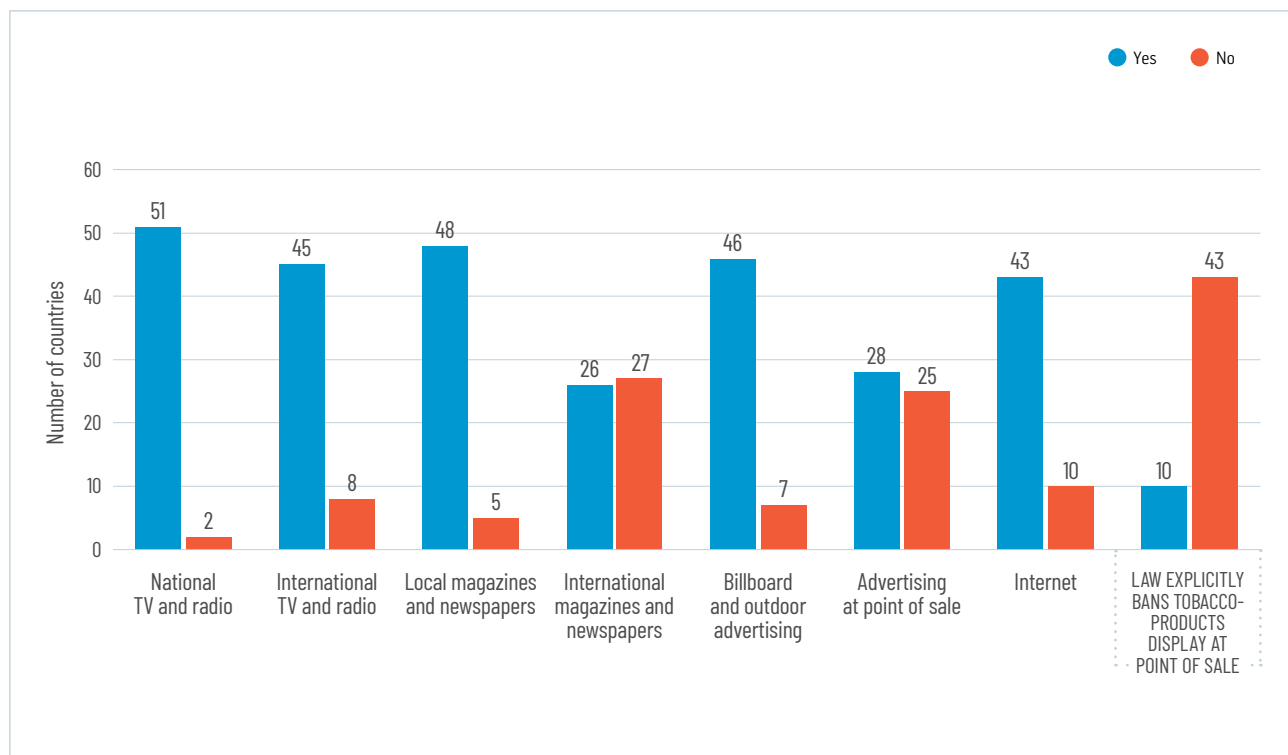
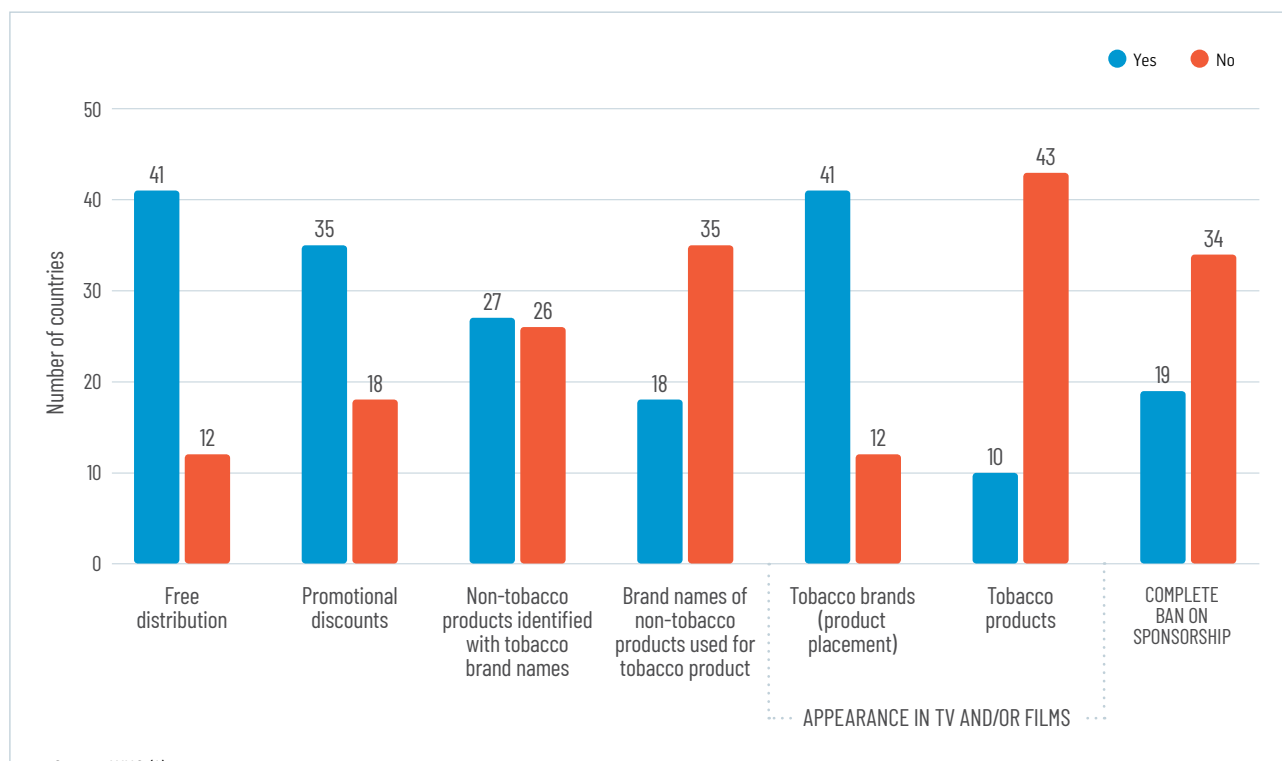


Fig. 2. Bans on various forms of indirect advertising in the WHO European Region, 2018



WHAT SHOULD BE DONE?

- To be effective, TAPS bans must be comprehensive and apply to all types of advertising, promotion and sponsorship – both direct and indirect.
- Legislation should include bans on incoming and outgoing cross-border advertising, such as tobacco advertising on international TV and Internet sites and sponsorship of international sporting and cultural events.
- Point-of-sale advertising and in-store displays of tobacco products should be banned. Bans on product display lead to reductions in smoking among young people and also reduce impulse purchases by adults who want to quit.
- Tobacco industry advertising, promotion and sponsorship activities should be monitored to ensure compliance with bans; fines should be imposed for violation of TAPS provisions.
- It is important to include new technologies, such as text messaging and use of social media, in monitoring and enforcement programmes.

REFERENCES¹

1. WHO report on the global tobacco epidemic, 2019. Geneva: World Health Organization; 2019 (https://www.who.int/tobacco/global_report/en/).
2. WHO Framework Convention on Tobacco Control [website]. Geneva: World Health Organization; 2020 (<https://www.who.int/fctc/en/>).

¹ Weblinks accessed 10 March 2020.