



# **Effects of restrictions on tobacco promotion: Findings from the ITC – South East Asia Survey**

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# Salience of pro smoking marketing

	Malaysia %	Thailand %
• Often/very often	17.4	20.1
• Noticed at least once in a while	53.1	20.1

# Advertisements – Mass Media

	Malaysia %	Thailand %
Noticed tobacco advertisements		
• On TV	50.5	1.6
• On Radio	23.0	1.1
• On Posters	59.2	2.0
• On Billboards	52.7	0.8
• In Newspapers/Magazines	44.5	1.7
<b>Any of the above</b>	<b>68.3</b>	<b>4.7</b>

# Advertisements – Specific Venues

	Malaysia %	Thailand %
Noticed tobacco advertisements		
• On shops windows/ inside shops	55.2	3.6
• On/around street vendors	45.8	7.5
• In coffee shops	58.2	1.7
• In disco lounges	18.1	2.2
<b>Any venue above</b>	<b>68.9</b>	<b>11.7</b>

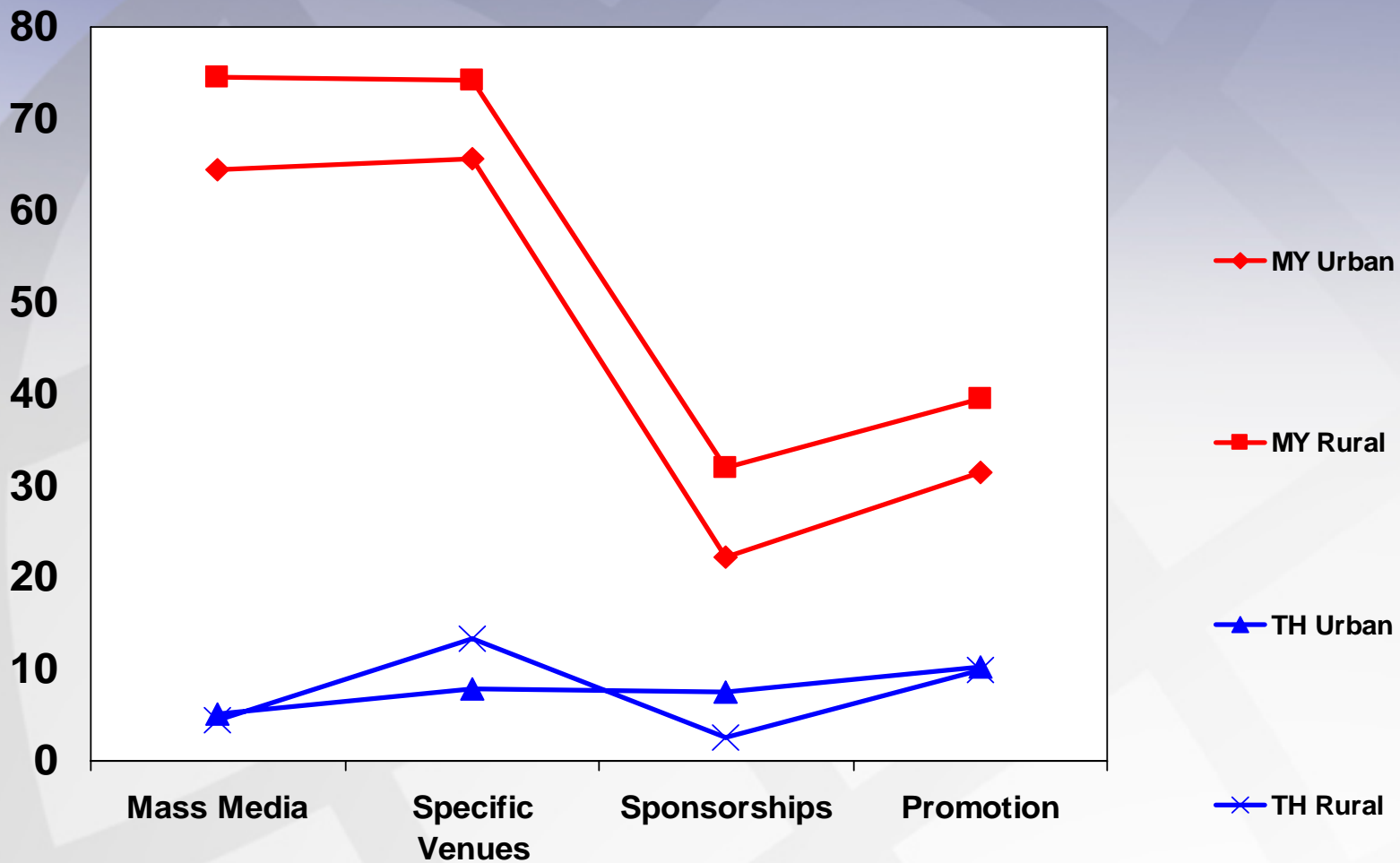
# Sponsorships

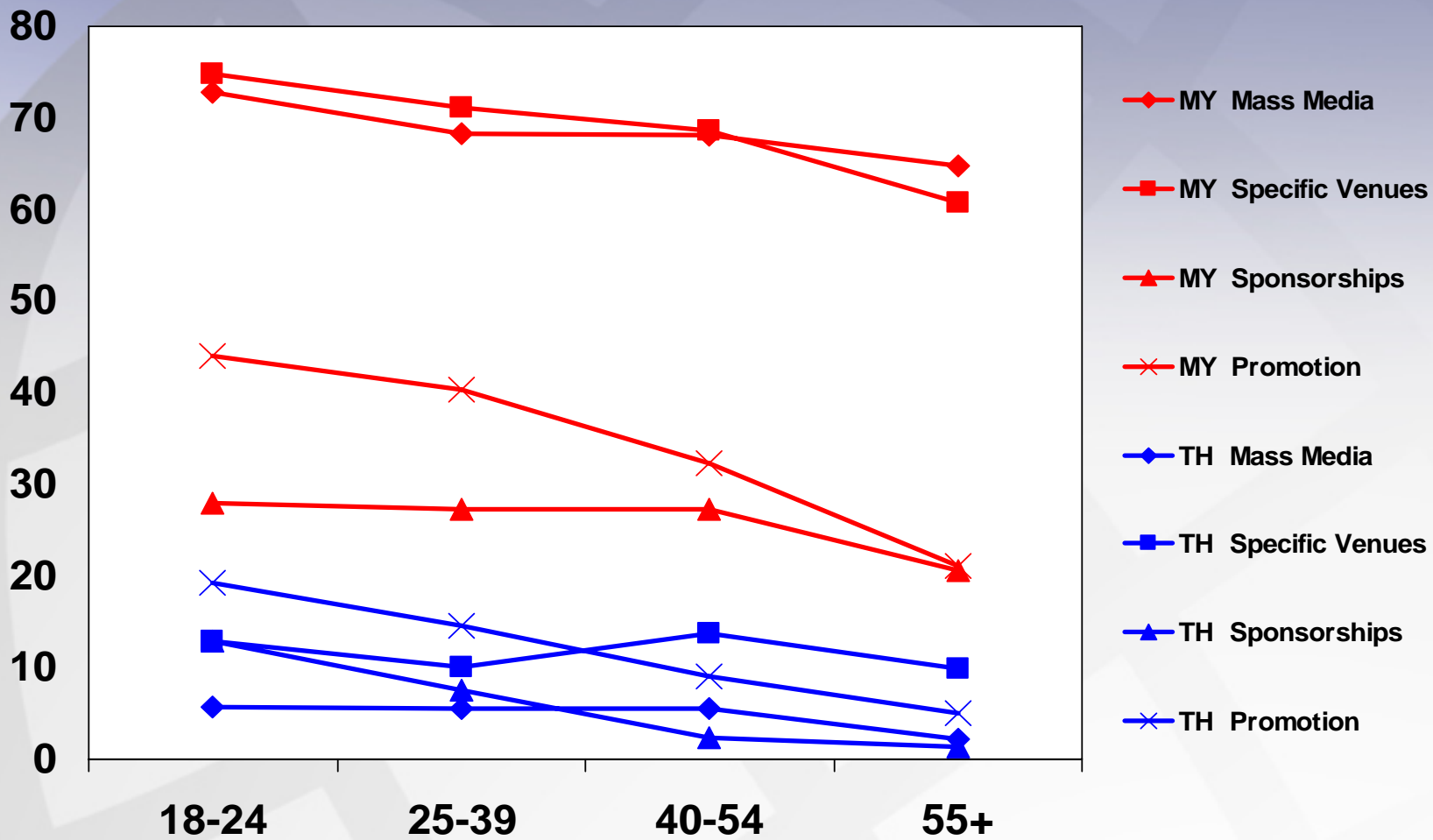
	Malaysia %	Thailand %
• Sports	23.5	3.5
• Arts	7.4	0.4
<b>Any type of sponsorship</b>	<b>25.2</b>	<b>3.7</b>

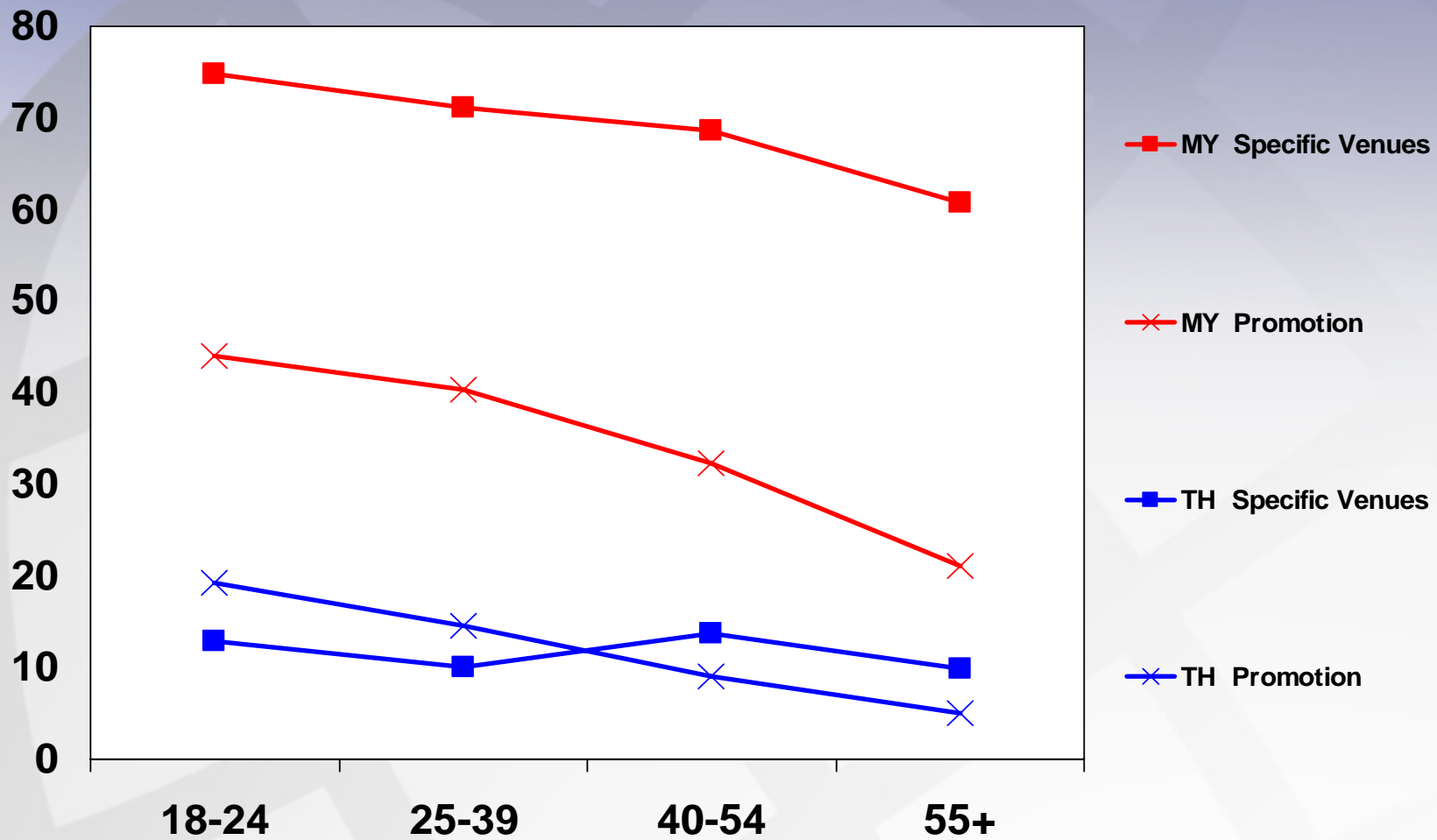
# Promotions

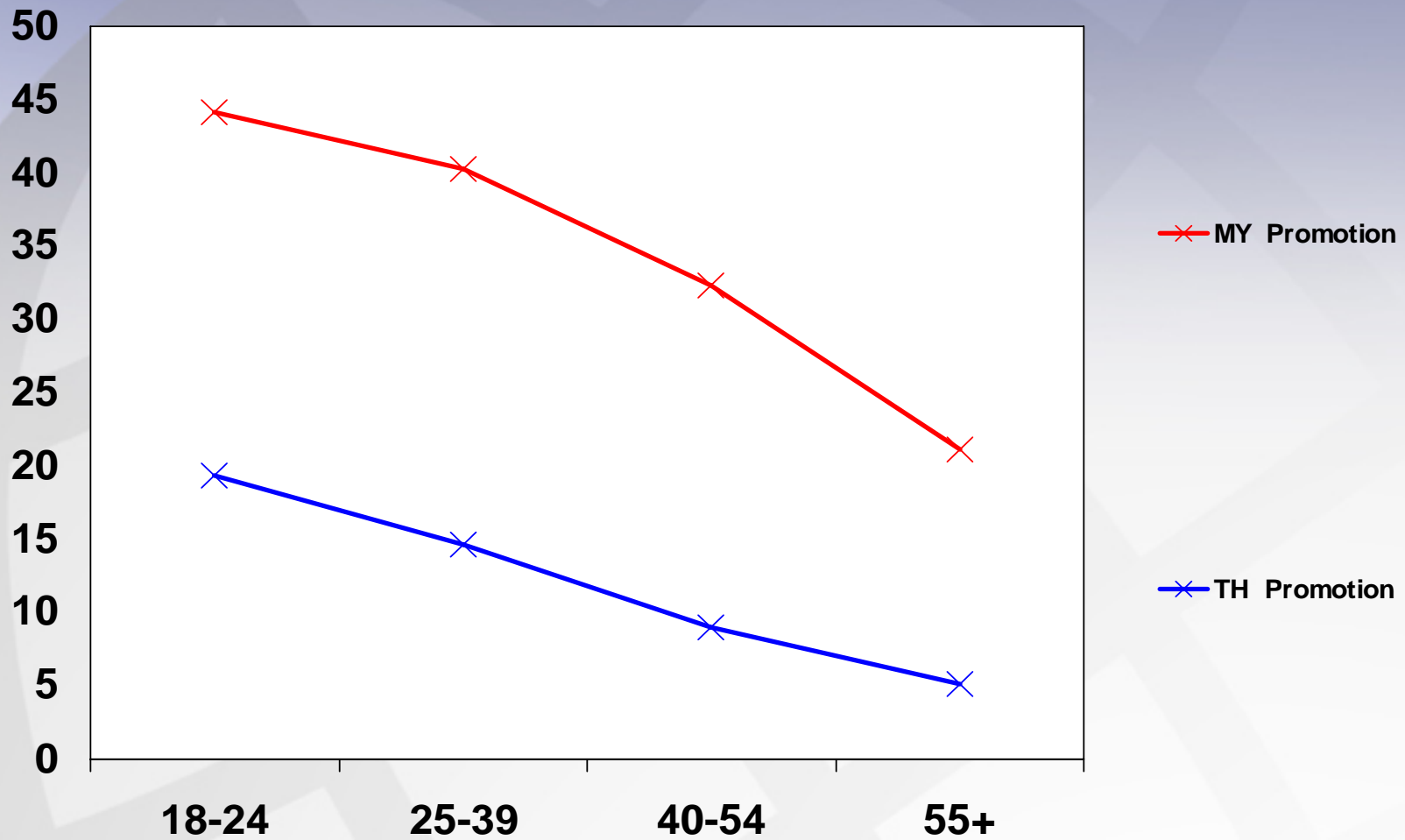
	Malaysia %	Thailand %
• Free samples	14.1	3.4
• Special prices	21.5	2.5
• Gifts/discounts	11.5	0.4
• Branded clothing	15.2	4.6
• Compositions	8.4	1.4
<b>Any form of promotion</b>	<b>34.2</b>	<b>9.4</b>

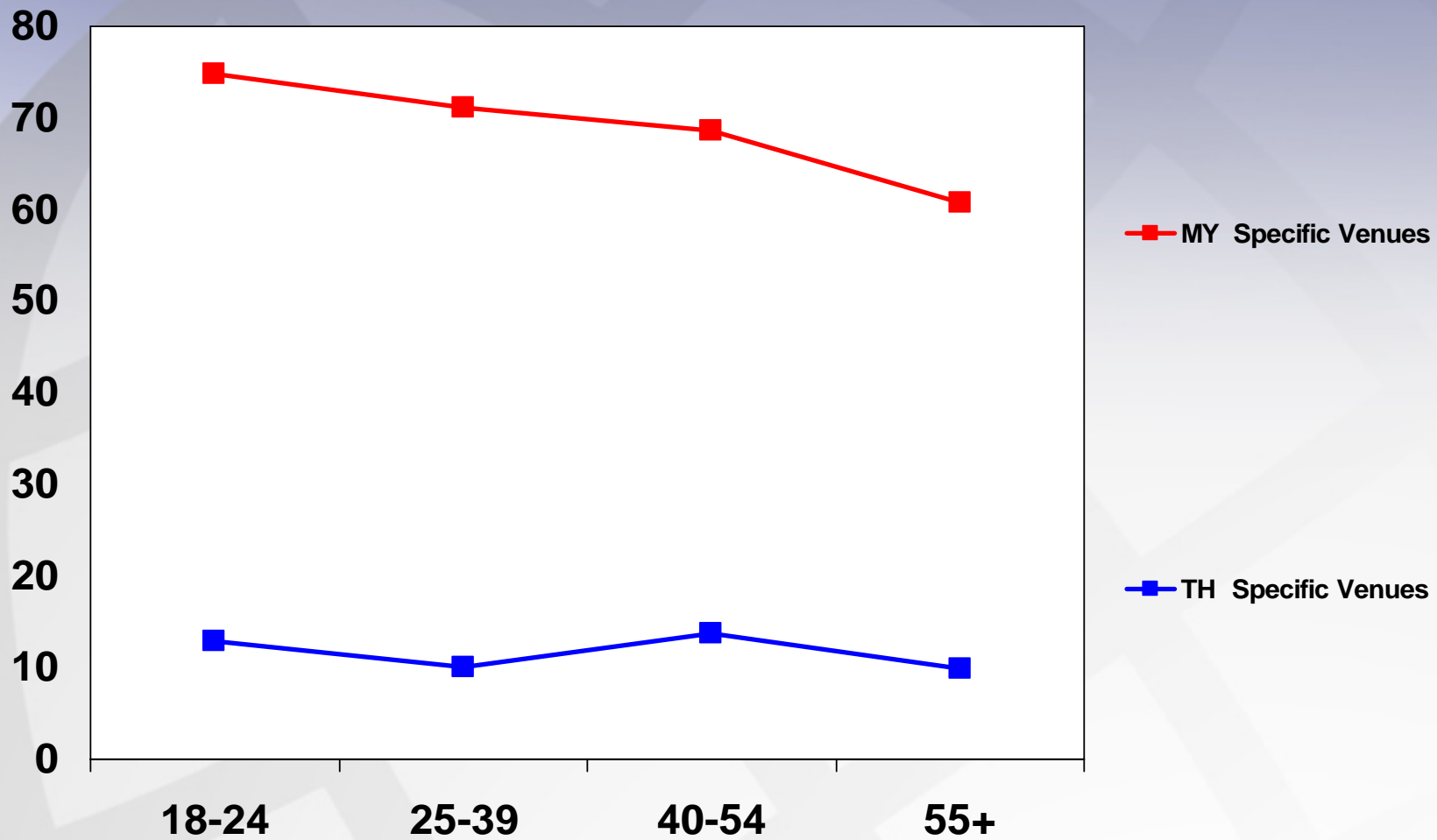
	Malaysia %	Thailand %
<b>Noticed tobacco ads in mass media</b>		
• Urban	64.4	5.1
• Rural	74.5	4.5
Total	68.3	4.7
<b>Noticed tobacco ads at specific venues</b>		
• Urban	65.6	7.9
• Rural	74.2	13.4
Total	68.9	11.7
<b>Noticed any type of sponsorships</b>		
• Urban	22.3	7.6
• Rural	32.0	2.5
Total	26.0	4.1
<b>Noticed any form of promotion</b>		
• Urban	31.4	10.2
• Rural	39.5	9.9
Total	34.5	10.0
<b>Overall noticing of tobacco marketing in any channel</b>		
• Urban	86.2	23.7
• Rural	88.1	22.1
Total	87.0	22.6











# International Tobacco Control Policy Evaluation Project

<http://www.itcproject.org>



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