



Essential Facts

The tobacco industry spends tens of billions of dollars per year advertising and promoting its products.¹ The industry implements expensive marketing tactics to attract new customers, increase sales to current customers, decrease current customers' desire to quit, and encourage former customers to resume buying.²⁻⁵

Comprehensive TAPS bans effectively reduce tobacco use, especially among youth and other vulnerable populations.⁶

At least 46 countries have adopted comprehensive TAPS legislation, including 32 low and middle-income countries.

Comprehensive Bans Reduce Exposure to Tobacco Advertising

Exposure to tobacco advertising, promotion and sponsorship (TAPS) promotes youth tobacco initiation and continued use among tobacco users. Prohibiting different forms of tobacco advertising effectively reduces exposure.

- Surveys conducted in 14 countries between 2008–2010 found that adults were less aware of tobacco advertising and promotion when comprehensive or near-comprehensive bans were implemented compared to countries with few to no restrictions.⁷
- A study examining the impact of tobacco marketing regulations in Australia, Canada, the United Kingdom, and the United States from 2002–2008 found a significant reduction in smokers' reported awareness of tobacco marketing after restrictions were implemented. Reductions were greatest immediately following implementation of a ban, and smaller declines continued over time.⁸
- Exposure to tobacco advertising among adults and youth decreased significantly after the United Kingdom implemented its 2003 TAPS ban.^{2,9}
- In Albania, adults reported significant reductions in exposure to TAPS after a comprehensive TAPS ban was implemented in 2007.¹⁰

Comprehensive Bans Reduce Tobacco Use

Countries that implement TAPS bans experience decreases in tobacco consumption. TAPS bans are especially effective at reducing consumption in low- and middle-income countries.

- A study of 22 high-income countries published in 2000 found that TAPS bans reduced tobacco consumption by 6.3%.¹¹
- A 2008 analysis of TAPS bans in 30 low- and middle-income countries found a 23.5% per capita reduction in consumption in countries with comprehensive bans.¹²
- In 2016, the US National Cancer Institute assessed consumption data from 66 countries and found that comprehensive advertising bans reduced tobacco consumption by 11.7%.¹³
 - In the 35 low- and middle-income countries included in the sample, comprehensive TAPS bans were more than two times as effective, reducing consumption by 28.3%.

Comprehensive TAPS bans contribute to overall declines in smoking prevalence.

- Data analyzed from 77 countries published in 2018 found that strengthening TAPS restrictions to include point-of-sale display bans reduces adult daily smoking rates by 7%.¹⁴

Comprehensive advertising bans can also increase quit rates:

- A 2008 study of cessation data from 18 European countries found that TAPS bans were strongly associated with increases in quit rates, second only to price policies.¹⁵

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As countries adopt laws restricting tobacco advertising, the tobacco industry shifts to new and unrestricted channels like social media.

Comprehensive Bans are More Effective than Partial Bans

Comprehensive TAPS bans are very effective at reducing tobacco use. Partial bans have little to no effect on smoking prevalence.

- A 2000 study of 102 countries found that, in countries with partial bans, consumption only decreased by 1% compared to an 8% decrease in countries with comprehensive bans.¹⁶
- An 2016 assessment of marketing bans in 66 countries found that comprehensive bans on tobacco advertising significantly reduced consumption (11.7%), while partial bans had no significant effect.¹³

Partial TAPS bans are ineffective because they enable the tobacco industry to shift its vast resources to the permitted forms of advertising in order to reach its audiences.¹⁷ For example:

- After implementation of a partial TAPS ban in Mexico in 2008, the tobacco industry shifted its marketing efforts from outdoor advertising to point-of-sale marketing, direct to consumer product promotion, and industry-sponsored events.¹⁸
- When Singapore banned most forms of TAPS in 1989, tobacco companies increased television advertising and sponsorships in Malaysia, knowing that marketing in the neighboring country would effectively reach Singaporeans.¹⁹

KEY MESSAGES

- **Tobacco advertising, promotion and sponsorship is a proven risk factor for youth tobacco initiation and continued tobacco use.**
- **Comprehensive bans on tobacco advertising, promotion and sponsorship reduce tobacco use, including in low- and middle-income countries.**
- **Comprehensive bans on tobacco advertising, promotion and sponsorship are more effective at improving public health than partial bans because the tobacco industry shifts resources and exploits loopholes to ensure that target audiences continue to see product advertising.**

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