ITC Brazil Report on Tobacco Advertising, Promotion and Sponsorship (2009 - 2013)

Key Facts

The ITC Brazil Survey
- Wave 1 was conducted between April and June 2009; Wave 2 was conducted from October 2012 to February 2013
- The ITC Brazil Survey was conducted among a representative random sample of adults (aged 18 years and older), including around 1,200 smokers and 600 non-smokers
- The survey was conducted across three major cities: Rio de Janeiro, São Paulo, and Porto Alegre
- The ITC Brazil Survey has two main evaluation objectives:
  1. to evaluate the impact of tobacco control policies in Brazil and
  2. to understand the determinants of tobacco use behaviour

Brazil's Tobacco Control Policies
- Brazil ratified the WHO Framework Convention on Tobacco Control (FCTC) in 2005
- Brazil implemented many significant tobacco control policies in advance of 2005, making it a global leader in efforts to reduce tobacco consumption:
  o In 1988 the Federal Constitution determined that tobacco advertising would be subject to legal restrictions. Restrictions on tobacco advertising and promotion were introduced, setting specific times for the placement of tobacco ads on TV, film and theatre. Tobacco ads had to be accompanied by health warnings about the dangers of smoking
  o In 1990, Brazil passed a law prohibiting misleading and unfair advertising of tobacco products
  o In 1995 the government recommended that TV programmes should avoid broadcasting images of celebrities smoking and that organizations should not accept funding from the tobacco industry for public health campaigns
  o In December 2000, new legislation banned commercial tobacco advertising in all media except at point of sale, banned the sponsorship of national and international cultural or sporting activities by tobacco brands, and prohibited promotional activities such as free samples and merchandising
  o In 2001, Brazil became the second country in the world and the first in Latin America to adopt pictorial warnings on cigarette packs. The law required that 100 percent of the back of all cigarette packs were covered with government mandated, pictorial health warning labels. Two further rounds of pictorial health warning labels were mandated in 2004 and 2009. By 2016, 30 percent of the front of all cigarette packs must also be covered with text warnings
In 2003, new legislation targeted tobacco advertising in retail outlets - 10 percent of the advertising space allocated to tobacco products had to carry the same pictorial health warnings that were mandated for cigarette packages.

In December 2011, all point of sale advertising was banned except for the display of the packs themselves; however, the protocols for enforcement are still being finalised. This has enabled the tobacco industry to continue to advertise in retail establishments, often without the required health warnings.

**Tobacco Advertising, Promotion, and Sponsorship**

- While Brazilians perceive that tobacco advertising and promotion has decreased over the past four years, it is still prominent in Brazil.
- There is a high degree of recognition of the two main tobacco companies in Brazil:
  - 99.4 percent of smokers and 92.3 percent of non-smokers recognize Souza Cruz (a subsidiary of British American Tobacco)
  - 77.2 percent of smokers and 62.7 percent of non-smokers recognize Phillip Morris.
- Smokers and non-smokers in Brazil continue to be exposed to tobacco marketing at point of sale locations, through tobacco industry-branded Corporate Social Responsibility (CSR) initiatives and through different forms of entertainment media.
- In Wave 2 (2012-2013), almost a quarter of smokers (22.6 percent) and non-smokers (24.9 percent) aged 18 years and older noticed things that promote smoking ‘often’ or ‘very often’ in the previous six months.
- When comparing the results from Wave 1 and Wave 2 of the ITC Brazil Survey, it is clear that recent tobacco control legislation has had an impact. In Wave 1 (2009), 42.8 percent of smokers and 35.2 percent of non-smokers had noticed things that promote smoking in the previous six months.
- In Wave 2, at least a third of respondents saw actors smoking in soap operas and other television programs in the previous six months. For approximately half of these respondents, smoking was seen ‘often’ or ‘very often’.
- Over 27 percent of smokers and non-smokers aged from 18-24 years old noticed things that promote smoking ‘often’ or ‘very often’.
- Over a quarter of smokers from lower educational backgrounds and a third of non-smokers from lower educational backgrounds noticed things that promote smoking ‘often’ or ‘very often’. This compares with around 21 percent of smokers and non-smokers from moderate educational backgrounds.
- Over 30 percent of smokers with lower incomes and 25 percent of non-smokers with lower incomes noticed things that promote smoking ‘often’ or ‘very often’, compared with just 17.2 percent of smokers with high incomes and 14.7 percent of non-smokers with high incomes.

**Misleading Descriptors**

- Brazil was the first country to implement a ban on misleading descriptors, such as “light”, “mild”, or “smooth” in 2001.
- The tobacco industry has systematically replaced these terms with well-researched colour coding to depict some brands as lighter, smoother, or lower in tar.
- Lighter package colouring can be just as effective as the banned “light/mild” descriptors in misleading consumers to believe that some brands are less harmful.
- As a consequence, there has been little effect on smokers’ belief that some brands are safer than others.

**Youth and tobacco products**

- A study has shown that the majority of children in São Paulo are exposed to cigarettes in retail outlets within 1 kilometer of their schools. In 83 percent of retail outlets, cigarettes are displayed close to desirable items such as candy products.
Cigarette companies have invested in creative cigarette pack design, using colours and imagery to promote brands to specific market segments, including youth.

Another study in Brazil found that 71 percent of 12 to 14 year olds said that seeing cigarettes displayed might make them feel like smoking.

CSR activities and music and fashion event sponsorship indirectly promote tobacco use among youth.

Approximately a third of younger respondents to another study were aware of tobacco industry sponsored events held at universities, festivals, and bars.

**Support for further regulation**

- Over 80 percent of smokers and non-smokers are extremely supportive of tighter regulations for tobacco companies.
- Approximately 90 percent of smokers and non-smokers agree that the government should do more to tackle the harm done by smoking.
- Close to half of smokers (48.8 percent) endorse plain packaging.
- Nearly two-thirds (63.1 percent) of smokers felt that tobacco companies should take responsibility for the harm caused by smoking.
- Previous studies showed equally strong support for banning the display of packs at POS (78 percent) and prohibiting any form of advertising around venues frequented by young people (86 percent).
- If implemented and enforced properly, a comprehensive ban on Tobacco Advertising, Promotion and Sponsorship may reduce smoking prevalence by 2 percent to 7 percent by 2050 even if no other tobacco control policies are implemented.

**Recommendations for Progress**

The report authors recommend that Brazil’s government should:

- Implement stronger enforcement of TAPS bans, including stiff penalties for violations.
- Educate retailers and the public about tobacco industry tactics to promote their products among youth audiences and the harms of such strategies on the uptake of smoking among youth.
- Accelerate the implementation of front of pack warnings from 2016 to January 2014.
- Require the warnings to be pictorial warnings rather than text warnings.
- Increase the size requirement from 30 percent of the front of the pack to 50 percent of the front of the pack as per the FCTC Article 11 Guidelines.
- Implement plain packaging to curb the industry’s use of colours and other descriptors and pack design to attract youth audiences and falsely convey the notion of a safer product.
- Design a new round of pictorial warnings to reduce warning label wear-out.
- Implement a ban on display of tobacco products at point of sale.
- Implement a comprehensive ban on tobacco industry sponsorship by including all CSR initiatives and youth tobacco use prevention programs, as is the case in Uruguay.
- Regulate smoking in movies and television programming by implementing strategies outlined in FCTC Guidelines for Article 13. This would include:
  - requiring certification that no benefits have been received for tobacco depictions.
  - prohibiting the use of identifiable tobacco brands or imagery.
  - requiring anti-tobacco advertisements.
  - implementing a ratings or classification system that takes tobacco depictions into account.