



Adolescents Awareness of Tobacco Advertisements and Promotions in Malaysia and Thailand. Study from the International Tobacco Control (ITC) Policy Evaluation SEA Survey

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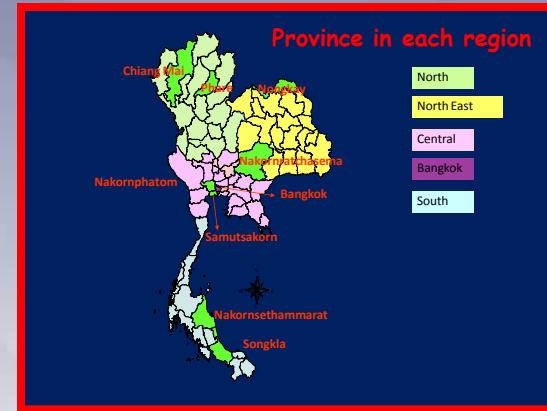
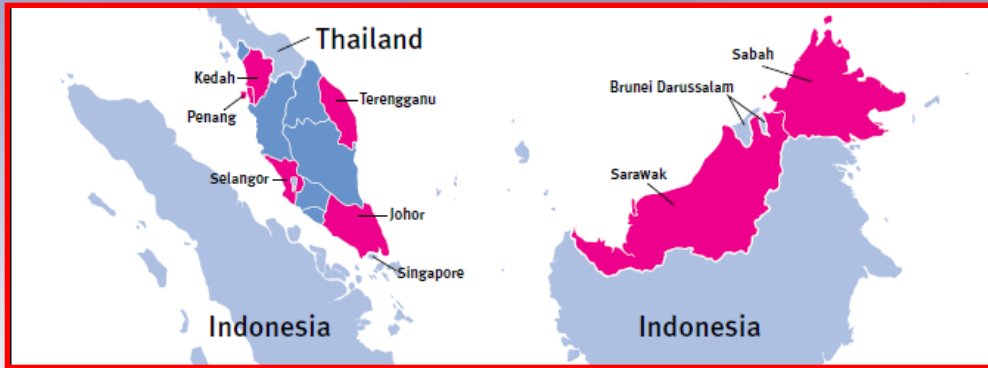
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MALAYSIA & THAILAND



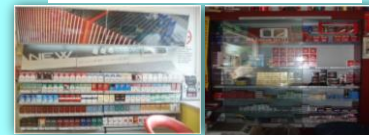
- ✚ Malaysia ratified FCTC in 2005; Thailand in 2004
- ✚ At present, Malaysia has not fully complied with Article 13 as cigarette packs are displayed and promoted inside stores at point-of-sales.
- ✚ Thailand, on the other hand, has implemented comprehensive ban on tobacco advertisements, promotions, and sponsorships including at point -of -sale

Tobacco Advertisements, Promotions and Sponsorship

MALAYSIA



Tobacco promotion



Tobacco promotion at Point-Of-Sale



Tobacco Advertisements

THAILAND



Sales girls endorsing cigarette brands



Ban promotion at Point-Of-Sale 2005



Tobacco promotion on Go Kart

Thai Tobacco Monopoly sponsored Children's Playground

OBJECTIVES

To evaluate level of awareness to tobacco advertisement and promotion among adolescents in Malaysia and Thailand;

to examine the trend of tobacco advertisement and promotion over a four- year period from 2005 to 2009 among adolescents in Malaysia and Thailand.

METHODOLOGY

- Data were analyzed from four consecutive waves of our ITC longitudinal cohort study based on stratified multistage cluster sampling design

Total number of Respondents in each waves in Thailand & Malaysia	Wave 1 Jan-Mac 2005	Wave 2 Aug 2006- Mac2007	Wave 3 Mac-Sept 2008	Wave 4 July-Dec 2009
Thailand	N=1000	N= 927	N= 1096	N= 1096
Malaysia	N= 1008	N= 777	N= 710	N= 877

Note: Details of the data collection and sampling frame were reported in ITC SEA technical report (see http://www.itcproject.org/key_findings/technical).

MEASUREMENT

Saliency of Tobacco advertisement and promotion were measured by:

1) In the last 6 months, how often have you noticed things that are designed to encourage smoking or which make you think about smoking

2) In the last 6 months, have you noticed cigarette or tobacco products being advertised in any of the following places; Television, radio, posters, billboards, newspapers, shops, street vendor and etc.

3) When you watch, TV, videos or movies, how often do you see actors/actress smoking

4) In the last month, have you seen cigarette packs being displayed including on shelves or on the counter.

DATA ANALYSIS AND RESULTS

Cross-sectional descriptive statistics were applied on the weighted data using a complex samples package in SPSS 18 to account for complex sampling design.

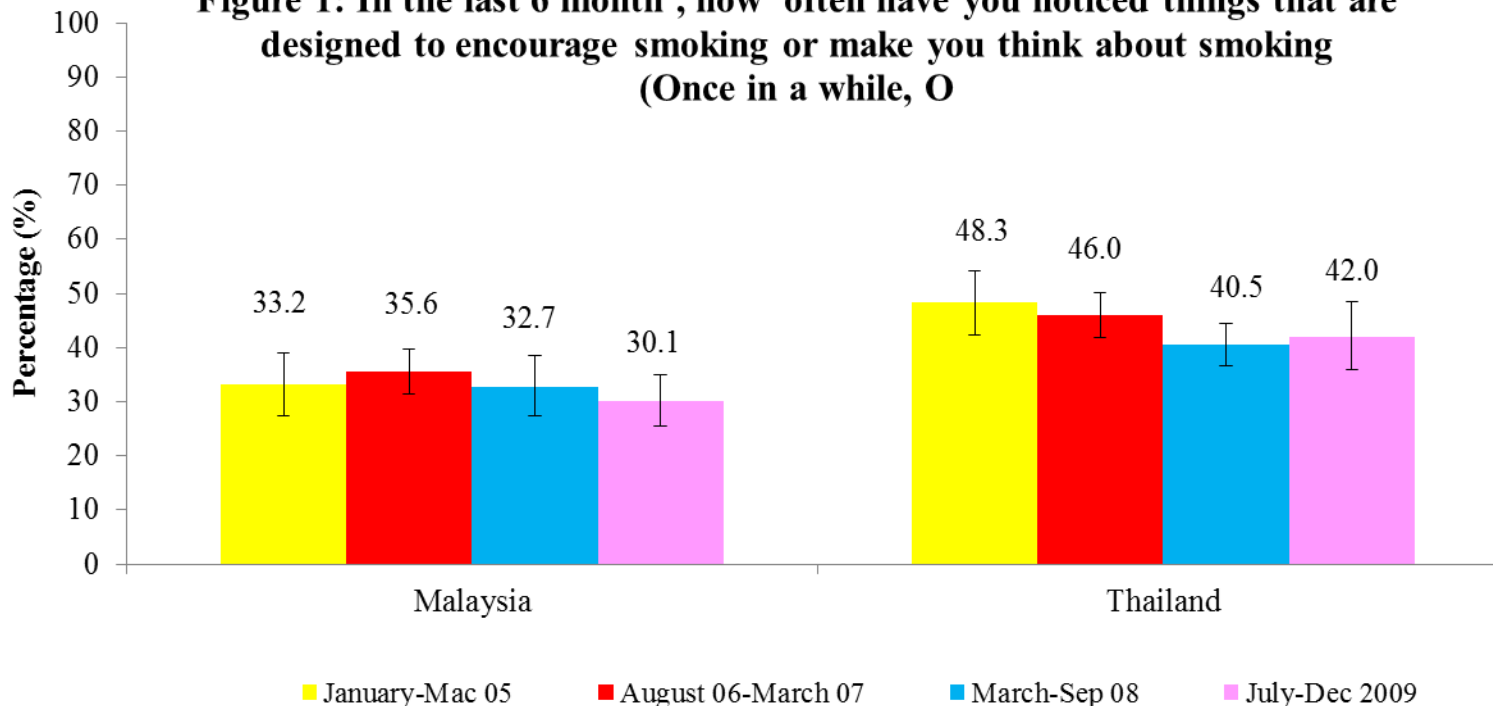
SAMPLE CHARACTERISTIC OF RESPONDENTS

Based on demographic characteristic throughout the four waves, high percentage of adolescents in Malaysia and Thailand were:

- ✚ Males
- ✚ Malays/Thai
- ✚ Urban (Malaysia)
- ✚ Rural (Thai)

Noticing Tobacco Advertisements and Promotion

Figure 1: In the last 6 month , how often have you noticed things that are designed to encourage smoking or make you think about smoking (Once in a while, 0



Noticing of tobacco ads and promotion is higher in Thailand than Malaysia.

Overall, more than 33 % Malaysian adolescents and 48 % Thai adolescents at baseline (in 2005) were reported to have noticed at least once in a while things that are designed to encourage smoking or make them think about smoking

Media Channel of Tobacco Advertisements

Figure 2: In the last 6 month have you noticed cigarette or tobacco product being advertised in **Malaysia**

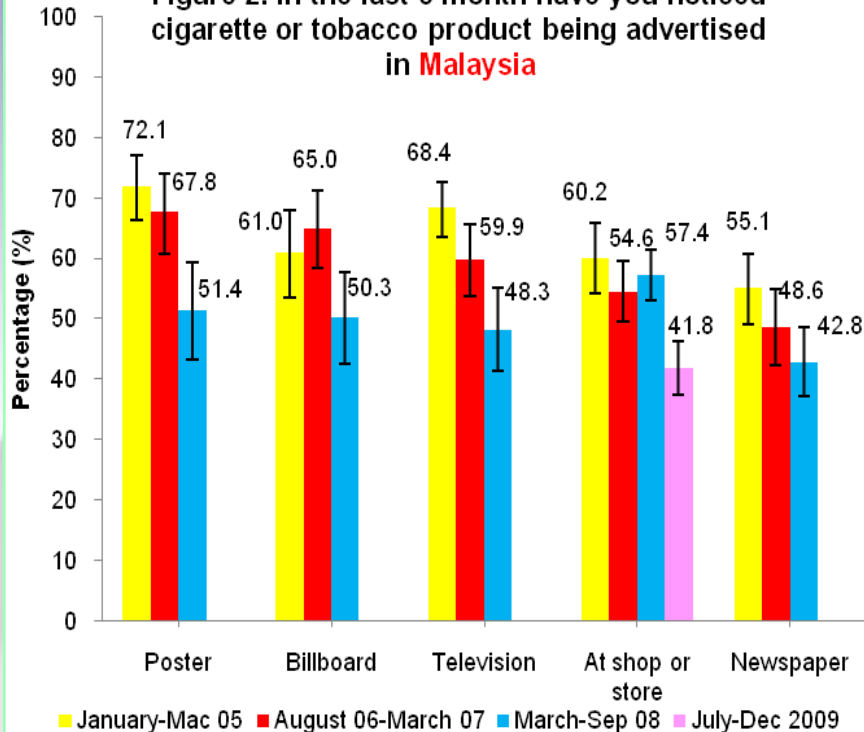
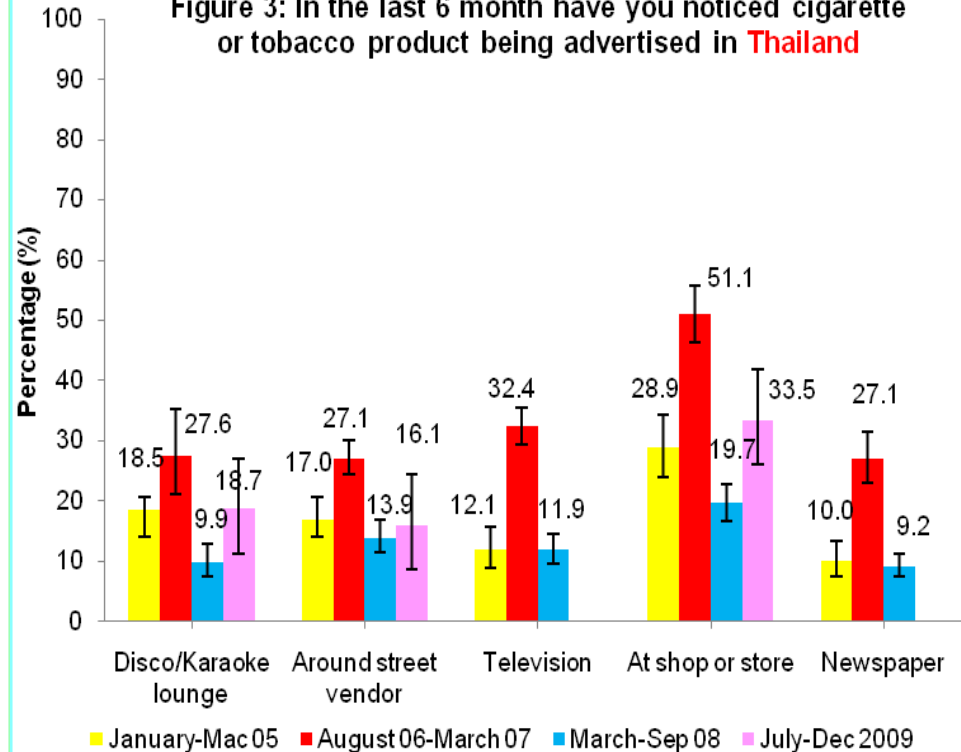


Figure 3: In the last 6 month have you noticed cigarette or tobacco product being advertised in **Thailand**

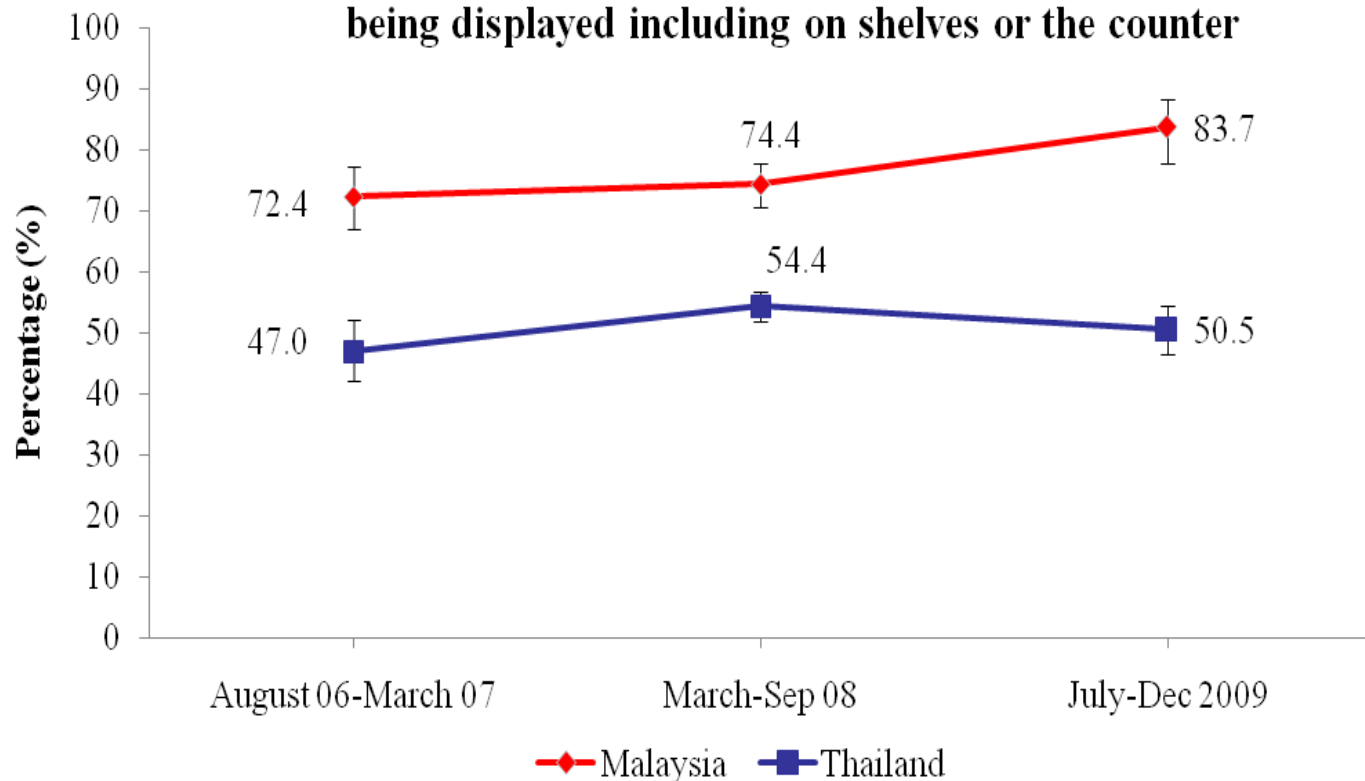


Malaysian adolescent noticed tobacco ads in variety of media. At baseline, mainly from posters (72.1%), television (68.4%), billboards (61.0%), in shops (60.2%), and newspapers (55.1%) and the trend is declining over the four waves.

In Thailand, adolescents reported higher degree of noticing tobacco advertisements at Wave 2. Thai adolescents continued to be exposed to cigarette advertising and promotion and these were mainly observed in shops (51.1%), television (32.4%), in disco/karaoke lounges (27.6%), around street vendors (27.1%), and newspapers (27.1%).

Tobacco Promotions (Point-of-Sales)

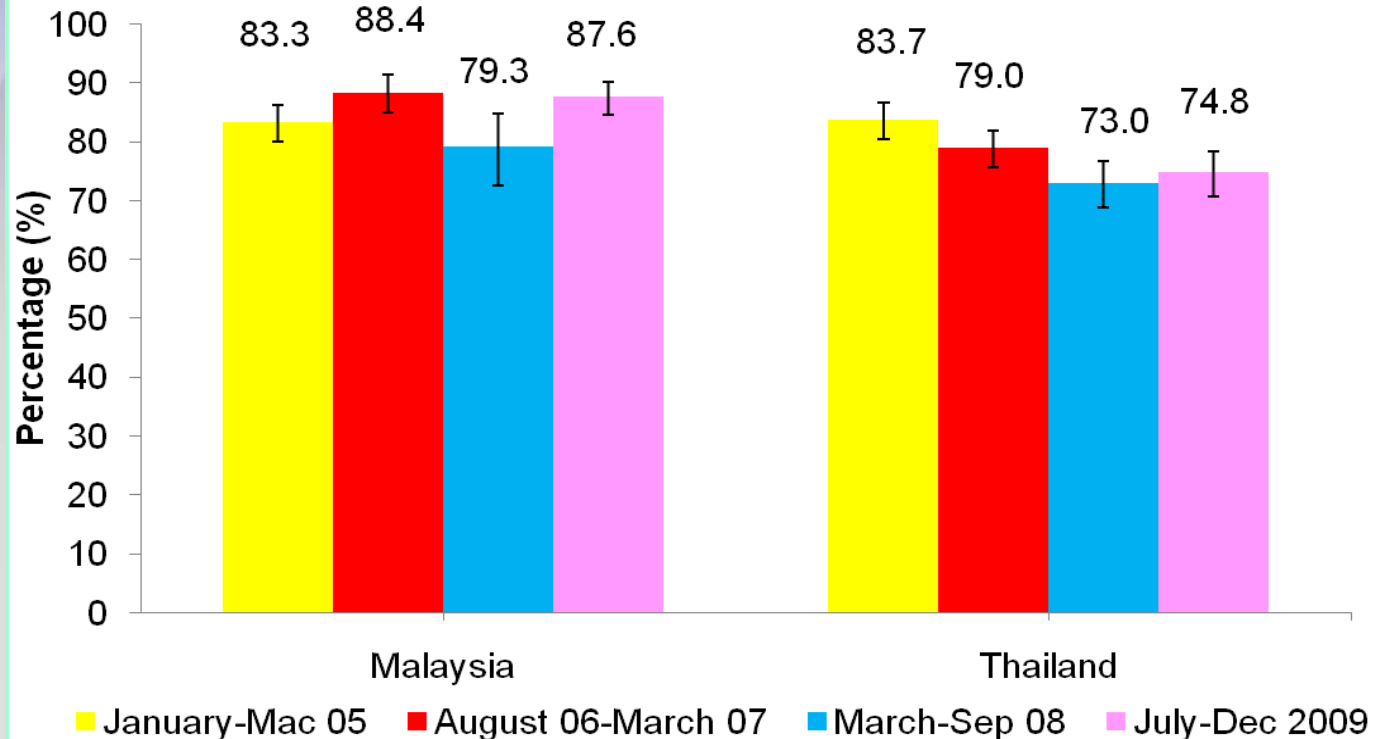
Figure 4: In the last month, have you seen cigarette packages being displayed including on shelves or the counter



- ✚ Noticing cigarette packs displayed inside stores at point-of-sale by adolescents in Malaysia showed an increasing trend (72.4%-83.7%) from year 2006 to 2009.
- ✚ In Thailand, the trend slightly increased (47.0%-54.4%) from 2006 to 2008. However in 2009, it was reported decreased into 50.5%.

Tobacco Promotions (Electronic Media)

Figure 5: When you watch TV, videos or movies, how often do see actor smoking



More than 70% of adolescents in Malaysia and Thailand were reported to have noticed actors smoking either on television, videos, or movies.

CONCLUSION

✚ Tobacco advertisement and promotion continue to be present and noticed by adolescents in both Malaysia and Thailand especially through point-of-sales and electronic media in both countries.

✚ Awareness of advertising and promotion of cigarette products in various media channels showed a declining trend in Malaysia but not much due to partial banning. Malaysian adolescent continue noticing advertisements and promotion of cigarette products at point –of-sale and in an increasing trend.

✚ Awareness of advertising and promotion of cigarette products at point –of-sale showed a declining trend in Thailand. However, compare to other channel of advertisements , at shop/store [namely at point-of-sale] reported as channel that were mostly noticed by Thai adolescents with almost 50%.

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ITC Project Research Organizations



ITC Project Research Support

