REPORTED EXPOSURE TO TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP (TAPS) IN INDIA: RESULTS FROM THE TOBACCO CONTROL POLICY (TCP) EVALUATION INDIA WAVE 1 SURVEY
I WAS INTRODUCED TO TOBACCO AT AN EARLY AGE!!
TOBACCO IN INDIA IS COMPLICATED...
...AND IT HAS ALWAYS BEEN EVERYWHERE
POINT OF SALE

THIS IS HOW IT HAS ALWAYS BEEN IN INDIA...
PAAN WALLA: FOUND ON A SIDEWALK NEAR YOU!!
ADVERTISING IS EVERYWHERE
BILLBOARD IN MUMBAI LESS THAN 10 YEARS AGO...
Tobacco companies are using similar strategies to advertise and promote tobacco products in India as they have successfully used for 50+ years in developed countries.

India ratified the FCTC on February 5, 2004.
- Article 13 obligates Parties to implement comprehensive bans on tobacco advertising, promotion, and sponsorship (TAPS).

Even before India ratified FCTC, government took own steps and enacted the Cigarettes and Other Tobacco Products Act (COPTA) 2003.
- Legislation included total ban on the direct and indirect advertising of all tobacco products and prohibition on tobacco company sponsorship of sports and cultural events.
TCP India survey Wave 1 conducted in 2011, 7 years after implementation of COPTA 2003 regulations

- Tobacco product advertising and display of products are still permitted at point-of-sale, although some restrictions are in place.
- Tobacco industry sponsorship of national and international events and activities, and tobacco advertising in or on packages is still permitted.
- India implemented the world’s first ban on the display and use of tobacco products in television and films in Nov 2011.
ITC Project is a multi-country prospective cohort study designed to measure the psychological and behavioral impact of key policies of the WHO FCTC.

ITC Project in India renamed TCP Project so as to avoid confusion with India Tobacco Company.

Broad objective is to evaluate and understand the impact of tobacco control policies of the FCTC as they are implemented in low and middle income countries.

Study aims include:

- Examine if policies introduced affect tobacco use, psychosocial variables related to attitudes, beliefs, and quitting.
- Examine if FCTC policies lead to compensatory behaviors.
- Examine the natural history of tobacco use and cessation.
- Evaluate how findings in India compare to other 20+ ITC countries with similar measures and differing policy environments.
TCP India Survey:
- Longitudinal cohort study
- Face-to-face survey conducted among adults aged 15 years and older
- Conducted in select urban areas and surrounding rural districts in Bihar (Patna), West Bengal (Kolkata), Madhya Pradesh (Indore), and Maharashtra (Mumbai)
- 4 user types: smoker, smokeless user, mixed user, non-user

Household enumeration was conducted to determine:
- Tobacco use status of household members
- Socio-economic status of household
- Gender, age, and language of household members

Plan to enumerate at least 2000 households and interview at least 2000 adult tobacco users and 600 non-users
SURVEY

- Translated into Hindi, Bengali, and Marathi (available in English also)

- Domains:
  - Demographics
  - Questions on FCTC policies of interest (e.g., warning labels, advertising, pack descriptors, price/tax, smoke-free, cessation)
  - Moderator variables (e.g., time perspective, collectivist vs. individual orientation)
  - Other well-established questions assessing smoking behavior
  - Other important psychosocial predictors of smoking behavior (e.g., normative beliefs, self-efficacy, intentions to quit)

- Survey took approx. 90 minutes for tobacco user and 45 minutes for non-user

- Respondents were compensated with small gift
## RESPONDENTS

### Smoking Status, Gender by State

<table>
<thead>
<tr>
<th>State</th>
<th>Smoked Tobacco User</th>
<th>Smokeless Tobacco User</th>
<th>Mixed Tobacco User</th>
<th>Non-User of Tobacco</th>
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<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>178</td>
<td>2</td>
<td>945</td>
<td>814</td>
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<tr>
<td>Bihar</td>
<td>91</td>
<td>26</td>
<td>942</td>
<td>754</td>
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<td>Madhya Pradesh</td>
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<td>0</td>
<td>1,017</td>
<td>442</td>
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<tr>
<td>West Bengal</td>
<td>622</td>
<td>9</td>
<td>535</td>
<td>542</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td></td>
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</tbody>
</table>
DESPITE BANS AND RESTRICTIONS ON TAPS, THE SURVEY FOUND THAT THE PUBLIC CONTINUES TO REPORT EXPOSURE TO MARKETING OF TOBACCO PRODUCTS

- % of smokers who noticed ads or pictures that encourage tobacco use or made them think about using tobacco ‘often’ or ‘once in a while’ in the past 6 months

*The sampling in each state included residents of the following urban cities and nearby rural districts: Patna (Bihar), Kolkata (West Bengal), Indore (Madhya Pradesh), and Mumbai (Maharashtra).
Respondents most frequently cited shop windows or the inside of shops as the most common source of tobacco advertising or promotion in the last six months.

- Television: 23% Smokers, 20% Smokeless only, 31% Non-user
- Radio: 14% Smokers, 10% Smokeless only, 20% Non-user
- Newspapers/magazines: 12% Smokers, 14% Smokeless only, 13% Non-user
- Schools/college/univ: 17% Smokers, 14% Smokeless only, 18% Non-user
- Cinema halls: 12% Smokers, 3% Smokeless only, 4% Non-user
- Shop windows/inside shops: 57% Smokers, 52% Smokeless only, 54% Non-user
- Public transport vehicles/stations: 28% Smokers, 26% Smokeless only, 29% Non-user
- Restaurants/tea stalls: 23% Smokers, 26% Smokeless only, 26% Non-user
- Bars: 7% Smokers, 5% Smokeless only, 5% Non-user
POINT-OF-SALE

- Tobacco ads at point-of-sale are not currently banned in India.
- Rules restricting size, content, and prohibiting illumination of ads at entrance are commonly violated.
- It is not surprising that shop windows or inside of shops were identified in 3 of four states as most common source of advertising by smokers (smokers + mixed users):
  - Maharashtra: 77%
  - West Bengal: 55%
  - Bihar: 38%
- Television identified as most common source of ads by smokers (smokers + mixed users) in Madhya Pradesh (51%).
The advertising of tobacco products using most forms of mass media is banned in India.

However, tobacco users in each of the four states reported seeing ads on various forms of media, such as television, newspapers, and magazines.

Combining each respondent type across all four states:
- a significantly higher percentage of non-users noticed tobacco advertising on television than smokers.
- there was no significant difference in the percentage of non-users who noticed tobacco advertising in newspapers and magazines in comparison to smokers.
- the percentage of non-users who noticed tobacco advertising on the radio was not significantly different in comparison to smokers or smokeless only users.
The % of smokers who said that they supported complete bans on all tobacco advertisements at shops and stores ‘a lot’ or ‘somewhat’ was highest in Maharashtra (97%), with West Bengal (92%) and MP (87%) following, and lowest in Bihar (75%).

In West Bengal and Maharashtra, there was no significant difference in support between smokers and non-users; however, in Bihar and MP, non-users were more supportive.

Within each of the four states, a significantly higher percentage of non-users said that they supported complete bans on tobacco advertising in shops and stores in comparison to smokeless only users.

In all four states, more than 2/3 of smokers said that they supported complete bans on displays of all tobacco products ‘a lot’ or ‘somewhat’: 97% in Maharashtra, 93% in West Bengal, 88% in Madhya Pradesh, and 72% in Bihar.
Tobacco industry sponsorship of national and international events or activities is permitted in India.

Surprisingly, only a minority of smokers (smoked only and mixed tobacco), smokeless only users, and non-users reported noticing such events.
The findings from this study show that restrictions have effectively reduced exposure to the marketing of tobacco products in select media avenues, but have not diminished exposure entirely.

In order to reduce tobacco consumption, India needs to extend advertising bans to include POS and prohibit possible industry substitution to alternate forms of advertising or promotion (including pack design and price promotions)—such strategies have successfully been used in developed countries to circumvent increasing marketing restrictions.
ITC Project Research Organizations

ITC Project Research Support

Core support provided by the
U.S. National Cancer Institute
(P01 CA138389)

Core support provided by the
Canadian Institutes of Health Research (MOP-115016)