

MEDIA REPORTING OF E-CIGARETTE BAN IN INDIA

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Background

- India is home to a quarter of the world's tobacco users thus tobacco control efforts are critical
- As part of its tobacco control measures, India announced e-cigarette ban on Sept 18, 2019
- This study investigates media reporting related to ban

Methods

- Media stories collected using Tobacco Watcher (TW)
- Search terms: “bans”, “e-cigarette”, “ENDS”, “vaping” and “India”
- Timeframe: Sept 1 to Nov 30, 2019
- Themes were examined to describe major events surrounding the announcement of the ban

Results

- Coverage of the ban was global
- Pre-ban coverage (Sept 1-17): Media stories focused on announcement of impending ban
- Day of ban (Sept 18): Stories focused on the ban and postulations about what to expect in the coming days
- Post-ban (Sept 27-30): Stories discussed legal opposition to, as well as strategic implications of, the ban

Media coverage of India's ENDS ban was **global and included both favorable and unfavorable reactions.** Events leading up to the ban include **subnational bans, supportive scientific reports, and political will.**



www.globaltobaccocontrol.org

www.tobaccowatcher.org

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Ban-related factors uncovered using TWs smart history feature:

- There was political will to implement ban as part of the Prime Minister's 100 days agenda
- May 2019: Indian Council of Medical Research releases white paper favorable to ban; this report further bolstered the government's argument despite opposition by certain public health experts who proposed regulating, rather than banning, e-cigarettes
- May 2019: Ministry of Health released circular that required prior approval for research and workshops related to e-cigarettes
- May 2018: Ministry of Health advisory encouraged local jurisdictions to ban e-cigarettes

Using the Smart History Feature gave even more context:

“World No-Tobacco Day: ICMR calls for ban on e-cigarettes”
“Experts differ on ICMR suggestion on banning e-cigarettes, ENDS devices”
“Health Ministry Put Checks on Publishing or Discussing Research on E-Cigarettes”

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