

Ecological Momentary Assessment (EMA) of Tobacco Marketing Exposure among Chinese Adolescents

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Background

Exposure to tobacco marketing can increase youth interest in tobacco. Limited data characterize youth exposure to tobacco marketing in China – a country with one of the highest tobacco use burdens. Current law restricts tobacco ads in public places and online in China.

Methods

- EMAs capture ‘real-time’ data from individuals on behavior and environmental exposures.
- In June 2022, we conducted a week-long EMA study with Grade 10 students (n=96) across 7 cities.
- Participants completed up to 42 EMA surveys (6 per day); surveys were sent at random intervals outside of school-hours.
- Participants indicated whether they saw any (1) tobacco displays or (2) tobacco ads in the last hour.

Results

- On average, youth saw 6 cigarette ads (range: 0-30) and 8 displays (range: 0- 34) over the week.
- Youth also saw 4 e-cigarette ads (range: 0-24) and 3 displays (range:0-25) over the week.

EMA data suggest that **exposure** to tobacco marketing is **common** among Chinese adolescents.

Findings highlight the need to **(1) enhance enforcement** of current ban on tobacco ads in public places & online and **(2) extend restrictions** to ban tobacco displays.



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Example of e-cigarette ad and display in public shopping mall in China.

Additional Information

- Students were 15-16 years old; 50% were boys.
- On average, 37 EMA surveys were submitted (88% compliance rate).
- The most common locations of cigarette ad exposure were public kiosks and retail stores.
- The most common locations of e-cigarette ad exposure were social media and retail stores.
- There were no significant differences in exposure by demographic factors or tobacco use history of participants.

Authors

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