

The Global Reach of Tobacco Marketing Among Children

CHINA Fact Sheet

Pro-smoking messages, delivered through marketing and the media, can reach very young children and influence smoking-related attitudes and behaviors. This study examined the reach of tobacco marketing among 5 and 6 year olds in six low- and middle-income countries, including China.

Researchers worked one-on-one with 5 and 6 year olds in Brazil, China, India, Nigeria, Pakistan, and Russia (N = 2423 overall). In China, 396 5 and 6 year olds were recruited from the Center of Qi County and Jialing town of Qi County. The children were asked to match logos with pictures of products, including eight logos for cigarette brands. Analyses examined, overall and by country, awareness of cigarette logos and whether gender, age, location, household use of tobacco, knowledge of media characters, and intentions to smoke were associated with awareness of cigarette brand logos.



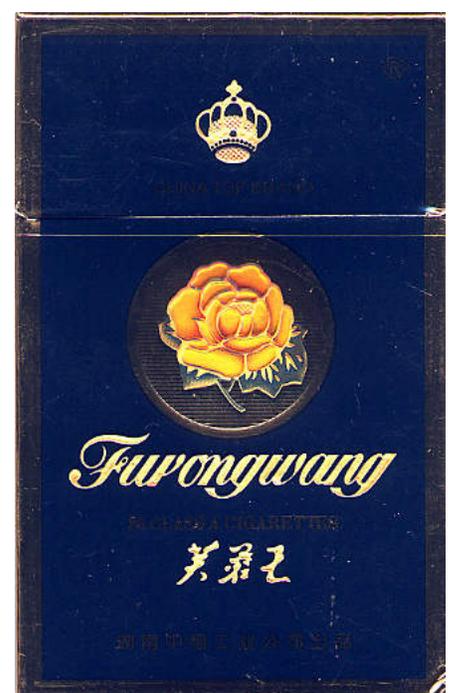
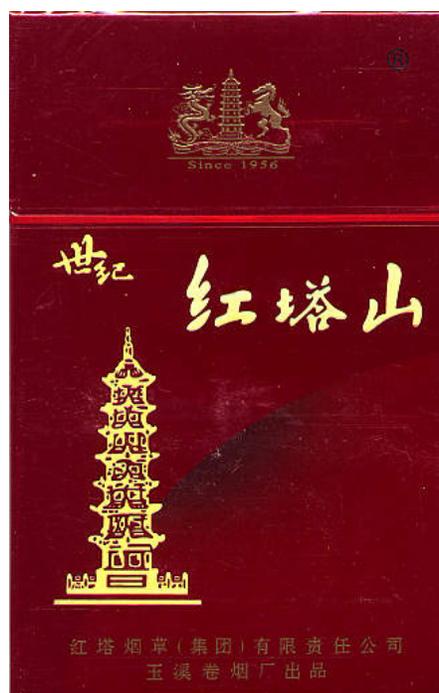
Photo Credit: D.L.G. Borzekowski

Overall, 68 percent of 5 and 6 year olds could identify at least one cigarette brand logo, ranging from 50 percent in Russia to 86 percent in China. Chinese children recognized on average 3.8 brands (out of a total of 8). The top three brands most recognized were: Honghe (58 %), Hongtashan (55%), and Furengwang (51%). Forty-three percent recognized the Marlboro brand. In China, 6 year olds, rural residents and children who recognized more media characters were more likely to be able to identify at least one cigarette brand.

The majority of young children from low- and middle-income countries are familiar with cigarette brands. This study's findings suggest that more effective measures are needed to restrict the reach of tobacco marketing.

Borzekowski DLG, Cohen JE. International Reach of Tobacco Marketing Among Young Children. *Pediatrics* 2013; DOI: 10.1542/peds.2013

<http://pediatrics.aappublications.org/content/early/2013/09/24/peds.2013-1150.abstract>



Characteristics of Respondents and Awareness of Cigarette Brands

China	n (%)
Gender	
Male	204 (52%)
Female	192 (49%)
Age	
5 years	152 (38%)
6 years	244 (62%)
Location	
Urban	198 (50%)
Rural	198 (50%)
Someone in children's household uses tobacco	280 (71%)
Parent uses tobacco	258 (65%)
Intention to smoke	86 (22%)
Identify any cigarette brand	340 (86%)
Can identify Marlboro	169 (43%)
	Mean (Standard deviation)
Knowledge of media characters	
Number of known characters (range: 0-10)	7.5 (1.7)
Knowledge of cigarette brands	
Number of known brands (range: 0-10)	3.8 (3.0)