

The Global Reach of Tobacco Marketing Among Children

NIGERIA 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 Nigeria.

Researchers worked one-on-one with 5 and 6 year olds in Brazil, China, India, Nigeria, Pakistan, and Russia (N = 2423 overall). In Nigeria, 385 5 and 6 year olds were recruited from urban and rural areas of Osun State. 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.



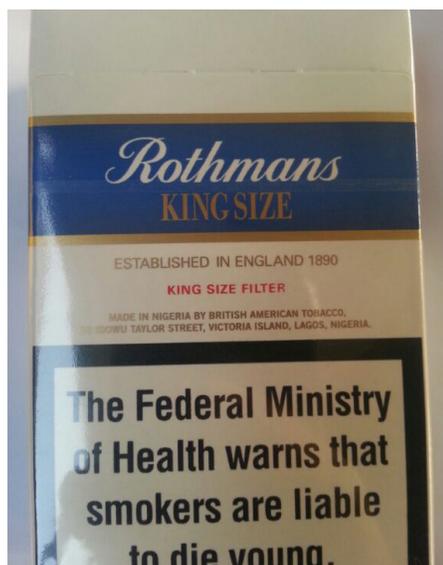
Photo Credit: D.L.G. Borzekowski

Overall, 68 percent of 5 and 6 year olds could identify at least one cigarette brand logo, ranging from 51 percent in Nigeria to 86 percent in China. Nigerian children recognized on average 1.0 brands (out of a total of 8). The top three brands most recognized were: Rothmans (17%), London King Size (16%), Benson & Hedges (14%). In Nigeria, 6 year olds were more likely than 5 year olds 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

Nigeria	n (%)
Gender	
Male	193 (50%)
Female	192 (50%)
Age	
5 years	195 (51%)
6 years	190 (49%)
Location	
Urban	189 (49%)
Rural	196 (51%)
Someone in children's household uses tobacco	9 (2%)
Parent uses tobacco	6 (2%)
Intention to smoke	40 (10%)
Identify any cigarette brand	197 (51%)
Can identify Marlboro	37 (10%)
	Mean (Standard deviation)
Knowledge of media characters Number of known characters (range: 0-10)	3.4 (2.9)
Knowledge of cigarette brands Number of known brands (range: 0-10)	1.0 (1.3)