

The Global Reach of Tobacco Marketing Among Children

PAKISTAN 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 Pakistan.

Researchers worked one-on-one with 5 and 6 year olds in Brazil, China, India, Nigeria, Pakistan, and Russia (N = 2423 overall). In Pakistan, 399 5 and 6 year olds were recruited from Islamabad and Rawalpindi District. 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.

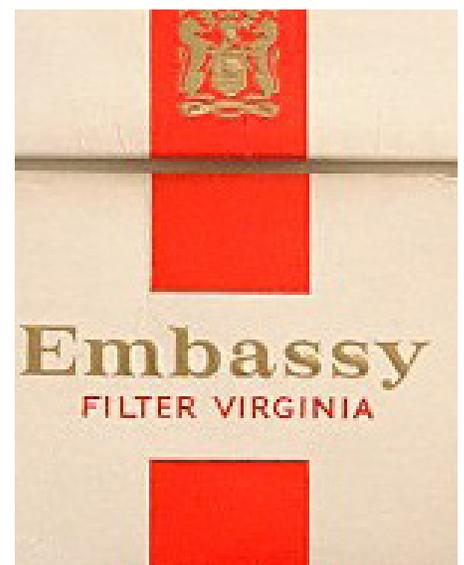
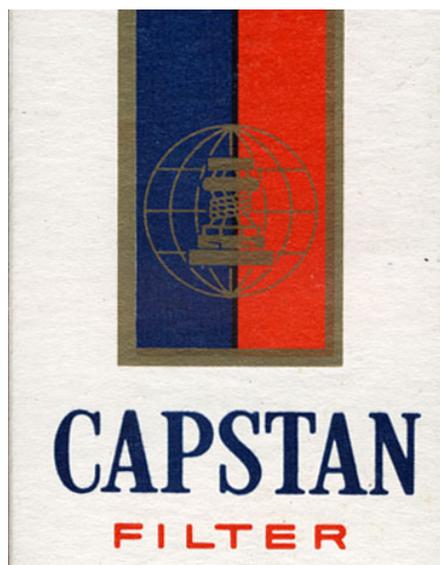
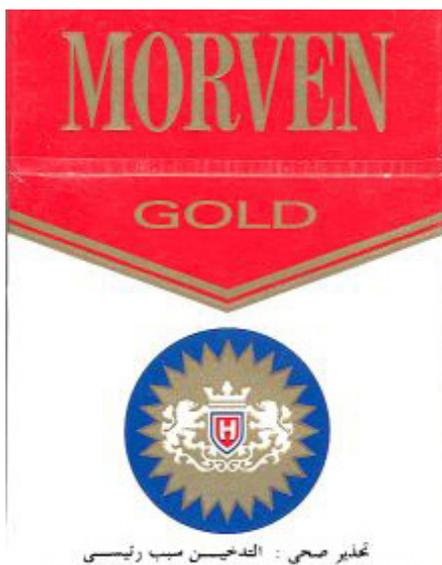


Photo Credit: D.L.G. Borzekowski

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. In Pakistan, 84 percent of the children could identify at least one cigarette brand, with Pakistani children recognizing on average 2.2 brands (out of a total of eight). The top three brands most recognized were: Morven Gold (71%), Capstan (48%), and Embassy (32%). Twenty-four percent recognized the Marlboro brand. In Pakistan, males, 6 year olds and those with someone in the household using tobacco 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

Pakistan	n (%)
Gender	
Male	219 (55%)
Female	180 (45%)
Age	
5 years	179 (45%)
6 years	220 (55%)
Location	
Urban	186 (47%)
Rural	213 (53%)
Someone in children's household uses tobacco	200 (50%)
Parent uses tobacco	177 (44%)
Intention to smoke	21 (5%)
Identify any cigarette brand	335 (84%)
Can identify Marlboro	95 (24%)
	Mean (Standard deviation)
Knowledge of media characters Number of known characters (range: 0-10)	3.1 (1.9)
Knowledge of cigarette brands Number of known brands (range: 0-10)	2.2 (1.6)



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