

The Global Reach of Tobacco Marketing Among Children

RUSSIA 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 Russia.

Researchers worked one-on-one with 5 and 6 year olds in Brazil, China, India, Nigeria, Pakistan, and Russia (N = 2423 overall). In Russia, 401 5 and 6 year olds were recruited from urban and rural Moscow and Nizhniy Novgorod locations. 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.



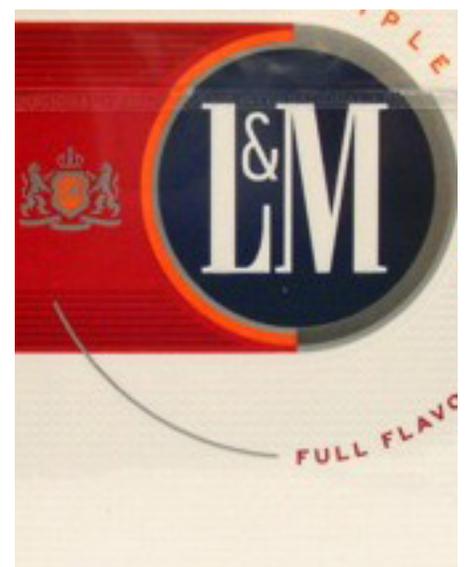
Photo Credit: D.L.G. Borzekowski

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. Russian children could recognize on average 1.0 brands (out of a total of eight). The top three brands most recognized were: Marlboro (23%), Winston (21%), and L&M (15%). In Russia, 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

Russia	n (%)
Gender	
Male	201 (50%)
Female	200 (50%)
Age	
5 years	200 (50%)
6 years	201 (50%)
Location	
Urban	200 (50%)
Rural	201 (50%)
Someone in children's household uses tobacco	183 (46%)
Parent uses tobacco	167 (42%)
Intention to smoke	14 (4%)
Identify any cigarette brand	201 (50%)
Can identify Marlboro	92 (23%)
Mean (Standard deviation)	
Knowledge of media characters Number of known characters (range: 0-10)	8.0 (1.6)
Knowledge of cigarette brands Number of known brands (range: 0-10)	1.0 (1.4)