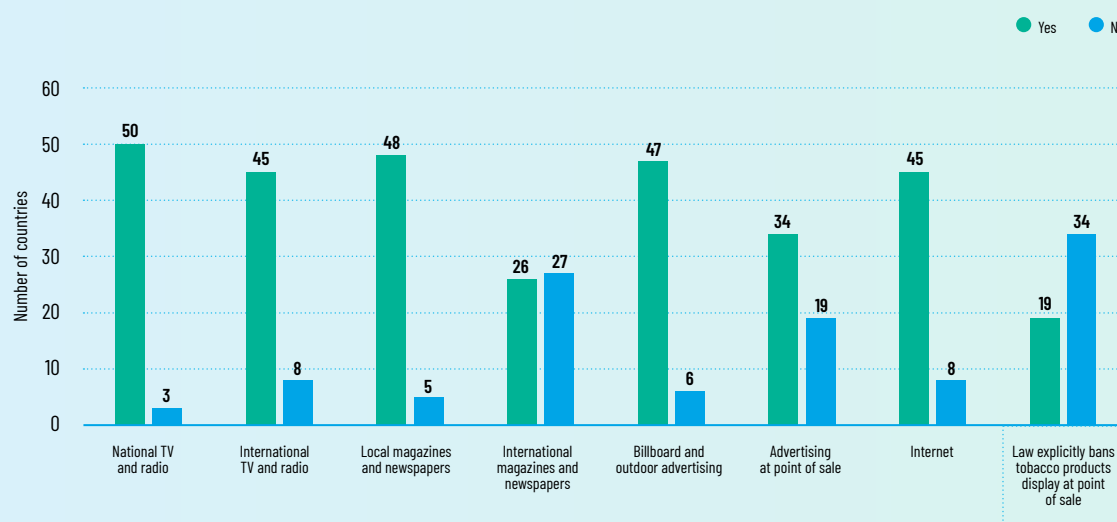


# Enforce bans on tobacco advertising, promotion and sponsorship (TAPS)

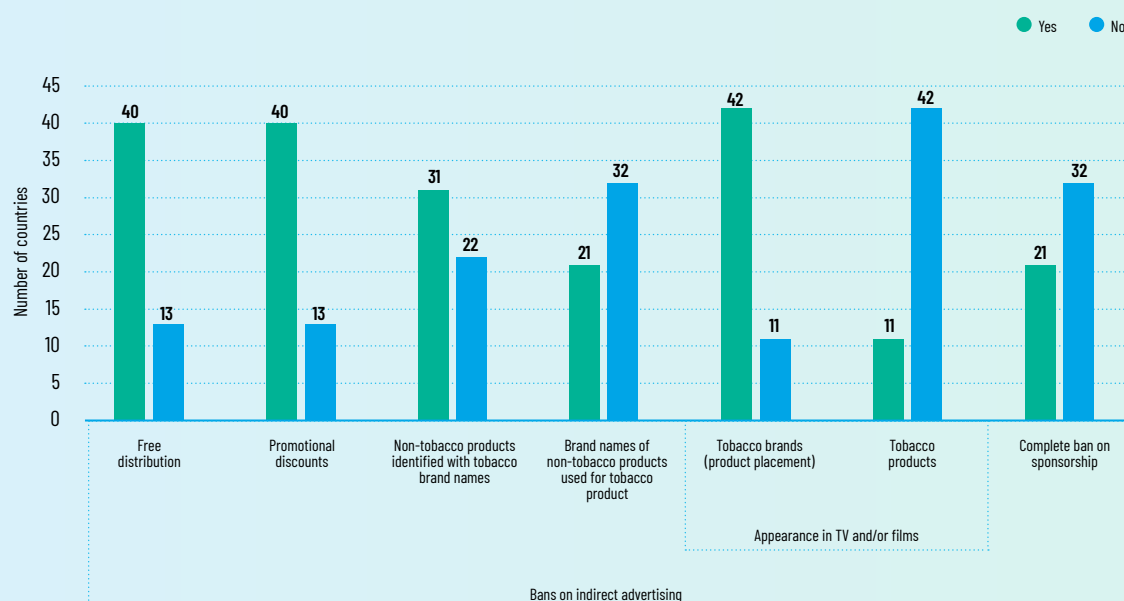
## KEY MESSAGES

- Thirteen countries in the WHO European Region comprehensively banned all forms of direct and indirect advertising in 2022 (1).
- Most regulated forms of direct and indirect advertising – on national TV and radio, in printed media, on billboards and on the Internet, as well as free distribution and product placement – are banned in most countries in the Region (Fig. 1 and 2).
- The least regulated forms of TAPS include tobacco point-of-sale displays, brand stretching and sharing and showing tobacco products on TV and/or in films (Fig. 1 and 2).
- The increase in advertising bans has made the industry more reliant on point-of-sale displays in retail shops. As of 2022, only 19 countries in the Region (36%) had banned displays of tobacco products at points of sale.
- Sale of tobacco products from vending machines is prohibited in 33 countries (62%), and online sales are banned in 22 countries in the Region (42%).
- According to Article 13 of the WHO Framework Convention on Tobacco Control (2), a comprehensive ban must be in effect within 5 years of entry into force of the Convention for each Party, including a ban on cross-border advertising originating from the Party's territory. At present, 37 States Parties to the Convention have not yet implemented this measure at the highest level, and the deadline has now expired.

Fig. 1. Bans on various forms of direct advertising and displays of tobacco products at points of sale in the WHO European Region, 2022



**Fig. 2.** Bans on various forms of indirect advertising in the WHO European Region, 2022



Source: WHO (1).

## WHAT SHOULD BE DONE?

- To be effective, TAPS bans must cover all forms of advertising, promotion and sponsorship, both direct and indirect.
- Include bans in legislation on domestic and foreign cross-border tobacco advertising, such as on international TV and Internet sites and sponsorship of international sporting and cultural events.
- Ban point-of-sale advertising and in-store displays of tobacco products to reduce smoking by young people and to curb impulse purchases by adults trying to quit.
- Monitor tobacco industry advertising, promotion and sponsorship for compliance with bans on TAPS. Impose fines for violations of TAPS provisions.
- Use new technologies (e.g. text messaging, social media) in monitoring and enforcing programmes to ensure comprehensive coverage.
- Involve civil society in active building, supporting and ensuring compliance with laws on tobacco advertising, promotion and sponsorship.

## References<sup>1</sup>

1. WHO report on the global tobacco epidemic, 2023: protect people from tobacco smoke. Geneva: World Health Organization; 2023 (<https://www.who.int/publications/i/item/9789240077164>).
2. WHO Framework Convention on Tobacco Control [website]. Geneva: World Health Organization; 2024 (<https://www.who.int/fctc/en/>).

<sup>1</sup> Weblinks accessed 10 January 2024