



and Tobacco

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Presentation Outline



- Women in Asia are target of tobacco industry
- What tobacco industry is doing
- What tobacco control advocates are doing and should do
- Way forward



Southeast Asia Tobacco Control Alliance (SEATCA)



Asian women in danger



Total ASEAN population: 616,481,745, 50% is female



**WHY Asia is
potential
market for
Tobacco
Industry?**

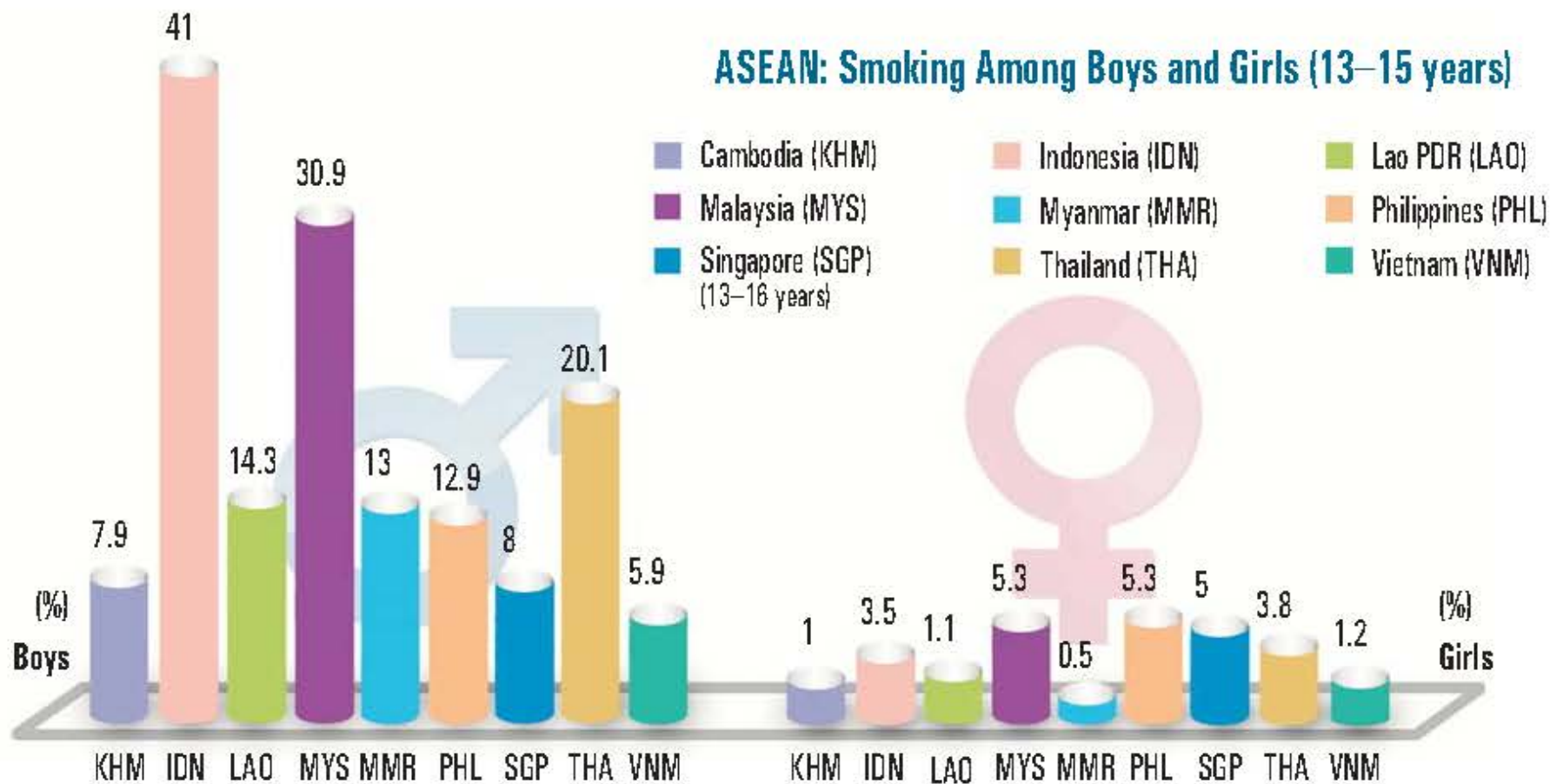
Big targets are in Asia:
Smoking prevalence among
women is still very low



Tobacco control policy/
measures NOT strong



Southeast Asia Tobacco Control Alliance (SEATCA)



Reference: The ASEAN Tobacco Control Atlas, Aug 2013, SEATCA



www.seatca.org

What are marketing strategies by the tobacco industry?

- Pack Design targeting girls and women
- Flavor cigarette
- Promote cheap brand
- Promote smoking in pub and bars
- Advertise, Promote whatever way they can



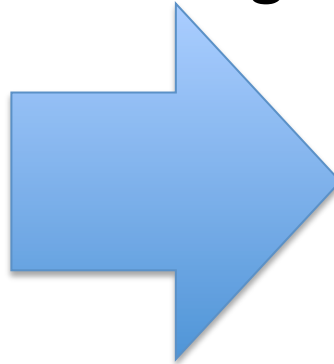


What tobacco control
advocates are doing and
should do?





BIG
Pictorial
warning



Already in
Singapore
Thailand
Brunei
Malaysia

Coming soon in
Vietnam
Indonesia

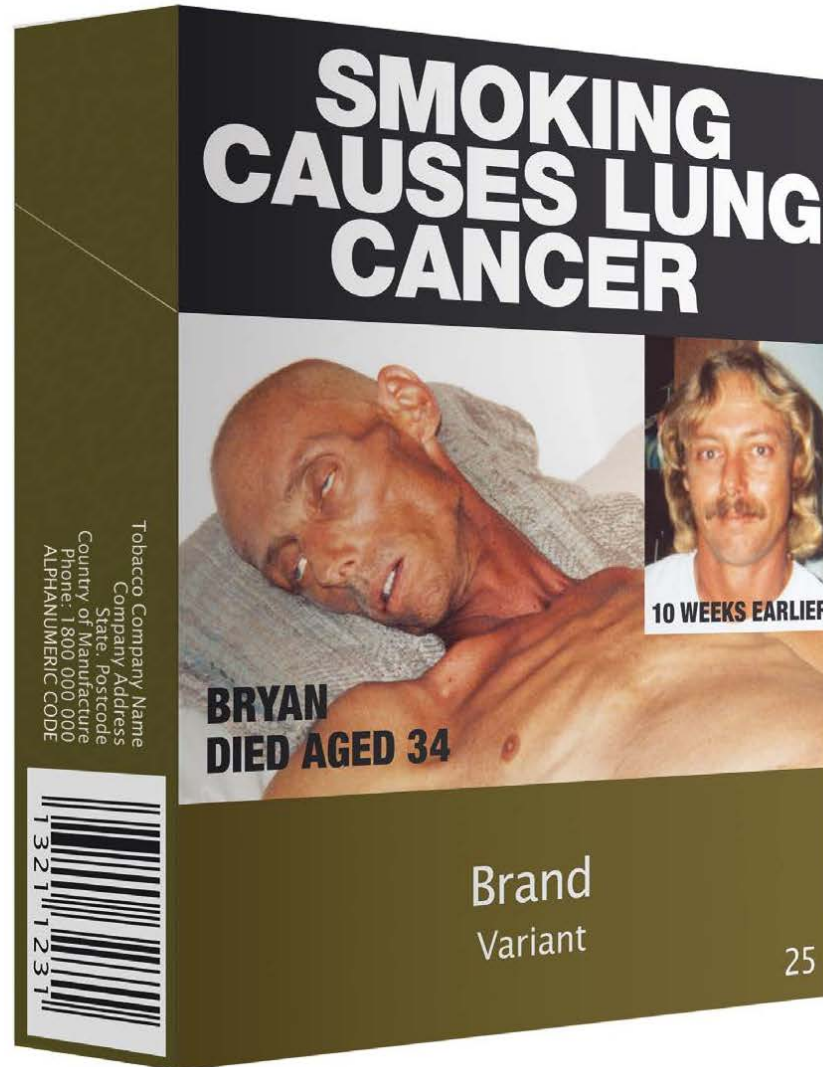
Not yet in
Cambodia
Lao PDR
Philippines
Myanmar



Ban flavor cigarette



Follow Australia on Plain Packaging!

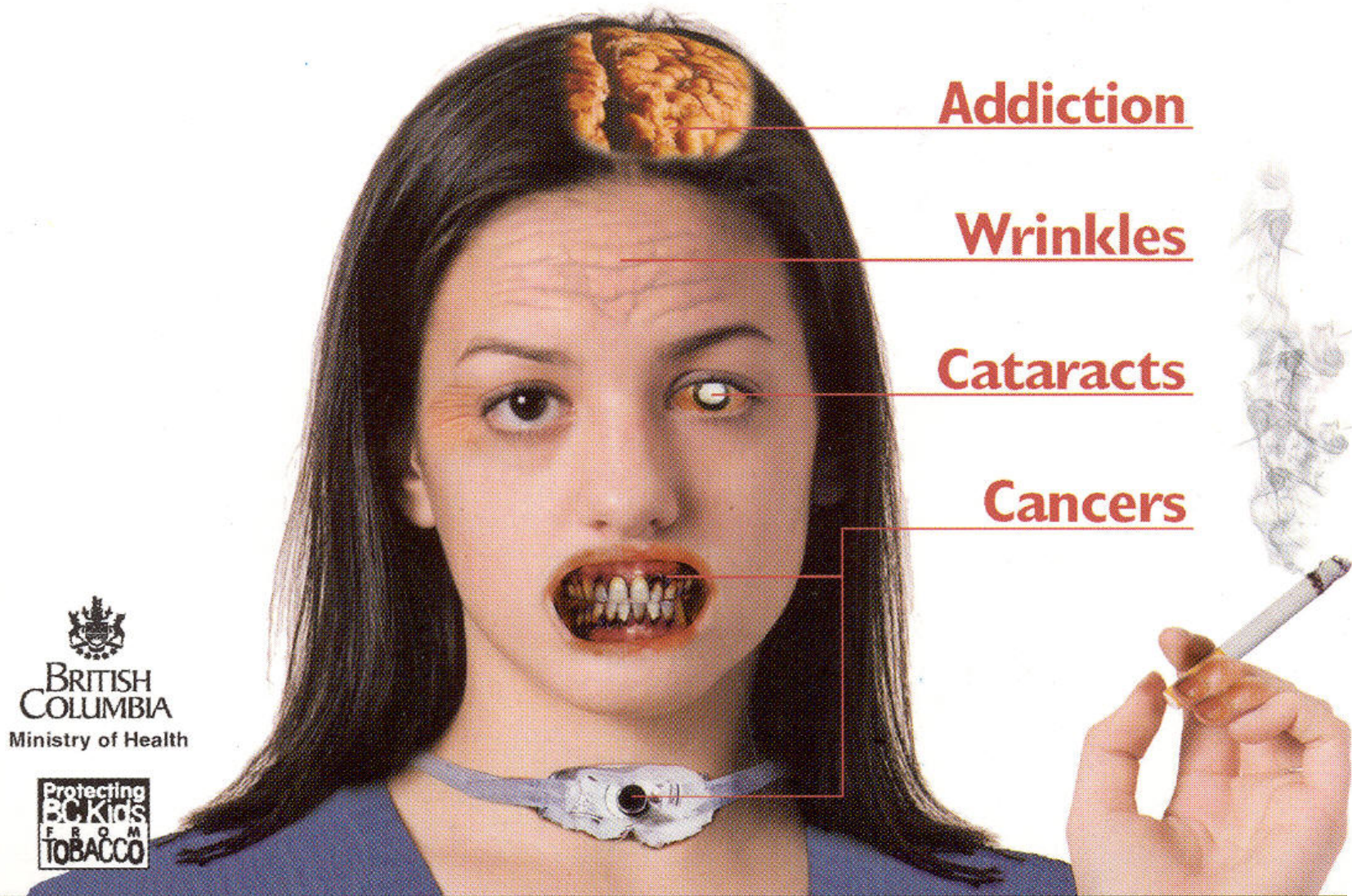


Promote No smoking campaign targeting women

www.hpb.gov.sg



Southeast Asia Tobacco Control Alliance (SEATCA)




**BRITISH
COLUMBIA**
Ministry of Health

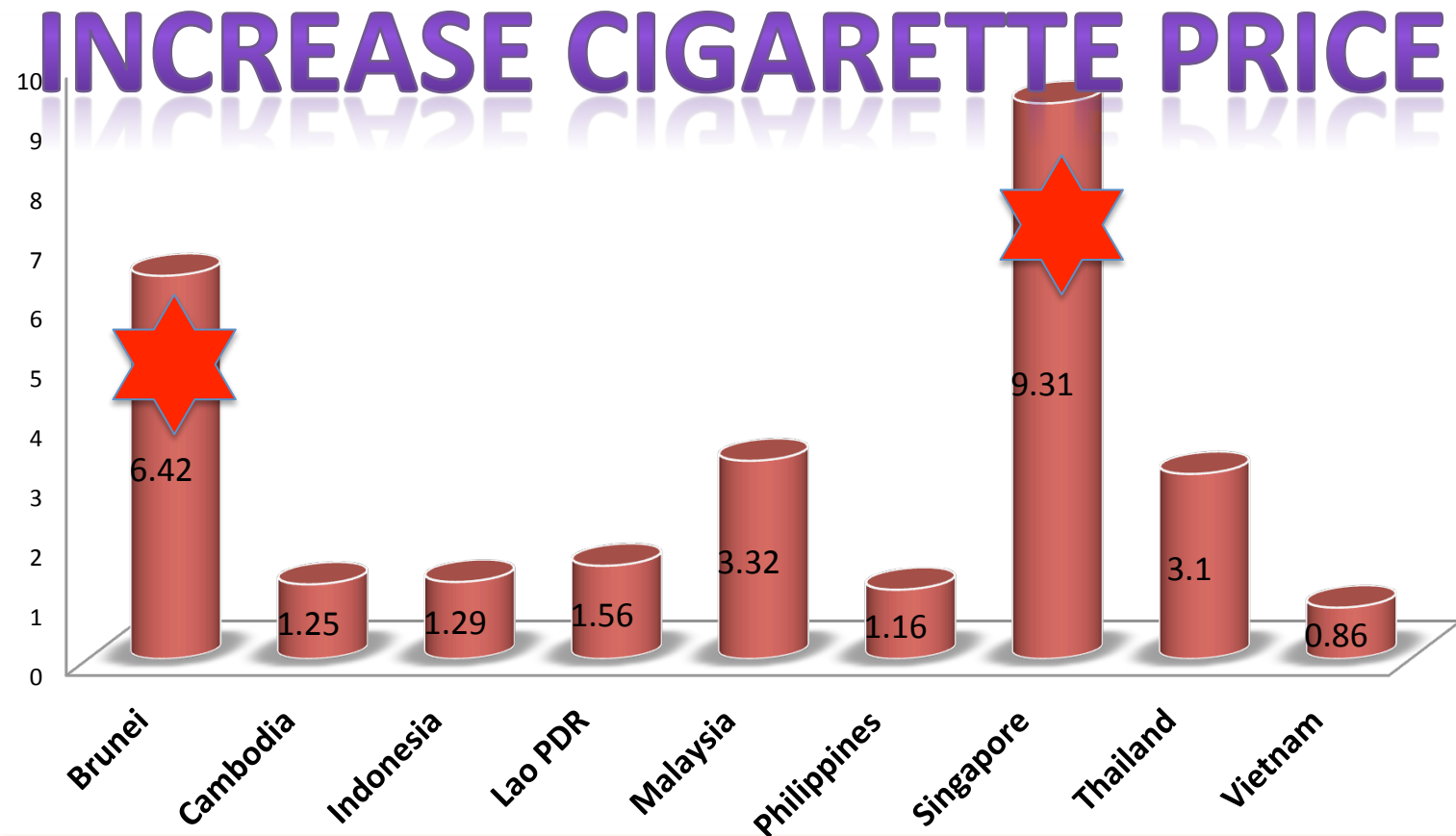
**Protecting
B.C. Kids
FROM
TOBACCO**

85% of smokers begin before their 16th birthday.

www.tobaccofacts.org



www.seatca.org



Price of Marlboro in ASEAN countries

Source: Tobacco Tax in ASEAN, 2013, SEATCA





Already ban in Singapore, Thailand

It's time to ban
Smoking in pub
and bars in Asia

Many girl start
their first
cigarette in pub

(ref: ABAC study on girls
smoking in Thailand, 2006)





**BAN
TAPS
and
sale girls
NOW!**



Ban online sale and advertising



The image shows a screenshot of a Facebook post from June 1, 2011, about the Marlboro iPhone app. The post is crossed out with a large red X. The app's interface is visible, showing a 'BUMP A SMOKE!' promotion where users can buy virtual cigarettes and redeem them for real ones. The post is by 'Bu.mb' and has 0 comments. To the right of the app interface is a 'My Scuba Profile' for a user named KSSO, who is a CMAS 3* VDST / N4 diver with qualifications in PADI Ice Diver, MAS Nitrox 1, and Photography. The profile lists diving locations in Spain, Dominican Republic, Egypt, Thailand, Greece, Cyprus, France, and Indonesia. The post is tagged with 'bump', 'iPhone', and 'marlboro'.

Marlboro iPhone app

BUMP A SMOKE!
Problem: Buying an entire pack of cigarettes is a waste for social smokers and a giving them a bad example for hardcore smokers.

1. BUY VIRTUAL SMOKES
Verify your age and load your pack with virtual cigarettes.

2. BUMP A SMOKE!
When you bump a smoke, you get a virtual cigarette.

3. REDEEM
When full, exchange your virtual cigarettes for a real pack of Marlboro.

Bit creepy, of bad taste, yet the app is...
by [Bu.mb](#)

June 1, 2011 0 Comments

bump, iPhone, marlboro

My Scuba Profile

 **KSSO**

CMAS 3* VDST / N4

Qualifications: PADI Ice Diver, MAS Nitrox 1, Photography

Dived in: Spain, Dominican Republic, Egypt, Thailand, Greece, Cyprus, France, Indonesia

[View Profile »](#)

DIVEBOARD

POSTER @alexksso

I'm at Planet Hollywood (Chessy, Île-de-France)
<http://t.co/dwOMrwm4GZ>
day ago



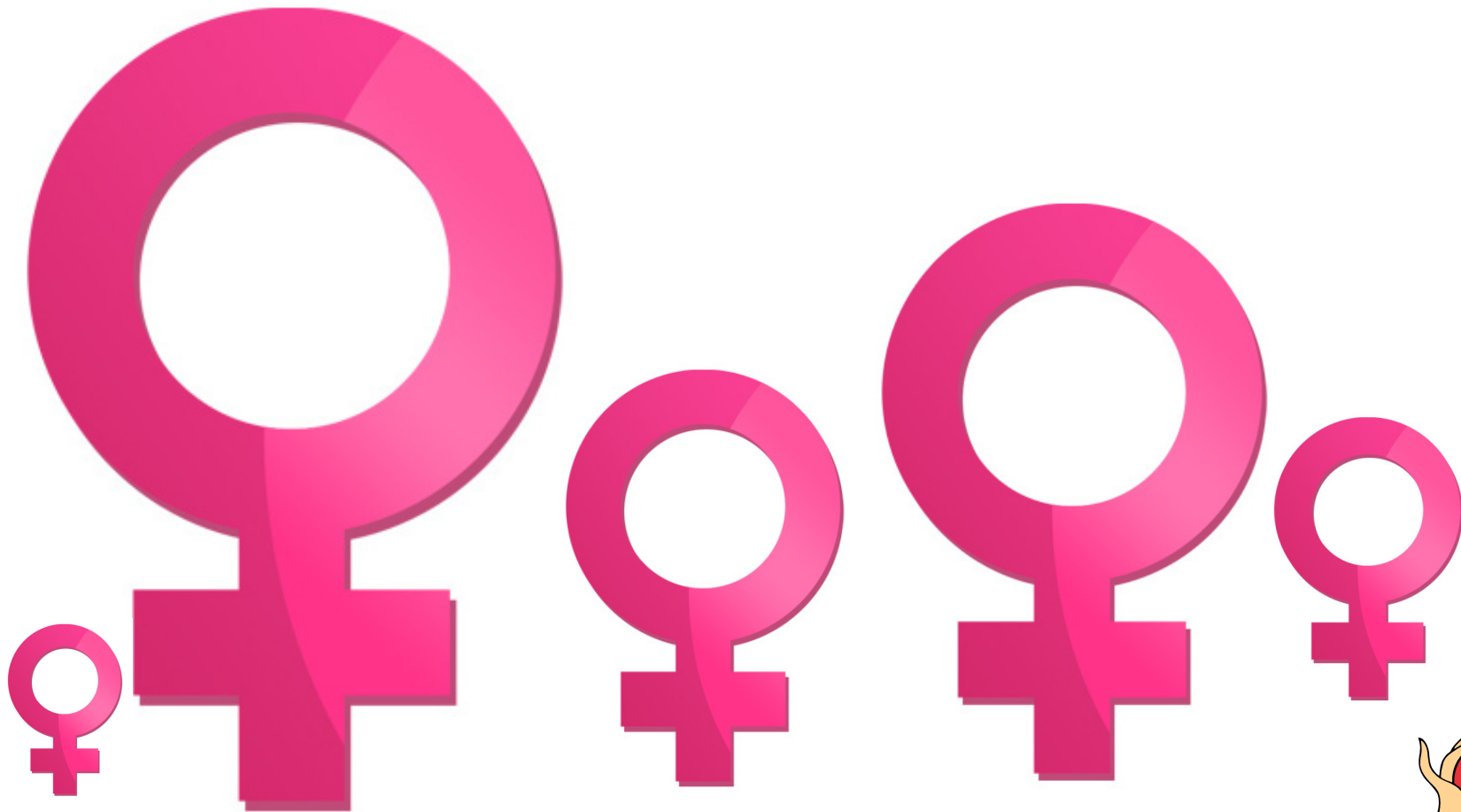
What need to be done

Fully implement WHO FCTC

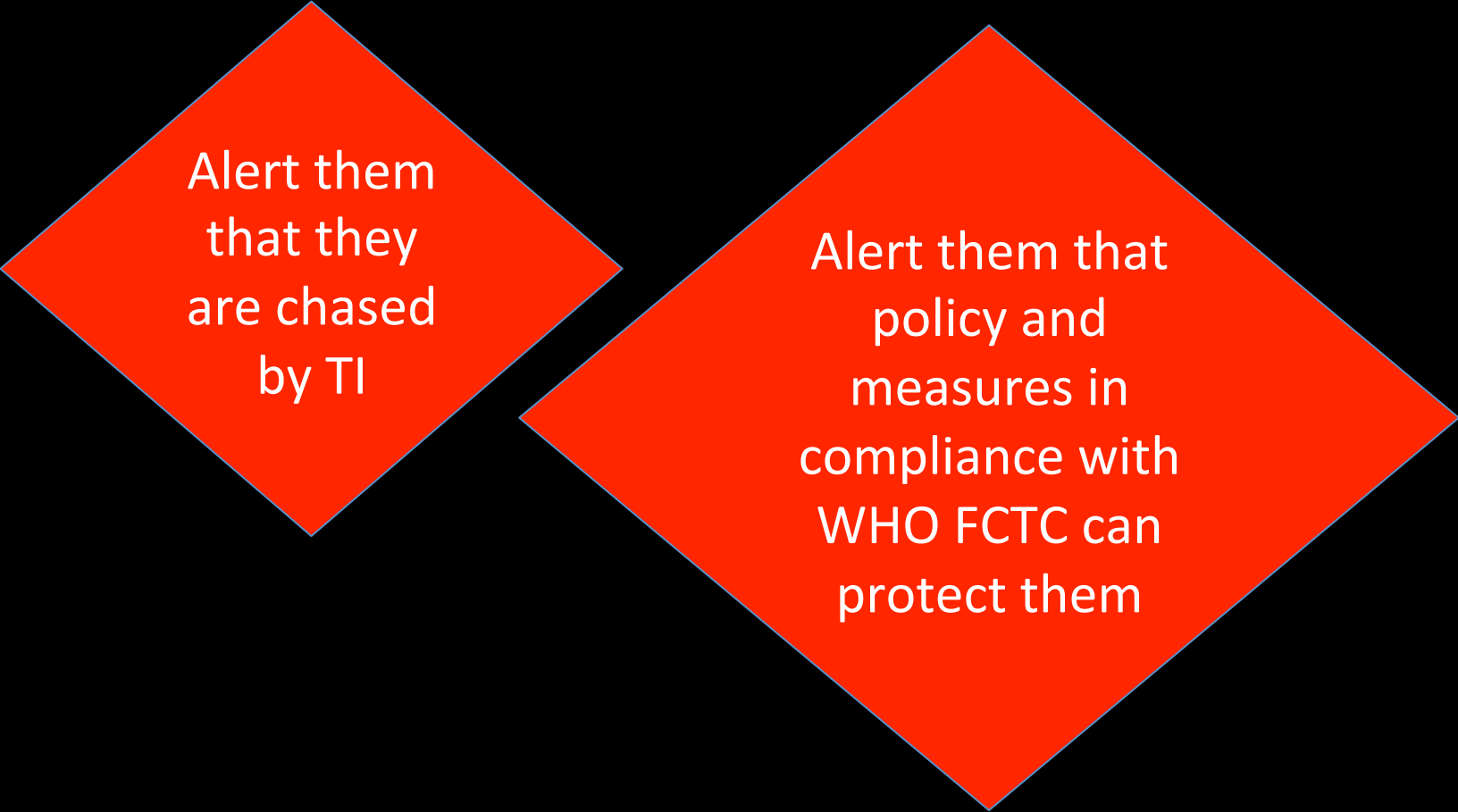
- Art 6: tax and price measure
- Art 8: 100% smoke free environment including pub and bars
- Art 9 and 10: ban flavor cigarette
- Art 11: Prominent warning or plain packaging
- Art 12: Gender specific media campaign
- Art 13: Ban all forms of TAPS including internet



Empower women



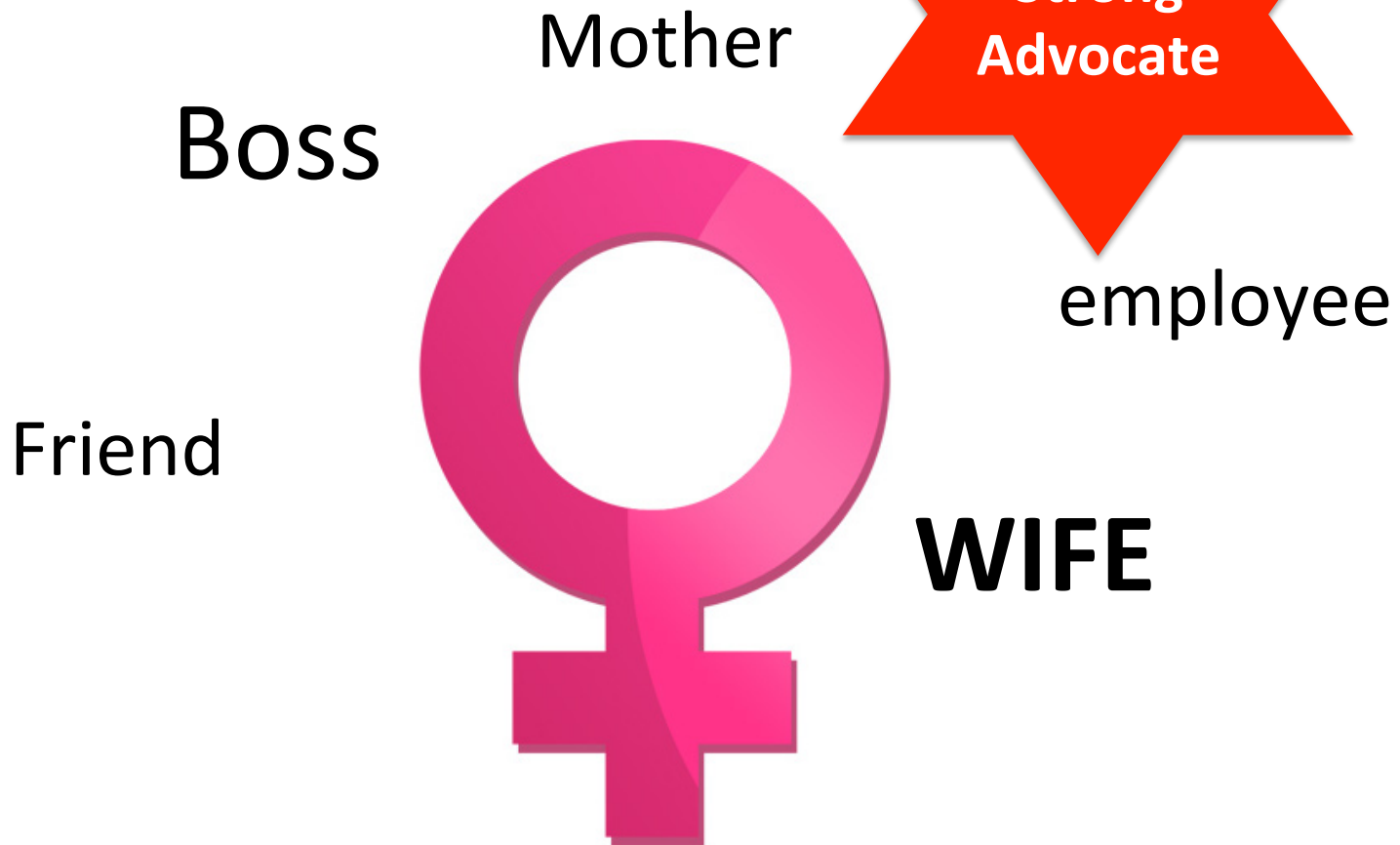
Empowering women for tobacco free Asia



Alert them
that they
are chased
by TI

Alert them that
policy and
measures in
compliance with
WHO FCTC can
protect them

Women has **POWER**



THANK YOU
WWW.SEATCA.ORG

