

# **FCTC Article 5.3: Ending Promotions to Adolescents**

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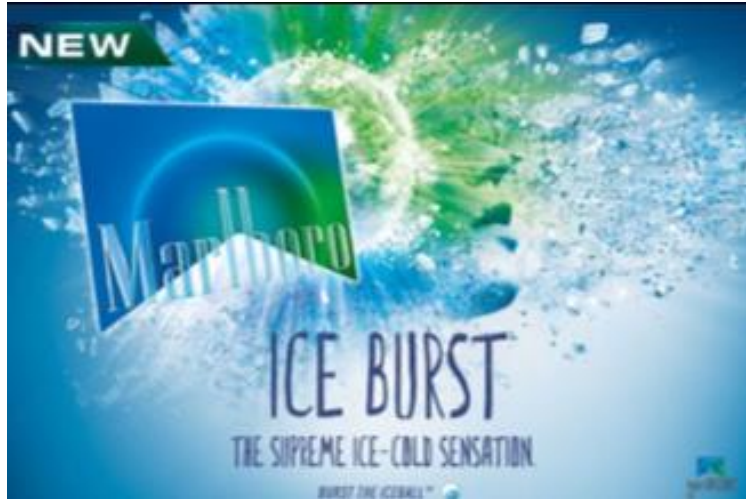
## Smoking & Vaping - problem among teenagers

Country	Smoking (%)	Vaping (%)
Cambodia	0.6	2.3
Indonesia	<b>9.1</b>	<b>10.9</b>
Lao PDR	6.4	4.3
<b>Malaysia</b>	<b>13.8</b>	<b>9.8</b>
Myanmar	8.3	5.7
Philippines	<b>12</b>	<b>11.7</b>
Singapore	4	--
Thailand	<b>11.3</b>	3.3
Vietnam	2.5	--

# Cigarettes – packaging, display, price - attractive to children



Global Center for  
Good Governance  
in Tobacco Control



Cigarettes displayed at points of sale in Malaysia



Kiddie pack was sold in the Philippines



Easy access of cigarette to children in Jakarta



## Tobacco industry claims to care for children...



PMI sponsored "Back to School" prog



**JTI Malaysia**  
continues support  
for six years running

Food Aid Programme



16  
Women trained  
with sewing  
skills

# Tobacco companies make tobacco products attractive & accessible to children

Lipstick pack – adolescent girls



Philippines: 5-stick pack



Global 'Be Marlboro' campaign



# New Tobacco tobacco products target youth



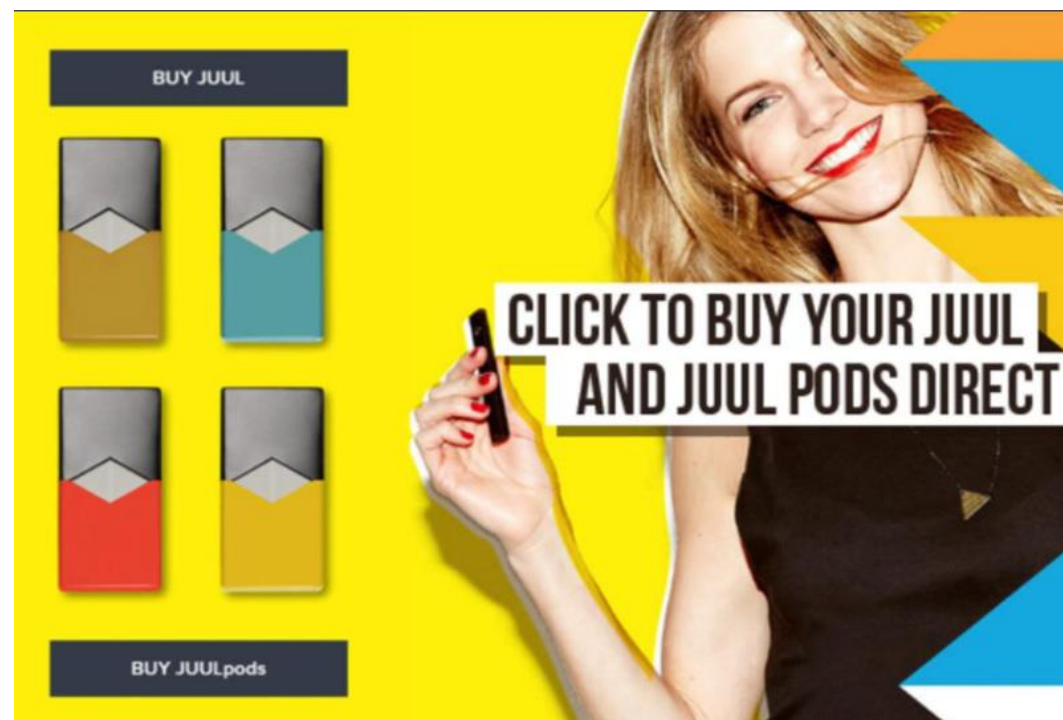
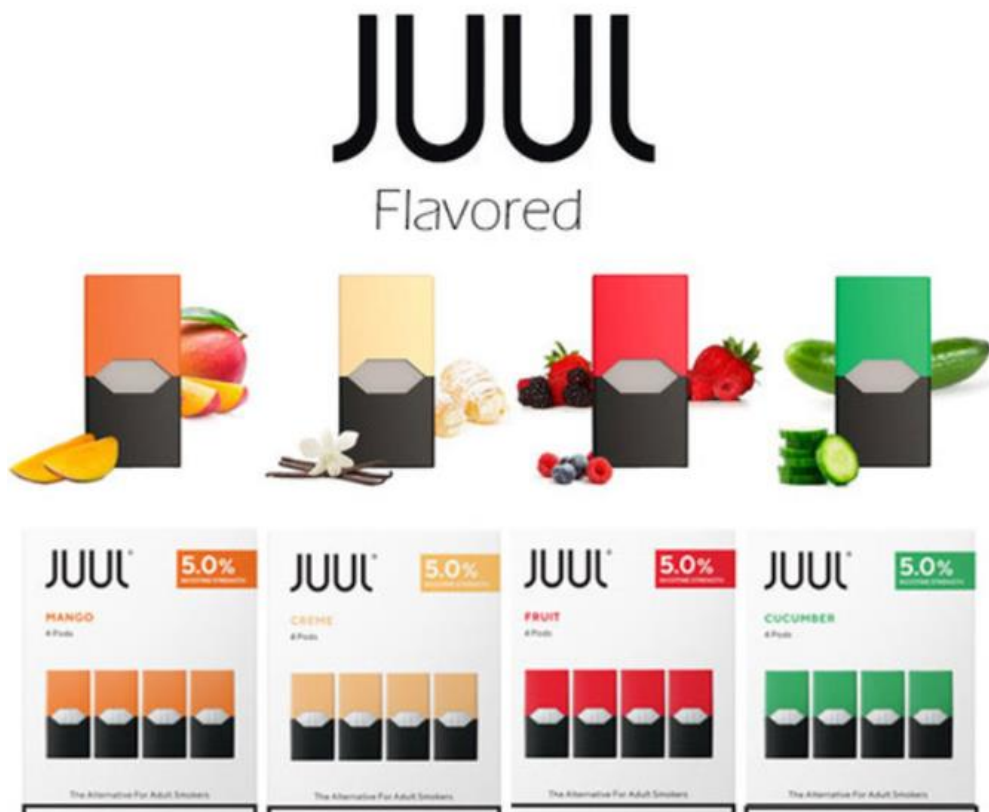
Blu – Imperial brands comes in various flavours – vanilla, blueberry, etc





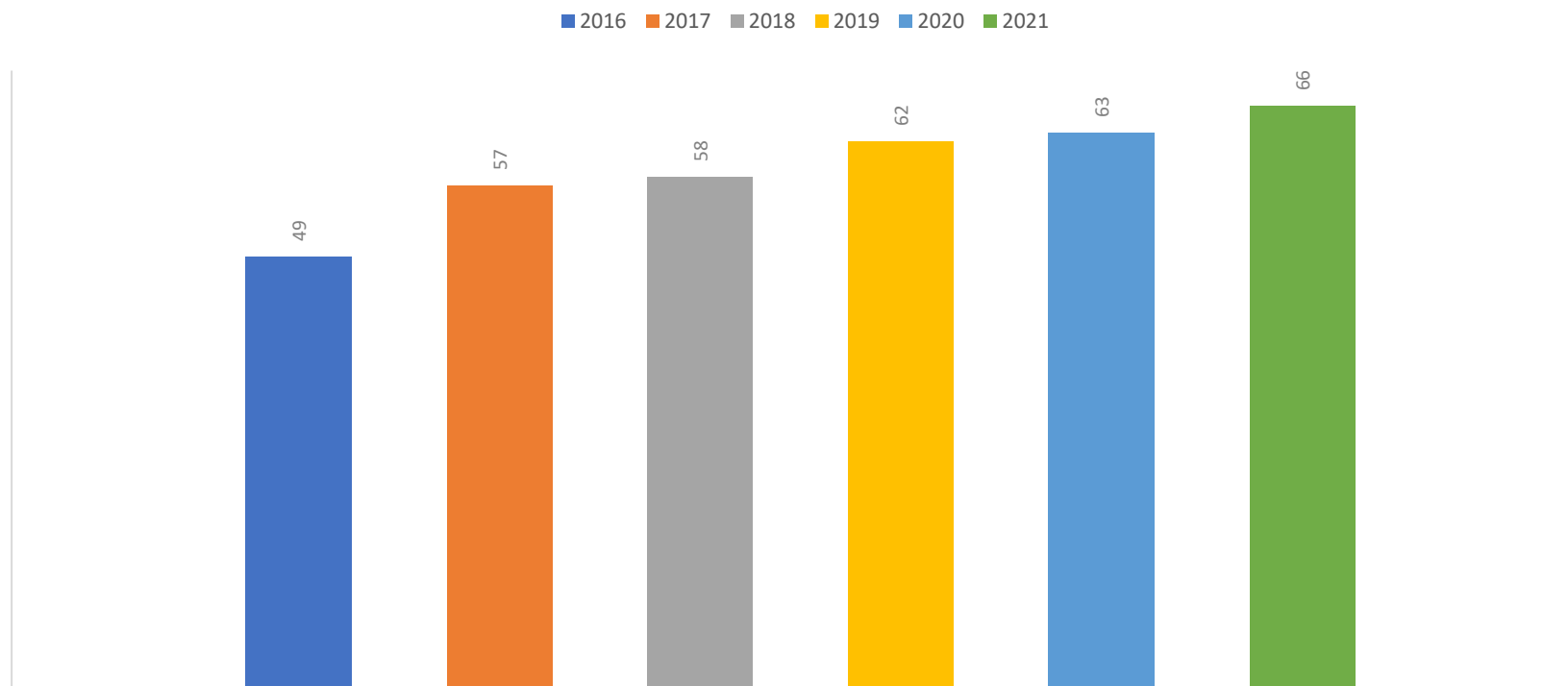
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Altria Group (formerly Philip Morris Co) owns 35% JUUL



# Malaysia: Article 5.3 Implementation

TOBACCO INDUSTRY INTERFERENCE INDEX  
MALAYSIA'S IMPLEMENTATION OF WHO FCTC ARTICLE 5.3





# How Governments can protect themselves



- Avoid situations of conflict of interest,
- Be transparent when dealing with the tobacco industry,
- Firewall government officials with a code of conduct,
- Reject CSR charities from the tobacco industry



## TOBACCO INDUSTRY: Manipulating the Youth into a Lifelong Addiction



Tobacco companies hook the vulnerable youth into starting a lifelong addiction through flavors and targeted marketing.

Visit [ggtc.world](https://www.ggtc.world)

Register now for the upcoming webinar

# Tobacco Industry and Child Labor

June 10, 2021

**New Date** June 15, 2021

1 PM GMT | 8 PM Bangkok | 3 PM Geneva | 9 AM New York  
10 AM São Paulo | 3 PM Johannesburg

Webinar available in English, French, Spanish, Portuguese with PT live stream in English

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