



SEATCA
SOUTHEAST ASIA TOBACCO CONTROL ALLIANCE

**The Collaborative Funding Program for
Southeast Asia Tobacco Control Research**

**SURVEY REPORT:
TOBACCO ADVERTISING
IN CAMBODIA,
A CASE STUDY TO SUPPORT
TOBACCO CONTROL LAW 2007**

**National Center for Health Promotion (NCHP)
Ministry of Health
Phnom Penh, Cambodia**

**Financial support from
Research for International Tobacco Control (RITC)
of the International Development
Research Centre (IDRC)**

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ABSTRACT

Objectives: to generate, document, illustrate and review the intensifying advertising campaign, promotion and sponsorship by tobacco industry and to assess their effects on the Cambodian public.

Design: Several methodologies were used in this study. Firstly, a review of current available documents at British American Tobacco's archive and other existing researches together with a study on tobacco-company sponsored events during the 2006 Water Festival in Cambodia, was conducted. Secondly, observational methods have been used to survey all outdoor advertising using display-billboards and inter-personal communication on five selected major streets in Phnom Penh. This study also surveyed all points of purchase on five selected major streets, in twenty selected restaurants and three selected markets in Phnom Penh. The survey of mass and print media covered the three most popular newspapers, magazines and spots that appeared on three TV channels and three radio stations over a one month period in 2006. Lastly, interviews with three hundred people from both sexes of smokers and non-smokers living in Phnom Penh were carried out.

Results: From direct observation along five main important streets in Phnom Penh; there were total of 115 tobacco product billboards and 646 displays that advertising cigarettes, while there are only 20 banners and displays demonstrated the dangers of tobacco consumption. Comparing between research of Mark Smith in 1996 and our research in 2006-2007, there is no decrease in term of advertisement along the streets and building as well as promotion.

Among tobacco stores located along the main streets observed, there are 21 stores, 40%, had tobacco advertisements. Also in three selected markets in Phnom Penh showed that supermarket is a popular place for tobacco companies to promote their products.

The survey of major daily newspapers indicated that advertisements of *Alain Delon* and *Mayfair* dominated in Reaksmei Kampuchea Daily, *Fine* cigarette was advertised in almost every issue of Kampuchea Thmey Daily. At the same time, *Fine* and *Mayfair* cigarettes were regularly advertised in Kohsantepheap Daily. *Pall Mall* and *555* also appeared in some issues of these top 3 local newspapers. Similarly, we found that *Alain Delon*, *Fine* and *Mayfair* were also the main sponsors of radio programs and shows. These three brands were intensively advertised in almost every radio stations in Cambodia.

The survey of smokers and non-smokers showed that they were highly exposed to cigarette advertising, promotion and sponsorship, especially through radio and television. They were aware that these tobacco marketing activities were aimed at promoting sales of their products. Almost all of these study subjects supported a ban on tobacco advertising, promotion and sponsorship and passing of tobacco control law.

Conclusions: Tobacco advertisement, promotion, sponsorship and direct marketing are rampant and widely available throughout the country. In general, study findings suggest that Cambodian people are aware that tobacco ads are very dangerous and they support a ban on all kinds of advertisement, promotion and sponsorship of tobacco products and that the Royal Government of Cambodia should approve the tobacco control law in Cambodia. However, support for other tobacco control policies such as increase tax, smoke-free areas and picture health warning on cigarette packs was very low indicating the lack of understanding of such policies. Thus, there is a need to educate the populace on the effectiveness of such tobacco control measures. With the ratification of Framework Convention of Tobacco Control (FCTC) by the Royal Government of Cambodia (RGC), the national tobacco control law should be ratified especially ban of tobacco advertising, promotion and sponsorship.

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1. INTRODUCTION

1.1 Background

The Royal Government of Cambodia (RGC) has ratified the Framework Convention on Tobacco Control (FCTC) in November 2005. Although this ratification marks a new corner stone in Tobacco Control's history in Cambodia the Tobacco Control Community is facing with new challenge of successful FCTC implementation in the context of intensifying tobacco advertising, promotion and sponsorship in the country. The ratification gives provision for a five-year period to implement a fully comprehensive ban of tobacco products. On the other hand with the individual smoking prevalence of 54.3% for male and 6.9% for female according to research conducted by National Institute of Statistic, Ministry of Planning. Moreover, the smoking prevalence at household level was 82.4% among male-headed households and 48.6% among female-headed households Cambodia annually spends US\$69,442,961 on tobacco products according to the research "Tobacco and Poverty and Socio-Economic Status of Households in Cambodia" conducted by the LIDEE Khmer. This high prevalence and the huge market potential for tobacco products seem to contributed to the increasing intensity of tobacco advertising, promotion and sponsorship activities by tobacco industry in Cambodia.

According to the current legislation in Cambodia, there is no tobacco control law as well as comprehensive ban on tobacco advertising, promotion and sponsorship. Tobacco products are widely advertised and promoted in the media and through sponsorships.

- Media advertising: So far there have been no bans on all television stations, cable TV, radio stations, cinemas, local and international newspapers and magazines sold in Cambodia. Moreover, outdoor advertising using billboards and posters are common media.
- Promotion/Sponsorship: There have been promotion and sponsorship through sports or cultural events, non-tobacco product with tobacco brand name, display at points of sale and special sales promotion.

Without due assessment of the situations further formulation of tobacco control policy might not successfully curb the current aggressive strategy of tobacco industry. Failure to do so may risk the poverty alleviation program of the Royal Government of Cambodia as tobacco spending continues to aggravate households' poverty.

A timely and accurate portraying of the dimension of tobacco advertising, promotion campaign by tobacco industry is important for effective design of tobacco control program and thus ensuring high success of the implementation of the ratified FCTC especially, regarding comprehensive ban on advertising, promotion and sponsorship by tobacco industry. Tobacco advertising, promotion and sponsorship activities increase tobacco consumption; hence a comprehensive ban on these is recognized to be vital for any national tobacco control measure. The FCTC Article 13 requires all Parties to implement a comprehensive ban on tobacco advertisements, promotion and sponsorship activities. Hence Cambodia as a Party to the Convention is obligated under this international Convention to enforce this Article. In order to accomplish successfully tobacco control, National Law on Tobacco Control has to be ratified and implemented. The findings of this research will be used as evidence to justify and provide the rationale for the approval of National Tobacco Control Law by the government of Cambodia.

1.2. Research Questions:

- 1.2.1. To what extent are Cambodian people exposed to cigarette advertising, promotion and sponsorship?
- 1.2.2. What is the nature of tobacco advertising, promotion and sponsorship?
- 1.2.3. What are the attitudes of Cambodian people toward cigarette advertising, promotion and sponsorship?
- 1.2.4. What is the association of exposure to tobacco advertising, promotion and sponsorship on smoking?

1.3. Objectives

1.3.1. General Objective

The general objective of the present study is to generate a case study. It will document, illustrate and review the intensifying advertising campaign, promotion and sponsorship by tobacco industry and to assess its effects on the Cambodian public.

1.3.2. Specific Objective

The specific objective of the project is to carry out data and information collection on all forms of advertising and promotional tactics carried out by the tobacco industry which encourages tobacco consumption in Cambodia, and advocate for the support of the ban on advertising, promotion and related industry sponsorship of tobacco products. This study will also provide the rationale to support the ratification of the Cambodian national law on tobacco control in the spirit of the implementation of the ratified FCTC.

The specific objectives include:

- A- To document and/or review archive documents of the tobacco industry's materials, both printed and electronic records, of the industries' sponsorship activities;
- B- Observation on items and patterns of advertising, promotion and inter-personal communication, direct marketing;
- C- Interview a selected sample of population to assess the public's perception and reaction to the intensifying advertising, promotion and sponsorship activities.

2. Methodology

2.1 Planning

The project is considered as a crucial assessment of the currently exacerbating situations, a result of intensifying tobacco products advertising, promotion and sponsorship. The multi-facet tactical approach of the tobacco industry to market its products requires also that a combined research method, utilizing available research resources and capacity provided by different institutions working within the community of tobacco control, be employed in the current research proposal.

NCHP and LIDEE Khmer will be responsible in each of the specifically carried out task:

A- Document and archive reviewing of the tobacco industry's materials (print and electronic record) on sponsorship activities;

B- Observe on items/patterns of advertising, promotion and inter-personal communication;

C- Interview with selected sample of population to assess the public's perception and reaction on the intensifying advertising, promotion and sponsorship campaign.

NCHP and LIDEE Khmer are responsible to ensure that the development of detail methodological approach is appropriate and suitable for each of the task on hand as well as to ensure that the implementation is accurate and complete as required.

2.2 Population and Sampling

Since research has been conducted to provide in-depth information on tobacco advertisement in Cambodia to support tobacco control law, it focuses on all kinds of media used to advertise tobacco in Cambodia. These include the documenting and archive the review, the observation and interview. The sample for interview was chosen from those people living in Phnom Penh City. The selected 300 samples; comprising 150 non-smoking people of both sexes and another 150 smoking people of both sexes; were selected by random sampling.

2.3 Survey Design

2.3.1 Document and achieving reviewing

- Conduct research study on currently available documents of the tobacco company, especially BAT's document archive available in print and in electronic media.

- Conduct study review on tobacco-company sponsored event, especially live concert during the 2006-Water-Festival in Cambodia.

2.3.2 Observation

- Conduct observational survey of advertising items of all out-door display-billboard on five selected major streets

- Conduct observational survey of advertising items of all inter-personal communication on five selected major streets

- Conduct observational survey of advertising items of all points of purchase in five selected major streets, in twenty selected restaurants and three selected markets in areas of Phnom Penh

- Conduct research study of advertising placement by tobacco companies on popular printed media, including three most popular newspapers during one month period and three most popular magazines published/issued during three month period (as the number of issues for magazine may be too small in one month).

- Conduct study review on tobacco-company tobacco advertising, promotion and sponsorship spot appeared on three TV channels and three radio channels during the one month period of 2006 using available archive of TV and radio monitoring.

2.3.3 Interview

- Conduct survey interview in Phnom Penh on one hundred fifty units of sample comprising smokers from both sexes with various age based on random sampling method to assess attitude and behavior towards intensifying tobacco advertising and promotion.

- Conduct survey interview in Phnom Penh on one hundred fifty units of sample comprising non-smokers from both sexes with various age based on random sampling method to assess attitude and behavior towards intensifying tobacco advertising, promotion and sponsorship.

In this project, both qualitative and quantitative methods are used simultaneously. Since qualitative method can provide in-depth information, quantitative provides supporting data to validate and support the finding.

- Conduct interview with boat leaders at the Water Festival in 2006 in Phnom Penh.

2.4 Data Analysis

Statistical analysis was used for qualitative part of this research and descriptive analysis was used for observation and documentation of tobacco's promotion and sponsorship.

3. RESULTS

3.1 Document and archive materials: study on currently available documents of the tobacco company, especially British American Tobacco's (BAT) document archive available in print and in electronic media.

To strengthen the findings of our research, it was necessary to review previously available documents related to tobacco in Cambodian market. However, this kind of documents is not widely available due to limited amount of researchers and availability of funds to support such a research. Despite these difficulties, we have reviewed a few documents that are closely related to our research topic.

Patrick O'Keeffe in the year 2000, by then BAT's CEO in Southeast Asia, reflected on the success of BAT's joint venture in Cambodia. Describing it as "almost a model of what we would like to do everywhere", O'Keeffe outlined the presence of international brands, rapid growth of the local brand *Ara*, increased use of local leaf and new manufacturing investment to enable production of higher priced brands. Documents demonstrate that BAT's interest in Cambodia reflected a calculation that dominance of the market could be achieved cheaply, assisted by financial inducements from post-civil war governments desperate for foreign investment. Perhaps more importantly to BAT, investment also served to entrench the company's regional strength, while Cambodia was identified as well-placed to facilitate lucrative smuggling to larger neighboring markets (Ross McKenzie et al., 2003)

Ross McKenzie et al., has mentioned that BAT has predictably sought to present its involvement as a contribution to the economic and social reconstruction of Cambodia, and parts of the Cambodian government and regional media have endorsed this portrayal. The corporate documents provide a more disturbing account of the formation of BATC. Cambodia's broader efforts to integrate with the global economy have largely been unsuccessful, described as having attracted investors "more concerned with pillaging its resources than strengthening the productive base of the economy". As in other societies undergoing transition, in the case of BAT Cambodia such exploitation is exacerbated by an escalating threat to public health.

The same research reported that there are, however, encouraging signs that Cambodia will no longer provide an ideal scenario for TTCs. The Inter-ministerial Committee for Education and Reduction of Tobacco Use established in June 2001 has endorsed draft comprehensive tobacco control regulation, though the legislation has been delayed by a broader political deadlock (Personal communication, Greg Hallen). Most promisingly, in May 2004 Cambodia signed the WHO's Framework Convention on Tobacco Control (FCTC). The FCTC holds the promise of providing a powerful buttress to national tobacco control efforts offering an opportunity to redress the imbalance of power and resources used by TTCs to expand the tobacco epidemic in developing countries (*Source: Ross MacKenzie, Jeff Collin, Chim Sopharo, Yel Sopheap; Almost a role model of what we would like to do everywhere": British American Tobacco in Cambodia*).

Based on the research “Advertising in Cambodia” conducted by Mark Smith in 1996, the results turned out to be so scary since tobacco companies in Cambodia applied all means of advertising in order to get message down to the core of population. Their ways varied from sex appeal by using young and pretty saleswomen to give away cigarettes to banners and billboard inside and outside building and give-away items like kiosks, large umbrellas and even pulling carts. During 1990s, there were around 60 brands of tobacco product circulated in the whole country among which the price is from \$US0.88 to \$US0.14 (Mark Smith, 1996). These brands are both local and foreign products and among all, foreign brands were preferred by the local people. Fine, 555 and Marlboro were the top 3 brands for Phnom Penh market and they all are products of France, UK and US respectively. (Source: Mark Smith, Advertisement in Cambodia, 1996)

Establishing Political Influence

The BAT Company operated in the country from 1931 until 1974, when it joined the exodus of foreign firms during the Khmer Rouge regime. In February 1991 Yap Boon Aun of BAT's Singapore Tobacco Company (STC) held initial talks with government officials including Cham Prasidh, Deputy to the Prime Minister. Yap Boon Aun reported that the government intended to privatize all state-run industries, harbored no reservations about majority foreign ownership of joint ventures, admitted existing law on foreign investments could be outdated and “will be flexible to amend as necessary to satisfy investors requirements STC’s Julian Manning visited Cambodia later in 1991 received similar encouragement. Kong Som Ol, the Minister of Planning and Chairman of the National Committee for Foreign Investment, informed Manning that redevelopment of the tobacco industry was intended to attract foreign investment and to improve the living standards of the rural poor. Manning reported Cambodian officials to be “extremely open to suggestions and advice in all areas concerning” foreign investment. At a 1992 meeting the Vice-Prime Minister Prince Norodom Chakrapong welcomed BAT's proposed investment and confirmed both “that there were many incentives available to us as foreign investors and that he would be glad to help with any outstanding issues.

Manning’s visit to Cambodia also included meetings with the U.S. Special Representative to Supreme National Council of Cambodia (SNC), Charles H. Twining Jr., and with British Ambassador David Burns. They were reportedly “in accord in stressing that the West sees Cambodia as somewhat of a test case or demonstration of President Bush's new world order”, with Burns providing assurances of his “willingness to give us whatever support he might be able in meeting the right people”. Manning concluded that Cambodia represented a “potentially lucrative opportunity” that could be exploited at “very preferential terms” through swift action. A note prepared for BAT's Tobacco Executive Committee similarly recommended moving quickly, noting that all of BAT’s main conditions for entering a joint venture (JV) could be satisfied. Despite concern about the “present turbulent nature of Cambodian politics”, Manning emphasized in early 1992 that “it is vital for the future that [we] preempt [sic] competition and 'keep our foot in the door'. (Source: Ross MacKenzie, Jeff Collin, Chim Sopharo, Yel Sopheap; *Almost a role model of what we would like to do everywhere*”: *British American Tobacco in Cambodia*).

Negotiating a Joint Venture

BAT’s preferred option was to become the majority shareholder in a JV developed alongside local interests. The entrepreneur Kong Triv emerged as a key potential partner, being “purportedly in control of transit [smuggled] cigarettes into Cambodia/Vietnam and influential with Cabinet Ministers” and having recently agreed a 20 year lease on 3 tobacco factories and 15 warehouses with the government. Kong Triv sought foreign investors to expand his Cambodian Tobacco Company (CTC) and had contacted both Rothmans Singapore and Singapura United Trading Limited (SUTL), the latter a Singapore-based distribution company with close ties to BAT. Such links gave BAT a competitive edge in negotiations, an advantage consolidated by Kong Triv's willingness to accept BAT's

preference for a majority stake and an immediate takeover of CTC's operations upon completion.

Ultimately, a resolution was struck that encompassed each of the major actors, summarised by regional exports manager Patrick O'Keeffe as an arrangement whereby "the primary objective would be to dominate the local Cambodian market with CTC as the local manufacturer and ANCO as the local distributor for imported and local brands." The culmination of four years of negotiations, a shareholders agreement announced in September 1995 provided BAT with a 51% share in a new JV, with 20% held by SUTL Investments and 29% by Kong Triv, who was also to be the first chairman of BAT Cambodia. The deal was not formally completed until June 1996, delayed by both a wait for government approvals and "the negotiation of adequate investment incentives under the Foreign Investment law." With an expected total market share of 61%, 50% from BAT Cambodia and the remainder from existing export business, the strategic rationale for investment in Cambodia was reaffirmed as being "that it provides an opportunity to acquire a significant market share in Cambodia at relatively low cost."

Averting Advertising Regulation

The unlimited scope for advertising and promotional activities was a key part of the appeal of the Cambodian market. A 1991 regional assessment reported "[n]o known restrictions in any form for Above-the-line or Below-the-line activities. Absence of any form of Government policy concerning tobacco issues, advertising and promotion. BAT was predictably anxious to preserve this unrestricted marketing environment. A 1993 plan acknowledged that awareness of smoking and health issues would increase via the activities of WHO and the example of neighboring Thailand but estimated that "the significant revenues generated by tobacco advertising will, in the short term, delay government anti-smoking initiatives until alternative forms of revenue are guaranteed.

Marketing the epidemic

Cambodia has been inundated with an astonishing volume and variety of cigarette advertising since the early 1990s. Massive billboards, restaurant advertising, branded kiosks and cigarette carts, point of sale promotions, cigarette and gift giveaways, and branded umbrellas used by street vendors well as more conventional mass media advertising have all been part of the onslaught of marketing by TTCs in Cambodia, particularly in Phnom Penh. BAT's promotional activities have focused on supporting State Express 555, their priority premium international brand in the region. Global marketing strategies have sought to link leading cigarette brands with powerful aspirational imagery, often evoking supposedly 'western' or 'American' values such as prosperity, modernity and independence. Local application of this broad strategy is evident in emphasizing the "quality American blend cigarette message and the American original image" in marketing Lucky Strike.

The marketing focus for promoting 555 in Asia has recently centred on an annual 'birthday' celebration, '555 Day'. The 1998 event centred on the launch of "the most advanced 3D high definition film ever seen", with cinema screenings "around the world, including the UK, Cambodia, India and China." Material prepared for Cambodia attributed an amazed reaction to the film to "Jane Steeles, a secretary working in the frenetic environment of London's West End", evoking both glamorous imagery and a working situation to which Cambodian women could relate. The screenings were backed up by 10 pages of "advertorial creatives" for developed for Cambodian broadsheets and "widely used to support 3 days of activity to celebrate 555 day 1998.

The prominence accorded to screenings represented a shift in strategy from the previous year. In 1997 cinemas was not used in 555 promotions in Cambodia because, according to BAT's advertising agency Bates Dorland, "most cinemas are becoming sex shops! The 1997 summary of marketing regulation in key 555 markets highlighted the gross inadequacy of Cambodia's then legislation. Whereas neighbouring Thailand only allowed promotion at point of sale, marketing activities in Cambodia could also advertise via television, outdoor, magazines, newspapers, cinema, radio, airport and promotions. Diverse associations with international sports were also used to enhance the appeal of BAT brands in Cambodia. Local television broadcast 555-sponsored English football, designed to "associate the brand with a quality presentation of a popular sport providing internationalism for the brand".

3.2. Observation

3.2.1. Observation of advertising items of all outdoor display-billboard on outdoor tobacco advertising on five selected major streets

i) Methods

Billboard refers to a large board, usually standing permanently, along the road where advertisements are put, while display is a kind of any product advertising which is usually smaller and easily movable. Outdoor advertising refers to all kind of advertisements have been displayed along the roads, on the walls of any buildings, at the parks and at entrance of any shops and other opened spaces. Five main roads in Phnom Penh capital were selected. They are Russian Federation, Monivong, Preah Sisovath, MaoTseTong Blvds. and street 271. The criteria of selecting were 1) a high-traffic road, 2) longest distance road in Phnom Penh, 3) intersection of all roads and locations in Phnom Penh, 4) have a lot of educational settings located both public and private. To better understand the advertising strategies being employed by tobacco companies, the data collection team of the National Center for Health Promotion (NCHP), Ministry of Health conducted street survey by walking along the road, observed and recorded all outdoor advertisements along the 5 main roads mentioned above. The observation tools have been developed for gathering the data as in appendices. Each road the surveyors started from the starting point of the road and finished at the end of the road.



ii) Results

Table 1: Distribution of Advertising items of all out-door display-billboard by selected street

	Russian Fed. Blvd.	Monivong Blvd.	Sisovath Blvd.	Mao Tse Tung Blvd.	St. 271
Length of street (in km)	11.5	6	3.8	5	20
Billboard and display for all products	355	435	139	237	453
Total billboards	30	17	24	10	96
Total displays	325	418	115	227	357
Tobacco Billboard	10	9	17	2	77
Average no. tobacco billboard/km	1	1.5	4.5	0.4	3.9
% tobacco billboard of total no. of billboards	33.3	53	70.8	20	80.2
Tobacco Display	225	158	89	60	168
Average no. tobacco display/km	19.5	26.3	23.4	12	8.4
% tobacco display of total displays	69	37.8	77.4	26.4	47
Total banners and displays on dangers of tobacco	11	3	1	3	2



The figure in table 1 showed that from direct observation along five main important streets in Phnom Penh; there were total of 115 billboards and 700 displays advertised the cigarettes, compared to 1619 billboards and displays advertising all kinds of products. The intensity of tobacco billboards was highest, 4.5 billboard per kilometer along the Preah Sisovath Blvd. for 3.8Km with 2 education facilities, follow by 3.9, 1.5, 1 and 0.4 along the Street 271, for 20km with 16 education facilities, Preah Monivong Blvd. for 6km with 6 education facilities, Russian Federation Blvd, for 11.5km with 7 education facilities and Mao Tse Tong Blvd, for 5km with 8 education facilities. In comparison with other products advertisement, tobacco billboards are responsible for 50% of all products advertisement; it means that there is one tobacco billboard every two. The figure indicated the majority of other tobacco display compare to other products. The average number of tobacco display of all 5 boulevards is 18 per kilometer. But there are only 20 banners and displays demonstrated the dangers of tobacco consumption along those five main streets in Phnom Penh. The difference is very large between the health education billboards and tobacco related billboards and tobacco advertisement along the streets is dominant over other products.

Comparing between research of Mark Smith in 1996 and our research in 2006-2007, there is no decrease in term of advertisement along the streets and building as well as promotion. A woman, who has small grocery shop selling tobacco on a busy street, told us how the cigarette companies gave her free umbrellas. They even come by every few days to was the umbrellas and replace them if they are broken or damaged. As is common in Western nations, the local industry, trading on sex appeal, uses beautiful young women to distribute free cigarette sample in Cambodia. Marlboro Man advertisement are common on cyclos (tricycle taxis and are considered highly prestigious by their owners who often pay for them. Restaurant walls generally feature several cigarette advertisements, which the cigarette companies themselves put up. Another widespread form of advertising is the kios. Kios along the main road can get up to \$US50 a year for cigarette advertising. Around the Central Market area of Phnom Penh, it is apparent that there is a higher concentration of advertisement because of the large number of people expose to them.

Japan’s tobacco approach to the “ice cream wagon” traditionally used to sell ice cream to children. The Khmer writing says, “the taste is No. 1 all over the world.” For vendors who have prime locations, the tobacco companies provide this fancy carts and signs free of charge but, for less ideal locations, tobacco companies may offer just a sign or poster, and the retailer supplies his/her own display case. (*Source: Mark Smith, Advertisement in Cambodia, 1996*)What has been seen in 1996 is still being seen up to now and it is hardly to say that amount of advertising is decreasing. Tobacco companies still apply the same amount and methods of attracting people to their products, despite effort from health promotion sectors.

3.2.2 Observation of advertising items

3.2.2.1 All points of purchase in five selected major streets

a) Methods

Point of purchases is usually small-size retail stores located in high-traffic areas, and mostly place on the pavement for convenience of customers. Advertisement refers to any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly (FCTC Booklet, p.4). The POP advertising included all promotional items such umbrella, plastic bag. Direct observation has been conducted along the main 5 roads mentioned above. To identify the point of purchase advertisement of street vendors, the data collection team of the National Center for Health Promotion (NCHP), Ministry of Health conducted street survey by walking along the road, observed and recorded all type POP. The observation tools have been developed for gathering the data as in appendices. Each road the surveyors started from the starting point of the road and finished at the end of the road.

b) Results

Table 2: Points of Purchase

	Ads	No ads	Total
Point of purchase	21	31	52
Percentages	40%	60%	100%



In our observation, among 52 retail stores which is also selling tobacco located along the main streets, there are 21 stores, 40%, with tobacco advertisement. There are many type of advertisement as in pictures caption such as posters, displays on shelves; counters with brand names, logos and colors, pushcarts. On the other hand, 100% of tobacco street vendors sell cigarette in single stick. Even though, there aren't any price discounts or special but each retails stores selling tobacco provide many type of functional objects to buyers for free such as cap, lighter, plastic bag t-shirt with cigarette logo or brand name. Around 30% of retail stores provided lucky draw for some cigarette brand name especially local products. This result demonstrates that tobacco promotion takes place everywhere even at the small retail stores along the streets. However, it is interesting to take notice on the percentage of advertisement at the store. This is mainly caused by the space and size limit of the retail stores, since street stores are very small and compact, making it inconvenience to display tobacco ads.



3.2.2.2 Three selected markets in Phnom Penh

So far, there are two kinds of markets in Phnom Penh. They are air-condition and non-air-condition market. Simple random sampling has been used to select, so three markets were selected. They are Phsar Lucky (Supermarket with air-condition), Phsar Olympic and Phsar Chas (non-air-condition market). Our protocol is categorized the advertisement into 3 levels, high level of advertising and promotion refers to all kind of advertising and promotion such as posters, stickers, banner, small billboards etc.that have been displayed every available spot in market such as at the entrance of market or shops, on the market walls or shops etc, while medium level is somewhere and low level promotion is only at tobacco stores. Large supermarket refers to international standard, closed and similar to department store. On the other hand large local markets refer to open, simple, traditional and Cambodian standard but bigger compare to other markets.

Among three selected markets in Phnom Penh, based on observers' judgment, the levels of tobacco related advertisements are medium for supermarket, Lucky Supermarket, and somehow lower in local markets, Phsar Chas and Olympic local markets. So, it shows that supermarket, which is considered as modern and new trend for shopping seems to be a popular places for tobacco companies to promote their products. In comparison with tobacco street vendors, all types of advertisement and promotion are similar to advertisement at POP of street vendors.



3.2.3 Study of advertising by tobacco companies on popular printed media

3.2.3.1. Three popular local newspapers

a) Methods

There are more than 20 Newspapers being published in Cambodia. The main daily newspapers in Cambodia are Kohsantepheap, Reaksmeay Kampuchea and Kampuchea Thmey Daily and because of their popularities as the leading newspapers in the country, we selected them. These three newspapers were selected for this reason. The observation was conducted for the issuance of these three newspapers in March, 2007 using a tool as in appendices.

b) Results

During the observation, which took place for a month period, the following results were obtained. *Alain Delon* and *Mayfair* dominated Reaksmeay Kampuchea Daily, *Fine* cigarette takes almost every issue of Kampuchea Thmey Daily. At the same time, *Fine* and *Mayfair* cigarettes are actively advertised in Kohsantepheap Daily. *Pall Mall* and *555* also appear in some issues of these top 3 local newspapers. Usually, the advertisements appear on the front pages at the top wing or bottom and sometimes at the back page of the newspaper. Only in small occasion they appear in the middle pages. Another outcome demonstrated that local Cambodian newspapers are the active and popular places for tobacco advertisements since they carry tobacco advertisement in every issue.



Table 3: Advertisement on Newspapers

	Kohsantepheap,	Reaksmeay Kampuchea	Kampuchea Thmey Daily
No. of days with tobacco advertising	31	31	31
Distribution of cigarette brands	1.Fine 2. Mayfair 3.555 4.Pall Mall	1.Alain Delon 2.Mayfair 3.555 4.Pall Mall	1.Fine 2.555 3.Pall Mall
Placed of advertisements	1.Fron page: top wing or bottom 2. Back page: bottom or somewhere	1.Fron page: top wing or bottom 2. Back page: bottom or somewhere	1.Fron page: top wing or bottom 2. Back page: bottom or somewhere
Size of ads	1. Top wing: 7cm x 7 cm 2. Bottom: 4cm x 35cm 3. Middle page: 4/5 of page or full page	1. Top wing: 7cm x 7 cm 2. Bottom: 4cm x 35cm 3. Middle page: 4/5 of page or full	1. Top wing: 7cm x 7 cm 2. Bottom: 4cm x 35cm 3. Middle page: 4/5 of page or full



3.2.3.2 Three most popular magazines published during three month period

There are more than 20 magazines being published in Cambodia. Based on the popularity and issuance number criteria, 3 magazines were selected. They are Procheaprey (Popular), Angkor Thom and The Khmer Apsara. These magazines are not only popular among youth but it is most popular among general population. The observation was conducted for the issuance of these three magazines within 3 months (March-April-May) in 2007 using a tool as in appendices. During the observation, which took place for 3 months period, it's a surprise since local newspapers play an active role as means of tobacco advertisements; while local magazines, the same type of printed material as newspaper, don't have any tobacco advertisement. We can preliminary conclude base on our understanding that there are two main reasons to cause this difference. The first reason is that target customers of local magazines are females which are not the active tobacco consumers, based on other previous researches. While local newspapers are available almost everywhere in the country, local magazines are only available in the main cities and towns. So those tobacco companies will, of course, choose those media which can reach more customers.

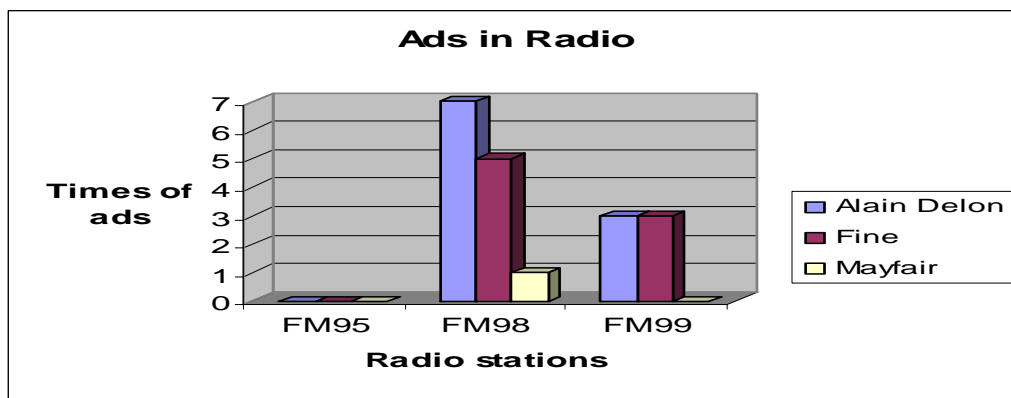
3.2.4 Observation on tobacco advertising, promotion and sponsorship on electronic media

3.2.4.1 Three radio stations

Among 15 radio stations available in Cambodia, we chose only three selected stations; they were FM95, FM98 and FM99. Similarly, we found out that Alain Delon, Fine and Mayfair are also the main sponsors for Radio programs and shows. These three companies actively advertise their product in almost every radio stations in Cambodia. The reason why there was no tobacco advertisement in FM95, it is because of its own station's policy.

Table 4: Tobacco Advertisement Recorded during March 2006

	FM95	FM98	FM99
Alain Delon	0	7	3
Fine	0	5	3
Mayfair	0	1	0



3.2.4.2 Advertisement in T.V.

Among 7 TV stations available in Cambodia, we chose only three selected popular stations; they were TVK, CTN and Bayon T.V. From the observation of the T.V. for 24 hours on Saturday, there were no all kinds of advertisement, promotion and sponsorship of tobacco products. It is mainly because of the pressure from outside agencies, and those stations are voluntarily deciding to stop advertisement of tobacco product according to TV Association's recommendation. That is why a limitation of this research because if observation record was conducted for a week or month it is still no advertisement at all.

3.2.5. Promotional activities at twenty selected entertainment outlets

Promotional activities are giving away of cigarettes to customers for free in order to encourage people to smoke or to change to their products. They use good embrace girls with dresses in luxurious styles. The data collection team of the National Center for Health Promotion (NCHP), Ministry of Health conducted direct observation in the entertainment places for 7 days included 3 nights in April, 2007. They are included restaurants, beer gardens, night clubs, snooker places and karaoke. Through the observation in 20 entertainment places like restaurants and clubs, there was only one promotional activity and it just took place for 10mins. Direct marketing or interpersonal promotion, which was once popular, is no longer used by most of tobacco companies. This extinction is partly due to the time and money constraints. However, a few tobacco companies, mostly new entrants, still carry on this technique to promote their products. It is different from the past where girls walked along the streets giving away cigarettes; because it was banned by the government regulation



3.2.6. Sponsorship Activities

Sponsorship of the tobacco companies refers to any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly (FCTC Booklet, p.4). Its nature is live concert program, post graduate scholarship and reforestation program and it includes other corporate social responsibility.



3.2.7. Case study of racing boat leaders during the 2006 water festival in Phnom Penh.



All boat racing leaders interviewed by our team mentioned that at least one tobacco company has contacted to provide sponsorship to all the boats, since boat racing is an important part of the most exciting festival, water festival, which could attract hundreds of thousand of people. The company sponsorship is usually not in the monetary basis. Instead, they provide necessary things like apparels, foods and drinks in return for the acknowledgement from boat racers in TV and/or radio. Also, they take advantages again from apparels provided to racers as all clothes are clearly printed with company's products.

More than half of the boats being interviewed, each company provides sponsorship for 1 to 2 years, which mean that each boat got sponsor for only one or twice. However, one of boat leader told us that his team got sponsor for up to 9 years. Being asked about the impact of tobacco advertising, about one third of the leaders just mentioned that it is none of his business whether tobacco companies advertise about their products, even if all leaders are being talked to know that smoking is dangerous for people



3.3 Survey

3.3.1 Survey interview in Phnom Penh on 150 smoking and 150 non-smoking samples

Objective:

The key objective of this survey is to find out the people's smoking habit, their exposures to cigarettes advertisement, promotion and sponsorship, their support for tobacco control law, and their personal recommendation on what to be done to stop all kind of tobacco advertisement, promotion and sponsorship.

Methods

This survey was cross-sectional and descriptive in nature. Data were collected using face-to-face interviews. The target subjects of this study was one hundred fifty smokers and one hundred fifty non-smokers living in Phnom Penh, from both sexes and various age groups selected using quasi-random sampling method. The study assessed the attitudes and behavior towards intensifying tobacco advertising and promotion. A two-stage sampling process was adopted as following:

1. Seven survey sites in Phnom Penh were purposively selected- namely Khan 7 Makara, Khan Daun Penh, Kahn Chamcar Morn, Khan Toul Kork, Khan Roesussey, Khan Mean Chhey Keo and Khan Dang Kor.
2. A simple random sampling with probability proportional to size was used. A payroll list of seven survey sites was collected and a list of all Sangkat (Commune) of seven survey sites was compiled. A random number table was generated. Each respondent was randomized at each selection from a computer-generated random number table until the total sample size of respondents was obtained.

The survey tool was developed based on the objectives and research question of this study. The questionnaire of 35 questions was administered using face-to-face interview to all sampled study population of the seven survey sites. The questionnaire focused on:

1. Socio-demographic characteristics
2. Tobacco Use
3. Media
4. Advertising, promotion and sponsorship
5. Law, legislation and policy

3.3.1.1 Demographic Data

Table 5: Demographic profile of respondents

	Frequency	%		Frequency	%
Sex			Undergraduate	14	4.7
Male	182	60.7	Training	3	1
Female	118	39.3	Others	4	1.3
Marital status			Occupation		
Single	30	10	Farmer	6	2
Married	203	67.7	Technical skill worker	7	2.3
Widowed	52	17.3	Managers	13	4.3
Divorced	13	4.3	Business	98	32.7
Separated	2	0.7	Hand-made worker	62	20.7
Education			Non hand-made worker	35	11.7
No schooling	36	12	Housewife	65	21.7
Primary	115	38.3	Student	10	3.3
Junior high	78	26	Other	3	1
Senior high	50	16.7			

There are 60% of respondents who are male while the female respondents consist of 40%. Among all samples, the married people are 67.7%, the singles are 10% and the rest are widow's divorces or separated responsible for 22.3%. The highest percentage, 38%, just finished their primary education, followed by 16.7% of high school graduates. At the same time only 4.7% of samples go to university. Businesspeople are the largest group to be surveyed. Housewives and handmade workers rang second and third respectively.

Table 6: Comparing socio-demographic profile of smokers and non-smokers

Demographic data and smoking	Smoking Status				P-value
	Smokers		Non-smokers		
	n	%	n	%	
Sex					
Male	137	91.3	45	30.0	0.000
Female	13	8.7	105	70.0	
Marital status					
Single	15	10.0	15	10.0	0.001
Married	115	76.7	88	58.7	
Widowed	15	10.0	37	24.7	
Divorced	3	2.0	10	6.7	
Separated	2	1.3	0	0.0	
Education					
No schooling	14	9.3	22	14.7	0.10
Primary	68	45.3	47	31.3	
Junior high	39	26.0	39	26.0	
Senior high	26	17.3	24	16.0	
Undergraduate	2	1.3	12	8.0	
Vocational training	0	0	3	2.0	
Others	1	0.7	3	2.0	

Occupation					
Farmer	2	1.3	4	2.7	0.000
Technical skill worker	1	0.7	6	4.0	
Managers	6	4.0	7	4.7	
Business	48	32.2	50	33.3	
Handicraft work	44	29.5	18	12.0	
Unskilled work	23	15.4	12	8.0	
Housewife	24	16.1	41	27.3	
Student	0	0	10	6.7	
Other	1	0.7	2	1.3	

A comparison of the socio-economic profile of smokers showed that smokers were predominantly male, married and were involved in businesses and handicraft work. A significantly larger percentage of smokers had lower educational levels compared to non-smokers and thus suggesting an association between smoking and education. Non-smokers were mainly housewives and also individuals involved in businesses.

3.3.1.2 Characteristics of tobacco use

Among the 150 smokers, 127 (84.7%) of them were daily smokers with 23 (15.3%) reporting smoking occasionally.

Table 7: Number of cigarettes smoked per day in the last 30 days

Number of cigarettes smoked per day	N	%
Less than 6 sticks	17	15.8
6 to 15 sticks	46	43.0
16 to 25 sticks	31	29.0
26 to 35 sticks	5	4.7
More than 35 sticks	8	7.5
All categories	107	100.0

One hundred and thirteen (or 75.3%) of the 150 smokers smoked in the last 30 days. Most (72%) smoked between 6 and 26 sticks of cigarettes daily (Table 7). A small percentage (15.5%) were light smokers, smoking less than six sticks of cigarettes per day. Another small proportion (12.2%) of them were heavy smokers who consumed more than 25 sticks a day.

Table 8: Report on receiving advice to quit smoking and smoking frequency

Advice and smoker	Got advice to quit smoking?			
	Yes		No	
	N	%	N	%
Daily smoker	86	76.1	27	23.9
Occasional smoker	4	100.0	0	0
Total Smokers	90	76.9	27	23.1

Based on survey, out of 150 smokers 117 people responded to the question whether they got advice or not on quitting smoking. Ninety (76.9%) of them said that they had advice to quit smoking and just only 27 (23.1%) did not receive any advice (Table 8). Among current

smokers three in four smokers got advice on stopping smoking. All the four occasional smokers on the other hand obtained advice on quitting smoking. There is no significant association between reports on receiving advice on quit smoking and smoking frequency.

3.3.1.3 Exposure to media

Table 9: Exposure to radio and television in the last 30 days by smoking status (percentage who said ‘yes’)

Exposure	Smokers N(%)	Non-smokers N(%)	Total N(%)
Radio	130 (86.7%)	128 (85.3%)	258 (86.0%)
Television	148 (98.7%)	150 (100.0%)	298 (99.3%)

When asked if they listened to the radio or have watched television in the last 30 days, over 85% of both smokers and non-smokers said that they had listened to the radio and almost all (98.7%) of smokers and all non-smokers had watched television. This shows the widespread exposure to both these media, particularly television.

Table 10: Exposure to cigarette advertising, promotion and sponsorship by smoking status(percentage who said ‘yes’)

Exposure	Smokers N(%)	Non-smokers N(%)	Total N(%)
In last week	89 (59.3%)	84 (56.0%)	173 (57.7%)
In last 6 months	92 (62.2%)	106 (70.7%)	198 (66.4%)

Respondents were also asked if they were exposed to cigarette advertising, promotion and sponsorship in the last week and last 6 months. Over half of smokers and non-smokers reported seeing cigarette marketing activities in the last week. A majority (two-thirds) of both groups were exposed to such cigarette marketing tactics in the last six months (Table 10). Study results showed that both smokers and non-smokers were equally exposed to such marketing activities.

Table 11: Seen cigarette advertising, promotion and sponsorship through various types of media in last 6 months by smoking status (percentage who said ‘yes’)

Types of media	Smokers N(%)	Non-smokers N(%)	Total N(%)
Television	92 (100.0)	106(100.0)	198 (100.0)
Radio	22 (23.9)	22 (20.7)	44 (22.2)
Magazine/newspaper	2 (2.2)	3 (2.8)	5 (2.5)
Umbrella/T-shirt	9 (9.8)	8 (7.5)	17 (8.6)
Billboard	25 (27.2)	14 (13.2)	39 (19.7)
Special event	12 (13.0)	11 (10.4)	23 (11.6)
Concert	1 (1.1)	2 (1.9)	3 (1.5)
Sport event	8 (8.7)	8 (7.5)	16 (8.1)
Other	2 (2.2)	2 (1.9)	4 (2.0)

Cigarette advertising, promotion and sponsorship are often channeled through various kinds of media. All respondents from both groups who have seen such kinds of marketing activities reported seeing such forms of marketing on television. Radio and billboards were the next commonly reported media, although substantially less frequently reported compared to television. Exposure to cigarette marketing at special events such as water festival or at sports events was reported by a small percentage of smokers and non-smokers. The other channels such as print media (magazine/newspaper), umbrella/T-shirt and concerts were rarely reported.

Table 12: Opinion about purpose of tobacco advertising on TV, radio and public places, promotion and sponsorship

Opinion	Smokers N(%)	Non- smokers N(%)	Total N(%)
Introduce new product to young people	8 (5.3)	14 (9.3)	22 (7.3)
Promote to sell the products	125 (83.3)	133 (88.7)	258 (86.0)
Get more customers	27 (18.0)	24 (16.0)	51 (17.0)
Other	11 (7.3)	7 (4.7)	18 (6.0)

An overwhelming majority (258 out of 300) people thought that advertisement, promotion and sponsorship are carried out for promoting their tobacco products and to encourage people to smoke or to change to their products (Table 12). A small percentage of respondents mentioned that such marketing activities were meant to introduce new products to young people and to entice more customers.

3.3.1.4 People's support for tobacco control

Table 13: Cigarette advertising, promotion and sponsorship should be banned

Opinion	Smokers N(%)	Non- smokers N(%)	Total N(%)
Strongly agree with statement	52 (36.3)	58 (39.5)	111 (37.9)
Agree with statement	52 (35.6)	63 (42.9)	115 (39.2)
Don't know	6 (4.1)	-	6 (2.0)
Disagree with statement	31 (21.2)	23 (15.6)	54 (18.4)
Strongly disagree with statement	4 (2.7)	3 (2.0)	7 (2.4)

Overall the respondents have strong support for tobacco control. When asked if they agree with the statement "Cigarette advertising, promotion and sponsorship should be banned", a majority (77.1%) of respondents said that they agree (Table 12). A larger percentage of non-smokers (82.4%) agreed with the statement compared to smokers (71.9%). A minority of respondents disagreed with the statement.

Table 14: Opinion that Cambodia should have tobacco control law

Opinion	Smokers N(%)	Non- smokers N(%)	Total N(%)
Yes	146 (98.6)	146 (97.3)	292 (98.0)
No	2(1.4)	4 (2.7)	6 (2.0)

When asked if Cambodia should have a tobacco control law, almost all (98%) of both smokers and non-smokers said ‘yes’. Findings from this study showed respondents’ enormous support for tobacco control in Cambodia.

Table 15: Opinion on what the government should do to decrease tobacco consumption

Opinion	Smokers N(%)	Non- smokers N(%)	Total N(%)
Increase tobacco tax	12 (8.0)	7 (4.7)	19 (6.3)
Ban advertising, promotion and sponsorship	24 (16.0)	26 (17.3)	50 (16.7)
Smoke-free areas	3 (2.0)	-	3 (1.0)
Pictorial health warning on cigarette packs	3 (2.0)	4 (2.7)	7 (2.3)
Health education	42 (28.0)	62 (41.3)	104 (34.7)
Help people to quit smoking	14 (9.3)	-	14 (4.7)
Do not cultivate tobacco	7 (4.7)	6 (4.0)	13 (4.3)
Do not import tobacco products	75 (50.0)	66 (44.0)	141 (47.0)
Do not manufacture tobacco products	49 (32.7)	22 (14.7)	71 (23.7)
Restrict tobacco import	11 (7.3)	8 (5.3)	19 (6.3)
Other	21 (14.0)	37 (24.7)	58 (19.3)

Respondents were also asked about what the Royal Government of Cambodia (RGC) should do to reduce tobacco consumption in Cambodia. A range of tobacco control measures were read to respondents. Table 14 presents a summary of measures supported by the respondents. The most frequently mentioned measure were ‘do not import tobacco products’ (47%), health education (34.7%) and ‘do not manufacture tobacco products’. Other major tobacco control policies such increasing tobacco tax, smoke-free areas and picture health warnings on cigarette packs were rarely mentioned suggesting that respondents lack of awareness and association of such policies and reduction in tobacco consumption.

4. DISCUSSION

The Royal Government of Cambodia (RGC) has ratified the Framework Convention on Tobacco Control (FCTC) in November 2005. Although this ratification marks a new corner stone in Tobacco Control's history in Cambodia the Tobacco Control Community is facing with new challenge of successful FCTC implementation in the context of intensifying tobacco advertising, promotion and sponsorship in the country. According to the current legislation in Cambodia, there is no tobacco control law as well as comprehensive ban on tobacco advertising, promotion and sponsorship. But most TV and radio stations have voluntarily stopped advertising tobacco product following TV Association's recommendation. These research findings will contribute to advocacy activities to get law on tobacco control ratification particularly ban of advertising, promotion and sponsorship that Cambodia has to comply with article 13 of the WHO FCTC.

Tobacco industries have targeted youth, women and children as their new consumers. They used various marketing strategies. Smokers can win a pick-up or a new brand motorbike or other valuable materials by writing their names in empty pack cigarettes and putting them in boxes for lucky draws. This strategy was used by many tobacco brands such as ARA, 555, Gold Seal, Alain Delon, Mayfair, Fine, Luxury.etc. This strategy is very attractive to poor people, youth and children. The tobacco companies launched a big advertising on all means of media about their events and made people hope they have chances to win the prizes particularly the poor. Sometimes children and wives of smokers are the ones who collected empty cigarette packs from their father and husbands to win the prizes. The prizes are things that youth dream of such as new brand motorbikes, walkmans, CD players, new style phones, traveling bags, etc.

Pop concerts and Semi-naked fashion shows

Tobacco industries conducted big pop concerts for youth in the capital and in the provinces. They invited famous youth stars to the concerts to attract audiences as youth. At the concert tobacco industries involved girls and women in their activities by inviting them to the stage to play games and pick winners. In 2007 Luxury brand conducted two tour concerts at almost all provinces in two times. BAT launched its new brand, PALL MALL, promotions involving semi-naked fashion shows to attract youth in the 6 big province two times a year.

Use of cigarette promotion girls and boys

Tobacco industries have employed attractive girls and boys to promote their products. The teams went to food outlets, people gathering as groups, and markets to give free sample of cigarettes or sell cigarettes. Some teams went to even rural villages to promote their products. They also bought with them prizes and convince rural people to buy their cigarettes to win these prizes. The attractive girls went to boys and men to promote cigarettes while boys looked for girls and women to do the same.

Direct advertising

TV and radio still advertised tobacco products. It has been observed that advertising through TV and radio has decreased in number while promotions through concerts and road-shows have increased remarkably. The three most popular newspapers advertise tobacco products. These advertising appeared in the wings of the newspapers or sometimes the whole colorful front or back page. Popular magazines also advertised for tobacco products. Billboards have been installed in crowded areas, particularly places where youth, children and women frequently access to such as outside of shopping malls, riverside parks, stadium and along Cambodia-Japanese bridge where it is easily seen by the school children around there. Posters

have been used widely to promote cigarettes. Restaurants, points of sale, public walls and fences have been posted with promotion posters.

Indirect advertising

Advertising brand name or corporate logo on non-tobacco product such as umbrella, clock, t-shirt and calendar, etc Using cigarette brand for non-tobacco product such as Camel for socks, Naga for tissue paper, is common.

Point of sale promotions

- Display at counter
- Advertising through poster and cigarette stand
- Sale of single stick
- Special discount
- Gifts
- Lucky win
- Empty pack exchange for full pack and keep for lucky draw
- Kiddy pack

Corporate social responsibilities (CSR)

BAT has been very interested in building its good image by actively involved in CSR activities. BAT was the gold sponsor for the Career Forum 2007. There the company has heavily misled students and public of what they called itself a good corporate. The company also hosted many programs associated with education such as scholarships for outstanding students, study visits at the company. BAT also established four nursery centers to provide tree-seedlings to farmers. The company has planted trees along national roads and put BAT logo there. These forestation programs have been strongly supported by the prime minister. BAT contract tobacco farmers to plant tobacco for the company. The company boosted the program and invited the Commission on Public Health of the National Assembly to have study visit there. This visit was intended to lobby the commission to consult tobacco control policy development with tobacco industries.

According to Public Poll Survey conducted by ADRA and Royal University of Phnom Penh, 98.2% of people reported seeing cigarette advertising. Ninety percent said that they have seen cigarette advertisements on television, 65.3% said that they heard cigarette advertisements on the radio and 17.5% mentioned seeing cigarette advertisements on billboards or posters. Among all respondents, 97.5% identified that children see cigarette advertising which can potentially lead to smoking among the very young. Ninety-six point four percent expressed support for the government to ban all tobacco advertising including 94.7% of smokers! (Cambodian Public Opinion on Tobacco Control 2006, ADRA and The Department of Psychology Royal University of Phnom Penh, May 2007)

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Despite strong support from Cambodian people on the banning of all kinds of tobacco advertisement, promotion and sponsorship, these kinds of activities are still available in large proportion in society. Even if, the trend is moving toward non-tobacco or smoke free society, it is just in early stage and this requires many efforts to make it goes as expected. With the initial support from Royal Government of Cambodia to ban a few kinds of tobacco related promotion, sponsorship and advertisement, we feel that in the near future, with cooperation from other related agencies, organizations and institution, Cambodia will have a tobacco control law which is also the expectation from Cambodian people as a whole.

Despite the hazard of tobacco consumption, many people are still thinking that tobacco industry can increase the social welfare by providing employment to people, increase government's revenue from taxes and even support some social activities. Because of this concept, tobacco industries still exist comfortably in Cambodian society. It's difficult to eliminate this concept to enable the support for tobacco control law.

As described above, Cambodian people are all exposed to all kinds of advertisement, promotion and sponsorship of tobacco industry. It is hard to discourage people from smoking while they always see the good things about tobacco; even though they all aware that smoking cigarette is not good for their health. They also know that tobacco advertisement, promotion and sponsorship will likely to increase the consumption of tobacco in Cambodia.

Tobacco advertisement, sponsorship and promotional activities are widely and thoroughly available throughout the country, and reach target audiences by many means. It's obvious that Cambodian people are well aware of the danger of smoking and their perception toward the tobacco advertisement, sponsorship and promotional activities are not welcome.

Cambodian people do agree that all kinds of advertisement, promotion and sponsorship should be banned and Royal Government of Cambodia should approve tobacco control law for Cambodia

5.2 Recommendations

- With the ratification of Framework Convention of Tobacco Control (FCTC) by the Royal Government of Cambodia (RGC), we expect that RGC is in the head start of issuing the national tobacco control law which is the requirement from FCTC that was already ratified by RGC. Also, it is the requirement from FCTC to have national tobacco control law and regulation, and RGC as a convention party should ratify tobacco control law.
- Ratification of National Tobacco Control Law is also the expectation from Cambodian people as they all support this kind of law, as stated in our research. Based on our research as well as those conducted by ADRA, people in Cambodia strongly support the banning of tobacco advertisement, promotion and sponsorship and they all understand about the hazard of smoking.

- With the cases of smoke-free circulation that's applied to some institutions like hospitals, schools, etc, and the voluntary commitment from television managers for not advertising and promoting tobacco products, it is optimistic that in the near future, with more pressure from related agencies, organizations, tobacco advertisement, promotion and sponsorship will not be seen again by Cambodian people
- Cambodia is an ASEAN country that have no ban on tobacco advertising, promotion and sponsorship. Hence, it is subject to relentless and blatant tobacco product marketing. Billboards are common in Cambodia. They can dominate the skyline and reach out to a large segment of the population, including children who commute daily. Another form of entrapment into a lifetime of nicotine addiction is through tobacco sponsored music concerts that are not only held in the main capital but are taken to various provinces. Vehicle ferried sales personnel comprising young men and women to visit even remote village. The female sale promoter will try to approach men to promote and sell the cigarettes while male sales promoter will do the same opposite gender. Hence, all kinds of tobacco advertisement, promotion and sponsorship should be banned in Cambodia
- Seriously concerned about the impact of all forms of advertising, promotion and sponsorship aimed at encouraging the use of tobacco products. Emphasizing the special contribution of nongovernmental organizations and other members of civil society not affiliated with the tobacco industry, including health professional bodies, women's, youth, environmental and consumer groups, and academic and health care institutions, to tobacco control efforts nationally and internationally and the vital importance of their participation in national and international tobacco control efforts. In order to accomplish this preamble of FCTC as a party, Cambodia should strengthen the Inter-Ministerial Committee (IMC) to enforce implementation banning of advertising, promotion and sponsorship through social mobilization.

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About SEATCA

The Southeast Asia Tobacco Control Alliance (SEATCA) works closely with key partners in ASEAN member countries to generate local evidence through research programs, to enhance local capacity through advocacy fellowship program, and to be catalyst in policy development through regional forums and in-country networking. By adopting a regional policy advocacy mission, it has supported member countries to ratify and implement the WHO Framework Convention on Tobacco Control (FCTC)

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