

# **Impact of Advertisements of Alcohol and Tobacco on Children**

**A Study in Five Major Cities of Nepal**



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**Child Workers in Nepal Concerned Centre**  
P.O. Box: 4374,  
Ravi Bhawan, Kathmandu, Nepal  
Tel:- 977-1-4282255; 4278064 Fax:- 977-1-4278016  
E-mail: [cwin@mos.com.np](mailto:cwin@mos.com.np) URL: [www.cwin-org.np](http://www.cwin-org.np)

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**Study Team:**

**Research Coordinator:**

Sumnima Tuladhar

**Enumerators:**

Madhav Lohani

Lacchindra Maharjan

Sulochana Basbet

**Assisted by:**

Sarah

Shreeza Rajbhandary

Vasha Shrestha

Kasia

**Supported by:**

Alcohol, Drug and Development Programme (ADD),

FORUT Norway ([www.forut.no](http://www.forut.no))



## **Table of contents**

Chapter I.....	1
Introduction.....	1
1.1 The Research Context.....	1
1.1.1 Advertisements and young people.....	4
1.1.2 Effects of Alcohol Use.....	6
1.1.3 Tobacco Use in Nepal.....	6
1.2.1 Objectives.....	9
1.3 Research Methods.....	10
1.3.1 Research design.....	10
1.3.2 Sample size.....	10
1.3.3 Survey instruments.....	11
1.3.4 Triangulation.....	11
Chapter II.....	13
Profile of the Study Population.....	13
2.1 Respondents by Research Sites.....	13
2.2 Respondents by Age and Gender.....	13
2.3 Education of the Respondents.....	14
2.4 Caste/ethnic Groups.....	15
2.5 Traditional Alcohol Use Status.....	16
2.6 Child Labour.....	17
2.8 Media Exposure.....	19
2.8.1 Alcohol and tobacco advertisement in print media.....	19
2.8.2 Media exposure among study populations.....	22
Chapter III.....	24
Alcohol Use.....	24
3.1 Alcohol Use.....	24
3.1.1 Prevalence of alcohol use.....	24
3.1.2 How children initiate alcohol use?.....	25
3.1.3 Perception of alcohol use.....	27
3.1.4 Perception on effects of alcohol use.....	28
3.2 Media Exposure to Alcohol Advertisements.....	29
3.2.1 Media advertisements and promotion of alcohol use.....	29
3.2.1 People involved in alcohol advertisements.....	33

3.2.2 Impact of alcohol advertisements on children's lives .....	34
3.2.3 Why alcohol companies advertise their products?..	35
Chapter IV .....	39
Tobacco use .....	39
4.1 Tobacco Use.....	39
4.1.1 Prevalence of tobacco use .....	39
4.1.2 Reasons for tobacco use.....	40
4.2 Media Exposure to Tobacco Use .....	41
4.2.1 Tobacco advertisement and promotion of its use ..	41
4.2.2 Location of advertisements .....	42
4.2.3 Perceived effects of tobacco use .....	44
Chapter V .....	47
Summary of Findings and Recommendations .....	47
5.1 Summary of findings.....	47
5.2 Recommendations.....	51

## **List of tables**

### **Chapter II**

Table 2.1: Number of children interviewed by gender and research sites .....	13
Table 2.2: Number of children interviewed by gender and age group .....	14
Table 2.3: Distribution of children interviewed by gender and educational status .....	14
Table 2.4: Distribution of children interviewed by caste/ethnic groups.....	16
Table 2.5 Distribution of children interviewed by gender, according to traditional alcohol use status .....	17
Table 2.6: Distribution of children interviewed by gender and child labour .....	18
Table 2.7 Distribution of children interviewed by gender and income.....	19
Table 2.8: Percentage distribution of children interviewed by sex and media exposure .....	23

### **Chapter III**

Table 3.1 Distribution of children interviewed by alcohol use status, according to gender.....	25
Table 3.2 Distribution of children interviewed by alcohol use status, according to age group.....	25
Table 3.3 Different contexts of the initiation of alcohol use ...	26
Table 3.3 Distribution of children interviewed by the perception of drinking, and drinking behaviour while coming into urban areas, according to gender .....	27
Table 3.4 Distribution of children reporting perception on effects of alcohol use .....	28
Table 3.5 Percentage distribution of children reporting the effects of media on the promotion of alcohol use, according to selected characteristics of the respondents (only 'yes' cases) ..	30

Table 3.6 Alcohol advertisements seen in different location, by number of respondents .....	31
Table 3.7 Distribution of children interviewed by seen famous people advertising alcohol in T.V. and seen people drinking in T.V., according to gender .....	33
Table 3.8 Distribution of children interviewed by feeling of alcohol advertisement, according to gender.....	34
Table 3.9 Perception of respondents about advertisement of alcohol by companies.....	36
Table 3.10 Children reporting their perception on how alcohol/smoking advertisements is made attractive.....	37

## **Chapter IV**

Table 4.1 Percentage distribution of children interviewed by smoking/chewing behaviour, according to gender and age groups.....	40
Table 4.2 Percentage distribution of children interviewed who are taking tobacco by reasons for taking tobacco, according to gender.....	41
Table 4.3 Percentage distribution of children reporting the effects of media on the promotion of tobacco use, according to gender selected characteristics of the respondents (only 'yes' cases).....	42
Table 4.4 Tobacco advertisements seen in different location, by number of respondents .....	43
Table 4.5 Respondents reporting the effects of tobacco use on health.....	45

## **Chapter I**

### **Introduction**

#### **1.1 The Research Context**

Advertising is a new and growing industry in Nepal and alcohol and tobacco products have become a prominent part of advertising. According to the Association of Advertising Agencies in Nepal, alcohol accounts for 30 per cent of the total Rs. 2 billion industry turnover.

Alcohol and tobacco advertisements are featured prominently in mass media as well as in public displays in the form of hoarding boards and billboards. There has been hardly any restriction on the advertising of alcohol and tobacco despite the nature of the product and its possible health and social impacts. The only exception has been that, for the last two years, these advertisements have been banned from electronic media, specifically national radio, television, and private FM channels. However, there is no restriction on print media and public display, because advertisements are in line with the free market policy adopted by the government. Thus, alcohol and tobacco ads go through the same process as those of other commercial products in accordance with the rules of local, city, or village level administration. As a result, it is not uncommon to see city skylines, roads, shop walls and boards, houses, and national highways teeming with alcohol and tobacco billboards, banners, and posters. In print media, most newspapers and magazines feature these advertisements on a daily basis. The manufacturers also publicize their products through sponsoring public events such as sports, music, and cultural festivals.

Advertisements are governed by the National Broadcasting Act 2049 (1992), which discourages advertising alcoholic

substances in print media but does not impose any prohibition. Even the dissuasion however is poor as the Act levies a minimum of only Rs.105 tax on alcohol advertisements. In 1998 alone, national television and radio earned Rs. 27.5 Million from alcohol advertisements and Rs. 1.25 Million from tobacco advertisements.

For the first time, in February 1999, the Health Ministry, in co-operation with the WHO, issued a decree to ban alcohol advertisements in electronic media, specifically radio and television. They replaced them with counter-advertisements and health messages to compensate for the loss of revenue to the media. This has cut down the sponsorship of prime time programmes on radio and television. However, there is no restriction on most of the foreign satellite channels, which continue to air such advertisements. Since the ban, advertisers have focused on print media and public display to compensate for lost ad space.

It may be noticed, that the print media, more than ever, thrives on alcohol advertisements. Most newspapers and magazines feature multiple alcohol advertisements on a daily basis. In the month of January 2000 alone, 245 alcohol advertisements for liquor and beer appeared in twenty-five widely read dailies and weekly newspapers published in Kathmandu.

Kantipur Publications, which runs two daily magazines, a weekly magazine, several periodicals and a FM radio station, is seen as the media house featuring the highest number of alcohol advertisements. During festivals and sports events, advertising of such products is intensified even further.

In August 2001, with greater pressure from Maoists, the Home Ministry announced tough new provisions for sales, distribution, and consumption of alcohol. It was a decision

reflecting the special political climate of the country and growing demand for alcohol control taken up by the Maoists who have been waging a 'people's war' in the country since 1996. Although the deal eventually fell apart, the temporary agreement between the Maoists and the Government contained tough measures against the production, distribution, consumption and advertising of alcohol. The deals main points included:

- Prohibition of drinking alcohol under the age of 25 and selling to people under the age of 21.
- Allowing only a certain number of outlets selling liquor - four shops in each ward of a metropolitan city, three shops in sub-metropolitan, and only two shops at the VDC (Village District Committee) level.
- Limited hours for alcohol sale - from 2- 6 PM.
- Ban on distillation of liquors from food grains.
- Sale of alcohol not allowed within 300 meters (in urban areas) and 500 meters (in rural areas) from religious and educational institutions.
- Ban of alcohol advertisements for radio, television, newspapers, magazines, and public display.
- Announcement of a 'liquor free day' on the first and second days and the last two Saturdays of every month (pay days and holidays).
- Not issuing new licenses for producing alcohol, regulating existing ones and diverting companies to produce alternative products.
- Necessary law reform in order to implement the new agreements.

The agreement had been met with both approval and criticism. Social organizations appreciated some of its finer points, such as setting up a legal drinking age, proposing zoning laws, drastically reducing the number of alcohol sale outlets and

banning the advertising of alcohol both in print and electronic media. The private sector however, protested by stating that the move represented a government failure to protect private investments.

The private sector accused the government of buckling under pressure - in this case, extreme pressure in the form of explicit threats (as before the agreement, the Maoist activists had destroyed one of the largest distilleries in western Nepal). Furthermore, cultural groups that traditionally use alcohol also opposed the agreement, criticizing the decision as being short sighted and compromising the cultural rights of people. The advertising industry also protested against a blanket ban on alcohol products, demanding that a global standard be followed and that people's rights to information and choice be respected. However, it had been conceded that advertisements could be regulated in form, content, and timing.

Maoist demands to control alcohol production and consumption were quickly dismissed because of:

- a. A breakdown in the peace dialogue between Maoist and the Government and because Maoist were labelled as 'Terrorists'.
- b. A low level of social mobilization against excessive use of alcohol.

### **1.1.1 Advertisements and young people**

Some laws and policies address the age for buying and/or consumption of alcohol. The Nepali Children's Act of 1992, Provision 16, prohibits children from buying alcohol, drugs, and other illegal substances. Hotel Regulations and the sales and distribution of Alcohol Act, 2023, Section 7, has a provision on the prohibition of selling and servicing alcohol to children under 16 years of age and persons intoxicated with alcohol. Similarly, a Bill passed in June 2000, banned the sale of alcohol to minors (under 16) and production and sale of

plastic pouch liquor (a low quality alcohol often consumed by young people because of its convenient size and low price). Regarding advertising laws, no law has addressed the issue of setting age-limits for the target groups of advertisements, the regulation of the content and the timing of ads. As is the case with other consumer products, alcohol advertisers currently do not have to pay any attention to the nature, content, and target of their messages.

Different research studies show that young people have always been a target for print and electronic advertising. The display of beer advertisements is often portrayed in a youthful manner and the sponsorship of music and sports events is almost always targeted towards young people. Perhaps the most striking form of targeting this group is the brewery sponsorship of excellence awards for the best students passing national high school examinations. In addition, heavy promotion of beer is done by discount stores encouraging young people to buy and participate during festivals and holidays. The move by distilleries to produce pouches of liquor, which are convenient and attractive to both youth and children, is also an indirect form of product promotion.

The media can play an important role in influencing young people's exposure to products such as alcohol. In the United States, it is estimated that children will have seen 75,000 advertisements for alcohol by the time they reach 16. Such ads usually portray alcohol and tobacco use as being glamorous and tend to stray away from showing possible consequences. Studies have suggested that young people report positive feelings about drinking and their own likelihood to drink after viewing alcohol advertisements, clearly demonstrating the massive influence of the media on the attitudes and choices of the youth.

### **1.1.2 Effects of Alcohol Use**

Several adverse consequences of excessive alcohol use are reported widely. Excessive alcohol consumption is reported to cause physical/health risks as well as economic, social, and family ills. It is often the root cause of domestic violence and its addictive nature can slowly lead heavy users into poverty.

In terms of health, excessive alcohol use directly affects the brain, liver and muscle tissue, and imposes a direct chronic pathological effect on the heart muscle. Further, an increasing number of vehicle accidents and deaths in Nepal are also related with excessive alcohol use among the adult population.

Medical research shows that higher blood alcohol levels cause greater physical and mental impairment during use. Severe intoxication may produce serious disturbances, including extensive imbalance in the body's chemistry, impaired judgment and numerous "hangover" effects; including nausea, headache, gastritis, thirst and a residual physical and mental malaise which may last as long as 24 hours after all the alcohol consumed has been metabolised.

The economic and social effects of alcohol are discussed in section 1.1.4.

### **1.1.3 Tobacco Use in Nepal**

There exists an extremely high risk of tobacco-related diseases in Nepal, as Nepal has the highest proportion of its population using tobacco in the world and one of the highest percentages of female users. According to WHO, 39.5% of males and 23.8% of females above the age of 10 use tobacco with 90% of them starting at the age of 15.

Tobacco usage kills 15,000 people every year in Nepal, among them, 85 percent die of lung cancer. Smokers suffering from lung cancer often neglect initial symptoms and take medicine by themselves without undergoing any medical check-ups. (Aarati Shah, medical director of Bhaktapur Cancer Hospital).

Even more concerning than the WHO statistics, a national survey on smoking behaviour conducted in 2000 in Nepal found smoking prevalence among the population over 15 years of age at 38 percent. That includes 48 percent males and 28.7 percent females (from “The Rising Nepal” newspaper, the state-run English daily).

Research conducted on health hazards related to tobacco show that tobacco use increases the risks of cancer, cardiovascular disease, and respiratory disease. It particularly increases the risk of developing cancer of the lip, tongue, mouth, saliva gland, oesophagus, throat, larynx, lung, stomach, kidney, liver, pancreas, colon, bladder, uterus, cervix, rectum, and can lead to acute myeloid leukaemia. Tobacco use increases the chance of coronary heart disease, peripheral vascular disease, and nearly doubles a person's risk of having a stroke. Tobacco use also increases the likelihood of upper and lower respiratory tract infections, asthma, and chronic obstructive pulmonary disease (which include emphysema and chronic bronchitis). Other health problems include balding, retina damage, plaque and tooth decay, weakening of the bones, and ulcers. Many risks are also present with special regard to children. Pregnant women who smoke put their unborn children at risk of pre-term delivery, stillbirth, low birth weight (which puts a child at an increased risk of severe health problems and even death), decreased lung functioning, and sudden infant death syndrome (SIDS). If children take up smoking, their lung growth and functioning are impaired, and they are prone to chronic

coughing and wheezing. An addiction leaves the individual vulnerable to all of the health risks stated above.

#### **1.1.4 Economic and Family Effects of Alcohol and Tobacco**

Alcohol and tobacco use have compounded repercussions for the world's poor. Economic, health, and social problems are all interwoven, and the stakes are high. Moreover, because the level of education and awareness about the risks of addiction are lower among the poor, they form a particularly vulnerable group.

The economic problems in sustaining addictions arise because alcohol and tobacco use drains very limited resources for those who are struggling for their daily subsistence needs. Moreover, the money used for addictions often detracts from the already low supply of nourishing food for themselves and their families. The lack of nourishing food adversely affects their health, as does the addiction. These health complications are rarely treated properly, and lead to premature death as well as perpetual generational health issues. Finally, because of the difficulties that alcohol and tobacco use brings upon families and communities, tensions and disputes increase, causing domestic and social problems as well.

As Nepal is one of the least developed countries in the Asian region, and in the world, the people of Nepal are more susceptible to the above-mentioned issues. In 2004, Nepal ranked 140 out of 177 in the Human Development Index. Health care in the rural areas is sparse, and people often have to travel long distances to obtain it, and pay fees that they often cannot afford. In urban areas, health care is more readily available, but there are still many who cannot afford it.

## **1.2 Study**

In this given context of alcohol and tobacco use in Nepal, Child Workers in Nepal Concerned Centre (CWIN) conducted a study to examine the increasing number of children in urban areas who are being exposed to media advertisements and promotions for tobacco and alcohol. Such advertisements have been banned from electronic media, but are still promoted through many T.V. channels. In this context, CWIN wants to gauge what children's knowledge of both the effects of alcohol and tobacco is as well as their ideas about media and how it affects them.

### **1.2.1 Objectives**

The general objective of the study is to identify the magnitude of the media's presence in children's lives concerning alcohol and tobacco. The study will identify the effect of alcohol and tobacco from media exposure to the children. The specific objectives of the study are the following:

- To understand the extent of the problem caused by media by exposing alcohol/tobacco and their impact on children.
- To understand whether certain groups of children are more influenced than others by media.
- To identify the level of the children's understanding of the media and how it may influence them to use alcohol and tobacco.
- To recommend appropriate future interventions to minimize alcohol and tobacco use.

### **1.3 Research Methods**

#### **1.3.1 Research design**

This study explores the perception and impact of advertisements of alcohol and tobacco on children's lives. It is designed to cover children from 12-18 years of age both in and outside of school. School going children are further divided into those going to public schools and those going to private schools, as their perception of alcohol and tobacco including their exposure to media differs with respect to the types of schools they attend.

#### **1.3.2 Sample size**

A preliminary study was conducted from June 2004 to September 2004. This study focused on children in Kathmandu. Following this study, four other cities were included in the research: Pokhara, Biratnagar, Narayanghat and Nepalgunj. In the preliminary study, 250 children were interviewed; 125 were school going children from five different schools, and 125 were street children selected from different areas of the city. In the subsequent studies in four other cities, 100 children were interviewed; 50 were school going children, and 50 were street children. All children were between the ages of 12 and 18. A total of 789 children eventually participated in the study. (see Table 2.1).

To ensure a random and representative sample, schools were selected at random in the cities. Boy's and girls were interviewed evenly, and were school going children from government and private schools.

- Both private and government schools were included in the study.

- Efforts were made to interview an equal number of children from each school, equal numbers of boys and girls and approximately the same number of children from each grade level (grades 7-12).
- Children were randomly selected according to their ID number.

### **1.3.3 Survey instruments**

This study employed the use of individual questionnaires, Focus Group Discussions, and a survey of national dailies, weeklies and magazines in the month of October 2004.

<b>Age Group</b>	<b>Study Group</b>	<b>Study Method</b>
12 – 17 years	School children in age group 6 - 9  School children in age group 10 -18	FGD Individual interview
12 – 17 years	Non-school/ Street children	FGD Individual interview Various child friendly materials

### **1.3.4 Triangulation**

In order to increase the validity of data, researchers administered the questionnaire to the students, emphasizing the importance of honest answers, and reassuring them that all answers will be completely confidential. A 10-15 minute introduction and discussion took place to relax the students. An envelope was provided for them to put their questionnaires into once they completed filling them out.

Children were not allowed to take the questionnaires home, as parents or other family members might have interfered with the answers.

Researchers also conducted FGD's among the students. In each FGD, approximately 10 students were involved. Discussions were made as informal as possible, during which questions regarding personal use of tobacco and alcohol were not explicitly asked.

The individual questionnaire was pre-tested before conducting the final survey. Efforts were made to design the questionnaire in as simple, easy, unambiguous, open-ended, and sequential form as possible.

## Chapter II

### Profile of the Study Population

This chapter deals with selected characteristics of the respondents, namely: age, gender, education, caste/ethnicity and the extent of media exposure. This information is important so as to examine to what extent the respondents are exposed to media and advertisements of alcohol and tobacco.

#### **2.1 Respondents by Research Sites**

A total of 789 children under the age of 18 years were interviewed from five research sites: Pokhara (40%), Kathmandu (31%), Biratnagar (13%), Nepalgunj (9%) and Chitwan (7%). Of the total, girls constituted 50.8 percent (Table 2.1).

**Table 2.1: Number of children interviewed by gender and research sites**

District	Girls		Boys		<i>Total</i>	
	N	%	N	%	N	%
Pokhara	156	38.9	158	40.7	314	39.8
Kathmandu	120	29.9	123	31.7	243	30.8
Biratnagar	39	9.7	61	15.7	100	12.7
Nepalgunj (Banke)	49	12.2	26	6.7	75	9.5
Chitwan	37	9.2	20	5.2	57	7.2
<b>Total</b>	<b>401</b>	<b>100.0</b>	<b>388</b>	<b>100.0</b>	<b>789</b>	<b>100.0</b>

#### ***2.2 Respondents by Age and Gender***

Table 2.2 displays the distribution of respondents according to age and gender. Accordingly, 44.4 percent of the total

respondents belonged to 10-14 years age group, while 55.6 percent belonged to 15-18 years age group.

**Table 2.2: Number of children interviewed by gender and age group**

Age group	Female		Male		Total	
	N	%	N	%	N	%
10 – 14	178	44.4	172	44.3	350	44.4
15 -18	223	55.6	216	55.7	439	55.6
Total	401	100.0	388	100.0	789	100.0

### **2.3 Education of the Respondents**

In our sample, 4 percent of the total were illiterate while 96 percent were literate children. Among the literate populations, 11 percent were in primary education, 34 percent in lower secondary education, 51 percent in secondary education and 4 percent in higher secondary level (Table 2.3). In our sample, there is no sharp variation of educational status by gender.

**Table 2.3: Distribution of children interviewed by gender and educational status**

Categories	Girls		Boys		Total	
	N	%	N	%	N	%
<b>Literacy status</b>						
Illiterate	21	5.2	9	2.3	30	3.8
Literate	380	94.8	379	97.7	759	96.2
Total	401	100.0	388	100.0	789	100.0
<b>Education level</b>						
Primary (1-5 grade)	24	6.7	56	16.2	80	11.4
Lower secondary (6-7 grade)	132	36.9	105	30.4	237	33.7

***Impact of Advertisements of Alcohol and Tobacco on Children/15***

Secondary (8-10 grade)	183	51.1	175	50.7	358	50.9
Higher secondary (11-12 grade)	19	5.3	9	2.6	28	4.0
Total	358	100.0	345	100.0	703	100.0
<b>Type of school attending/attended</b>						
Public schools	261	74.1	231	67.2	492	70.7
Private schools	91	25.9	113	32.8	204	29.3
Total	352	100.0	344	100.0	696	100.0

Eight of 10 respondents were attending public schools. There is, however, variation of respondents coming from public and private schools according to gender. For example, one-third of boys were attending private schools while the comparable figure for girls was 25 percent. This sampled variation may be due to the fact that more boys are sent to private schools than girls, as many parents in Nepal may value quality education for their sons higher. Notice must be taken of the fact that private education is much more expensive than public education.

#### **2.4 Caste/ethnic Groups**

According to the caste/ethnic groups, 83 percent of the total respondents originate from Pahade groups (hill origin but either living in Tarai or hills), 8.5 percent originate from Madehi groups (Tarai origin but either living in Tarai or hills) and 8.7 percent of the total respondents did not mention their caste ethnic groups. Among the individual caste/ethnic groups, the highest proportions originate from Brahman (25%), followed by Chhetri/Thakuri (17%), Newar (17%), and Gurungs (11%). Among the Madehi groups, Muslim and Tharu have the highest proportion (Table 2.4).

**Table 2.4: Distribution of children interviewed by caste/ethnic groups**

<b>Caste/ethnic groups</b>	<b>N</b>	<b>%</b>
<b>1.Pahade groups</b>	<b>655</b>	<b>82.9</b>
Brahmin	196	24.8
Chhetri/Thakuri	137	17.4
Newar	135	17.1
Gurung	90	11.4
Dalit	50	6.3
Magar	30	3.8
Sanyasi	9	1.1
Tamang	7	.9
Rai	1	.1
<b>2.Madeshi groups</b>	<b>65</b>	<b>8.5</b>
Muslim	17	2.2
Tharu	17	2.2
Gupta	7	.9
Teli	6	.8
Panjabi/Bangali	5	.6
Tarai Dalit	2	.3
Barma	2	.3
Kumal	2	.3
Ray	1	.1
<b>3.Others</b>	<b>6</b>	<b>.8</b>
<b>4.Not reported caste/ethnic group</b>	<b>69</b>	<b>8.7</b>
<b>Total</b>	<b>789</b>	<b>100.0</b>

### **2.5 Traditional Alcohol Use Status**

Nepalese society is divided into traditional alcohol user and non-user groups, although this distinction has almost disappeared in present day. Civil Code, 1910 BS by Rana

rulers, who ruled the country almost 104 years as an oligopoly, legalized this distinction. Alcohol users were termed as *Matuwali* and those who were not allowed to drink were termed as *Tagadhari*. In our sample, traditional alcohol user groups are Newar, Gurung, Tarai Dalit, Dalit, Magar, Tharu, Rai and Tamang. While, traditional alcohol non-users are Brahman, Chhetri/Thakuri, Muslim, Teli, Gupta, Pajabi/Bangali, Kausal, Ray, Sanyasi, Barma and Kumal.

In our sample, 46 percent of the total respondents come from traditional alcohol user groups, while the remaining from traditional alcohol non-user groups. According to gender, relatively fewer proportions of males came from traditional alcohol user groups (Table 2.5).

**Table 2.5 Distribution of children interviewed by gender, according to traditional alcohol use status**

Traditional alcohol use status	Female		Male		Total	
	N	%	N	%	N	%
Alcohol user groups	192	51.9	140	40.0	332	46.1
Alcohol non user groups	178	48.1	210	60.0	388	53.9
Total	370	100.0	350	100.0	720	100.0

## **2.6 Child Labour**

Table 2.6 shows the distribution of respondents according to gender and child labour status. In our sample, 14 percent of the total respondents were reported to be involved in different types of child labour. In which a relatively higher proportion of boys as compared to girls engaged in child labour regime (19% vs. 10%).

A range of economic activities was listed during our survey, in which children are commonly involved in concerning emerging child labour trends in urban Nepal. Domestic child labour, hotel boys/girls and working at different types of shops were the major sectors where child labour was prominent. Half of the total child labourers (n= 110) were involved in domestic child labour – three fourths of the girls and a little over one-third of the boys. It is more common to see girls in domestic child labour than boys in Nepal as girls are thought to be more fit for household work. We have also encountered respondents who were involved in transport labour and rag picking. In both sectors, boys dominated girls. Child labour in garment factories and spinning was also evident.

**Table 2.6: Distribution of children interviewed by gender and child labour**

Categories	Female		Male		Total	
	N	%	N	%	N	%
<b>If child labour</b>						
No	363	90.5	316	81.4	679	86.1
Yes	38	9.5	72	18.6	110	13.9
Total	401	100.0	388	100.0	789	100.0
<b>Types of child labour sectors</b>						
Domestic child labour	29	76.3	26	36.1	55	50.0
Hotel boys/girls	3	7.9	11	15.3	14	12.7
Work at shop	3	7.9	7	9.7	10	9.1
Rag picking	-	-	4	5.6	4	3.6
Tempo helpers	-	-	4	5.6	4	3.6
Child labour at garment factory	1	2.6	2	2.8	3	2.7
Spinning at home	-	-	2	2.8	2	1.8
Others	2	5.3	16	22.2	18	16.4
<b>Total</b>	<b>38</b>	<b>100.0</b>	<b>72</b>	<b>100.0</b>	<b>110</b>	<b>100.0</b>

## **2.7 Income of children**

Table 2.7 displays the distribution of respondents who were engaged in different types of child labour according to their daily income. More than two-thirds of respondents who engaged in child labour had daily earning less than Rs. 50. According to gender, an overwhelming majority of girls (87%) had lower earnings than boys (58%). Clearly, child labourers remain far below making self-sufficient wages to pay for necessities such as lodging, food, transport, medical care etc. There were few respondents who also reported that they earn more than Rs. 200 per day. Note that there is large fluctuation in the daily income of children involved in rag picking. Sometimes, rag pickers do not earn anything in a day.

**Table 2.7 Distribution of children interviewed by gender and income**

Income (In Rupees/per day)	Girls		Boys		Total	
	N	%	N	%	N	%
<b>Up to Rs. 50</b>	<b>33</b>	<b>86.8</b>	<b>42</b>	<b>58.3</b>	<b>75</b>	<b>68.2</b>
<b>51 – 100</b>	<b>1</b>	<b>2.6</b>	<b>19</b>	<b>26.4</b>	<b>20</b>	<b>18.2</b>
<b>101 – 200</b>	<b>3</b>	<b>7.9</b>	<b>6</b>	<b>8.3</b>	<b>9</b>	<b>8.2</b>
<b>201 and above</b>	<b>1</b>	<b>2.6</b>	<b>5</b>	<b>6.9</b>	<b>6</b>	<b>5.5</b>
Total	38	100.0	72	100.0	110	100.0
Average						

## **2.8 Media Exposure**

### **2.8.1 Alcohol and tobacco advertisement in print media**

In our survey on alcohol and tobacco printed advertisements, we scanned through 50 papers and 20 magazines, published in the month of October 2004. Among them, some were

vernacular papers, some were national dailies and weeklies, some were children's magazines, and yet some were monthly magazines. These papers and magazines are read by millions of people in Nepal daily. The press is very strong in Nepali society and it has the power to formulate strong public opinion. At the same time, it is also used as a means of advertising alcohol and tobacco.

Our survey shows that, in a single day among 50 papers 41 have alcohol and tobacco advertisements. Among 20 magazines, 9 have such advertisements. It was also noted that beers had the highest rate of advertisements. Among beers, *Tuborg* had the most in print, which added to around 33 adds in about 70 papers and magazines together in just one day. Besides *Tuborg*, other beers like *Everest*, *Golden Tiger*, *Carlsberg* and *San Miguel*, were also frequently advertised. After Beer, other alcoholic advertisements for whiskey and Gin were also commonly seen in print.

These advertisements were mainly found on the front inside covers, back covers, back inside covers, first page, second page, centre page, and the last page. The last page seems to carry these advertisements the most.

Besides direct advertisements, alcohol and tobacco brands have also sponsored football matches (both played at home and those broadcasted on television), golf tournaments, comedy programmes, music concerts, fashion shows, dance shows, fetes and other programmes.

In print media, most of the newspapers and magazines feature tobacco and alcohol advertisements of particular brands on a daily basis. Dailies like *Kantipur*, *Himalayan Times*, *Annapurna Post*, *Nepali times*, *The Kathmandu Post*, *Himalaya times*, and *Nepal Samachar Patra*, which are read widely all

over the country show such ads on a daily basis. *Kantipur*, a Nepali daily, published by one of the largest media houses in Nepal, alone had 38 brands of alcohol and tobacco advertised in the month of October 2004, often printed on a daily basis. The next most prevalent alcohol and tobacco advertiser was the *Himalayan Times* with 24 brands in the month.

As a positive point, children's magazines and papers were found to be free from any alcohol or tobacco advertisements. This however cannot be said for youth magazines, which featured them often. It appears that the main target of alcohol and tobacco companies is not children but the youth. These advertisements project alcohol or tobacco use as a form of entertainment, relaxation, having fun or to show that someone is cool or interesting. They also associate alcohol or tobacco with success and strength. Most of these advertisements also associate attractive looking girls exposing their bodies with the alcohol in which they are promoting.

Tobacco advertisements were also noticed in print media but in comparatively smaller numbers. Among 70 of the papers and magazines surveyed, 14 of them had cigarettes advertised. Cigarette brands like *Surya*, *Shikhar*, *Khukuri*, *Marlboro*, *L&M* and *Yak* have advertisements in print regularly. Among these brands, *Surya* Cigarettes had the largest amount of advertisements in print.

It is evident from our survey that newspapers and magazines have become a major channel for spreading the popularity of alcohol and tobacco through ads that constantly reinforce their products in a positive light while ignoring the dangerous consequences and health hazards they may cause. Studies show that such advertisements can lead more people to try alcohol and tobacco, eventually causing dangerous health hazards. (Shreeza Rajbhandari, CWIN Local Action, 2004)

### **2.8.2 Media exposure among study populations**

Respondents were asked about the frequency of media exposure, which is presented in Table 2.8. Newspapers, Radio, sports events, magazines, movies and T.V. were the major media included in our sample. Eighty-seven percent of the total respondents have been exposed to Newspapers, and more than half are regular (i.e. daily) readers (54%). There is little variation in the exposure to Newspapers according to gender. Similarly, three-fourths of the respondents reported regularly listening to the Radio with little variation by gender. It was also found that three-fourths of total respondents were regular sport watchers. There were also a considerable proportion of respondents who are regular Magazine readers irrespective of gender (about 89%). Only 18 percent of the respondents regularly watch movies and more than three-fourths of the respondents are regular T.V. watchers, holding for both boys and girls.



## **Chapter III**

### **Alcohol Use**

This chapter is divided into two sections: alcohol use and media exposure to alcohol and tobacco advertisements. The first section deals with the prevalence rate of alcohol and the context of initiation including perceptions on alcohol use. The second section deals with whether media advertisements promote alcohol use or not.

#### **3.1 Alcohol Use**

##### **3.1.1 Prevalence of alcohol use**

Table 3.1 displays the distribution of gender among the children interviewed as well as their alcohol use status. We have further categorized alcohol users into users within the last one year and alcohol users within the last one-month. The last category for respondents is current alcohol users, those who use alcohol regularly. Accordingly, 12 in 100 respondents have used alcohol, more boys than girls (15% for boys and 9% for girls). In our sample, 9 percent of the total respondents are current users, 12 percent for boys and 7 percent for girls.

With regard to the age of respondents, older respondents (i.e. 15-18) over younger respondents (i.e. 10-14) were more likely to be exposed to alcohol (Table 3.2). Sixteen percent of the total older respondents were exposed to alcohol use while the comparable figure for younger respondents was only 9 percent. There was also a considerable proportion of respondents who are current alcohol users (within the last one month) with 11% and 7% for older and younger respondents, respectively.

**Table 3.1 Distribution of children interviewed by alcohol use status, according to gender**

Categories	Girls		Boys		Total	
	N	%	N	%	N	%
<b>Do you drink alcohol?</b>						
No	365	91.0	331	85.3	696	88.2
Yes	36	9.0	57	14.7	93	11.8
<b>Frequency</b>						
Within one year	7	1.7	12	3.1	19	2.4
Within one month	29	7.2	45	11.6	74	9.3
Total	401	100.0	388	100.0	789	100.0

**Table 3.2 Distribution of children interviewed by alcohol use status, according to age group**

Alcohol use status	Age groups				Total	
	10 - 14		15 -18			
	N	%	N	%	N	%
<b>Do you drink?</b>						
No	318	90.9	378	86.1	696	88.2
Yes	32	9.1	61	15.9	93	11.8
<b>If Yes: Frequency</b>						
Within one year	8	2.3	11	2.5	19	2.4
Within one month	24	6.9	50	11.4	74	9.3
Total	350	100.0	439	100.0	789	100.0

### **3.1.2 How children initiate alcohol use?**

Among the children, the initiation of alcohol use came from different contexts (Table 3.3). These contexts include the nature of friendships, state of tension, power dynamics, access to alcohol, entertainment value, and family problems. A large number of respondents regarded peer pressure and access to

alcohol and tobacco as the major reasons for the initiation of alcohol use among children and young people. The linkage of the initiation of alcohol use with different contexts is made to address a range of problems to help prevent children from taking alcohol in their early childhood. Such prevention involves tackling the broader phenomenon of related social, cultural and economic problems.

**Table 3.3 Different contexts of the initiation of alcohol use**

<b>SN</b>	<b>Broader issues</b>	<b>Causes of initiation</b>
1	Related to friendship	<ul style="list-style-type: none"><li>• Peer pressure</li><li>• Bad friendships</li></ul>
2	Related to tension	<ul style="list-style-type: none"><li>• Relieve tensions</li><li>• Frustration</li><li>• Tragedy in love affair</li></ul>
3	Related to power	<ul style="list-style-type: none"><li>• To show masculinity/adulthood</li><li>• To be a hero</li><li>• To show courage</li></ul>
4	Access	<ul style="list-style-type: none"><li>• Learnt from television</li><li>• Accessibility to cigarettes and alcohol in the market</li><li>• Influenced by print media</li></ul>
5	Fun and entertainment	<ul style="list-style-type: none"><li>• As a fashion</li><li>• Mode of entertainment</li><li>• Curiosity</li><li>• Imitate celebrities or role models</li></ul>
6	Family problems	<ul style="list-style-type: none"><li>• Cultural traditions to use alcohol</li><li>• Domestic violence</li><li>• Parental influence</li><li>• Dysfunctional family (step-parents, runaway child)</li></ul>

### 3.1.3 Perception of alcohol use

We had also asked the respondents about their perception of alcohol use i.e. whether they feel it is okay to drink or not, which is presented in Table 3.3. It was revealed that an overwhelming majority of respondents do not favour drinking alcohol (97% for girls and 94% for boys).

Further, respondents who had migrated to the cities were additionally asked if their drinking habit had increased since they reached urban areas. About three-fifths of the respondents were migrants. Among the migrant respondents, 6 percent reported that their drinking habits had increased in urban areas as compared to in rural area, with a higher proportion of boys over girls.

**Table 3.3 Distribution of children interviewed by the perception of drinking, and drinking behaviour while coming into urban areas, according to gender**

Categories	Girls		Boys		Total	
	N	%	N	%	N	%
Is it ok to drink?						
<b>Yes</b>	<b>14</b>	<b>3.5</b>	<b>32</b>	<b>8.2</b>	<b>46</b>	<b>5.8</b>
<b>No</b>	<b>387</b>	<b>96.5</b>	<b>356</b>	<b>91.8</b>	<b>743</b>	<b>94.2</b>
<b>Total</b>	<b>401</b>	<b>100.0</b>	<b>388</b>	<b>100.0</b>	<b>789</b>	<b>100.0</b>
Migration status						
<b>Migrants</b>	<b>233</b>	<b>58.1</b>	<b>236</b>	<b>60.8</b>	<b>469</b>	<b>59.4</b>
<b>Non-migrants</b>	<b>168</b>	<b>41.9</b>	<b>152</b>	<b>39.2</b>	<b>320</b>	<b>40.6</b>
Whether alcohol use increased coming into urban areas						
<b>Yes</b>	<b>9</b>	<b>3.9</b>	<b>18</b>	<b>7.6</b>	<b>27</b>	<b>5.8</b>
<b>No</b>	<b>224</b>	<b>96.1</b>	<b>218</b>	<b>92.4</b>	<b>442</b>	<b>94.2</b>
<b>Total</b>	<b>233</b>	<b>100.0</b>	<b>236</b>	<b>100.0</b>	<b>469</b>	<b>100.0</b>

### **3.1.4 Perception on effects of alcohol use**

Respondents were well informed about the effects of excessive use of alcohol. We asked the respondents whether they knew about the effects of alcohol use, the responses are summarized in Table 3.4. Respondents reported a variety of problems that arise due to excessive alcohol use, including physical, psychological, social and economic effects. Lung cancer, liver damage, tuberculosis, and heart diseases were the major health problems raised by the respondents. In addition, mental imbalance, loss of self-control and weakness were also reported to be the major psychosocial effects of alcohol. Respondents were also able to identify excessive alcohol use as one of the major causes of violence against women and children.

**Table 3.4 Distribution of children reporting perception on effects of alcohol use**

Effects of alcohol use	Number of respondents	Effects of alcohol use	Number of respondents
<b>Physical effects/diseases</b>		<b>Psychological effects</b>	
Lung cancer	123	Mental imbalance	50
Liver damage	114	Loss of self control	37
Tuberculosis	112	Weakness/laziness	23
Heart disease	109	Loss of concentration/memory	20
Early death	45	Addiction	17
Cough	44	Fussy mind	13
Kidney failure	19	Anger	9
	14	Lack of	3

***Impact of Advertisements of Alcohol and Tobacco on Children/29***

Cerebellum damage		morality and conscience	
Loss of appetite/weight loss	12	Guilt conscious	2
Ulcer	12	<b>Violence</b>	
Stomach cancer	9	Family disputes	55
High blood pressure	7	Violence/disput es	14
Nerve damage	6	Violence against children	9
AIDS	5		
Head ache	5	<b>Social and economic effects</b>	
Hepatitis	5	Bankruptcy/was tage of money/financial problem	105
Throat cancer	5	Social problem/status	74
Leprosy	4		
Deterioration of digestive system	3		
Accidents	1		

Note: responses are in multiple ones and hence total may not match with the total number of respondents in our survey.

**3.2 Media Exposure to Alcohol Advertisements**

**3.2.1 Media advertisements and promotion of alcohol use**

The respondents were asked if they believed alcohol advertisements promoted alcohol use among youth, their responses are summarized in Table 3.5. Among the media, T.V.

was believed to be the most influential instrument in promoting alcohol use among youth and children. Since the late 1990s, access to different foreign T.V. channels has tremendously increased, ranging from sports to telly-serials. These channels effectively attract youth and children. Although alcohol advertisements are not allowed on national T.V. channels in Nepal, different foreign T.V. channels do air advertisements for alcohol. In our sample, 38 percent of the total respondents believed that T.V. advertisements have promoted the use of alcohol. More girls over boys, younger children over older children and those attending private schools over those attending public schools reported that T.V. has indeed promoted use of alcohol among youth and children.

More than one-third of the respondents reported that newspapers promote alcohol use. A little less than one-third of the respondents also regard that hoarding boards promote alcohol use. Different magazines in Nepali, English and Hindi were also believed by the respondents to promote alcohol use among youth and children. Also, a considerable proportion of the respondents reported that movies, buildings, wall painting and sports events also promote alcohol use.

**Table 3.5 Percentage distribution of children reporting that media affects on the promotion of alcohol use, according to selected characteristics of the respondents (only 'yes' cases)**

<b>Characteristics</b>	<b>T.V.</b>	<b>News papers</b>	<b>Hoarding board</b>	<b>Magazine</b>	<b>Movie</b>	<b>Wall Paintings</b>	<b>Sport events</b>
<b>Gender</b>							
Girls	42.7	30.4	27.7	25.9	23.7	13.7	9.2
Boys	34.3	36.1	35.0	31.9	26.5	21.2	17.3
<b>Age groups</b>							

**Impact of Advertisements of Alcohol and Tobacco on Children/31**

10-14	39.7	33.2	32.8	29.1	24.0	19.7	11.1
15-18	37.6	33.2	30.1	28.7	26.0	15.5	14.8
<b>Types of schools attending</b>							
Public schools	31.5	25.2	25.0	22.3	20.9	14.2	11.4
Private schools	54.9	54.4	47.0	48.0	31.4	26.0	21.1
<b>Total</b>	<b>38.4</b>	<b>33.7</b>	<b>31.5</b>	<b>29.9</b>	<b>24.0</b>	<b>17.7</b>	<b>14.2</b>

Knowledge concerning the recognition of brand names was also looked at in the study. In our sample, the highest number of respondents reported that they had seen/heard 'Tuborg beer' advertisements from different media, followed by 'Bagpiper', 'Mac Dowell's no 1', and 'Vodka' (Table 3.6). Similarly, respondents were exposed to different brands of beer and spirit from different media.

**Table 3.6 Alcohol advertisements seen in different location, by number of respondents**

<b>Brands</b>	<b>Location</b>	<b>No. Of respondents</b>
Tuborg	Posters, Departmental Stores, Buildings, Hotel & Restaurants, Hoarding Boards	122
Bagpiper	Hoarding Boards, T.V.,	90
Mac Dowell's No.1	Hoarding Boards, T.V., Hotel & Restaurants, Newspapers	64
Vodka	Shops, Newspaper, Magazines, Sports Events	43
Royal Stag	Newspaper, Hoarding Boards, T.V, Building Walls	36
San Miguel	Posters, Hoarding Boards	36

***Impact of Advertisements of Alcohol and Tobacco on Children/32***

Carlsberg	T.V., Magazine, Sports Events	35
Gill Mary	Newspaper, Hoarding Boards	32
Red Label	Newspaper, T.V, Departmental Stores	24
Virgin	Magazines	19
Tiger Beer	Magazines, Shop	12
Rum	Newspaper, Hoarding Boards	11
Green Label	T.V.	10
Mt. Everest	Film, Magazines, Sports Events	9
Black Label	Hoarding Boards	8
Ultimate Gin	Newspaper, Magazines, Hoarding Boards	7
Bacardi	T.V.	6
Blue Diamond	Film, Magazines, Sports Events	6
Caravan	Newspaper	6
Hayward 5000	Building Walls, Hoarding Boards	5
Iceberg	Shops, market	5
Johnny Walker	Hoarding Boards	5
Royal Challenge	Posters	5
Bond Label	Newspaper	4
Valentino	Shop	4
Kingfisher	Pubs & Bars	3
Playboy	Newspaper	3
Blue Label	Streets, Newspapers, Buildings	2
Polo	Hoarding Boards	2
Ruslan White	Hoarding Boards	2
Director's Special	T.V., Newspaper, Magazines, Hoarding Boards	1
Gunnies	T.V., Newspaper, Magazines, Hoarding Boards	1
Sagarmatha	Newspaper, Hoarding Boards	1
Signature	Hoarding Boards	1

Note: responses are in multiple ones and hence total may not match with the total number of respondents in the survey.

### 3.2.1 People involved in alcohol advertisements

Respondents were asked whether they had ever seen famous people advertising alcohol, and people drinking alcohol on T.V. channels (presented in Table 3.7). In our sample, more than three-fifths of the total respondents reported that they have seen famous people advertising alcohol on T.V. This holds for both girls and boys. It is also noticeable that nine out of 10 respondents had seen people drinking alcohol on T.V. (excluding 'no' and 'rarely' categories). In terms of the frequency of seeing people drinking alcohol on T.V., 53 percent of the total respondents reported that they had seen people drinking alcohol 'very often', followed by 'sometimes' (27%) and 'every time' (10%).

**Table 3.7 Distribution of children interviewed by seen famous people advertising alcohol in T.V. and seen people drinking in T.V., according to gender**

Categories	Girls		Boys		Total	
	N	%	N	%	N	%
Seen ads of alcohol by famous people						
<b>Yes</b>	<b>242</b>	<b>60.3</b>	<b>250</b>	<b>64.4</b>	<b>492</b>	<b>62.4</b>
<b>No</b>	<b>159</b>	<b>39.7</b>	<b>138</b>	<b>35.6</b>	<b>297</b>	<b>37.6</b>
Seen people drinking in T.V.						
<b>No</b>	<b>16</b>	<b>4.0</b>	<b>13</b>	<b>3.4</b>	<b>29</b>	<b>3.7</b>
<b>Rarely</b>	<b>28</b>	<b>7.0</b>	<b>30</b>	<b>7.7</b>	<b>58</b>	<b>7.4</b>
<b>Sometimes</b>	<b>109</b>	<b>27.2</b>	<b>103</b>	<b>26.5</b>	<b>212</b>	<b>26.9</b>
<b>Very often</b>	<b>209</b>	<b>52.1</b>	<b>206</b>	<b>53.1</b>	<b>415</b>	<b>52.6</b>
<b>Every time</b>	<b>39</b>	<b>9.7</b>	<b>36</b>	<b>9.3</b>	<b>75</b>	<b>9.5</b>
Total	401	100.0	388	100.0	789	100.0

### 3.2.2 Impact of alcohol advertisements on children's lives

Our focus group discussions revealed that advertisements or famous people drinking alcohol and smoking in movies affect the way children feel about alcohol and tobacco. Some of the FGD respondents reported that they would like to try alcohol/tobacco because of their different role models in the media.

Table 3.8 displays the distribution of children interviewed according to their feelings about alcohol advertisements, according to gender. The highest number of respondents perceived that alcohol advertisements make them 'sad' (36%), followed by 'indifferent' (27%) and 'angry' (20%). There are few respondents who feel happy or excited to see alcohol advertisement in different types of media. Relatively, more girls over boys feel 'sad' and 'angry' while hearing or seeing alcohol advertisements on different types of media.

**Table 3.8 Distribution of children interviewed by feeling of alcohol advertisement, according to gender**

Feeling	Girls		Boys		Total	
	N	%	N	%	N	%
<b>Good</b>	<b>27</b>	<b>6.7</b>	<b>37</b>	<b>9.5</b>	<b>64</b>	<b>8.1</b>
<b>Excited</b>	<b>20</b>	<b>5.0</b>	<b>25</b>	<b>6.4</b>	<b>45</b>	<b>5.7</b>
<b>Bad</b>	<b>154</b>	<b>38.4</b>	<b>129</b>	<b>33.2</b>	<b>283</b>	<b>35.9</b>
<b>Angry</b>	<b>91</b>	<b>22.7</b>	<b>65</b>	<b>16.8</b>	<b>156</b>	<b>19.8</b>
<b>Indifferent</b>	<b>98</b>	<b>24.4</b>	<b>113</b>	<b>29.1</b>	<b>211</b>	<b>26.7</b>
<b>Others</b>	<b>11</b>	<b>2.7</b>	<b>19</b>	<b>4.9</b>	<b>30</b>	<b>3.8</b>
Total	401	100.0	388	100.0	789	100.0

Some of the FGD participants reported that television serials and movies often show celebrities drinking alcohol and/or smoking cigarettes after they face love tragedies, feel frustrated etc. According to some participants, such scenes make them

feel that they should also drink alcohol and/or smoke cigarettes whenever they feel upset. Unfortunately, the repetition of seeing these scenarios is likely to affect children's reactions to such events in their own lives.

Most FGD participants reported that they want to experience smoking and/or drinking when they see them being advertised by famous people on Television. Mostly, they stated that they enjoyed watching fights and courageous deeds done by actors. Similarly, scenes with actors like Sanjay Dutt taking drugs were stated as being attractive to the children.

The alcohol advertisements promoted by actors were very attractive for the boys but less so for girls. After seeing these advertisements, the boys said that they wanted to try the products to be like the people in the ads. Some of them dreamt of being actors and they believed that they needed to use such products in order to become like the actors on their TV screens and fulfil their dreams.

### **3.2.3 Why alcohol companies advertise their products?**

We discussed with the children the question of whether it is ok to advertise alcohol and tobacco by companies or not. Most FGD participants were not in favour of such advertisements. At the same time, some believed that it would not affect their behaviour and that the companies had their rights. In the discussion, it was revealed that some respondents wanted a complete ban on such advertisements, while others were in favour of regulation. Those in favour of regulation and/or control on such advertisements believed this would tremendously reduce excessive use of alcohol among adults and would also reduce its usage among youth and children.

We also asked the respondents about their perception on why the alcohol companies advertise their products, and the responses received are summarized in Table 3.9. The majority of respondents believed that alcohol companies' advertise their products with the intent to increase their sales, and earn more money.

**Table 3.9 Perception of respondents about advertisement of alcohol by companies**

<b>Reasons</b>	<b>No. of Respondents</b>
Increase sales/ Make the product superior than the competitors	425
Profit motive	194
Marketing the product/ Name and fame/publicity /Promote the products	98
Attract/encourage people	48
Provide information	13
Increase the production	12
Spoil people	6
Sell throughout the world	2
Discourage import of foreign brands	1

Note: responses are in multiple ones and hence total may not match with the total number of respondents in the survey.

There are a number of commonalities noticed in ways in which alcohol companies try to make their advertisements attractive (Table 3.10). Sexual presentations, verbal messages indicating alcohol makes users brave, courageous etc. are a few ways through which alcohol/tobacco companies attempt this. Most of the advertisements of alcohol/tobacco in Nepal are full of role models for young people such as sport-champions and actors/actresses.

The FGDs also confirm findings that there are some types of advertisements that specially attract children and young people.

Such advertisements commonly cited in the FGDs include: seeing role models, fun filled ads, the involvement of actors/actresses, story books, comedy, humour or new ideas, cartoons, celebrities, fantasies, genies and men on motorcycles.

Many children also mentioned that the statutory warnings such as ‘smoking is injurious to health’ generate curiosity and make them want to take the risk or romancing the risk drives them.

**Table 3.10 Children reporting their perception on how alcohol/smoking advertisements is made attractive**

How alcohol advertisement is made attractive?	Number of respondents	How alcohol advertisement is made attractive?	Number of respondents
Health hazard note ( <i>"smoking is injurious to your health"</i> )	47	Prizes, coupons	4
Way of presentation/new ideas ( <i>cowboys and the horses in Marlboro ads</i> )	47	Striking posters	4
Verbal message (e.g. bravery, courageous, door to success, etc.) – <i>"with a cigarette in your hand, you feel like a man"</i> .	40	Curiosity	3
Role models	28	Setting/place	3
Film actors/super stars/famous people	23	Fake reality	2
Songs/music/entertaining	13	Quality	2
Act/action of the personal	12	Coupons	1
Creativity	10	Fancy	1
Humour	7	Good-looking	1

***Impact of Advertisements of Alcohol and Tobacco on Children/38***

		posters	
Packaging	7	Good photography	1
Colour	5	Sense of refreshment	1

Note: responses are in multiple ones and hence total may not match with the total number of respondents in the survey.

## **Chapter IV**

### **Tobacco use**

Tobacco use is extremely common among Nepalese population. There is no restriction on selling tobacco from any shop, and hence one can easily find these products everywhere. This chapter is divided into two sections: tobacco use and impact of advertisements of tobacco on the promotion of its use among children.

#### **4.1 Tobacco Use**

##### **4.1.1 Prevalence of tobacco use**

Unlike alcohol use in which a distinction is made between traditional alcohol users and traditional non-users among caste/ethnic groups, tobacco use is common in Nepal among all groups. Tobacco is used by youths, adults and the elderly from different caste/ethnic groups irrespective of gender, especially in rural Nepal.

In our study, the prevalence rate of tobacco among children/young people aged 10-18 is 7 percent, with 10 percent for boys and 4 percent for girls (Table 4.1). The prevalence rate is one-percentage point higher for children aged 10-14 as compared to the children aged 15-18 years of age. The relatively lower proportion of girls reporting of smoking tobacco may be because of underreporting. In case of ethnic groups and Dalits, if tobacco is used, tobacco is shared among family members irrespective of gender and family status i.e. father/mother, husband/wife, mother-in law and daughter in laws etc.

**Table 4.1 Percentage distributions of children interviewed by smoking/chewing behaviour, according to gender and age groups**

Characteristics	Whether smoking/chewing tobacco		Total
	Yes	No	
<b>Gender</b>			
Girls	4.0%	96.0%	100.0
Boys	10.3%	89.7%	100.0
<b>Age groups</b>			
10-14	7.4%	92.6%	100.0
15-18	6.8%	93.2%	100.0
Total	7.1%	92.9%	100.0
N	56	733	789

#### **4.1.2 Reasons for tobacco use**

There may be several reasons for taking tobacco. Common ones include:

- a) Easy access to tobacco (i.e. tobacco is found in every shop)
- b) Tobacco is considered a means of entertainment in rural areas
- c) Heavy workload on women and smoking tobacco is believed to relieve tiredness
- d) Masculinity i.e. smoking makes them appear tough or brave
- e) Its local production
- f) Media influences
- g) Learning from parents or elderly (Table 4.2)

**Table 4.2 Percentage distribution of children interviewed who are taking tobacco by reasons for taking tobacco, according to gender**

Reasons for taking tobacco	Girls	Boys	Total
<b>Learn from parents</b>	<b>50.0</b>	<b>35.6</b>	<b>39.0</b>
<b>To relief from tiredness</b>	<b>5.6</b>	<b>33.9</b>	<b>27.3</b>
<b>Masculinity</b>	<b>16.7</b>	<b>16.9</b>	<b>16.9</b>
<b>Media influences</b>	<b>27.8</b>	<b>13.6</b>	<b>16.9</b>
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>N</b>	<b>18</b>	<b>59</b>	<b>77</b>

## **4.2 Media Exposure to Tobacco Use**

### **4.2.1 Tobacco advertisement and promotion of its use**

We asked the respondents if they have ever noted any type of media promoting tobacco use among children and young people, which is presented in Table 4.3. The children believed that T.V. was the most influencing instrument for the promotion of tobacco use (70%), followed by hoarding boards (46%), magazines (45%) newspapers (45%), and movies (38%). There were also a remarkable number of respondents who believed that buildings and sport events also promote tobacco use among children and youth.

In terms of gender, more boys than girls stated that the media promotes the use of tobacco. This variation, however, should be taken with caution in the sense that girls may be relatively less likely to be exposed to types of media as compared to boys in Nepal. There are several reasons for this, including:

- a) Low level of education among girls
- b) Lower social status of girls
- c) Lower access to resources among girls

In terms of the age groups among the respondents, there is no clear pattern. With regard to schooling of respondents, respondents attending private schools over those in public schools were more likely to be exposed to different types of media, both because of their access to such media and because of their education. Therefore, there is a sharp variation in the proportion among the respondents reporting the effects of media on the promotion of tobacco use among children and young people.

**Table 4.3 Percentage distribution of children reporting the effects of media on the promotion of tobacco use, according to gender selected characteristics of the respondents (only 'yes' cases)**

Characteristics	Newspapers	Hoarding board	Buildings	Sport events	Magazine	Movies	T.V
<b>Gender</b>							
Girls	38.1	39.9	18.0	14.5	41.6	37.7	72.8
Boys	51.8	51.8	22.7	19.6	48.7	38.1	67.3
<b>Age group</b>							
10-14	46.9	41.3	19.7	16.0	45.0	37.4	71.2
15-18	43.3	49.3	20.7	17.8	44.6	38.3	69.3
<b>Type of school attending</b>							
Public school	38.4	43.7	17.7	14.6	38.8	37.4	66.9
Private school	65.2	55.9	29.4	28.0	69.9	41.2	77.4
Total	44.9	45.7	20.3	17	45.1	37.9	70.1

#### **4.2.2 Location of advertisements**

Respondents were asked where they had seen tobacco advertisements and answered by listing a number of locations according to different brands of cigarettes and chewing

tobacco. Khukuri, Shikhar, Surya and Yak were the most commonly reported cigarettes advertised in different public places including in Newspapers, magazines, and on T.V. In terms of the chewing tobacco, Balwan was reported to be the most heavily advertised, followed by Pan parag and Krishna Khaini (Table 4.4).

There is no restriction on tobacco advertisements in different public places even around schools, health institutions, temples, and parks. Most of the children and youth friendly magazines and newspapers also regularly carry advertisements for tobacco.

**Table 4.4 Tobacco advertisements seen in different location, by number of respondents**

<b>Brands</b>	<b>Location of advertisements</b>	<b>N</b>
<b>Cigarettes</b>		
Khukuri	Building, restaurants	173
Shikhar	Newspaper, Magazines, T.V., Hoarding Boards	163
Surya	Newspaper, Magazines, T.V, Shops, Walls, H.B.	127
Yak	Newspaper, shops, T.V.	83
Bijuli	Hoarding Boards, Buildings, T.V., Magazine	45
555	Magazine	33
Marlboro	Newspaper, Magazines, Sports Events, Calendar, T.V.	32
L&M	Newspaper, Magazines, T.V., Hoarding Boards	27
Gaida	Hoarding Boards., Buildings	19
Deurali	Hoarding Boards, Buildings	7
Silver Lights	Magazines	1
Virginia slim	Magazine	1

<b>Tobacco chewing</b>		
Balwan	Building, restaurants, H.B., Radio, T.V., shops	59
Pan Parag	T.V., Magazines	15
Krishna Khaini	Buildings	10
Pine Lights	H.B., Newspapers	9
Chautari	H.B., Buildings	8
Goa Pan Masala	T.V.	3
Gurkha	H.B., Posters, Newspapers, Movies	3
Baba Khaini	Shops	2
Chutki Pan Masala	T.V.	2
Kuber	Building, restaurants, T.V.	2
Rajnigandha Pan Masala	T.V.	2

Note: responses are multiple ones and hence total may not match with the total number of respondents in the survey.

#### **4.2.3 Perceived effects of tobacco use**

Almost all the respondents including those taking tobacco recognize that using tobacco has adverse consequences on the health of smokers. Broadly, their responses may be categorized into physical, psychological, economic, and social effects of tobacco use. A range of physical effects were reported including heart disease, Cancer, Tuberculosis, Blood pressure, asthma, miscarriages etc. In this finding, it is understood that the children have an idea about the causes of tobacco & they are aware of the ill effects. We also have to note that some of the children have said that tobacco can cause leprosy and HIV too.

Major psychological effects reported include mental sickness, loss of memory and depression.

Major economic and social effects reported include: loss of money, loss of social prestige and family disputes.

Note that the findings should be treated as perceived effects rather than medically proved effects.

**Table 4.5 Respondents reporting the effects of tobacco use on health**

<b>Perceived effects of tobacco use</b>	<b>No. Of Respondents</b>
<b>Physical effects</b>	
Heart Disease	710
<b>Cancer</b> (Lung/Mouth/Throat/ Stomach/Ulcer/Liver)	601
Tuberculosis /Cough/ Asthma/ Bronchitis/Chest problem	391
Early death	63
Weakness/loss of weight/ Loss of good physique/ Loss of appetite/Loss of taste	60
Dental problem	39
Head ache/ High blood pressure /Increase nicotine content in the blood	27
Brain damage	11
Addiction	10
Miscarriage	8
Paleness in skin/ Black gums and lips	8
Kidney failure	5
HIV/AIDS	4
Leprosy	6
Effects the eyes	2
Inflammation of the nose	2

***Impact of Advertisements of Alcohol and Tobacco on Children/46***

Nervous disorder	2
Bones decay	1
<b>Psychological effects</b>	
Mental sickness	30
Loss of memory	3
Restlessness/ Depression	4
<b>Economic and social effects</b>	
Waste of money	85
Social problem/self prestige	82
Family disputes	41
Effects passive smoker	31
Bad influence on children	5
Violence	2
Can cause fire due to un-extinguished studs	1

Note: Responses are multiple ones and hence the total may not match with the total number of respondents in the survey

## **Chapter V**

### **Summary of Findings and Recommendations**

#### **5.1 Summary of findings**

This study was conducted with the aim of examining the impact of alcohol and tobacco advertisement on children's lives and their perceptions of these products. Two categories of respondents were interviewed: school going children (public and private schools) and those not going to school. The survey was conducted in the five major urban centres of Nepal, namely: Kathmandu, Pokhara, Biratnagar, Nepalgunj and Narayanghat. A total of 789 children, aged 10-18 were interviewed. Unstructured interviews as well as focus group discussion was employed to generate primary data, while major Newspapers and magazines published in the month of October 2004 were reviewed in order to see the extent of alcohol and tobacco advertisement in print media.

The following is the summary of the findings:

#### **Chapter II: Profile of the Study Populations**

- A total of 789 children under the age of 10-18 years were interviewed from five research sites: Pokhara, Kathmandu, Biratnagar, and Nepalgunj. Girls constituted 50.8 percent. Forty four percent of the total respondents belonged to 10-14 years of age.
- The majority of respondents were literate (96%) and half of the total school going respondents were from high schools. Among the school going respondents, 7 out of 10 came from private schools.

- Both Madeshi and Pahade groups were covered in the sample, 83 percent from Pahade groups. Among the individual caste/ethnic groups, hill Brahman constituted for about one-fourth of the total respondents, followed by Chhetri (17%), Newar (17%) and Gurungs (11%).
- Forty six percent of the total respondents come from traditional alcohol user groups, while the remaining proportion come from traditional alcohol non-user groups.
- Fourteen percent of the total respondents were reported to be involved in different types of child labour (19% girls and 10% boys). Major child labour sectors implicate domestic child labour, hotel boys/girls; work at different types of shops. More than two-thirds of respondents who were engaged in child labour earned less than Rs. 50/per day (87% girls and 58 %boys).
- In a single day in October 2004, out of 50 papers surveyed, 41 had alcohol and tobacco advertisements. Among 20 magazines, 9 had such advertisements. Beer was the most advertised alcohol product.
- Besides direct advertisements, alcohol and tobacco brands were advertised as sponsors for football matches in print media. *Kantipur, Himalayan Times, Annapurna Post, Nepali times, The Kathmandu post, Himalaya times, and Nepal Samachar Patra* have the most alcohol and tobacco advertisements.
- Although children's magazines and papers were free from any alcohol or tobacco advertisement, youth magazines were full of such tempting advertisements.

- Among the media, 87% of the respondents have been exposed to different T.V. channels, Newspapers, Radio, sporting events, and magazine. Movies were another major media the respondents were exposed to.

### **Chapter III: Alcohol Use**

- The rate of alcohol use was 9 percent, with 7 percent for girls and 12 percent for boys. In terms of age groups, alcohol use reached 7 percent for younger children and 11 percent for older children.
- Children reported initiating alcohol use in several different contexts including the nature of their friendships, state of tension, power, access, fun and entertainment, and family problems.
- An overwhelming majority of respondents did not favour drinking of alcohol (97% for girls and 94% for boys).
- Among the migrant respondents, 6 percent reported that their drinking habits increased once coming to urban areas as compared to their consumption of alcohol in rural areas. (The proportion was higher for boys than girls)
- Respondents reported different types of problems arising from the excessive use of alcohol: physical, psychological, domestic, social and economic effects. Lung cancer, liver damage, tuberculosis, and heart diseases were recognised as the major health problems.

- Among the media, T.V. has stood as the most influential instrument in promoting alcohol use among youth and children.
- More than one-third of the respondents reported that newspapers promote alcohol use and a little less than one-third of the respondents also stated that hoarding boards promote alcohol use.
- The advertising of different brands of beers, sprites, whisky is commonly found in most public places in urban areas such as around heavily trafficked roadways, schools/colleges, health institutions, parks, temples, and bridges.
- More than three-fifths of the total respondents reported that they have seen famous people advertising alcohol on T.V. and more than half of them reported that they have seen people drinking alcohol 'very often' on T.V., followed by 'sometimes (27%) and 'every time' (10%).
- A large number of respondents perceive that alcohol advertisements make them feel bad(36%), followed by 'indifferent' (27%) and 'angry' (20%).
- The majority of respondents believed that the intention of alcohol companies' was to advertise products in order to increase their sales and increase profits.
- Most of the advertisements for alcohol/tobacco in Nepal show role models whom young people follow such as sport-champions and actors/actresses. Such ads are usually well designed, emotional and often sexually arousing.

## **Chapter IV: Tobacco Use**

- The prevalence rate of tobacco use among children/young people aged 10-18 was 7 percent (10% for boys and 4% for girls).
- Major reasons found for tobacco use include easy access to tobacco products in the market, its use as entertainment in rural areas, relief from heavy workloads, showing masculinity, its appeal from the media and parental influence.
- The respondents stated that T.V. was the most influencing instrument for the promotion of tobacco (70%), followed by hoarding boards (46%), magazines (45%), newspapers (45%), and movies (38%).
- Khukuri, Shikhar, Surya and Yak were reported to be the most commonly advertised cigarettes.
- Almost all of the respondents, including those taking tobacco, perceive that taking tobacco has adverse consequences on users.

### **5.2 Recommendations**

The following recommendations are based on the information provided in our FGDs.

Recommendations for preventing children from starting smoking / drinking

- Create a healthy environment for children at home
- Make them aware of the harmful effects of alcohol and tobacco

- To be careful in choosing company of friends
- Parents must never send children to buy such things
- Adult members should not smoke or drink in front of children
- There should be a ban on ads of alcohol and tobacco in any mass media
- Advocacy and campaigns against alcohol and tobacco through street dramas and rallies
- Proper guidance by parents and teachers at home and in schools
- Prohibition on selling alcohol and tobacco to children
- Restriction on the imports of alcohol
- Declare smoke-free zones
- Less use of alcohol in family gatherings
- License hotels for selling alcohol and tobacco (to prevent serving alcohol or tobacco to minors)

**Recommendations for preventing children from being influenced by media advertisements:**

- Famous personalities should be discouraged to promote such ads
- Such ads must address the negative aspects of alcohol and tobacco
- The government should control the publicity of such ads in media especially on T.V, newspapers and hoarding boards
- There should be no gift offer with these products
- Documentary movies should be developed to create social awareness against smoking
- There should be a ban on alcohol and tobacco advertisements in any mass media
- Ban of such ads in public places such as markets, sports events, local *hatt* bazaars, fairs, music concerts etc.

Recommendations for getting children to stop smoking and drinking:

- Ban of such ads in the mass media
- Create awareness among children about the adverse effects of smoking and drinking
- Closing down alcohol and tobacco factories
- Prohibition on selling alcohol and tobacco to children
- Children should not be allowed to work in such factories
- Healthy family atmosphere
- Adult members should avoid smoking in front of children
- Such issue needs to be addressed in school curriculum
- The government should implement strong laws against it
- Ban on smoking and drinking in public places
- Establish rehabilitation centres



- a) Never\_\_\_\_                      b) Once a month\_\_\_\_  
c) Once a week\_\_\_\_                d) Once a day\_\_\_\_

14. How often do you listen to the radio?

- a) Never\_\_\_\_    b) Once a month\_\_\_\_    c) Once a week\_\_\_\_  
d) Once a day\_\_\_\_    e) More than once a day\_\_\_\_

15. How often do you watch sporting events?

- a) Never\_\_\_\_                      b) Once a month\_\_\_\_  
c) Once a week\_\_\_\_                d) Once a day\_\_\_\_

16. How often do you read magazines? a) Never\_\_\_\_

- b) Once a month\_\_\_\_    c) Once a week\_\_\_\_  
d) Once a day\_\_\_\_    e) More than once a day\_\_\_\_

17. How often do you watch movies? a) Never\_\_\_\_

- b) Once a month\_\_\_\_              c) Once a week\_\_\_\_  
d) Once a day\_\_\_\_                  e) More than once a day\_\_\_\_

18. How often do you watch TV? a) Never\_\_\_\_

- b) Once a month\_\_\_\_              c) Once a week\_\_\_\_  
d) Once a day\_\_\_\_                  e) More than once a day\_\_\_\_

<b>Alcohol Use</b>
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19. Does anyone you know drink? a) Yes\_\_\_\_ b) No\_\_\_\_

20. If so, who? a) Parents\_\_\_\_ b) Teachers\_\_\_\_

c) Siblings\_\_\_\_ d) Friends\_\_\_\_ e) Aunts/Uncles\_\_\_\_

f) Cousins\_\_\_\_ g) Other\_\_\_\_

21. Do you drink? a) Yes\_\_\_\_ b) No\_\_\_\_

22. If so, how often do you drink?

- a) Once a month\_\_\_\_                      b) Once a week\_\_\_\_  
c) Once a day\_\_\_\_                          d) Multiple times a day\_\_\_\_

23. If so, why do you drink?

- a) Peer pressure \_\_\_\_\_ b) Boredom \_\_\_\_\_  
c) To escape your troubles \_\_\_\_\_ d) Cultural practice \_\_\_\_\_  
e) Other \_\_\_\_\_

24. Do you think it is okay for people to drink?

- a) Yes \_\_\_\_\_ b) No \_\_\_\_\_

25. (If you moved here from a rural area): Do you drink more now that you live in the city? a) Yes \_\_\_\_\_ b) No \_\_\_\_\_

26. Do you know of any harmful effects of drinking?

- a) Yes \_\_\_\_\_ b) No \_\_\_\_\_

27. If so, what are they? \_\_\_\_\_

<b>Media Exposure to Alcohol Ads</b>
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28. Have you ever seen or heard an ad for alcohol?

- a) Yes \_\_\_\_\_ b) No \_\_\_\_\_

29. Where do you see or hear ads or promotions for alcohol?

- a) Newspapers \_\_\_\_\_ b) Hoarding boards \_\_\_\_\_  
c) Buildings \_\_\_\_\_ d) Sporting Events \_\_\_\_\_  
e) Magazines \_\_\_\_\_ f) Movies \_\_\_\_\_  
g) TV \_\_\_\_\_ h) Other \_\_\_\_\_

30. How many ads for alcohol do you see in a day? \_\_\_\_\_

31. Describe all of the ads you can remember in detail. (The brand, location of the ads, content of the ads, etc). \_\_\_\_\_

[32. Total number recounted: \_\_\_\_\_]

33. How do the ads for alcohol make you feel?

- a) Good \_\_\_\_\_ b) Excited \_\_\_\_\_ c) Bad \_\_\_\_\_

***Impact of Advertisements of Alcohol and Tobacco on Children/57***

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- d) Angry\_\_\_\_ e) Indifferent\_\_\_\_ f) Other\_\_\_\_
34. Are there any ads that you think are attractive?  
a) Yes\_\_\_\_ b) No\_\_\_\_
35. If so, what about them is attractive? \_\_\_\_\_
36. Have you ever seen famous people advertising for alcohol?  
a) Yes\_\_\_\_ b) No\_\_\_\_
37. Have you ever seen people drinking alcohol on TV or in movies?  
a) Yes\_\_\_\_ b) No\_\_\_\_
38. If so, how often do you see people drinking alcohol on TV or in movies?  
a) Every time\_\_\_\_ b) Very often\_\_\_\_  
c) Sometimes\_\_\_\_ d) Rarely\_\_\_\_
39. Do you think alcohol ads affect the way you think about alcohol?  
a) Yes\_\_\_\_ b) No\_\_\_\_
40. Why do you think alcohol companies advertise their products?\_\_
41. Do you think that alcohol ads affect the number of people that drink? a) Yes\_\_\_\_ b) No\_\_\_\_

<b>Tobacco Use</b>
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42. Does anyone that you know smoke or chew tobacco?  
a) Yes\_\_\_\_ b) No\_\_\_\_
43. If so, who smokes or chews tobacco?  
a) Parents\_\_\_\_ b) Teachers\_\_\_\_ c) Siblings\_\_\_\_  
d) Friends\_\_\_\_ e) Aunts/Uncles\_\_\_\_ f) Cousins\_\_\_\_  
g) Other\_\_\_\_
44. Do you smoke or chew tobacco? a) Yes\_\_\_\_ b) No\_\_\_\_
45. If so, how often do you smoke or chew tobacco?

- a) Once a week\_\_\_ b) Once a day\_\_\_ c) Multiple times a day\_\_\_
46. If so, why do you smoke or chew tobacco?  
a) Peer pressure\_\_\_ b) Boredom\_\_\_  
c) To escape your troubles\_\_\_ d) Other\_\_\_
47. Do you think that it is okay for people to smoke?  
a) Yes\_\_\_ b) No\_\_\_
48. (If you moved here from a rural area): Do you smoke or chew tobacco more now that you live in the city?  
a) Yes\_\_\_ b) No\_\_\_
49. Do you know of any harmful effects that smoking or chewing tobacco causes to a person's body? a) Yes\_\_\_ b) No\_\_\_
50. If so, what are they? \_\_\_\_\_

**Media Exposure to Tobacco**

51. Have you ever seen or heard an ad for tobacco?  
a) Yes\_\_\_ b) No\_\_\_
52. Where do you see or hear ads or promotions for tobacco?  
a) Newspapers\_\_\_ b) Hoarding boards\_\_\_ c) Buildings\_\_\_  
d) Sporting Events\_\_\_ e) Magazines\_\_\_ f) Movies\_\_\_  
g) TV\_\_\_ h) Other\_\_\_
53. How many ads for smoking or chewing tobacco do you see in a day?\_\_\_\_\_
54. Describe all of the ads you can remember in detail. (brand, location of the ads, content of the ads, etc).\_\_\_\_\_
- [55. Total number recounted:\_\_\_\_\_]
56. How do the ads for tobacco make you feel?  
a) Good\_\_\_ b) Excited\_\_\_ c) Bad\_\_\_

d) Angry\_\_\_\_ e) Indifferent\_\_\_\_ f) Other\_\_\_\_

57. Are there any ads that you think are attractive?

a) Yes\_\_\_\_ b) No\_\_\_\_

58. If so, what about them is attractive? \_\_\_\_\_

59. Have you ever seen famous people advertising for tobacco products? a) Yes\_\_\_\_ b) No\_\_\_\_

60. Have you ever seen people smoking or using tobacco on TV or in movies? a) Yes\_\_\_\_ b) No\_\_\_\_

61. If so, how often do you see people smoking or using tobacco on TV or in movies? a) Every time\_\_\_\_ b) Very often\_\_\_\_

c) Sometimes\_\_\_\_ d) Rarely\_\_\_\_

62. Do you think tobacco ads affect the way you feel about tobacco?

a) Yes\_\_\_\_ b) No\_\_\_\_

63. Why do you think tobacco companies advertise their products?\_\_\_\_\_

64. Do you think that tobacco ads affect the number of people who smoke? a) Yes\_\_\_\_ b) No\_\_\_\_

<b>Future Plans</b>
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65. Do you see yourself drinking/smoking in 10 years?

a) Yes\_\_\_\_ b) No\_\_\_\_ c) Don't Know\_\_\_\_

66. If so, what are your reasons for saying "yes"?

a) You drink/smoke now and will be continuing the habit\_\_\_\_

b) You associate it with heroism\_\_\_\_

c) Media makes it seem glamorous\_\_\_\_

d) You will be using it as part of a cultural/traditional practice\_\_\_\_

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