

Tobacco companies worldwide earn \$900 million by indirect advertising - Tehran Times

Health Desk

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TEHRAN – Cinema and television are among the most outstanding international media outlets that could bring an end to the destructive business of tobacco by placing a total ban on nicotine propaganda, Iran's Health Ministry announced in a press release on the occasion of World No Tobacco Day.

Well-documented reports show global tobacco companies earn \$900 million annually through buyers who are impressed by superstars' smoking since the popular artists are the best advertising source for cigarette, cigar and tobacco manufacturers.

Cartoon characters such as Pink Panther are the best smoking models among youngsters.

Meanwhile, reports show that IRIB (the Islamic Republic of Iran Broadcasting) with widespread ban of scenes displaying tobacco smoking could ward off 52 percent of young adults and adolescents between 12 to 17 years from the hazards of cigarette smoking.

Our kids learn social norms on TV screens and get impressed by such advertisements quickly.

Psychologists and social workers believe that our children cannot resist the attractive and luring messages of tobacco companies through mass media; therefore, by banning tobacco propaganda we help kids stay away from testing such products and prevent them from becoming the next smokers.