Dr. Donald Makoka

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*Abstract: Research outputs should include an abstract of 150-200 words specifying the issue under investigation, the methodology, major findings, and overall impact.

The study on tobacco advertising, promotion and sponsorship in Malawi was commissioned by the International Development Research Centre (IDRC) under the African Tobacco Situation Analysis (ATSA) Initiative. The overall objective of the study was to provide research-based information and accurate data that can be used by policy makers to formulate legislation for an effective comprehensive ban on tobacco advertising, promotion and sponsorship in Malawi in line with the World Health Organization’s MPOWER policy package.

Using primary data from 104 smokers and 196 non-smokers in Malawi’s 3 main cities, as well as consultations with a number of media houses, the Football Association of Malawi and the Music Association of Malawi, the study showed that although Malawi has no legislation on tobacco control, there has been no tobacco advertising on radios and TV since 2004, following a directive from the Ministry of Health. In sports and music industries too, tobacco advertising, promotion and sponsorship ceased around 2004. However, tobacco advertising is still going on in the print media, especially in newspapers. Both the music and sports association indicated that they would support a comprehensive ban on tobacco advertising, promotion and sponsorship if enacted, while the print media indicated that while they would support the ban from a health perspective, they would oppose it from an economics perspective. Further, around 74 percent of the sampled non-smokers indicated that they would support a comprehensive ban and around 55 percent of smokers would also support the ban. The study also highlights the major experiences of Kenya, South Africa and Ghana in putting in place legislation for a comprehensive ban on tobacco advertising, promotion and sponsorship. Major lessons from Malawi are then drawn from these experiences.

*Keywords: Include up to six subject keywords separated by commas.

Tobacco control, comprehensive ban, advertising, promotion, sponsorship, Malawi.
Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda Towards MPOWER No.5

IDRC Grant Number: 105895-004

FINAL REPORT

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i) Basic Project Information

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Abstract
The study on tobacco advertising, promotion and sponsorship in Malawi was commissioned by the International Development Research Centre (IDRC) under the African Tobacco Situation Analysis (ATSA) Initiative. The overall objective of the study was to provide research-based information and accurate data that can be used by policy makers to formulate legislation for an effective comprehensive ban on tobacco advertising, promotion and sponsorship in Malawi in line with the World Health Organization’s MPOWER policy package.

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Key Words: Tobacco control, comprehensive ban, advertising, promotion, sponsorship, Malawi.
Table of Contents

ii) The Research Problem and the selected action(s)
Malawi is one of the few African Tobacco Control Situation Analysis (ATSA) teams whose countries have not yet signed or ratified the WHO Framework Convention on Tobacco Control (FCTC). Activities promoting tobacco control are not well coordinated due to lack of legislation. As such, Malawi still requires research-based information to guide the formulation of tobacco control strategies that would be effective in preventing a tobacco epidemic. In line with the MPOWER policy package, this study aims at providing a clear mapping and firm understanding of the context in which tobacco advertising, promotion and sponsorship take place in Malawi.

“Mpower: A policy package to reverse the tobacco epidemic” was developed by the World Health Organization in 2008. It is a tool that encourages policy makers, civil society organizations, health care providers and others to envision a world free of tobacco use. It advocates the use of tobacco control strategies that have already been proven to be successful in reducing tobacco use in different parts of the world. The six strategies are:

- **M**onitor tobacco use;
- **P**rotect people from tobacco smoke;
- **O**ffer help to quit tobacco use;
- **W**arn about the dangers of tobacco;
- **E**nforce bans on tobacco advertising, promotion and sponsorship;
- **R**aise taxes on tobacco products.

Although the six policies are seen to be complementary and have a synergistic impact, the focus of this study was on policy no 5: enforcing bans on tobacco advertising, promotion and sponsorship. Since the tobacco industry spends huge amounts of money every year on tobacco advertising, promotion and sponsorship, a comprehensive ban on every type of advertisement, promotion and sponsorship is one of the effective ways of promoting tobacco control. Studies have shown that comprehensive bans are highly effective in reducing smoking among different socio-economic groups of people (WHO, 2008; Borland, 2007). For instance, according to Saffer and Chaloupka (2000), a comprehensive ban covering all media and all uses of brand names and logos has been shown to decrease tobacco consumption by 7 percent in high-income countries.
The objective of the fifth MPOWER strategy is to attain a complete absence of tobacco advertising, promotion and sponsorship. In order to achieve this objective the MPOWER outlines two interventions. The first intervention is to enact and enforce effective legislation that comprehensively bans all forms of direct tobacco marketing. Under this intervention, MPOWER advocates for comprehensive bans on **direct** advertisement, covering all types of media, including newspapers, magazines, radio, television, billboards and the internet. Bans should also include point of sale advertising in retail shops.

The second intervention is enacting and enforcing effective legislation to ban indirect tobacco advertising, promotion and sponsorship. This intervention targets indirect tobacco advertising, including showing tobacco use in films and television, sponsoring music and sports events, using fashionable non-tobacco products or popular celebrities to promote tobacco (WHO, 2008). This intervention is important in tobacco control because indirect marketing improves the public image of tobacco and tobacco companies.

**iii) Objectives**

The **overall objective** of the study was to provide research-based information and accurate data that can be used by policy makers to formulate legislation for an effective comprehensive ban on tobacco advertising, promotion and sponsorship in Malawi.

The study had the following **specific objectives**:

- To outline the different types of media used in tobacco advertising, promotion and sponsorship in Malawi. In particular,
  - To examine the extent to which newspapers, magazines, radio, television and billboards are used in tobacco advertising and determine the primary targets of such advertising /promotion /sponsorship.
  - To analyze the attitude of smokers and non-smokers towards tobacco advertising, promotion and sponsorship.
• To understand the extent to which tobacco promotional activities involving the sporting and entertainment industries are being used in Malawi. To identify the primary targets of such initiatives and examine the effectiveness of such activities.

• To examine how different countries that are succeeding in promoting comprehensive bans in advertising, promotion and sponsorship in Africa are putting in place measures to ensure that the bans are effective. Further, to identify any best practices that Malawi can use in its formulation of legislation to ban tobacco advertising, promotion and sponsorship.

iv) Methodology

The study employed both qualitative and quantitative research methodologies to adequately address the objectives of the study. In particular, semi-structured questionnaires were used to gather the much needed information from a range of stakeholders and respondents (see Annex 2-5).

v) Project Activities

The implementation of the study commenced in August 2009. During the inception of the project, activities were delayed due to the different logistics surrounding the disbursement of project funds from IDRC. This had the potential of negatively effecting the overall time schedule of the project. The research team had, nevertheless, managed to adjust the project schedule to ensure that the completion date of the project (December 2009) was maintained.

The study included the following activities:

A). Consultations with stakeholders

Consultations with stakeholders and final users of the research results were conducted between 17th August and 28th August, 2009. The consultations helped in shaping the study to ensure that issues that the final users of the research would want to have are adequately captured in the data collection. The institutions consulted include the Ministry of Health, the Consumer Association of Malawi, and the Malawi Law Commission.
B). Development of survey instruments
Questionnaires and checklists for data collection were developed after the consultations with the stakeholders. The questionnaire development was done between 31st August and 4th September, 2009. The questionnaires developed include:

a) Questionnaire on tobacco advertising (for radio stations, TV station, and leading newspapers) (available in Annex 2);

b) Questionnaire on tobacco promotion and sponsorship (for the sports and entertainment industries) (available in Annex 3);

c) Individual questionnaire on tobacco advertising (for individual smokers and non-smokers) (available in Annex 4);

d) Questionnaire on country experiences on comprehensive ban on tobacco advertising, promotion and sponsorship (for ATSA country members to share their experiences on comprehensive bans) (available in Annex 5).

C). Enumerator Training and Pre-testing.
In order to collect primary data on individuals’ perceived impact of, and attitudes towards tobacco advertising, promotion and sponsorship, five enumerators were recruited. They were subsequently trained on how to administer the individual questionnaire on tobacco advertising. During the two-day training (that took place from 4th to 5th September 2009), the individual questionnaire was also pre-tested. Some adjustments to the questionnaire were made following the pre-testing.

D). Data Collection
The data collection process was conducted from the 6th to 21st September, 2009. The individual questionnaire was administered to 104 smokers and 196 non-smokers in the Lilongwe, Blantyre, Mzuzu and Zomba cities. In particular, 100 respondents were interviewed in Blantyre (26 smokers and 74 non-smokers); 100 respondents were interviewed in Lilongwe (30 smokers and 70 non-smokers); Mzuzu (30 non-smokers and 20 smokers) and Zomba (18 smokers and 32 non-smokers).

During the data collection exercise, the principal researcher administered the questionnaire on tobacco promotion and sponsorship to the Football Association of Malawi (FAM), which
the football governing body in Malawi and the Music Association of Malawi (MAM). Both the organizations are based in Blantyre. Further, the questionnaire on tobacco advertising targeting radio stations, newspapers and the TV station was also administered by the project leader. The respondents were the marketing managers of the respective institutions. The radio stations visited include FM 101, the Malawi Institute for Journalism (MIJ) FM, the state-run Malawi Broadcasting Corporation (MBC) radio station, and Zodiak Radio. The only TV station in Malawi (Television Malawi, TVM) was also visited. Marketing managers of the two leading daily newspapers in Malawi (the Nation and the Daily Times) were also interviewed.

Through the ATSA secretariat, the questionnaire on ATSA members’ country experiences on comprehensive bans on tobacco advertising, promotion and sponsorship was distributed to the country team leaders. Responses were received from the Kenya and Tanzania ATSA teams only. The research team took advantage of the ATSA meeting in November 2009 in Dar es salaam, Tanzania to discuss with the country team leaders of Kenya, South Africa and Ghana to get more insight into different countries’ experiences regarding the comprehensive bans.

**vi) Project Results**

**A). Tobacco Promotion and Sponsorship in Football**

Since one of the objectives of the study was to examine the extent to which tobacco promotion and sponsorship involving sports is taking in Malawi, the current research analyzed the extent of tobacco promotion and advertising in football in Malawi. The choice of football was guided by the fact that it is the most popular sport in the country and the researchers had prior information that tobacco sponsorship and promotion in football had occurred in the past. Information on tobacco sponsorship and promotion in football was therefore collected from the Malawi football governing body, known as the Football Association of Malawi (FAM), based in Chiwembe Township in Blantyre, Malawi’s commercial city.
The Chief Executive Officer of FAM, who had been working in his current position for around 18 months (at the time of the study), provided all the information that was required. Although the CEO was relatively new in his position, he has been involved in football in Malawi for over a period of 33 years. He was therefore, knowledgeable enough on the involvement of the tobacco companies in football in Malawi.

**Figure 1: BAT Malawi**

![BAT Malawi](image)

_BAT Malawi has been the major source of tobacco advertising, promotion and sponsorship in Malawi_

_Source: Photo taken by the Research Team_

Until 2001, there was strong involvement of the tobacco industry in football in Malawi. From the late 1980s to mid 1990, BAT Malawi used to sponsor a nationwide football trophy known as “Sportsman Trophy”, named after one of the BAT Malawi cigarette brands. The Trophy was renamed “Embassy Trophy” towards the mid-1990s. The Embassy Trophy was one of the most prestigious football trophies in Malawi, both in terms of publicity and the prize money.
According to the FAM CEO, tobacco sponsorship in football used to target a special demographic section of the Malawi society—male and female youths. These were targeted because they were more vulnerable to becoming tobacco users and would likely be steady customers for many years once they are addicted (WHO, 2008). As the Association is aware of the dangers of smoking, especially to football players, it welcomed the ban on radio advertising, promotion and sponsorship that was initiated by the Ministry of Health in 2004. The Association also indicated that it would actively support a comprehensive ban on tobacco advertising, promotion and sponsorship in Malawi. The support for a comprehensive ban would be based on the fact that the Association believes that smoking is harmful not only to football players, but also to supporters and the general public. FAM is encouraged by the fact that although there is no legislation banning smoking in public places in Malawi, there has not been any incident of smoking in football stadiums.

B). Tobacco Promotion and Sponsorship in the Music Industry

Information pertaining to the tobacco industry’s involvement in the music industry in Malawi through promotion and sponsorship was sought from the president of the Music Association of Malawi (MAM). The MAM is a body of all musicians in Malawi aimed at promoting and protecting the welfare of individuals involved in the music industry. At the time of the study, the president had been working with MAM for over 8 years. He was therefore highly conversant with the long-term involvement of the tobacco companies in the music industry of Malawi.

The tobacco industry had been involved in music sponsorship and promotion in Malawi for a long time. In the early to late 1990s, there was a nationwide music trophy, sponsored by BAT (Malawi), known as Embassy Music Promotion. All musicians from all three regions of Malawi were allowed to enter the competition. During the competition, there was a wide promotion of the cigarette brand “Embassy”. In particular, during each music show, raffle draws were being conducted and winners were given golf-shirts, T-shirts, mugs, cigarette lighters, etc. all with the “Embassy” logo. The MAM was actively involved in organizing such events. According to the president of MAM, such sponsorship and promotional activities were targeting individuals who were above 18 years of age.
Over time, tobacco industry’s involvement in music became less frequent, until all promotional and sponsorship activities ceased around 2004. The MAM president cited a Ministry of Health directive following recommendations from WHO, as the reason behind the end of tobacco industry’s involvement in the music industry through promotion and sponsorship activities.

The MAM indicated that it would actively support a comprehensive ban on tobacco advertising, promotion and sponsorship in Malawi, because of the negative impact that tobacco has on the health of musicians. The MAM president cited names of at least three renowned musicians who had died in the last 5 years due to smoking-related illnesses. The Association was therefore seriously concerned that, if left unchecked, tobacco smoking could lead to the deaths of many more musicians in Malawi. Furthermore, the Association expressed willingness to participate in tobacco control efforts, through song compositions on the dangers of smoking. The president also indicated that given the necessary skills, through capacity building initiatives, such as trainings on tobacco control for musicians, they could play a leading role in the promotion of tobacco control in Malawi. MAM expressed willingness to partner with research institutions and civil society organizations in the promotion of tobacco control in Malawi.

C). Tobacco Advertising on Radios

In order to determine the extent to which tobacco advertising on Malawi radios is happening, several radio stations were visited. As most of the radio stations are based in the commercial city of Blantyre, three radio stations were visited in Blantyre (MBC, FM101, and MIJ FM). In Lilongwe, Zodiak Radio was visited. Information from the oldest radio station, MBC, which is also state-run, indicated that the last tobacco advertisements aired was around 2004. At MBC, the respondent who is an Acting Controller of Business Affairs for the two radio stations (MBC radio 1 and radio 2), and had been with MBC for over 12 years, indicated that prior to 2004, tobacco adverts were a lucrative business for the radio station. It used to air the tobacco adverts during pick hours when many Malawians were listening to the radio, (i.e. 05:00-09:00; 12:00-14:00; and 17:00-21:00 hrs). The tobacco adverts were targeting individuals above 18 years of age and although the adverts had a health warning at the end, they inevitably encouraged the youth to indulge in smoking.
According to the respondent at MBC, the tobacco adverts stopped airing on its radio around 2004 following a directive from the Malawi government, in compliance to WHO regulations. The institution is indifferent about a comprehensive ban on tobacco advertising, promotion and sponsorship. While the institution appreciates the need for a comprehensive ban from the health front, as a profit-making institution, the tobacco adverts were a good source of business. As such, it remains indifferent on the comprehensive ban.

The other radio broadcasting stations, such as FM101 and MIJ FM all reported that they have had no tobacco adverts for the last seven years. It was indicated that the adverts stopped following a government directive from the Ministry of Health. However, prior to the directive, all the tobacco adverts were accompanied by health warning messages, alerting the listener on the dangers of smoking. While MIJ FM indicated that it would fully support a comprehensive ban on tobacco adverts because of the health risks associated with smoking, FM101 said it would oppose the ban, as it is loss of revenue for the institution. The FM101 Radio’s Marketing Executive argued that since the adverts carry health warnings to inform potential and current smokers on the dangers of smoking, it is unfair to advertising agents, including radio stations for a comprehensive ban to be instituted as a way of reducing smoking prevalence, because the institutions would suffer loss of business, as is the current situation.

**D). Tobacco Advertising in Newspapers**

The two leading daily newspapers in Malawi were consulted to gauge the extent of tobacco advertising in print media. It was learnt that both “The Daily Times” and “The Nation” newspapers carry tobacco adverts whenever tobacco companies place an advert with them. At the time of the study, The Nation had indicated that the last tobacco adverts were printed within the same month, while The Daily Times had its last tobacco advert printed in the last two months. Both newspapers indicated that their last adverts covered one full page and were accompanied by a health warning. Unlike the radio stations, the print media indicated that they had not received any directive from the Ministry of Health to stop printing tobacco adverts. However, according to the newspapers, the frequency of adverts had gone down over the years due to the pressure that WHO presses on the tobacco companies worldwide.
Furthermore, the marketing manager of *The Nation* felt that the adverts were also becoming less frequent because of the global economic downturn. Both papers indicated that they were indifferent on a comprehensive ban on tobacco advertising, promotion and sponsorship. While they would support the ban from a health perspective, they would oppose it from an economic perspective because of the role that tobacco plays in the economy, as well as the business that the tobacco adverts bring to the newspapers.

It is important to point out that immediately after the data collection exercise, the daily papers started carrying adverts on cigarettes that are being manufactured in Malawi by a newly established local cigarette manufacturing company known as Nyasa Manufacturing Company (NMC). The company is the first local cigarette manufacturing company, established in December 2009, and the manufactured cigarettes are known as 2010 cigarettes.

**Figure 2: A 2010 Cigarette Brand Advert from the Daily Times, December 2009**
One of the adverts (Figure 2) showed a smoking young lady, Mzamose Chibambo, who had just returned from South Africa, where she had been Malawi’s representative to the Big Brother Africa (2009), where she made it to the final round.

E). Point of Sale Advertising

Point of sale advertising still takes place in Malawi. In all the districts from which data were collected, the research team encountered numerous point of sale advertisement of the BAT cigarettes. Tobacco adverts were also found in bars and night clubs (see Figure 3).

Figure 3: A Tobacco Advert outside a Night Club in Malawi

A Pall Mall advert outside Pa Station Night Club in Blantyre

Source: Photo taken by the Research Team

F). Attitudes of Smokers and Non-Smokers to Tobacco Advertising, Promotion and Sponsorship
In order to examine people’s attitudes towards tobacco advertisement, promotion and sponsorship, an individual questionnaire (available in annex 4) was administered to 258 individuals. The individuals were drawn from the urban centres of Blantyre (37.2 percent), Lilongwe (26 percent), Mzuzu (15.5 percent) and Zomba (21.3 percent). Table 1 presents some characteristics of our sample.

Table 1: Characteristics of the Sampled Individuals

<table>
<thead>
<tr>
<th>Smoking Status</th>
<th>Mean Age</th>
<th>Gender (%)</th>
<th>Location (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Smoker</td>
<td>32</td>
<td>83</td>
<td>17</td>
</tr>
<tr>
<td>Non-smoker</td>
<td>29</td>
<td>54</td>
<td>46</td>
</tr>
</tbody>
</table>

Source: Own compilation from survey data

There were no marked differences in age between smokers and non-smokers, as figures in Table 1 show. However, in terms of gender representation, only 17 percent of all the smokers interviewed were female. During the data collection exercise, it was extremely difficult to find female smokers in all the four urban centres of Malawi since smoking prevalence among females is very low in Malawi.

The major occupations of individuals who were smokers in our sample include business individuals in the informal sector (30 percent), private sector employees (19.2 percent), business individuals in the formal sector (18.3 percent) and government employees (15.8 percent), as shown in figure 4.
Figure 4: Occupation of Smoking Individuals in the Sample

An examination of the occupation of female individuals who were smokers in our sample showed that around 30 percent were post-secondary school students, with the majority being undergraduate students of the University of Malawi. Around 25 percent of all female smokers in our sample were business individuals in the formal sector, 20 percent were private sector employees, while another 20 percent were business individuals in the informal sector. This result points to the fact that if tobacco control efforts are to be more meaningful especially to the female demographic in Malawi, a lot of activities should target female post-secondary students.

In terms of the types of tobacco used, the majority of the smokers interviewed (86 percent) reported that they only use manufactured cigarettes. Few smokers reported using rolled-out cigarettes (5.8 percent), and only 3 percent reported using snuffed tobacco. Surprisingly, around 3 percent of the smokers reported smoking the banned marijuana. The use of manufactured cigarettes was expected as data were collected in urban centres only where incomes are relatively higher than in the rural areas, such that the majority of smokers can afford the manufactured cigarettes. For the smokers, the average number of cigarettes smoked in a day is around 7 (Table 2).
Table 2: Number of Cigarettes Smoked in a Day

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Cigarettes</td>
<td>1.0</td>
<td>26.0</td>
<td>7.2</td>
<td>4.8</td>
</tr>
</tbody>
</table>

Source: Own compilation from survey data

G). Attitude Towards a Comprehensive Ban on Tobacco Advertising, Promotion and Sponsorship

One of the objectives of the study was to examine the attitudes of both smokers and non-smokers if a comprehensive ban on tobacco advertising, promotion and sponsorship were to be put in place in Malawi. The respondents were therefore asked if they would support, oppose or would be indifferent towards a comprehensive ban. The results (provided in Table 3), show that the majority of both smokers and non-smokers would be in favour of a comprehensive ban on tobacco advertising, promotion and sponsorship. In particular, around 74 percent of non-smokers support a comprehensive ban and over 55 percent of smokers also favour a comprehensive ban. Similar reasons behind the support towards a comprehensive ban were provided by both smokers and non-smokers. These included the fact that advertising, promotion and sponsorship increase the number of people who smoke and this is dangerous to the health of the population.

Table 3: Attitude of Smokers and Non-smokers Towards a Comprehensive Ban

<table>
<thead>
<tr>
<th>Smoking Status</th>
<th>Support</th>
<th>Oppose</th>
<th>Indifferent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-smoker</td>
<td>74.0%</td>
<td>20.5%</td>
<td>5.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Smoker</td>
<td>55.4%</td>
<td>36.1%</td>
<td>8.4%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Own compilation from survey data
The majority of smokers and non-smokers are in favour of a comprehensive ban on advertising like this one
Source: Photo taken by the Research Team

Surpringly, over 20 percent of non-smokers indicated that they would oppose a comprehensive ban mainly because tobacco advertising, promotion and sponsorship create jobs for individuals and that the activities are a source of income for the individuals involved.

H). Experiences from other ATSA Countries on Comprehensive Bans
The study also reviewed the experience that other ATSA countries, particularly Kenya, Ghana, and South Africa have had in instituting comprehensive bans on tobacco advertising, promotion and sponsorship and drew lessons for Malawi on what it needs to do to influence policy makers to put in place a comprehensive ban on promotion, advertising and sponsorship.

i) The Case of Kenya
Kenya is one of the few countries in Africa where tobacco control activities are at an advanced stage. Tobacco control activists had been very active in pushing for tobacco
control act for a long time. It is important to point out that the Kenya Tobacco Control Act that was passed in 2007 had been pending in parliament since 1998. The process picked up momentum after Kenya ratified the FCTC in 2004. The main organizations that supported the move towards tobacco control legislation included the Kenya Medical Association, the Kenya Tobacco Control Alliance (KETCA), Institute for Legislative Affairs (ILA), the National Agency for the Campaign Against Drug Abuse (NACADA), the Supreme Council of Kenya Muslims (SUPKEM) and four members of parliament. Most of the advocacy and lobbying were targeting the Minister of Health, the Parliamentary Health Committee and individual MPs.

Part V of the Kenya Tobacco Control Act (2007) provides for a comprehensive ban on tobacco advertising, promotion and sponsorship. It also bans false promotion, use of testimonials or endorsements, advertising in print, electronic and other communication media; and the use of lifestyle advertising, among others. The penalties for individuals or corporate entities that violate the ban range from 0 to 3 million Kenya Shillings (US$ 0-40,000).

Tobacco control activists in Kenya indicate that the bans are partly affective. The country has two major tobacco companies, BAT-Kenya (with around 85% of the market share) and Mastermind Tobacco Kenya Ltd (with around 15% of the market share). While BAT-Kenya has complied with the bans, especially as it relates to billboards and advertising on kiosks, Mastermind Tobacco still runs such adverts in the rural areas.

ii). The Case of South Africa

South Africa is another country in sub-Saharan Africa where tobacco control efforts are at an advanced stage. Tobacco control legislation, which was passed in 1999 became effective in 2001 and it was further modified in 2008 to make it more effective. However, the process of lobbying and advocating for the legislation started as early as 1996. It was championed by the Tobacco Action Group, comprising the National Council against Smoking, The Cancer Association of South Africa, and the Heart and Stroke Foundation. The lobbying targeted policy makers, including the Parliamentary Health Committee, and other Members of
Parliament. The public and the media were also targeted by the Tobacco Action Group to ensure that tobacco control initiatives had a wide support.

The legislation on tobacco control in South Africa includes a comprehensive ban on tobacco advertising, promotion and sponsorship. Although the legislation has been very effective especially after its modification in 2008, there have been isolated cases of point of sale advertising and viral marketing where individuals are invited to parties or music festivals where one-on-one marketing takes place. The penalty for violating the ban on tobacco advertising, promotion and sponsorship in South Africa is 1 Million South African Rand. The comprehensive ban on advertising, promotion and sponsorship enjoys the support of both smokers and non-smokers in South Africa.

iii) The Case of Ghana

Tobacco control efforts in Ghana have been intensifying since the ban on tobacco advertising on radio, television and the print media in 1982. However, the country still awaits a comprehensive legislation on tobacco. There a number of institutions that continues to play a major role in advocacy and lobbying for a comprehensive legislation, including the Ghana Advertising Association, the Ministry of Health and the media companies. The Ghana Tourist Board, which monitors the activities of night clubs, bars and hotels, is also an important ally in tobacco control in Ghana. The lobbying targets policy makers, including the Minister of Information, public health advocates and the general public, especially those that are sympathetic to the tobacco control cause.

Tobacco control advocates argue that while non-smokers support the ban, the majority of smokers do not support it but they respect the ban, to the extent that the ‘no smoking’ signs in the hospitality industry are totally adhered to.
viii) Overall Assessment and Recommendations

Based on the experiences of Kenya, South Africa and Ghana, there are a number of lessons that Malawi, and other countries that are yet to put in place comprehensive bans on tobacco advertising, promotion and sponsorship, can learn. These include:

- **Understanding the economics of tobacco production and consumption in Malawi**
  - have all your figures correct in terms of the revenue Malawi earns and then counterbalance that with what it costs the country in terms of health, environment and social impacts like child labour in the short and longer term. There is a need to remind MPs that banning advertising, promotion and sponsorship will not affect the growing and export of tobacco since the percentage of Malawian smokers does not consume all the tobacco produced within Malawi so in essence what Malawi is producing is for the export markets. Tobacco control advocates in Malawi should not just rely on health arguments.

- **Building a strong stakeholder support among the medical professionals, religious leaders and civil society organisations** who are working with the youth and on development and health in Malawi.

- **Identifying a strong champion among the policy makers who can gain you access to Members of Parliament.** The champion would also help in disseminating lobbying materials and speak in favour of tobacco control.

- **Using statistics that will move your audience.** For example in Kenya, MPs did not care about adult smokers but they were concerned about youth and children smoking. So the tobacco control advocates kept on repeating the statistics from the GYTS that showed rising numbers of children who were smoking.

- **Keeping the message simple** – the tobacco control champion should be well versed on every issue but when lobbying individual MPs give 1 or 2 key messages that they can easily understand and repeat when debate comes up on the issue. In Kenya, the tobacco control advocates had an MP who was a medical doctor so his argument was that
tobacco use causes cancer. Another young MP’s line was that children were being targeted by the industry’s marketing and the legislature must therefore protect children.

- **Preparing lobbying materials** – have a maximum 4 page brief summarising the compelling statistics and the key provisions you want enacted and then have pamphlets such as the smokers’ body and other full of pictures showing the effects of smoking.

- **Using the media**: In Malawi, there are media professionals who are already sympathetic and are very active in tobacco control efforts, and can therefore carry the tobacco control agenda forward.

- In order to promote tobacco control in Malawi, tobacco control advocates do not need to have all the MPs on their side. Rather just a **critical mass that will keep on harping on the issue is sufficient**.

- **Getting some lawyers on the tobacco control team is helpful** because the tobacco industry will try and water down the draft legislation and use legal arguments to **shoot it down** such as constitutional issues like right to freedom of expression and smokers rights, all of which a lawyer can help to deal with.

**CHALLENGES ENCOUNTERED DURING THE STUDY**

During the implementation of the study, there have been a number of challenges that the research team encountered. These include:

- **A). Inability to consult with the parliamentary health committee**

Although it was outlined in the project proposal that the Malawi parliamentary health committee would be consulted prior to the questionnaire development and the data collection process, this activity did not materialize. Since Malawi has a new parliamentary health committee following the general elections of 19th May 2009, the chairman and members of the new health committee have not been available for a meeting with the research team. As a result, the project was initiated without getting the views of the committee of the legislature that works on health issues.
B). Sampling of smokers

During the first day of the data collection, it was discovered that equal representation of smokers and non-smokers in the sample of 300 individuals would be difficult to achieve, since it was difficult to identify individuals who smoke to participate in the study. Since smokers were few, the sampling procedure for smokers changed to the snowball sampling. In particular, once a smoker was identified and interviewed, they were asked to identify other smokers they know, who were consequently followed up and interviewed. Even after using the snowball sampling methodology, the team could not meet the targeted number of smokers in each district. Further, an equal representation of male and female smokers could not be attained, because of the scarcity of females who smoke.

CONCLUSIONS

The study has shown that there are a number of opportunities that Malawi can build on in trying to push for legislation for a comprehensive ban on tobacco advertising, promotion and sponsorship in line with the MPOWER. First, tobacco advertising, promotion and sponsorship using radio are already inexistent, even in the absence of legislation. Although tobacco advertising still exists in newspapers, its effectiveness is undermined by the fact that over 85 percent of the Malawian population lives in the rural areas, with very little or no access to newspapers. Second, the majority of both smokers and non-smokers are in favour of a comprehensive ban on tobacco advertising, promotion and sponsorship. Third, there are a number of media professionals who are already active in tobacco control efforts in Malawi, and are therefore well positioned to push the tobacco control agenda forward. However, for Malawi to be able to advance towards tobacco control in general, and a comprehensive ban towards advertising, promotion and sponsorship in particular, it needs to draw from the experiences of other African countries, such as Ghana, Kenya and South Africa whose tobacco control efforts are at an advanced stage.
REFERENCES


ANNEX 1: LIST OF INSTITUTIONS CONSULTED

1. Football Association of Malawi
   Mr. Charles Nyirenda
   Chief Executive Officer/ General Secretary
   P.O. Box 51657
   Limbe, MALAWI
   Phone: +265-1-843-197; +265-1-840-863
   Mobile: +265-999-279-793; +265-888-479-793
   Email: fam@africa-online.net charleshamilton28@yahoo.co.uk

2. Music Association of Malawi
   Costen Mapemba
   President
   Trade fair Grounds
   Chichirir, Blantyre 3, MALAWI

3. Malawi Broadcasting Station
   Gertrude Ganiza
   Assistant Controller of Business Affairs
   P.O. Box 30133
   Chichiri, Blantyre 3, MALAWI
   Phone: +265-1-880-077; +265-1-880-075
   Mobile: +265-888-326-245
   Email: gertganiza@yahoo.com

4. FM101
   Marketing Executive
   FM 101 Studio
   Limbe, MALAWI.

5. Zodiak Radio
   Matthias Manyera
   General Manager
   Zodiak Radio Station
   Area 47, Lilongwe, MALAWI.

6. Malawi Institute of Journalism (MIJ) Radio
   Phillip Kalindawalo
   P.O. Box 30165
   Chichirir, Blantyre 3, MALAWI
   Phone: +265-1-675-087
7. Nation Publications LTD
   Marketing Manager
   P.O. Box 30408
   Chichiri, Blantyre 3, MALAWI.

   Tel: +265-1-873-703

8. Blantyre Newspapers LTD
   Private Bag 39
   Blantyre, MALAWI

   Tel: +265-1-871-181
The Centre for Agricultural Research and Development (CARD) of the University of Malawi is conducting a study on the “Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda towards MPOWER No. 5”, with financial support from the International Development Research Centre (IDRC). The study involves analyzing the extent to which tobacco advertising is taking place in Malawi’s leading radio stations, television station, and in leading newspapers. The information collected will be strictly confidential and will only be used for the purposes of the study.

Date: _______________________
Time -Started: _______________________
- Finished: _______________________

Name of Radio station/TV station/Newspaper___________________________________
Location ______________________________ (1. Blantyre, 2. Lilongwe, 3. Mzuzu)
Position of the respondent:__________________________________________________

1. How long have you been working in this establishment? ___________ years
2. How long have you been working in the advertising department of this establishment? ___________ years
3. Has this establishment ever put up a tobacco advert? ___________ (0. No, 1. Yes)
4. If yes (to question 3), when was the last time that a tobacco advert was aired? ___________ 
(1. Today, 2. This week. 3. This month 4. Last 3 months, 5. this year, 6. More than a year ago)

5. For radio and tv stations only: How many times was the last tobacco advert aired in a day? And what was the average duration of the advert? (Print media, → Qn 8)

____________________________________________________________________________
____________________________________________________________________________
______________________________________
(Codes for duration: 1. less than 30 seconds; 2 between 30-60 seconds; 3.between 1 and 2 minutes; 4. more than 2 minutes)
6. Are the tobacco adverts aired during specific programmes that target particular demographics groups? 
____________________________________ (0. No; 1. Yes)

7. If yes, please name the programmes and the demographic groups targeted.
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________


8. (Print media only) How many consecutive days was your last tobacco advert printed in your newspapers? ________________________ days.

9. What was the average size of the last tobacco advert? ________________________

Codes for advert size: 1. 2 full pages; 2. 1 full page; 3. ½ page; 4. ¼ page 5. Less than ¼ page.

10. Do your tobacco adverts contain health warnings at the end? _________ (0. No; 1. Yes)
11. If yes, are the health warnings clear enough in your opinion? _________ (0. No; 1. Yes).
12. What is the proportion the health warning to the total time of the advert (on average)? (Print media → Qn 13)
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Codes for the time allocation: 1. Less than 1/10th of the advert time is spent on the health warning
2. Between 1/10th and ¼ of the total advert time
3. Between ¼ and ½ of the total advert time
4. More than ½ of the total advert time is spent on health warning

13. What is the average size of the health warnings in your newspaper/ magazine?
_____________________________________________________________________________

(Codes for health warning sizes: 1. More than 50 % of principal display area
2. Between 30% and 50% of principal display area
3. Less than 30% of principal display area.

14. Are the health warnings at the end of the tobacco adverts that you put out mandatory? 
____________________________________ (0. No; 1. Yes)

15. If yes, which organization ensures that there are no violations?
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Codes for organizations: 1. Min of Health; 2. World Health Organization; 3. MACRA; 4. CAMA; 5. Other (please specify)
16. What are the penalties for violation of the health warning?
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

17. If you consider trends over time, have tobacco adverts that you put out become more or less frequent in the last 2 years? __________________________________________________________

18. What are the major factors contributing to such a trend?
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

19. Are you aware of the public health concerns of tobacco smoking? _____ (0. No; 1. Yes)

20. What, in your opinion, is the impact of your tobacco adverts on your targeted demographic groups?
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

21. Would your institution support or oppose a comprehensive ban on tobacco advertising in Malawi? __________________________________________________________
    (1. Support; 2. Oppose; 3. Indifferent)

22. What are the reasons behind your answer to question 16?
    __________________________________________________________
    __________________________________________________________
    __________________________________________________________

   End of Questionnaire

   Thank you very much for your time
TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP: A MALAWI 
RESEARCH AGENDA TOWARDS MPOWER No.5

QUESTIONNAIRE ON TOBACCO PROMOTION AND 
SPONSORSHIP

The Centre for Agricultural Research and Development (CARD) of the University of Malawi is conducting a study on the “Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda towards MPOWER No. 5”, with financial support from the International Development Research Centre (IDRC). The study involves analyzing the extent to which tobacco promotion and sponsorship is taking place in Malawi’s sports and entertainment industries. The information collected will be strictly confidential and will only be used for the purposes of the study.

Date: _______________________
Time -Started:___________________
-Finished:_________________

Name of Sports/Entertainment Association: ________________________
Location: ______________________________ (1. Blantyre, 2. Lilongwe, 3. Mzuzu)
Position of the respondent: ______________________

23. How long have you been working in this sports/music association? ________ years

24. How long have you been working in the department that works on finances, sponsorships, etc.? ____________ years

25. Has this establishment ever organized or taken part in activities sponsored by the tobacco industry in Malawi? ____________ (0. No, 1. Yes)

26. If yes (to question 3), when was the last time that such an activity was organized? ____________ (1. This month 2. Last 3 months, 3. This year, 4. More than a year ago) 5. More than 3 years

27. In the past 10 years how many times did tobacco sponsorship and promotion take place? Please describe each of these activities?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
28. Do the activities that you organize/participate with sponsorship from the tobacco industry target particular demographics groups? _______________________ (0. No; 1. Yes; 2. Don’t know)

29. If yes, please name the demographic groups targeted.

_____________________________________________________________________________

_____________________________________________________________________________


30. If you consider trends over time, have tobacco sponsorship and promotion become more or less frequent in the last 2 years?

________________________________________________________________

(Codes: 1. More frequent; 2. Less frequent; 3. No change; 4. Don’t know)

31. What are the major factors contributing to such a trend?

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

32. Are you aware of the public health concerns of tobacco smoking? _____ (0. No; 1. Yes)

33. What are some of the health implications of smoking? ________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

34. What, in your opinion, is the impact of tobacco promotion and sponsorship on the targeted demographic groups?

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________

35. Would your institution support or oppose a comprehensive ban on tobacco promotion and sponsorship in Malawi? ______________________________ (1. Support; 2. Oppose; 3. Indifferent)

36. What are the reasons behind your answer to question 13?

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________
End of Questionnaire

*Thank you very much for your time*
ANNEX 4: INDIVIDUAL QUESTIONNAIRE ON ADVERTISING

TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP: A MALAWI RESEARCH AGENDA TOWARDS MPOWER No.5

INDIVIDUAL QUESTIONNAIRE ON TOBACCO ADVERTISING
(Smokers and Non-smokers)

The Centre for Agricultural Research and Development (CARD) of the University of Malawi is conducting a study on the “Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda towards MPOWER No. 5”, with financial support from the International Development Research Centre (IDRC). The study involves analyzing the extent to which tobacco advertising is taking place in Malawi’s leading radio stations, television station, and in leading newspapers. The information collected will be strictly confidential and will only be used for the purposes of the study. I would like to thank you for accepting to be interviewed. Feel free to ask any question or clarification at any point during the interview. Thank you.

QUESTIONNAIRE NUMBER: _______________________________________

Date: ____________________________________________________________

Time -Started: ___________________________________________________

-Time-Finished: __________________________________________________

Name of Interviewer_________________________________________________

2. Age of respondent:________________________________________________
3. Gender of the respondent________________________ (1. female; 2. male)
4. Occupation of the respondent_____________________________________

5. Are you a smoker or non-smoker? ___________ (0. Non-smoker; 1. smoker; 3. smoked before but stopped)
6. If you are a smoker, what type of cigarettes do you smoke? _____________
   Codes for cigarettes: (1. manufactured cigarettes; 2. Rolled-out cigarettes (Chingambwe); 3. Local tobacco using a pipe; 4. Snuffed tobacco; 5. Other, please specify________________________; 999. Not applicable)

7. How long have you been smoking? ___________________ months/years.
   (Note: if non-smoker, the code is 999)

8. On average, how many cigarettes do you smoke in a day? ________________
   (Note: If the tobacco is snuffed, or a pipe is used, ask for the quantity of tobacco used per day?); (Code: 999. Not applicable)

9. Have you made attempts to quit smoking before? ____________ (0. No; 1. Yes; 999. Not applicable)
10. If you are interested in quitting smoking, would you be willing to get expert help if such a service existed in your community?

(Codes: 0. No; 1. Yes; 3. Don’t know; 999. Not applicable)

11. Do you have access to the following? (0=No; 1=Yes)

Radio

Television (TV Malawi)

Newspapers

Local magazines

12. Have you ever seen or heard a tobacco advert from the following sources in the past 2 years from the following information sources?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Heard or seen (0=No; 1=Yes)</th>
<th>When was last time you saw or heard the advert? (1=Today; 2=The last seven days; 3=The last 30 days; 4=The last 3 months; 5=This year; 6=More than a year ago; 999=Not applicable)</th>
<th>Did the advert contain a health warning message? (0=No; 1=Yes; 2=Cannot remember; 999=Not applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
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<tr>
<td>Magazine</td>
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</tr>
<tr>
<td>Billboards</td>
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<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other, please specify</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. In the past 2 years, have the frequency of tobacco adverts in newspapers, radios and television increased or declined? (1. Increased; 2. Declined; 3. Not changed; 4. I don’t know)

14. If you have heard a tobacco advert on the radio before, do you think the health warning message at the end of the advert is clear enough to alert people on the dangers of smoking?

(Codes: 1. Its clear and educative enough; 2. Its clear but not sufficient; 3. Its not clear at all; 4. I don’t know; 999. Not applicable)

15. If you have seen a tobacco advert in newspapers, TV, magazines or billboards before, do you think the health warning accompanying the advert is large, clear, visible and legible enough?

(Codes: 1. Its clear and educative enough; 2. Its clear but not legible enough; 3. Its not clear and not legible at all; 4. I don’t know; 999. Not applicable)

16. Are the tobacco adverts aired (on radio or TV) during specific programmes that target particular demographics groups? (0. No; 1. Yes; 2. Don’t know; 999. Not applicable)

17. If yes, please name the programmes and the demographic groups targeted.

18. In your opinion, do you think the tobacco adverts have **promoted** or **reduced** tobacco smoking among different socioeconomic groups? __________________________ (1=Promoted; 2=Reduced; 3= No change; 4= don’t know; 999= Not applicable)

19. Which demographic groups have been most affected? __________________________

(Codes for demographic groups: 1. Male youths; 2. Female youths; 3. Male working adults; 4. Female working adults; 5. Male farmers; 6. Female farmers; 999. Not applicable).

20. If your answer to question 18 is “**promoted**”, how do the tobacco adverts promote tobacco smoking among the demographic groups that you have mentioned in qn 18?

______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

___________(Code: 999. Not applicable)

21. Have you ever seen or heard of tobacco promotion and sponsorship activities (entertainment and sports) **in the past 2 years**? _________________________________

(Codes: 0. No; 1. Yes; 2. Don’t know)

22. If yes, what activities were they and who were the activities targeting? ________________

______________________________________________________________________________________

___________(Code: 999. not applicable)

23. Are you aware of the public health concerns of tobacco smoking? __________________________

(Codes: 0. No; 1=Yes)

24. What are some of the public health dangers of smoking? ________________________________

______________________________________________________________________________________

________________________________________ (Code: 999. Not applicable)

25. Would you support or oppose a comprehensive ban on tobacco advertising in Malawi?

______________________________________________________________________________________

__________________________________________________________

(Codes: 1. Support; 2. Oppose; 3. Indifferent)

26. What are the reasons behind your support or opposition to a comprehensive ban on tobacco advertising in Malawi?

______________________________________________________________________________________

______________________________________________________________________________________

______________________________________________________________________________________

______________________________________________________________________________________

______________________________________________________________________________________
End of Questionnaire

Thank you very much for your time

_____________________________________________________

INTERVIEWER: Please make important observations and take some notes:

_____________________________________________________

_____________________________________________________

_____________________________________________________
ANNEX 5: QUESTIONNAIRE ON COUNTRY EXPERIENCES

Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda towards MPOWER No. 5

Questionnaire on Country Experiences

The Malawi ATSA team is conducting a study on the “Tobacco Advertising, Promotion and Sponsorship: A Malawi Research Agenda towards MPOWER No. 5”. The study involves a review of the experiences in instituting comprehensive bans on tobacco advertising, promotion and sponsorship in other African countries and what lessons Malawi can draw from such experiences. Of particular interest are experiences from Kenya, Nigeria and South Africa where tobacco control activities are at an advanced stage.

1. Does your country have comprehensive bans on tobacco advertising, promotion and sponsorship?
   ________________________________________________________________

2. When was the legislation to completely ban tobacco advertising, promotion and sponsorship put in place?
   ________________________________________________________________

3. How long did the process of instituting comprehensive bans take? ________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

4. Did the process involve advocacy and lobbying? Which organizations or institutions were involved in lobbying policy makers and putting in pressure to have the legislation in place?
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

5. Which policy makers were the primary targets of the advocacy and lobbying? ________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________

6. How effective are the bans in your country? Do tobacco companies strictly adhere to the bans?
   ____________________________________________________________________
   ____________________________________________________________________

7. What penalties are imposed to any tobacco company/individual, etc. that violates the ban?
   ____________________________________________________________________
   ____________________________________________________________________

8. Prior to the comprehensive bans, what types of media were used in tobacco advertising, promotion and sponsorship?
   ____________________________________________________________________
   ____________________________________________________________________
   ____________________________________________________________________
9. What are the attitudes of the smokers and non-smokers in your country towards the comprehensive ban?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

10. Based on your country experience, what advice would you give to a country (like Malawi) on how to put in place effective comprehensive bans on tobacco advertising, promotion and sponsorship?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

11. Are there any specific issues pertaining to comprehensive bans on tobacco advertising, promotion and sponsorship in your country that you would like to share with the Malawi ATSA team?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Thank you for taking your time to answer these questions.