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*"ETHICS AND HEALTH RISK COMMUNICATIONS: THE CASE OF
ADVERTISING TOBACCO PRODUCTS BY THE KENYAN MEDIA IN THE NEW
MILLENIUM"*

**PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR COMPLETION OF A MASTERS DEGREE IN
COMMUNICATION**

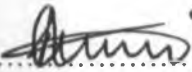
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DECLARATION

This research is my original work and has not been submitted in any other University for a degree award.

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22.11.2007

This project paper has been submitted for examination with your approval as a University Supervisor.

EDWIN NYUTHO


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22.11.2007.



DEDICATION

I dedicate this research paper to my dearest son Elvis for being patient with his mother even when she was too busy for him.

To my loving parents and siblings - for being there, always.

And to Terrah, my anchor, who was there when I was "running mad", and for believing in me.

Thank you all for being understanding and for your constant support.

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My gratitude goes to Mr. Edwin Nyutho who supervised this research. Many thanks for his advice, patience and availability.

I also want to thank my former bosses Chris Kisire for availing funds for me and for his time. And Mike Mwai for being so understanding and allowing me to take time off to attend my classes and exams.

May God bless you all.

Lastly I thank God for making it all possible.

ABSTRACT

The purpose of this study is to evaluate ethics and health risk communications; its lack and consequences thereof in the advertising of tobacco products. It is a case study of the Kenyan media and how it conducts its business of advertising with a focus on tobacco. The study has found that the partakers of tobacco products are very much in the picture of its adverse effects.

From the respondents' responses, it is clear that the adverse effects of tobacco smoking are clear and known to both smokers and non-smokers; and that advertisements in the media have also influenced their smoking patterns.

It is my hope that as time goes by, the public will be even more educated and informed on the dangers of tobacco intake.

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CHAPTER 1

Introduction - Background

Tobacco is a killer. The United States Centers for Disease Control and Prevention describes tobacco use as "the single most important preventable risk to human health in developed countries and an important cause of premature death worldwide". The irony is that smoking is a preventable cause of death, disease and disability.

The main health risks in tobacco pertain to diseases of the cardiovascular system, in particular smoking being a major risk factor for a myocardial infarction (heart attack), diseases of the respiratory tract such as Chronic Obstructive Pulmonary Disease (COPD) and emphysema, and cancer, particularly lung cancer and cancers of the larynx and tongue. Prior to World War I, lung cancer was considered to be a rare disease, which most physicians would never see during their career. With the postwar rise in popularity of cigarette smoking, however, came a virtual epidemic of lung cancer.

It is the second leading cause of death around the world. Smoking killed nearly 5 million people worldwide in 2000, with men more than three times as likely as women to go to an early grave, according to a study published in the Journal Tobacco Control in 28th November 2004.

There are serious moral and ethical questions involved in the production and use of tobacco. On the one hand, mounting medical evidence links the use of tobacco with numerous health problems. On the other hand, the long established tobacco economy is threatened. Argument by tobacco companies is that tobacco does more good than harm for underdeveloped countries such as Kenya. The reality is it costs more than five times as much to mop up the health effects of the drug than it generates for the economy. Other costs and impacts of tobacco, such as degradation of the environment, erosion of food security as farmers depend on one cash crop and child labour are just but some of the many vices that result

from tobacco farming. As a result of this, an international law on tobacco control came into force in February 2005, marking a milestone in efforts by the World Health Organisation (WHO) to fight the million-dollar tobacco industry. The success of the treaty will depend on the energy and political commitment to implementing it. The treaty also provides a framework for policies in other areas, including protection from second hand smoke, increased tobacco taxation and measures to fight cigarette smuggling.

“BAT Kenya is the sole manufacturer of tobacco in Kenya, and is 60 per cent owned by the British Parent Company.”¹ Other cigarette makers include Mastermind Tobacco, Cut Tobacco and Stancom.

Tobacco is a major cash crop in many countries. Of the 100 or so countries that grow tobacco, 80 of them are developing countries. Tobacco agriculture is thinly spread: the US accounts for just 7% of world production and yet this makes it the fourth biggest producer. The top three are China (34%), India (10%) and Brazil (9%). The US-based tobacco leaf giants – DIMON, Universal and Standard Commercial – dominate the world tobacco leaf market. As with other aspects of global trade relations, developing countries’ tobacco exports are undervalued and subject to exploitative practices by transnational owners.

Tobacco is a main income earner and contributes largely to their economy.

Tobacco is one of the world’s most important non-food crops. It is used primarily for pleasure and is consumed in a number of ways – the pipe, snuff, cigarettes and the cigar, a flavorful aromatic roll.

“Tobacco is the dried leaves of the tobacco plant that are used for making cigarettes, smoking in a pipe or chewing”²

(1-Simon Chapman with Wong Wai Leng, *Tobacco Control in the Third World, a resource atlas* pg 102)

(2-Oxford Advanced Learners Dictionary)

World sales of tobacco products exceed 31 billion pounds per year. British based companies contribute substantially to this trade, with British American Tobacco Kenya being a main employer.

Tobacco is a widely used drug and it can be chewed, smoked (in the form of cigarettes or pipes) and taken through the mouth as snuff.

When tobacco is smoked, three harmful substances are given off among many others as the tobacco burns, including nicotine, carbon monoxide gas and tar. There are nearly a million underage youth plunging into a career of smoking and half of them will be dead before the age of 40! The other half will be too busy running from doctor to specialist, hospital to sick leave to be of any economic benefit to their county.

Research shows that about half of those who start smoking during adolescence go on for 15-20 years, providing a reliable, long-term market for cigarettes. This is the market segment that needs to be targeted by lobbyists.

"Tobacco causes poverty to the farmer who grows what he cannot eat. And it burns holes both in the smokers pocket and his lungs" The Environmental Action Network (TEAN), a Ugandan tobacco control lobby in a statement released to mark this year's *No Tobacco day*.

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Studies have shown that in the most deprived households in poor countries, as much as 10 per cent of the total household expenditure is committed to tobacco. The WHO has been compelled by these circumstances to give the theme "Tobacco and Poverty: A Vicious Circle" to last years' World No Tobacco Day, celebrated on 31st May 2005.

In developing countries like Kenya, Malawi and Zimbabwe, commercially grown tobacco has been blamed for encouraging single cropping among peasants, resulting in food insecurity as farmers forsake food crops.

Tobacco is grown in more than 100 countries around the world and the sector employs about 33 million people. However, only a handful of developing countries such as Malawi and Zimbabwe are heavily dependant on the crop. Many countries however have strict guidelines and bans of certain advertisements and programs to ensure community values are protected and nations are healthy. These include Cameroon, Gabon, China, India, Egypt, Spain, Brazil, USA, Portugal, Senegal and Kuwait, just to name a few.

Advertising of tobacco products is a practice that has been in operation for a long time in Kenya. The Kenyan government has lagged behind in coming up with proper guidelines, especially on self-preservation and protection of community values. As a result, there has been an outcry from parents, churches, community leaders and schools.

It is only recently when the producers started printing health warning messages on the packs of cigarettes. Tobacco advertising promotes the idea that smoking is normal, good and glamorous and therefore its consumption. It tells people that smoking is desirable. It undermines the credibility of government statements, which say that smoking is bad for health. It leads to widespread cynicism about health education messages. In Britain in 1983, 44 per cent of smokers questioned in a government national survey agreed that "smoking cannot be really dangerous or the government would ban cigarette advertising." ³

A child who grows up exposed to hundreds of times a day to cigarette advertisements is less likely to accept the arguments of parents and teachers that smoking is dangerous.

³ (John Wiley & Sons, *Smoking out the barons: The campaign against the tobacco industry* - pg 81)

Tobacco advertising is not the only factor that promotes smoking. No one would argue that all a government needs to do to reduce smoking is to ban smoking. But it is of special concern because it affects other influences to smoke (like peer group and social pressure) by suggesting, for example, that a dangerous, costly and addictive behaviour is widely held to be "grown up", "relaxing", "sociable" or "attractive." Tobacco advertising clearly perpetuates such ideas. 4

Cigarette advertising is the cutting-edge of the world tobacco industry's efforts to market cigarettes, a product which the WHO's expert committee on smoking control described as "responsible for more than one million premature deaths each year" worldwide and control of which "could do more to improve health and prolong life ...than any other single action in the whole field of preventive medicine. Smoking kills prematurely one in four men who smoke a pack or more a day.

In famine ridden countries of the developing world it competes with food for scarce arable land and the marginal survival incomes of millions of people. Because of flue curing, it is thought to be responsible for one in eight of all trees felled throughout the world, a problem acknowledged by the British Economist Intelligence unit to have serious ecological overtones.

Smoking also causes 50 per cent of fires. Above all, the WHO expert committee on smoking control stated unequivocally: "The international tobacco industry's irresponsible behavior and its massive advertising and promotional campaigns are, in the opinion of the committee, direct causes of a substantial number of unnecessary deaths." Consequently, all major international health, cancer and heart disease agencies, medical colleges and consumer organizations, notably the World Health

4 (John Wiley & Sons, *Smoking out the barons: The campaign against the tobacco industry* - pg 80)

Organisation, the World health Assembly, the International Union Against Cancer have agreed that all forms of tobacco promotion should be banned. This is in the western world. 5

But why do we still have adverts in the third world countries, despite full knowledge that tobacco consumption is harmful to our health? This is a question that begs to be answered. And this is where the issue of ethics arises.

Just how ethical is it to have these advertisements aired and published despite knowing the fact that consumption of tobacco products is harmful to our health? What moral principles guide the advertisers as they air the adverts, and what moral backing do the producers of the cigars and cigarettes have?

Appropriate legislation through a tobacco control board is needed to help protect the farmer.

Global Tobacco Facts

- Tobacco causes around 13 500 deaths per day
- Half of children are exposed to tobacco smoke at home
- 47.5% of men smoke
- 10.3% of women smoke
- Tobacco causes serious health problems
- A cigarette is the only legally available consumer product that kills through normal use

5 (John Wiley & Sons, *Smoking out the barons: The campaign against the tobacco industry* pg 10)

PROBLEM STATEMENT

This study seeks to examine the impact of tobacco advertisements, its consumption and use and how ethics in advertisements should be considered before any advert is made, and how we can curb immature deaths resulting from tobacco consumption.

The irony is that tobacco in its raw, unprocessed form is also harmful to the farmers, especially in Kenya. Farmers use lethal pesticides and herbicides in tending the crop, and are exposed to the harmful effects of these chemicals. Records indicate that many farmers have in the past fallen sick due to direct contact with the chemicals, according to George Kevanda, of the Tobacco Growers Association.

Smoking adversely affects pregnant women and their unborn children. Smoking mothers have a greater risk of miscarriage and stillbirths. Even passive smokers stand an increased risk of developing lung, throat and mouth cancer, he added.

This study will analyse the controversy that surrounds the advertising of tobacco products. Increasing concern about the damaging effects of smoking on health, and growing interest in "ethical investment", have prompted many to enquire into shareholdings in the tobacco industry. And what opportunities there may be for persuading some of the shareholders to invest in more socially useful enterprises.

"In 1992 the Czech Republic banned all tobacco advertising in all media, including TV, print, radio, cinema, outdoors and tram."⁶

⁶(Barbara Muller, *International Advertising: Communicating Across Cultures* pg 229)

Legal loopholes however and lack of enforcement allow international cigarette marketers to get around the ban. The rules on cigarette and liquor messages change so rapidly that advertisers aren't really sure what can and cannot be done.

Advertising on tobacco products has been there for a while now and it is only recently when efforts to curb the practice have begun. These efforts are sometimes hindered because "cigarette manufacturers from Western countries aggressively market cigarettes in developing countries in order to replace lagging sales in the West"⁷

The Kenyan government has in the recent past proposed to pass a Bill in Parliament restricting tobacco sales and advertising. The advertising industry is therefore torn between purchasing service to the client, conforming to government restrictions and generating advertising revenue.

There is light at the end of the tunnel as the Kenya government gave a notice that will effectively ban alcohol and tobacco advertisements on television and billboards.

This study seeks to establish the advertisers; government's and society in general stand in relation to advertisements on tobacco products.

Most governments in the Western countries have already imposed restrictions on tobacco advertising.

The case in Kenya is totally different. In December 2004 there were efforts to make amendments in support of the *tobacco control bill*. Tobacco companies want the bill to be called the *Tobacco Products Regulation (not control) Bill*.

⁷(Barbara Muller, *International Advertising: Communicating Across Cultures* pg 259)

It is only recently in Kenya that pressure groups renewed their call for a ban on cigarette and beer advertising. The lobbies allied to National Agency for the Campaign Against Drugs Abuse (Nacada) said most of the adverts do not conform to Marketing Society of Kenya (MSK) rules and target young people. (Nation 17th January 2005)

In February 2005 tobacco companies were banned from advertising their products near schools and colleges with students below 18 years. The MSK directed that no billboards, wall paintings, posters, kiosks or metal signs should be set up within a radius of three kilometers from the institutions. This ruling followed a complaint by the National Agency for the Campaign Against Drugs Abuse (Nacada) against East African Breweries and British American Tobacco (BAT) over the advertising code of regulations and direct marketing. The code is meant to, among other things, protect the consumer and ensure professionalism among advertisers. It aims at self-regulation, as opposed to legislative controls. The advertising Standards Committee has however recently bowed to pressure from cigarette and alcoholic drinks manufacturers and revised its three-kilometer radius rule on advertising. The players in the two industries will now advertise their products within a radius of only 100 meters from schools and 300 meters from other education institutions that admit the youth. Though the judgment is softer, it frames in strong terms the need to protect under age consumers against the influence of tobacco and alcohol against the right to commercial self-expression by manufacturing companies.

The Advertising Standards Committee has however bowed to pressure need for the advertising industry to self-regulate against messages that could be deemed offensive and harmful to the community.

The global treaty on tobacco contains provisions that see tobacco companies banned from sponsoring educational, sporting and tertiary events such as Jua kali exhibitions, school music festivals, journalists awards and music concerts. The treaty, which is officially known as the framework convention on

tobacco control (FCTC) became a binding on February 27th 2005 after the expiry of a three-month grace period following its ratification by the 40th country.

The nicotine in cigarettes, a tobacco product, is habit forming though not the sole cause of addiction. Tobacco is known to cause cancer.

A recent study indicates that cigarette smoking ages the DNA by years. Heavy smokers who consumed a pack a day for 40 years, showed seven years of extra biological ageing.

According to one independent study, about 58% of young Kenyans aged between 10 and 24 are regular smokers. The sad fact is that if they survive such diseases as HIV/Aids and malaria, many of them will ultimately die of a smoking related condition such as cancer, heart disease or the little talked chronic obstructive pulmonary disease (COPD), which kills about three million people around the world

These considerations should spur the relevant authorities to move decisively to regulate the marketing and consumption of what is easily one of the world's destructive products.

Passive smoking is an issue to be addressed, for the smoke affects even those who do not smoke it directly.

In Kenya, the majority of smokers are young. Studies show that the habit is often the entry point to the abuse of hard drugs. It is a small step from tobacco to smoking bhang.

Many experts believe smoking is only about 10% physical addiction and a whopping 90% psychological addiction. The body recovers quickly from nicotine withdrawals, with the worst symptoms abating in three days or less. But your psychological dependency is more difficult to defeat.

May 31 is World No-Tobacco Day. The objective of this event is to convince all who use tobacco to quit for at least 24 hours. The World No-Tobacco Day aims to

encourage governments, communities, groups, and persons worldwide to become aware of the hazards of tobacco use.

The World Health Organization estimated that during the 1990s, approximately 3 million people will die each year as a direct result of smoking-related illnesses, and about one third of these deaths will occur in developing countries like Malaysia. According to another report, some 3800 chemical substances have been found in cigarette smoke; many of these are certainly poisonous to the body. Today, in at least 30 countries, smoke-free service has been implemented on domestic airline flights, and in more than 70 countries, buses and trains are completely smoke-free or have smoke-free areas. Others have restricted smoking in health-care facilities and even schools.

It is crucial that the advertising fraternity conduct their business in a way that empowers consumers to make a choice by also informing them of the adverse effects of tobacco consumption. This paper seeks to portray ways in which tobacco companies can be more honest with their clients.

Profit motive and money-power should not blind us. This study derives from the concern over the health risk involved in tobacco consumption and the callous way the advertisers treat the whole issue. The general knowledge of the health risk implications should serve as a pre-requisite to behaviour change.

OBJECTIVES OF THE RESEARCH

General

To bring out the issues related to tobacco advertising. This will curb the growth of smoking by provision of effective interventions and policies that curb and reduce smoking among smokers. This Study Paper on Tobacco is intended to engage persons in forthright discussion of the moral/ethical issues generated by the tobacco economy in Kenya. It is my hope that the questions raised in this

paper will facilitate such discussion. Such consideration may take into account the complexity of these issues and avoid simplistic solutions or pronouncements.

This study will endeavour to find out the moral/ethical implications of personal use of tobacco products, the moral/ethical implications of encouraging other persons to use tobacco and the moral/ethical implications involved in the production, marketing and distribution of tobacco.

Specific

1. To establish public perception of the government's rationale on the proposed restrictions on tobacco advertising.
2. To establish how restrictions on advertising will affect the media performance revenue.
3. To show the changing trends in advertising products that pose a health risk.

JUSTIFICATION OF THE RESEARCH

It is justified to carry out this study because tobacco has become a major killer, closely following AIDS. In 1983, two major reports on tobacco and health made strongly worded statements about the tobacco disease nexus in the third world. "A WHO report cautioned that smoking diseases will appear in developing countries before communicable diseases and malnutrition have been controlled." ⁸

This has come to pass. Tobacco smoking diseases include heart, circulatory disorders, bronchitis and cancer. Substantial proportions of these diseases are caused and aggravated by tobacco use. The tobacco epidemic is hence already upon us.

⁸(Simon Chapman with Wong wai Leng, *Tobacco control in the third world, a resource atlas* pg 15)

The health related economic costs of tobacco, which are considered in developed countries, include productivity losses through death and illness, medical, hospital and pharmaceutical expenses and social security support in chronic illness for workers and their dependents.

The World Health Organisation says that tobacco will soon be the leading cause of death in the world, linked to diseases like tuberculosis, heart attack, and bronchitis. "Smoking causes appalling illness and so many unnecessary deaths that the figure of 100 000 premature deaths a year is almost beyond comprehension"⁹

Few countries have any disability pension schemes, and arguments about prolonging life or compressing morbidity through smoking control mean little in countries where life expectancy is sometimes more than 25 years below the peak average for tobacco-induced diseases in the developed world.

Conclusions about the impact on health of tobacco are normally drawn from clinical reports and extrapolated estimates often originating from small hospital samples. In Kenya, a steadily accumulating number of such reports show rising incidences of tobacco-induced disease. Tobacco purchasing competes with food – At the household level where tobacco is one of many purchasing decisions that can be made, the focus on tobacco can be widened away from seeing it just as a potential contributor to chronic diseases like lung and oral cancer. In contexts of high infant mortality, widespread vector-borne disease, poor sanitary control and malnutrition, it is unlikely that the direct (long-term) of smoking will be of major concern to third world health workers and politicians.

⁹(John Willey & Sons, *Smoking out the barons: The campaign against the tobacco industry*, pg 10)

However, the indirect effects on health resulting from the lessened food purchasing ability that each poverty stricken smoker has when marginal survival incomes are stretched even further to include tobacco present a very tangible cause for immediate concern.

Another reason that justifies this study is the environmental impact of tobacco farming and manufacture. "Being wrapped in paper and sold in packs, cigarettes are voracious users of paper and therefore of forest resources. A modern cigarette-manufacturing machine uses four miles of paper per hour. But a far less apparent but greater cause of deforestation is the use of fuel-wood in the curing of tobacco leaf."¹⁰

The results of this study could also bring to light the issues related to ethics in advertising and the health risks involved.

Research shows that smoking is an important cause of health inequalities – the poorer you are the more likely you are to smoke, you are less likely to quit and you are more likely to die from smoking related causes. Medical studies have shown that cigarette smokers die, on average, 10 years earlier than non-smokers.

Lung cancer is the disease most commonly associated with smoking but it is also a risk factor for heart disease, Chronic Obstructive Pulmonary Disease (COPD), which includes emphysema and chronic bronchitis, and other types of cancer.

Babies born to women who smoke during pregnancy are at increased risk of malignant blood disorders, according to new research. A study published in the journal of the American Medical Association analysed foetal amniocytes obtained during routine amniocentesis from 25 women who smoked and 25 controls.

Smoking also causes premature aging and drying of the skin. The smokers' fingers, fingernails and teeth get stained by the tobacco smoke.

¹⁰(Simon Chapman with Wong Wai Leng, *Tobacco Control in the Third World, a resource atlas* pg 57)

Other arguments against tobacco consumption are that it can be expensive and for heavy smokers it can be a handicap. The money used for buying cigarettes can be spent on other worthy causes. Smoking can cause difficulty in breathing. A tobacco addict gets out of breath even after exerting himself a little. One is always tired because the body uses up all its energy to try to eliminate the toxins and chemicals from cigarettes. The breath of the smoker is awful; kissing one is like kissing an ashtray. A lot of money is also spent on breath mints. However, it is important to have in mind that "Any attempts to control smoking in the developing countries must recognize that health considerations are, tragically, likely to be perceived as both uncertain and long-term, whereas economic considerations (of tobacco trading) are both short-term and readily apparent."¹¹

This study's aim is to ultimately facilitate the following.

- Prevention of exposure of negative tobacco advertising to the non-smokers.
- Creation of awareness on the negative effects of tobacco advertising on non-smokers.
- Establishment of the government's position on tobacco advertising.
- Establishment of the advertiser's position on tobacco advertising.

This study would go a long way in contributing to policy-making and implementation of guideline that ensure a health risk free environment and ethics utilization. The purpose of my research is to analyse this controversy and present a clear picture on the issue of ethics in relation to the advertising of tobacco products.

¹¹ (Simon Chapman with Wong wai Leng, *Tobacco control in the third world, a resource atlas* pg 15)

DEFINITION OF TERMS

Advertising: It is the attempt to send information to people to convince them to spend their money with a certain company.

AIDS: Acquired Immune Deficiency Symptom

B.A.T: British American Tobacco

Carbon monoxide: Is a poisonous gas, starving the body of oxygen by replacing the oxygen in the blood cells. Thee result is loss of muscular power, a faster and stronger heartbeat and higher breathing rate.

Cigarette: Thin roll of shredded tobacco in thin paper, for smoking. It is the most common form of tobacco use.

COPD: Chronic Obstructive Pulmonary Disease.

Ethics: A body of principles or standards of human conduct that govern the behavior of individuals and groups.

Health risk communication

Media: Means of communication that reaches large numbers of people, such as television, newspapers, radio and the internet.

New millennium: The new period after a thousand years

Nicotine: Is a stimulant that tends to speed up the pulse rate. It makes the heart beat faster. It is the part of tobacco that makes people become addicted to smoking. It is poisonous and is even used as a pesticide in agriculture. It leads to rise in blood pressure and increases the amount of fatty substances in the blood, resulting in heart disease.

Passive smoking: Is the unwilling inhalation of smoke from other people's cigarettes by a nonsmoker. It is also known as environmental tobacco smoke (ETS) It occurs when the exhaled and ambient smoke from one person's cigarette is inhaled by other people.

Tar: Is a sticky substance produced when certain substances, including tobacco, burn. Evidence suggests the tar in tobacco caused cancer of the mouth, lungs or throat. The tar in tobacco coats teeth and lungs.

TEAN: The Environmental Action Network

Tobacco: A plant with large leaves which are dried for smoking, chewing and can be made into snuff.

Tobacco products: by products of the tobacco plant, including cigarettes, pipes and snuff.

WHO: World Health Organisation

CHAPTER 2

Literature Review

Introduction:

It is imperative that a code of ethics is established in relation to advertising of tobacco products to strike a balance in this issue full of controversy.

James VI of Scotland called smoking "a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs" In the black, stinking fume thereof, he went on, it nearest resembles the horrible Stygian smoke of the pit that is bottomless.

That was in the 16th century. In the 21st century many are trying to grasp this. 23 years ago, the then minister for health, Arthur Magugu banned cigarette smoking in public places. But he did not gazette it. So his ban remained just mere words. In 1995 the health ministry crafted a bill on tobacco, which was not even tabled in parliament. It is still pending. Kenyans now await legislation on smoking in public. The only positive progress was made in May 2005 by Francis Muthaura who issued an administrative circular banning smoking in public buildings. However as the government dilly-dallies, cigarette smoking continues to kill many, both smokers and non-smokers. The government needs to show its commitment in the legislation of tobacco products.

Meanwhile tobacco smokers and the youth continue to "associate smoking with dreamlike promises of prestige, power, freedom and luxury"¹²

¹²(Simon Chapman with Wong Wail eng, *Tobacco Control in the Third World, a resource atlas* pg 75)

ETHICS IN ADVERTISING

What is ethics?

As Kasoma puts it, "ethics is concerned with making sound moral decisions in journalistic performance and it assumes the presence of societal morality. Morality has to do with actions, guided by generally acceptable human values and responsibilities. Compatible human values and responsibilities constitute a moral system. Human beings subscribe to several moral systems at any one time, but ethics begins when elements within a moral system conflict, and a person is called upon to choose between various alternatives."¹³

Ethics is a body of principles or standards of human conduct that govern the behavior of individuals and groups. Ethics arise not simply from man's creation but from human nature itself making it a natural body of laws from which mankind's laws follow.

Ethics is a branch of philosophy and is considered a normative science because it is concerned with human conduct, as distinguished from the formal sciences such as mathematics, etc. As a science ethics must follow the same rigors of logical reasoning as other sciences.

The principles of ethical reasoning are useful tools for sorting out good and bad components within complex human interactions. For this reason the study of ethics has been at the heart of intellectual thought since the early Greek philosophers.

¹³(Francis P. Kasoma, *Journalism Ethics in Africa*, pg 5)

It is not our intention today, in this brief moment in time, to encapsulate the centuries of philosophical thought and debate from Aristotle, Socrates, Plato, Kant, Bishop Butler, Rollin May and all the other scholars, but rather to sow some seeds for thought and reflection.

Ethics is much more than just a collection of values. Values are almost always oversimplifications, which rarely can be applied uniformly. Real ethics is a process of rational thinking aimed at establishing what values to hold and when to hold them. Ethics quality occurs when two conditions are met: when a repeatable reasoning process is followed; and when the outputs of this reasoning result in the intents, means, and ends all being "good". Poor ethics can be extremely damaging to organizational performance. When ethical behavior is poor it taxes the operational performance in many visible and sometimes invisible ways. The tax can impose itself on group dynamics, suppressing openness and communication, which is hard to measure but easily felt. Good ethics on the other hand have a surprisingly positive effect on organizational activities and results. Group dynamics and communication improve, and productivity improves.

Ethics poses questions about how we ought to act and how we should live. It asks, "According to what standards are these actions right or wrong?"; "What character traits are necessary to live a truly human life?" On a practical basis, ethics is respect for others and honesty in dealing with people. Ethics is the purity of motivation; the reasons behind ones actions. Legalese does not cleanse an action of unworthy motivation; blindly applying rules and regulation is not rational thinking; not respecting the rights and dignity of others is immoral.

MEDIA ETHICS

According to the German Communication Scholar, Michael Kunczik, ethics (the term comes from the Greek word ethos: custom or practice) is that branch of Philosophy whose purpose is to describe moral sentiment, as well as establish norms for good and fair behaviour. In the context of Journalism, this is a question about what is good and what is right journalistically. In the search for answers to these questions, his assumption is that democracy, though afflicted with many weaknesses, is nevertheless the best form of government. A functioning democracy is founded on a Communications Sector that functions adequately and allows informed public opinion to develop freely. Hence in a democracy, journalists have a special political purpose and responsibility.

The very idea of whether a media practitioner, at whatever level, does what is good/ right of fair presupposes that the practitioner has a choice. It presumes that he or she is operating in a democratic society. Only that media practitioner who can freely influence his own choices and behaviour can be judged according to ethical standards.

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The interests of the proprietors of media houses are often at loggerhead with the ethics of journalism. Their interests include maximising profits by whatever means necessary, and, for the political class, the manipulation and indoctrination of the public.

Advertising Ethics - Origin of Advertising

Initially advertising was confined to announcements and its role did not go beyond informing. 15th century saw the advent of printing press. Before then there was advertising in Asia and Europe. During the Tokugawa/Edo period, (1600 to 1867) the Japanese had carved shop signs that announced the kind of goods that were available at their premises. It was a period of economic and cultural development.

Later in 16th century, the development of trade advertising became a toll of commercial communication. By the end of the 18th century, many newspapers in England came to be known as advertisers. They carried large classified advertisements. In the 20th century, advertising has moved to a whole new level. In the words of Kwamchetsi Makokha, Advertising is not just the announcement of special offers, for an announcement alone can surely not blow away months of good financial husbandry in one moment of fancy. It is how the announcement is made.

S.A Chunawalla defines advertising as any paid form of non personal communication of ideas, goods and services by an identified sponsor.

Tobacco advertising modes in the mass media include:

- Television and radio commercials
- Newspaper ads, flyers, catalogues, posters, billboard
- The Internet.

The case for a moral framework, a set of acceptable minimum criteria, is made necessary when one acknowledges the immense and growing power wielded by the media. They have the ability on the most extreme end to create or concoct a reality that does not exist. It must be pointed out however, that media ethics and codes of conduct are a matter for media professionals and not governments or parliaments.

The discussion of professional ethics in the media has focused invariably on the idea of responsibility. This refers to authenticity, to objectivity and fairness in news reporting and advertising rather than to total exactitude in communication. Media ethics are primarily then an attempt at some form of mediation to ensure that the least possible harm is done.

At the end of the day, profit maximization is the key goal why most media organizations exist. Juxtaposed against the desire to be accountable to the larger society, one at once begins to see that often enough, media managers will be

called upon to sacrifice one at the alter of the other. Inevitably, whose story will be told and whish advert will be aired will often depend on how much there is to be gained financially or in any other form of mileage.

ADVERTISING ETHICS AND PRINCIPLES

Advertising in Kenya is guided by the Code of Conduct and Practice of Journalism in Kenya. Drafted by the Media Industry Steering Committee, in April 2001, the code is intended as the ethical foundation for practice of journalism in Kenya. The stakeholders included The Kenyan Union of Journalists, the Media Owners Association, Editors Guild of Kenya, the Alternative Press, Media Training institutions, Kenya Correspondents Association, Media NGOs and State Media.

The American Advertising Federation drafted and adopted the Advertising Ethics and Principles on March 2, 1984, San Antonio, Texas. The American Advertising Federation protects and promotes the well being of advertising. It is a network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Kenya does not have a defined code of ethics for advertisers. It is for this reason that we apply the American Advertising Federation Advertising Code of Ethics. Their code is applicable universally.

IS THERE HARM DONE BY ADVERTISING?

'Tobacco advertisements appear in the media that, with the exception of age restricted cinema screenings, are accessible to children. Children can see a billboard, read a newspaper or a magazine, watch television and listen to the radio in just the way that adult smokers do.'¹⁴ Yet advertisers claim that cigarette advertising shall be directed only to adult smokers.

Advertisers deal with large accounts and design campaigns of specific products. Though advertising is a marketing mix, it's a communication process. It influences people's choices in life. There is nothing intrinsically good or intrinsically evil about advertising. It is a tool, an instrument: it can be used well, and it can be abused. If it can have, and sometimes does have, beneficial results such as those just described, it also can, and often does, have a negative, harmful impact on individuals and society.

Have advertisers done more harm than good? Have they adhered to the advertising Code of ethics?

According to Conrad C. Fink, strictly speaking, the concept of costs and benefits does not apply to ethics. It is simply impossible to prove that short-term, bottom-line benefits pay back the often steep costs of ethically and responsibly serving readers, advertisers and community.¹⁵

Ethical ideas, however, must be related to the every day reality that a newspaper, for instance, must show a profit. One depends on the other.

¹⁴ (John Wiley & Sons, *Smoking out the barons: The campaign against the tobacco industry* pg 86)

¹⁵ (Conrad C. Fink, *Strategic Newspaper Management* pg 408)

The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response.

There is no doubt that tobacco production and its products contribute a lot to the economy of Kenya as a nation. There is also no doubt that there are a number of side effects by the consumers of these products. Most common tobacco products include cigarettes, cigars and pipes,

Mounting medical evidence links the use of tobacco with numerous health problems. On the other hand, the long established tobacco economy is threatened.

The tendency in many third world countries has been to avoid or ignore the dilemma. Farmers, agribusiness people, manufacturers and distributors of tobacco products, as well as state officials, have found it difficult to deal directly with the crisis precipitated by the increasing pressure of negative health data.

Advertising does not make it any easier. Though a great tool in the marketing of any product, it is compounded with various issues when it comes to tobacco products.

In the 17th century smoking was considered useful for treating stomach ailments. Children were actually taught how to smoke efficiently in case the need arose. With time however, the justification for smoking became its psychological benefits that it is a good antidote to loneliness. Today smokers all over the world

say that the habit is a good stimulant that calms the nerves and gives the smoker something to do with his hands.

Young people begin to smoke either because it seems more adult, it is what their friends do or it genuinely makes them feel more at ease. After some time though smoking becomes a habit; difficult to shake off and creates dependency.

There are factors that militate the weak-willed. Advertising is one major factor that treats cigarettes as status symbols and as gift items.

Though there so much pressure from doctors, it is only the individual who can respond to the overwhelming evidence against smoking.

Cigarette smoke slows the healing process, complicating the careful cellular choreography of wound healing, according to a paper by University of California, Riverside Researchers. It delays the formation of healing tissues and sets the stage for increased scarring at the edges of a wound. Tobacco smoke may delay wound repair because of the inability of the fibroblasts to migrate into the wounded area, leading to accumulation of these cells at the edge of the wound, thus preventing the formation of the healing tissue.

Governments should establish a widespread ban on smoking, including pubs and bars, restaurants. This is already effected in Ireland, where there is a no smoking policy in pubs and restaurants.

It is reckless for the government to allow a firm that produces harmful substances to go on doing so. Subsumed in this is that customers are so illiterate that they have to consume anything that comes their way even if it is harmful.

They have to be protected from themselves. The government should protect the non-smokers who are subjected to the harmful effects of tobacco by smokers.

Experts are concerned that it is not money that is hampering progress in diversification, but a lack of political will, especially in countries where large multinational companies are influential.

What is advertising?

Introduction:

Advertising is paid for mass communication that is intended to create awareness, impart information, develop attitudes and or induce attitudes. It is as old as man. Vigorous advertising started 200 years ago with the advent of the industrial revolution. An advert is paid off, normally at a fixed rate or negotiated print, banner or recording. It aims at capturing the largest number of people at the lowest cost. A lot of advertising sells to you what you do not need. The advertiser however calls it freedom of choice. The 4ps of advertising are product, place, promotion and price.

Advertising, according to the definitions committee of the American Marketing Association, "is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor"¹⁶

It is the attempt to send information to people to convince them to spend their money with a certain company. This concept is the foundation of the modern financial world. Adverts can attack any of the senses. Sight, hearing, touch smell or taste. For example movie popcorn has a specific smell that's been refined over years to entice others in the movie theatre to buy their own large bucket.

Advertising contributes heavily to influencing people's decisions about what to consume.

"The role that advertising plays in a society differs from one market to the next"¹⁷

¹⁶(Barbara Mueller, *International Advertising, Communicating Across Cultures* pg 55)

¹⁷((Barbara Mueller, *International Advertising, Communicating Across Cultures* pg 55)

Over the years, advertising has evolved into a major industry that goes beyond informing to persuading, influencing and in some cases brainwashing.

Advertising helps us to be informed, educated and entertained.

Advertisers create unnecessary wants and excess consumption in most of us.

This in turn creates a craving for harmful products that we are better off without.

This is the argument that has been used by Dr. Alfred Mutua, government spokesman to impose a ban on the advertising of tobacco and alcohol products on television and billboards.

It is difficult to capture the attention of an audience with advertising, so the techniques must be direct. Advertising does have a lot of influences, but it also has experienced a lot of drawbacks. This explains the need for advertising agencies.

Advertising provides employment to many people all over the world, Kenya included. It is important to strike a healthy balance between the tobacco industry and the advertising industry in a bid to uphold ethics in society. How this is done definitely has a bearing in the country's future economy.

The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and - while these purposes are distinguishable - both very often are simultaneously present.

In the past the government has been urged to ban all prime time advertisements promoting the consumption of alcohol and cigarettes.

The average child in Britain watches 20,000 adverts a year on children's television. Advertising is highly valued and every other minute a television or radio programme is interrupted to air or screen an advert. Data from Steadman Media Services shows that radio stations attract 40% of all the advertising revenue.

Advertising is constantly bombarded by criticism. It is accused of encouraging materialism and consumption, of stereotyping, of causing us to purchase items for which we have no need, of taking advantage of children, of manipulating our behavior, using sex to sell, and generally contributing to the downfall of our social system. Critics of advertising abound. Barely a week goes by without some advertisement or campaign, or the ad industry, being the focal point of some controversy. There even are web sites dedicated to criticizing various aspects of advertising.

Ethical and Moral Principles should basically focus on the three principles below.

1. Truthfulness in Advertising
2. The Dignity of the Human Person
3. Advertising and Social Responsibility

Truthfulness in Advertising

Advertising must tell the truth and not mislead consumers. Claims must be substantiated. A representation, omission or practice is deceptive if it is likely to mislead consumers and affect consumers' behavior or decisions about the product or service. Unfair or deceptive advertising in any medium is prohibited. Sellers should be responsible for claims they make about their products and services.

Disclaimers and disclosures must be clear and conspicuous. That is, consumers must be able to notice, read or hear, and understand the information. Still, a disclaimer or disclosure alone usually is not enough to remedy a false or deceptive claim.

The Dignity of the Human Person

Advertising should "respect the human person, his right duty to make a responsible choice, his interior freedom; all these goods would be violated if man's lower inclinations were to be exploited, or his capacity to reflect and decide compromised."

Advertising can violate the dignity of the human person both through its content what is advertised, the manner in which it is advertised and through the impact it seeks to make upon its audience. Appeals to lust, vanity, envy, greed, and techniques that manipulate and exploit human weakness are some examples of advertising effects. In such circumstances, advertisements readily become "vehicles of a deformed outlook on life, on the family, on religion and on morality -- an outlook that does not respect the true dignity and destiny of the human person."

Advertising and Social Responsibility

Advertisers, like people engaged in other forms of social communication, have a serious duty to express and foster an authentic vision of human development in its material, cultural and spiritual dimensions. Communication that meets this standard is, a true expression of solidarity.

Many women and men professionally engaged in advertising do have sensitive consciences, high ethical standards and a strong sense of responsibility. But even for them external pressures from the clients who commission their work as well as from the competitive internal dynamics of their profession can create powerful inducements to unethical behavior. That underlines the need for external structures and systems to support and encourage responsible practice in advertising and to discourage the irresponsible.

Representatives of the public should participate in the formulation, application and periodic updating of ethical codes.

For example, government regulations should address such questions as the quantity of advertising, especially in broadcast media, as well as the content of advertising directed at groups particularly vulnerable to exploitation, such as children and old people. Advertisers should ensure ethically responsible practices in their profession.

HEALTH RISK COMMUNICATION

There are many challenges in how we communicate risk, especially risks to health. According to a 1996 National Research Council report, risk communication "emphasizes the process of exchanging information and opinion with the public. "Health communication is essentially a form of rhetorical and symbolic action. It is a symbolic action in the sense that health messages work most proximately on the concepts and ideas which give meaning to behavior, on the understandings which people draw upon in organizing their day to day conduct." 18 The basic tools of health communication are words, images and symbols, which influence health. It is information transfer, in this case, it involves information on the dangers of tobacco intake.

Health-risk communication is a burgeoning area of focus. The public has become increasingly aware of possible threats to public health caused by chemical and physical agents. Plans for communicating relevant and timely information are needed to ease public panic and allow for quick action in the event of an imminent health risk.

18(Robert W. Porter, PhD-Paper on expert meeting on behavioral & Social Factors in Disease Prevention pg1/2-8551-02-RES)

Health Education Concepts

The health-education concepts described below are helpful in understanding the basis for effective health-risk communications strategies.

The Health-Belief Model

Perhaps the most important health behavior model for understanding effective risk communication strategies, the health belief model is based on an individual's belief in his own susceptibilities to a disease or condition, its severity, the effectiveness of prevention and treatment techniques, and his own capacities for making use of those techniques (Rosenstock & Cullen, 1994). The health belief model is built upon the idea that an individual will protect his health and actively screen for and treat disease if certain characteristics apply. The individual must believe he is personally susceptible to the disease, that the disease will have serious effects on his health, that his actions can limit the ill-effects associated with the disease, and that the benefits of taking action to control the disease will outweigh the costs. Many outside factors influence each of these beliefs. Some believe that socio-demographic factors, such as education level, have a strong bearing on these individual beliefs.

The health belief model was developed in the 1950s and has since been extended and refined. One notable addition to the model is Bandura's concept of self-efficacy, which relates to an individual's belief that he can effectively take action to protect his health. For instance, one who is at risk for exposure to a harmful agent may take action to prevent exposure. He must believe that taking action will protect him and that he can successfully carry out the particular strategy (i.e. receiving a vaccine).

This model clarifies the role of effective health-risk communication. According to the model, a successful communications strategy must not only provide

information about the hazard but must also outline preventive actions and stress self-efficacy.

Identifying Relevant Audiences

The first step in creating an effective health-risk communications plan is to identify target audiences and their concerns. Identifying specific characteristics of the audience allows special consideration to be made in choosing messages and communication channels. It is also meaningful to learn how the community gathers information (via television, newspaper, local officials, other residents, etc.), whom they trust for information, and their perception of risk. Additionally, it is helpful to understand attitudes, opinions, education levels, topical knowledge levels and community involvement. For example, when planning communications channels, knowing that a target audience spoke and read only Spanish would be useful. This information assists in choosing appropriate communications materials – in this case, brochures and pamphlets in English would not be well-suited to the audience.

Pertinent audiences may include employees, community residents, health-care providers, government officials, media and regulatory agencies. Identifying groups or individuals who may show opposition to the communication, or provide challenges in delivering the information is helpful in determining how to navigate potential road blocks.

Risk Perception

A variety of factors affect an individual's perception of the severity of risk. Statistical data and scientific facts are a strong influence, but people also are affected by factors specific to the risk itself.

Risk perception plays a central role in risk communication because it takes into account the attitudes and fears of the audience receiving the message. Sensitivity to these attitudes not only allows those delivering the message to show an extra measure of compassion and support, but allows an opportunity to build credibility by understanding and responding to these perceptions.

Message Development

Messages must be clear, concise and consistent. The process of creating and updating messages is ongoing in a health-risk communication setting as information evolves. Nevertheless, baseline ideas and objectives should be clearly outlined and should remain stable throughout the communications process.

Education is part of the message development process in many health-risk communication efforts. Scientists, physicians or public health workers need to start the communications process by allowing the audience to understand the concerns from a medical or scientific standpoint. This information may include specifics on the particular agent involved, basic toxicological information, how adults and/or children might be affected, entry pathways and treatment options for exposed individuals. The target audience should specifically tailor these messages for easy understanding. For example, a group of at-risk health care workers would have a different level of concern and understanding than a community of at-risk migrant farm workers. In either case, language should be clear and understandable to those at risk.

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When creating messages, the following questions should be considered. What harmful element or elements exist? How have these elements become a hazard? Who is at risk for exposure? How can exposure be avoided or the risk of exposure minimized? What is being done to protect those at risk? What

treatment options are available to those exposed? What short- and long-term effects can be expected in those exposed? What organizations or agencies are responding to the crisis? Who is available to address questions of concerned individuals and how can they be reached? What are possible solutions and alternatives? What costs are associated with each alternative or solution? Who is responsible for decision-making? Are there legal issues involved? What additional information sources are available?

Channels of Communication

Achieving effective health-risk communication requires knowledge of the habits and preferences of the target audience. For instance, it would be pointless to use the print media to deliver a message to a largely illiterate community. Similarly, it would be ineffective to deliver an urgent health-risk message via e-mail to employees who do not have regular access to computers.

One must understand how to best communicate with the target audience, including who audience members trust, and how and where they get their information. Media is, in and of itself, a channel of communication or medium. In this case, it is used as an audience because of its power to broadly communicate public health messages to a wide array of audiences.

THE MEDIA

The media, or "the press," refer to individuals working in various capacities to deliver news to the public. The media can play an important and unique role in communicating health-risk information to the public because of their broad reach. In addition to bringing news to various audiences, the media play a major role in determining which people, issues and events are newsworthy.

All reputable journalists share the same overall mission – to report news in a factual, impartial fashion. Media outlets can be broken down into two main

categories – print and broadcast. The print media includes primarily newspapers, magazines, newsletters, and trade publications. Reporters and editors, who work together to bring news stories to life on paper, produce print media. Broadcast media refer to television and radio. Bringing television and radio broadcasts to viewers and listeners requires the work of reporters, news directors, production staff and technical staff.

What is news?

How do the media decide what is newsworthy? In general, reporters are interested in information that appeals to and affects the interest of the mass public. Often this includes information pertaining to public health, lifestyle and recreation, human interest stories, people's perspectives, public policy and "bad news" (that is crimes). Risks to public health are more likely to gain media attention if there are questions of blame, alleged secrets, attempted "cover-ups," links to existing high-profile issues or personalities, risk of mass exposure, strong visual impact and links to crime.

It is necessary to develop and maintain relationships with key media. In some cases, it is helpful to build media relationships on both local and national levels. Establishing these relationships early and actively maintaining them is especially helpful in the event of crisis communications.

Levels of Media Involvement

Media involvement varies in accordance to the type of risk communication. For example, when a crisis presents immediate danger to a community, the media will begin reporting details quickly, often without complete information. The priority of the media in this situation is to alert the public to the danger and provide information to allow people to protect themselves and their families. As more information develops, reporters will continue to deliver new developments to keep the public abreast of the latest information. Once the public is out of

immediate danger, the press may launch an investigative report to determine what led to the emergency, potentially offering solutions.

Another style of media coverage and involvement occurs when an outlet chooses to report on a specific issue or long-term health risk to the community. This type of reporting allows for more thorough, in-depth research and more balanced reporting than in the case of a crisis. A reporter may provide background information on the problem, detail the negative consequences associated with the risk, and offer ways for individuals to reduce risk to themselves and their families. To gather important factual information, the reporter obtains background information from a variety of sources and interviews a handful of experts to include in the news report.

Relations with the media should be kept on a professional level at all times.

When “bad press” occurs, keep in mind the importance of maintaining working relationships with media for the benefit of future issues – both positive and negative.

Measuring Effectiveness

As mentioned earlier, health-risk communications programs are used to address a variety of issues, from behavioral health risks such as smoking and substance abuse, to the importance of immunizations, to environmental exposure to toxic chemicals. In the context of risk communication, evaluation refers to any purposeful efforts to determine and measure the effectiveness of risk-communication programs. Program evaluation is necessary to ensure that health-risk messages are disseminated in an efficacious fashion, reaching the targeted audience through appropriate channels. Evaluation techniques vary depending on the stated goal. Common goals include raising awareness, changing behaviors and educating people to make informed decisions.

No matter how basic the health-risk communication, careful planning and goal-setting are necessary to meaningfully evaluate the program's success, or lack thereof. There are four major types of evaluations that can lead to more effective health-risk communication when used appropriately: formative, process, outcome and impact.

Major ethical and moral concerns about message effects

Compatible human values and responsibilities constitute a moral system, whereas ethics has to do with good or bad. It begins when elements within a moral system conflict, and a person is called upon to choose between various alternatives.

There is nothing intrinsically good or intrinsically evil about advertising. It is a tool, an instrument: it can be used well, and it can be used badly. If it can have, and sometimes does have, beneficial results such as those just described, it also can, and often does, have a negative, harmful impact on individuals and society. Just as the media of social communication themselves have enormous influence everywhere, so advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behavior in today's world. In Kenya today, advertising is of great concern now as it raises serious ethical and moral issues. It touches on

- Violence
- Stereotyping and Prejudice
- Drug Abuse
- Politics
- Advertising/Consumerism

Advertising no longer simply mirrors the attitudes and values of the surrounding culture. No doubt advertising, like the media of social communications in general, does act as a mirror. But, also like media in general, it is a mirror that helps shape the reality it reflects, and sometimes it presents a distorted image of reality.

- Sexual Behavior/Values

Through the mass media, everything sexless has been sexualised, from automobiles, cigarettes, clothing to detergents. It also encourages sexual fantasies.

In many ways, the porn industry has had its share of unethical advertising. Many adverts leave a lot to be desired, especially those that cause embarrassment.

The youth market has contributed millions of dollars to advertising through the consumption of various goods such as clothes, music, food and electronic games.

Therefore the youth market is a large priority for many advertisers.

Children are affected by advertising - they feel the pressure to ask their parents for items after they see them advertised. Parents in turn are needed to adopt ways of living in a commercial culture. It is useful not only for parents but for anyone interested in understanding how culture affects children in today's society.

Advertising/Consumerism - This is especially so with tobacco and alcohol.

The world knows the amazing, consistent, antisocial behavior of the tobacco industry that the industry has deceived the masses with bald-faced lies about the harmful effects of their products and the addictiveness of nicotine.

The enormity of the toll tobacco takes in the form of disease, disability, and death is in a peculiar way masked by the enormity of the numbers. Each year many people die most deprived of years of life, are dying after declining health and suffering with tobacco-related diseases and conditions.

Tobacco expectancies (That is, beliefs about tobacco effects) may be positive or negative, and may include beliefs about the social impacts of drinking as well as its effects on mood and behavior.

Youth develop alcohol expectancies prior to ever having direct experience with alcohol, and these beliefs/cognitions about how alcohol will actually affect them

are strong predictors of future alcohol consumption, as well as intentions about later use of alcohol.

Social and psychological processes or mechanisms underlie these effects. Their impact is felt through extensive exposure, repetition of ads and discussion of advertisements among peers.

Differential advertising effects occur among young people according to individual and group characteristics, including age, gender, ethnicity, drinking status, and the presence of particular risk factors for alcohol abuse. Cigarette advertising emphasises on increased social outcomes, physical prowess and sexual attractiveness.

The indirect but powerful influence exerted by advertising upon the media of social communications that depend on revenues from this source points to another sort of cultural concern. In the competition to attract ever larger audiences and deliver them to advertisers, communicators can find themselves tempted in fact pressured, subtly or not so subtly to set aside high artistic and moral standards and lapse into superficiality, tawdriness and moral squalor.

Communicators also can find themselves tempted to ignore the educational and social needs of certain segments of the audience the very young, the very old, the poor who do not match the demographic patterns (age, education, income, habits of buying and consuming) of the kinds of audiences advertisers want to reach. In this way the tone and indeed the level of moral responsibility of the communications media in general are lowered.

All too often, advertising contributes to the invidious stereotyping of particular groups that places them at a disadvantage in relation to others. This often is true of the way advertising treats women; and the exploitation of women, both in and by advertising, is a frequent, deplorable abuse. "How often are they treated not as persons with an inviolable dignity but as objects whose purpose is to satisfy others' appetite for pleasure or for power? How often is the role of woman as wife and mother undervalued or even ridiculed? How often is the role of women

in business or professional life depicted as a masculine caricature, a denial of the specific gifts of feminine insight, compassion, and understanding, which so greatly contribute to the 'civilization of love'?

Where to draw the line?

Advertising works best when it's aimed at "people who would most likely use the product".¹⁹ Because of this many unethical attempts are done to place ads in places they shouldn't be.

So what line can we draw to tell unethical advertising from ethical advertising? The simplest method is: Does the ad campaign rely on misinformation or misdirection? If the ad lies to the customer promising one thing but then tries to deliver something different altogether, it raises concern.

Where unethical practices have become widespread and entrenched, conscientious advertisers may be called upon to make significant personal sacrifices to correct them. But people who want to do what is morally right must always be ready to suffer loss and personal injury rather than to do what is wrong. It is hence important to come up with rules and guidelines to be able to protect the consumer. Many of the same rules that apply to print advertising also apply to electronic marketing. These rules and guidelines protect businesses and consumers - and help maintain the credibility of the advertising medium. The following are changes that I would want to see in this sector in Kenya.

¹⁹ Mueller Barbara, *International Advertising 1996; Communicating Across Cultures* pg 72

THERE ARE SEVERAL KEY ISSUES TO PONDER WHEN IT COMES TO TOBACCO CONSUMPTION

A. Health

The smoking of tobacco became prevalent early in this century. The production of flue-cured tobacco, the development of cigarette rolling machines, and a public health concern over tuberculosis germs being spread through the cuspidors associated with snuff and chewing tobacco, all contributed to an increase in cigarette smoking.

As smoking became more common, health problems emerged which seemed to be related to smoking. In the 1950's, Sir Richard Doll, a British researcher, studied the smoking habits of more than 34,000 physicians and found a strong correlation between smoking and disease. Throughout the 1950's, research data on the effects of tobacco on human health began to accumulate. In 1964, the Surgeon General of the United States issued a report entitled *Smoking and Health* in which more than 6,000 studies were reviewed. This report concluded that "cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action." Since then, each Surgeon General has spoken out against smoking; the current Surgeon General proclaims smoking to be the number one preventable cause of disease and death. Medical science is in general agreement that use of tobacco endangers one's health.

Lung cancer was the first health effect to be linked to smoking. Subsequent research has linked tobacco usage to heart disease, emphysema, and several other forms of cancer. Recent research has even suggested harmful effects to the unborn children of smokers and to those non-smokers exposed to the side-smoke of smokers.

There is conflicting evidence on the question of tobacco and health. The tobacco industry, through a letter from William Kloepfer, Jr. (Senior Vice-President for Public Relations, The Tobacco Institute) maintains that "the assertion that cigarette smoking is a cause of lung cancer ignores basic, unresolved questions about laboratory data, smoking patterns and mortality rates, diagnostic variations and other confounding factors." Other suggested health consequences are downplayed as "guesswork," "not scientifically established," "matters of conjecture," or based on "errors resulting from clinical misdiagnoses," "conflicting evidence," or "inconsistent findings."

To the contrary, Dr. Seymour Grufferman, Duke Medical Center, offered results of numerous epidemiological studies showing a high correlation between cigarette smoking and death from lung cancer. He stated that extremely conservative statistics used by the Surgeon General indicate that cigarette smoking is responsible for approximately 30 percent of all cancers, and that smoking increases the chances of lung cancer tenfold. Noting that the tobacco industry's argument of "no causation" is based on the lack of clinical proof of the mechanism by which smoking actually produces cancerous cells, Grufferman stated that a "smoking gun" is not necessary for proof. He pointed out that medical science still has not demonstrated the mechanism by which aspirin works.

Thousands of studies in many parts of the world, some even funded by the tobacco industry, cannot be lightly dismissed. The consistency of statements issued by the Surgeons General cannot be ignored. Almost everyone would agree that drunk driving is a proper concern for the churches, partly because 25,000 people are killed each year by drunk drivers. According to Dr. Edward Brandt, Assistant Secretary of Health at the Department of Health and Human Services, about 300,000 Americans died in 1983 from smoking-related illnesses.

Two additional points are in order. First, a word about moderation. If dosage were the determining factor in the harmful effects of the use of tobacco, then the problem could be addressed by recommending moderation. Tobacco could be viewed as a pleasant aromatic, with an acceptable level of risk when used in moderation. It would be seen as analogous with spices used in food, which are not harmful when used in moderation. Cinnamon is a non-nutrient that is used only because it adds a nice flavor to food. It is not harmful when used in moderation. Similarly, the smoking of tobacco could be argued to be a way to add flavor to life, acceptable when used in moderation.

But dosage is not the sole determining factor in the harmful effects of the use of tobacco; the susceptibility of the user is an additional important issue. Medical research finds evidence indicating that some persons are susceptible to the harmful effects of even small amounts of the smoke of tobacco. For such persons, it is not the amount of smoke (dosage) that causes damage. Thus far, it is impossible to identify susceptibility prior to diagnosis of illness. The issue of susceptibility precludes solving the problem merely by encouraging moderation in the use of tobacco.

This brings us to another point, regarding habitual use. Concerns about health might be somewhat mollified were all tobacco users free to refrain from use at will. However, the experience of many regular users is that, because of either psychological or physical dependence, or both, they are unable to quit. The tobacco industry opposes the use of the word "addiction," a point made at the hearing by one representative of tobacco interests who raised the word in order to speak against it. This person attributed the inability of some to quit smoking to some kind of weakness of character or will. The fact remains, however, that many who smoke or use tobacco in other forms profess to want to quit or reduce use and are unable to do so. Several years ago a Gallop Poll indicated that 74 percent of current smokers reported wanting to quit.

There is an additional health issue not particularly related to the use of tobacco. Many chemicals used in agriculture are known to be detrimental to human health. How these chemicals might be related to tobacco health problems is an important issue for further study.

It is important to consider the following questions:

- Is it necessary to be consistent when developing standards for substances which are detrimental to one's health? Is it morally consistent for a person of integrity to emphasize the detrimental effects of beverage alcohol and be silent on the problem related to tobacco?
- Should not the user of recreational substances, such as tobacco and alcohol, evaluate the risk factor over/against the pleasure derived from the use of the substance?
- What are the moral/ethical issues involved in exposing workers and/or users to dangerous chemicals used in the growing of tobacco?

B. Economic

The production of tobacco dates to Indian farmers long before English settlers arrived on the coast of North Carolina. The use of tobacco as a fragrant aromatic came to enjoy wide acceptance. It was used by many and tolerated by most. Production and marketing of tobacco and tobacco products quickly became an important part of the economy of North Carolina in colonial times. Many conscientious, morally upright persons and families have produced, manufactured and distributed tobacco. The tobacco economy has grown to be of great importance in North Carolina and the nation.

Sudden interruption of the tobacco economy in North Carolina would bring economic hardship, if not ruin, to large numbers of citizens. Enormous personal suffering from such privation would manifest itself in a variety of physical and

emotional illnesses. One has but to study the Great Depression to form some basis of judgment.

Surely it is preferable, in a moral sense, for a society in its major economic activities to produce goods and provide services which enhance human health and welfare. Surely most individuals, given the option, would prefer to earn their livelihood producing things that are healthful and socially beneficial. The issue of alternative forms of economic activity is, therefore, critical to the entire subject. Currently tobacco has an advantage over the possible alternative crops because of the stable market provided by the allotment and price support system.

C. Resource Utilization

Tobacco production requires land. There is a scarcity of food in the world today resulting in starvation in certain parts of the world and severe malnutrition in many lands. An issue can be made of the use of cropland for the production of a commodity that has no current nutrient use, such as tobacco. This issue is more complex than it first appears. Scarcity of food staples in the world is affected more by the problems of distribution than by the acres of available land in food production. It is difficult to conclude that land used in the United States for production of tobacco is a factor in causing or worsening world hunger.

But while land use may not be a factor, the use of other scarce resources may well be. The most obvious is the use of petroleum. Tobacco production requires vast amounts of petroleum, not only as fuel for tractors and other production implements, and processing equipment, but also, as petroleum-based fertilizers and chemicals.

D. Third World Marketing Issues

Some observers are especially disturbed by the increases in cigarette consumption in the Third World nations and the efforts being made by tobacco companies to expand markets in these nations. In the past decade cigarette consumption in the United States has increased by less than 5 percent. At the same time, per capita consumption has risen 33 percent in Africa and 25 percent in Latin America. Tobacco sales have stagnated in the developed nations. Producers are looking to the developing nations for expanded sales.

Marketing techniques used in the Third World are similar to those, which have been successful in the United States. Cigarettes are advertised as symbols of vitality, virility, sophistication, sexuality, adulthood, and modernity. A trade journal *World Tobacco* commented: "The World is full of young people who are internationally aware and keen to express their individuality; smoking imported cigarettes is as favored a way of doing so as wearing blue jeans wherever the disposable income in their pockets is rising." Erik Eckholm of *Worldwatch* Institute has noted: "Simple tubes of tobacco have come to represent modernity, savoir-faire, and in the minds of children, who for decades plunked down nickels for candy cigarettes and bubble-gum cigars, adulthood."

For the most part governments of Third World countries do not make an effort to inform or warn citizens about the health risks associated with smoking. The health risks have not become evident to them or caught their attention. In Brazil, however, lung cancer has been identified as the leading cause of death among males since 1974. Such statistics led the WHO to conclude: "In some developing countries the epidemic of smoking-related disease is already of such magnitude as to rival even infectious diseases or malnutrition as a public health problem.

It is also important to ask the following questions:

- ↓ Is it wrong to advertise tobacco products in countries where information about health hazards associated with smoking is not readily available?
- ↓ Is it right for business interests to use one standard affecting marketing in the United States and another standard in another country?
- ↓ What is the moral responsibility of individuals who benefit from marketing of tobacco products in Third World countries?

E. Freedom of Choice

One of the benefits of a free society is the freedom of choice for adults, so long as this freedom does not deprive other persons of their freedom. The decision to smoke might appear to be one of those choices, since it is usually thought that the health risks of smoking are borne largely by the individuals making the choice.

Factors that complicate the simplicity of this argument are:

- 1) Smoking is a social custom and when one person smokes, other persons in the area are exposed to the smoke.
- 2) Adult smoking habits provide a powerful modeling which affects the habits of children and youth.
- 3) Society must bear some of the social cost (increased insurance premiums and various tax burdens) of death and disability brought about by the use of tobacco.

Self-Regulation

The advertising industry has no real Code of Ethics or Code of Professional Conduct. This is largely because advertising is a profession of communication, and the First Amendment protects communication. While other professions can adopt a Code that is enforceable by law, any attempt to license or otherwise

legally enforce an ethical code for advertising would run afoul of free speech guarantees.

Tobacco and alcohol advertisements are extremely popular targets for regulation. Both products can cause death or injury, and both are subject to attack by activist groups opposed to those products. Much debate has surrounded ad regulation proposals for these products.

Many critics have argued that advertisements cause consumption of these products, and that curtailing or severely restricting the ads can diminish the harmful impact of these goods. Others counter that there is no real evidence that the ads cause consumption and that it is the product, not the advertising that is the danger, so it is the product that should be regulated. Central to this debate is the question of whether the First Amendment would allow such regulation.

An international treaty for tobacco control

Tobacco use is the leading cause of preventable death in the world today. With 4.9 million tobacco-related deaths per year, no other consumer product is as dangerous, or kills as many people, as tobacco. But with the adoption of a new, ground-breaking international treaty, the scene is now set to protect billions of people from the devastating impact of tobacco consumption and exposure to tobacco smoke.

May 21st 2003 was a historic day for global public health. At the 56th World Health Assembly, WHO's 192 Member States unanimously adopted the world's first public health treaty, the WHO Framework Convention on Tobacco Control. Negotiated under the auspices of WHO, this new treaty is the first legal instrument designed to reduce tobacco-related deaths and disease around the world. Now the key is for countries to sign and ratify the Convention as quickly as possible.

Nearly 20 World Health Assembly resolutions have addressed tobacco control. Numerous tobacco control campaigns by WHO and others have made an impact. The difference with the WHO Framework Convention on Tobacco Control, however, is that for those countries that ratify the treaty, the obligations will become legally binding once the treaty as a whole comes into force. Unless countries successfully implement the measures of the new treaty, tobacco-related deaths could reach more than nine million by 2020.

Advertising, Sponsorship and Promotion

Tobacco products are advertised through sports events, music events, films, fashion - in fact, any place where the tobacco industry can target potential new smokers. The treaty obliges Party States to undertake a comprehensive ban on tobacco advertising, promotion and sponsorship, as far as their constitutions permit. Parties whose constitution or constitutional principles do not allow them to undertake a comprehensive ban must apply a series of restrictions on all advertising, promotion and sponsorship.

Protection from exposure to tobacco smoke

Second-hand smoke is a real and significant threat to public health. Children are at particular risk - exposure to tobacco smoke in children can cause respiratory disease, middle ear disease, asthma attacks, and sudden infant death syndrome (SIDS). The treaty obliges Party States to adopt and implement (in areas of existing national jurisdiction as determined by national law), or promote (at other jurisdictional levels), effective measures providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.

THEORETICAL FRAMEWORK

In accordance to this study, the following theories are relevant.

1. Persuasion Theory

"Persuasion is a special instance of special influence in which a person or group attempts to change another by communicating information supporting the desired change" 20 The main difference between persuasion and other social influence situations is that in persuasion, the key induction for change is a message that contains arguments on why the receiver should adopt a certain message on some issue. In this case the smoker or would be smoker is swamped with images of the glamour of smoking, the sophistication and coolness of it. Persuasion theory is by McGuire, who identified different components in the mass communication process "Source, message, channel and receiver" 21

According to him, persuasion consists of attention to the message (tobacco as is our case) comprehension, yielding, retention and action. The receiver should go through all of these steps in succession if communication is to have any effect on him at all. McGuire's theory however assumes a completely rational receiver, one who will adapt a new change. However this is not always the case. There are many who have undergone the entire process and are yet to embark on smoking tobacco.

20 (Alexis S. Tan Mass Communication Theories and Research, 1985 2nd Edition pg 89

21 (Alexis S. Tan Mass Communication Theories and Research, 1985 2nd Edition pg 93)

3. *Social Learning Theory*

Social learning theory relies on an individual's interactions with those around him and the values he places on behaviors and corresponding outcomes. The theory also relies on environmental factors that influence an individual's behavior. Social learning theory is built on the concept of observational learning, meaning that an individual can learn by watching others and noting the benefits or costs of the actions chosen.

One of the theory's most critical constructs in determining behavior is behavioral capacity, which distinguishes between knowledge and skill. This concept implies that a person must be able to identify a behavior as well as know how to perform it. Social learning theory provides a valuable theoretical framework for creating multilevel interventions that simultaneously address individual action and environmental action. From the social learning perspective, individuals enact what they have learned, in this case, the smoking habit.

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4. *Cognitive Dissonance Theory*

Dissonance theory was formulated by Festinger in 1957. According to him, cognitive dissonance is aroused in an individual when two or more relevant cognitions simultaneously held by him contradict each other. 22

Cognition is a thought out behavior, opinion, an attitude or a choice. Cognitions contradict each other when logic, personal experience, established knowledge or other people imply that they are incompatible.

Dissonance creates an uncomfortable drive state that can motivate the individual into action. In this case the individual will reason out whether to smoke or not.

This theory has made great contribution to the field of attitude change.

High pressure tactics may get immediate compliance, but not long term commitment. A smoker may know the dangers of tobacco, but reason that there are other ways of falling ill or dying.

The more people believe that an event can be controlled through personal actions, the greater the tendency to be optimistically biased in their judgments. If a smoker is forced to smoke he will feel a conflict between the opinion and action, and will look for a way to reduce the amount of dissonance he feels.

RESEARCH HYPOTHESIS

This research seeks to collect data to test the following hypothesis. Tobacco advertising has led to an increase in tobacco consumption, which has in turn led to an increase in tobacco-induced diseases, which lead to premature deaths.

22 (Festinger in Tan, A., *Mass Communication Theories and Research*, 1985, pg 180)

CHAPTER 3

RESEARCH METHODOLOGY

Unit of Analysis

Comprise the social entities that are the focus of the study, whose social characteristics are to be analysed. In this case they are the smokers, the users of tobacco products, and the non smokers.

The Study Site

The study site is Nairobi, an area that is easily accessible to the researcher, offering maximum use of time and financial resources.

In Kenya, Nairobi has the main tobacco processing industries, including Mastermind tobacco, British American Tobacco and Cut Tobacco.

Sampling Procedure

Purposive sampling procedure was used. According to Muganda et al (1999), this kind of sampling "allows the researcher to use cases that have the required information with respect to the objectives of his or her study."²³ This allowed for optimal use of time and limited resources.

Methods of Data Collection

Data was derived from both smokers and nonsmokers, all over eighteen years old. The respondents were from all walks of life. A questionnaire comprising

mostly closed ended and two open ended questions was administered. The questions had a list of possible alternatives from which to select the answer.

Specific respondents were also selected to provide information on policy issues. The Commercial Manager, The Standard Group Ltd. Informed me that the spend on electronic advertising has been negligible for the last six years. If the advertising of tobacco products is prohibited, the print division of the media house will be hardest hit. Overall, the Standard Group may loose approximately 300,000 per month.

The same case applies to The national broadcaster, Kenya Broadcasting Corporation. However, their chief Commercial person was reluctant to mention figures, but the scenario is similar to that of The Standard Group Ltd. Only that their sales from advertising are definitely more due to their radio division.

Market International, an advertising agency is just but one of the various agencies that has been affected immensely by the restrictions on the advertising of tobacco products. Tobacco manufacturers are no longer seeking the services of these agencies. Any revenue accruing therefore is from other sources, but the would be income is several million shillings.

Data Analysis

The data was analysed in relation to the objectives of the study. Data analysis is the process of bringing order, structure and meaning to the mass of information collected, according to Mugenda, et al, (1999) Percentages, graphs and pie charts were used to illustrate the findings of the data analysed. These were self explanatory.

Limitations of the Study

- Possibility that respondents may have been given inaccurate responses cannot be overlooked.
- Limited finances - most activities were conducted by the project person to cut down on extra expenses.
- The number of respondents targeted was limited to some extent (only 100), in turn limiting the research analysis.
- Change in policies over the course of the study.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter presents the results of the data analysis in a systematic way. Statistics are used to summarise the results and to make generalizations on the population. The data has been analysed in accordance to the objectives of the study, so as to come up with viable conclusions and recommendations. Market Power International, an advertising agency has also felt an obvious decline in their revenue as a result of limitations in the advertising of tobacco products.

Bio data

The respondents interviewed totaled 100, with the target audience being the youth between the ages of 18 and 35. The respondents were selected through purposive sampling technique. The male were more than the female because in the Kenyan society, smokers are predominantly men and are more willing to discuss matters on tobacco use.

Sex	Percent
Male	67
Female	33

Total

100

The Research Methodology

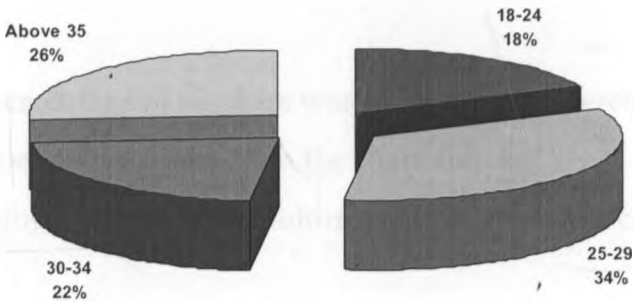
	Consumer
Research Method	Quantitative Survey
Data collection	Self administered questionnaires Selection>Random 50% Purposive 50%
Instrument	Structured Questionnaire
Sample size	100
Fieldwork Timings	From x-y in the month of z 2005
Sample point	Nairobi urban

Statistical parameters

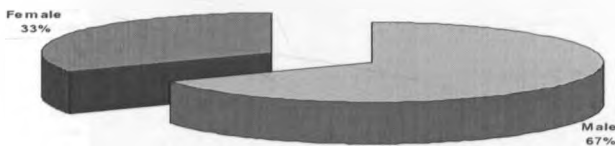
- Zero correlation done at 0.05 significant level (2 tailed) and 0.01 significant level (2 tailed)
- Data analysis done using SPSS
- Data has been verified at 95% degree of confidence level
- Margin of error is minimal at 0.05%
- Sampling frame skewed towards current smokers

Demographics

Age group



Gender



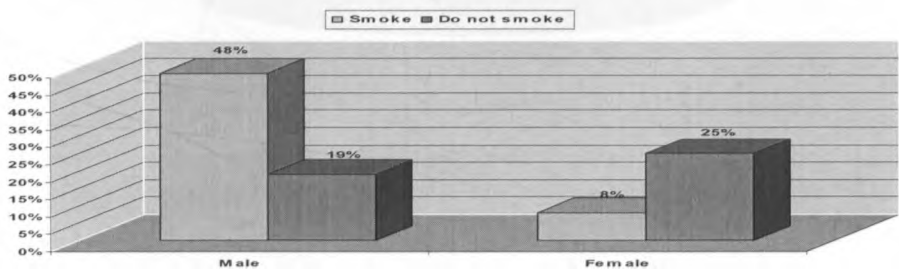
- 33 percent of the respondents were female and 67 per cent were male, as seen above.
- This means that males are more willing to talk about tobacco issues.
- It also indicates that smoking is basically a man's domain.

Smoking scenario



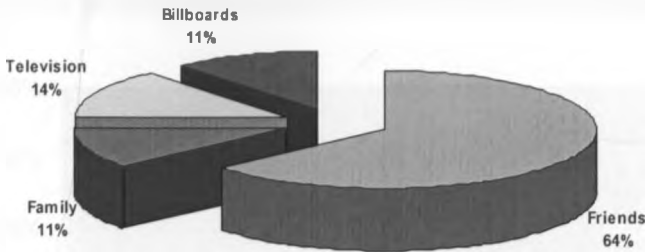
- The percentage of smokers was more than the percentage of nonsmokers, at 44 per cent, as seen from the chart above.
- Smoking is a part of our culture, as the results indicate.

Gender and smoking ratio



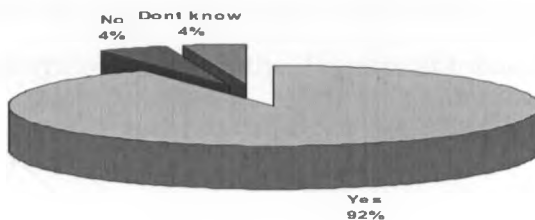
- From the graph above, 67 percent of the respondents are smokers whereas and the remaining 33 percent are non smokers. Majority of the smokers are male.
- It is safe to conclude that the smoking arena is dominated by males.

Drivers to the smoking habit



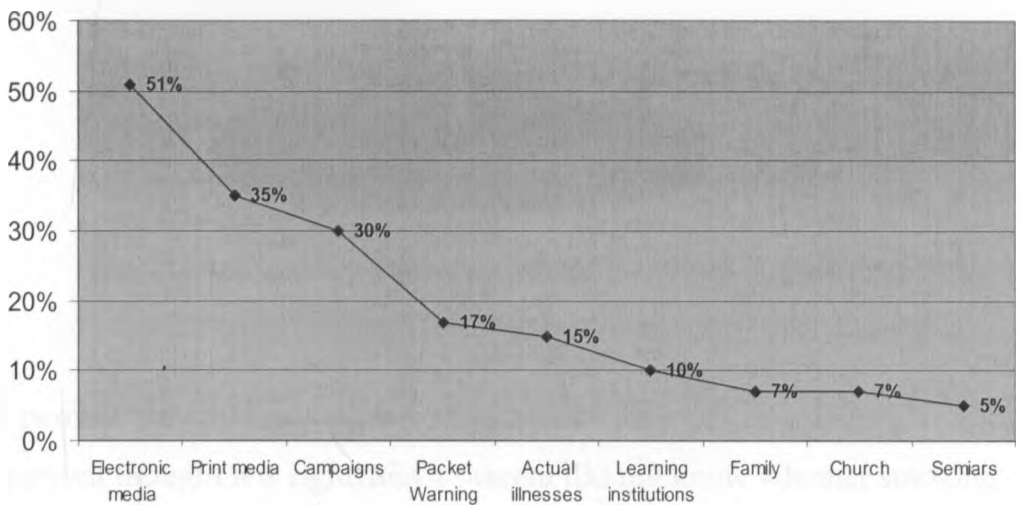
64 percent of the smokers were influenced into the habit by their friends and 14 percent by television. 11 percent were influenced by billboards and the remaining by family, as portrayed by the above chart.

Awareness on the health implications of smoking



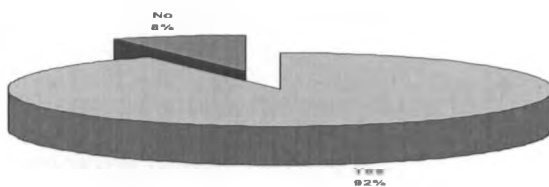
- 92 percent of the respondents were aware of the health implications of smoking, as compared to 8 percent who either did not know or were not in the picture, as indicated by the chart above.
- This means that majority of the population knows about the consequences of tobacco intake, and that the level of tobacco education is high.

Communication channels



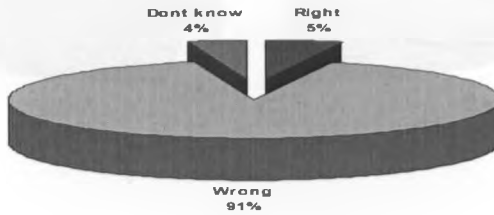
- As seen above, there are numerous ways of informing the masses on tobacco facts, of informing them on the dangers of tobacco intake.
- There are numerous ways that can influence a nonsmoker to smoke.

Communication on the health implications of smoking



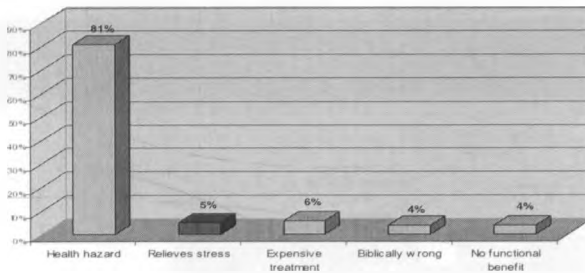
- Majority of the respondents got knowledge on tobacco and its implications on health through the electronic media and print media as seen above.

Opinion land...Is smoking wrong or right



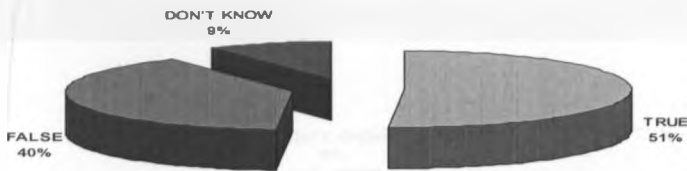
- 91 percent thought smoking is wrong, as seen above.
- 5 percent thought it is right, and 4 percent did not know whether smoking is right or wrong.

Reasons for their opinion on smoking



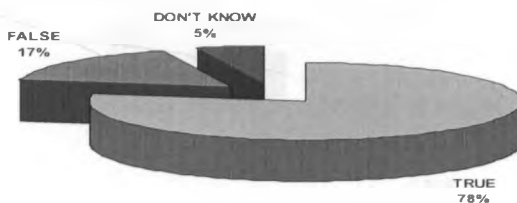
- 81 percent of the respondents believe smoking to be a health hazard, while 5 percent think smoking relieves stress.
- 4 percent think it is biblically wrong and 6 percent see it as an expensive habit.
- 4 percent see no functional benefit in smoking.

Are smokers immoral



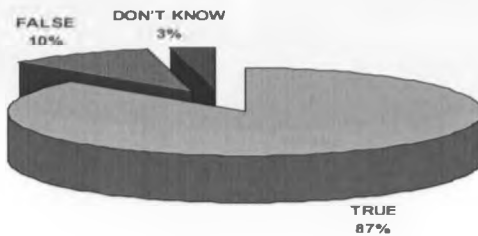
- As seen above, 51 percent view smoking as immoral
- 40 percent see nothing immoral about smoking, while 9 percent do not know.
- This means implies that the masses are divided on the issue of the ethics issue.

Tobacco smoking is a major killer



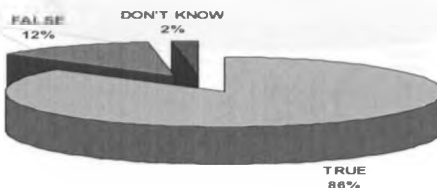
- 78 percent see smoking as a major killer while 17 percent think this is false. 5 percent do not know.
- It is obvious that majority believe that smoking is lethal.

Negative effects outweigh positive effects of smoking tobacco



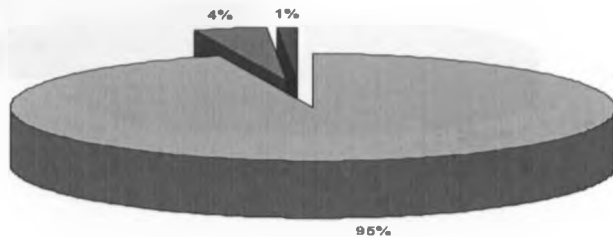
- Majority of the respondents believe that the negative effects of tobacco smoking outweigh the positive effects. 10 percent think this is false and 3 percent do not know.
- This means that tobacco does more harm than good.

There has been increased awareness on the dangers of smoking



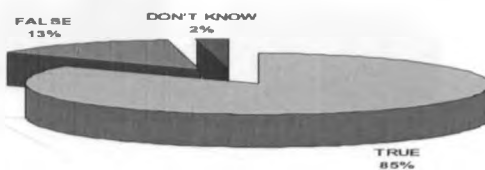
- 86 percent believe there has been an increase in awareness on the dangers of smoking. 12 percent think this to be false and 2 percent do not know.
- The public is hence aware of tobacco intake and its effects.

Smoking in public infringes on the rights of non smokers



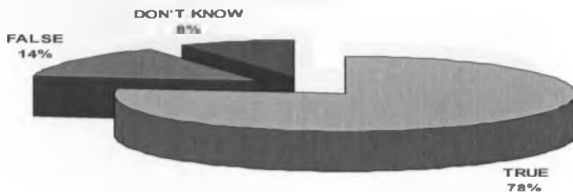
- 95 percent believe that smoking in public infringes on the rights of the nonsmokers. 4 percent think this to be false and 1 percent do not know.
- It is important for the smokers to be courteous to the non smokers, therefore.

Advertising entices young people to smoke



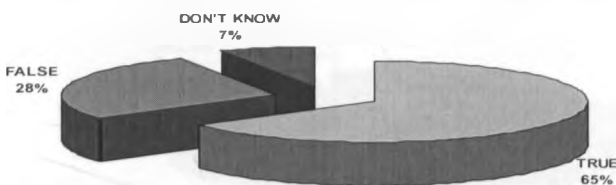
- 85 percent of the respondents believe advertising entices young persons to smoke. 13 percent view this as false and 2 percent do not know.
- This implies that advertising is a major contributing factor when it comes to the conversion of non - smokers to smokers.

Advertising has led to increase in tobacco smokers



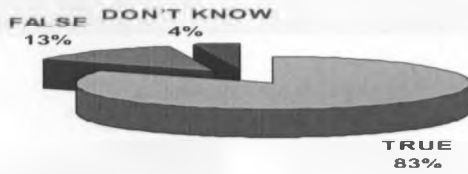
- 78 percent believe that advertising has led to an increase in the number of smokers, 14 percent see this as false and 8 percent do not know.
- This indicates that advertising has influenced a larger number of non smokers to smoke.

Total ban on tobacco adverts will lead to a reduction of smokers



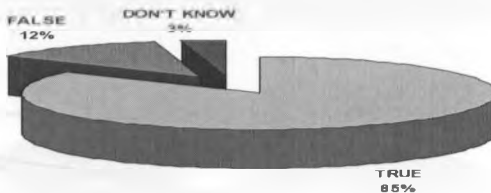
- 65 percent think that a total ban on tobacco adverts will lead to a reduction in the number as smokers while 28 percent see this as false. The remaining 7 percent do not know.
- This indicates that advertising has a major influence on the audiences.

Restriction on advertising by the government will affect the advertising agencies performance revenue



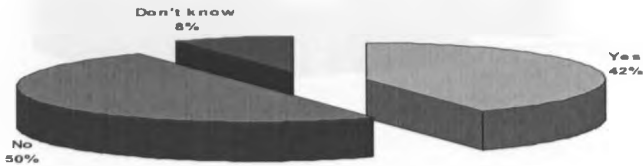
- Restriction on advertising by the government will affect the advertising agencies performance revenue, 83 percent believe. 13 percent view this as false and 4 percent do not know.
- This means that advertising contributes a lot in terms of revenue to the advertising agencies.

The advertising industry is a major boost to the economy



- The advertising industry is a major boost to the economy, 85 percent of the respondents believe. 12 percent think this is false and 3 percent don't know, as seen above.
- This means that advertising contributes a lot in terms of revenue to the economy of the country.

Is the government doing it's best to impose restrictions on tobacco advertising



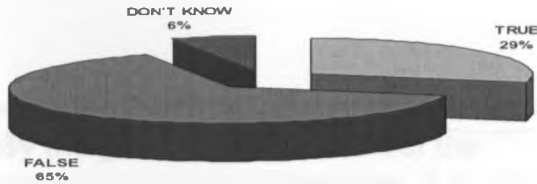
- 50 percent of the respondents above believe the government is not doing its best to impose restrictions on tobacco advertising, whereas 42 percent believe it is doing its best. 8 percent do not know.
- The government should optimize its efforts on imposing restrictions on tobacco smoking.

The proposed bill when implemented will go along way in curbing the smoking menace



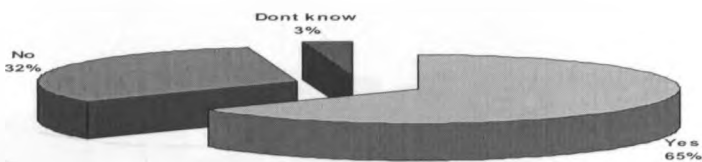
- As seen above, 63 percent believe the proposed bill will go a long way in curbing the smoking menace. 16 percent think the reverse while 21 percent do not know.
- The tobacco bill, when implemented will help curtail the smoking menace.

The tobacco industry is doing enough to educate smokers on the dangers of smoking



- According to 65 percent of the respondents above, the tobacco industry is not doing enough to educate smokers on the dangers of smoking. 26 percent think the industry is doing enough while 6 percent do not know.
- The manufacturers of tobacco products should strive to inform the partakers of their products of the negative side effects.

Should tobacco manufactures compensate both active and passive smokers who suffer as a direct effect of cigarettes



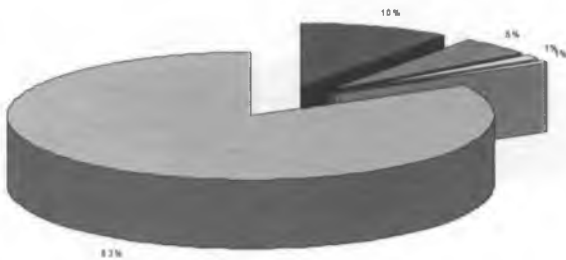
- 65 percent of the respondents above are of the opinion that tobacco manufacturers should compensate both active and passive smokers who suffer as a direct effect of cigarettes whereas 32 percent do not think so. 3 percent do not know.
- This implies that the brunt of the negative effects of smoking basically lies on the manufacturer.

The mentioned organizations

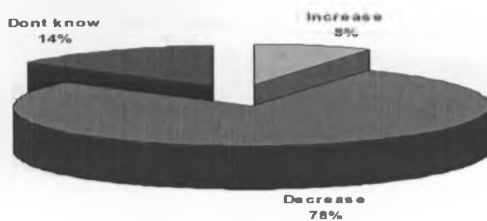
While 83 % of the sample size agree that restrictions on advertising By the government will affect the advertising agencies performance Revenue, a great percentage however do not know the particular advertising agencies.
Sporadic mentions of Alliance media, Nairobi city council and the standard group

Percentage of reduction of the advertising revenue

■ 1-20% ■ 21-40% □ 41-60% □ 61-80% □ Dont know

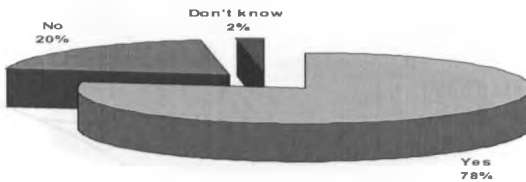


How will the restrictions on advertising by the government affect the media revenue streams



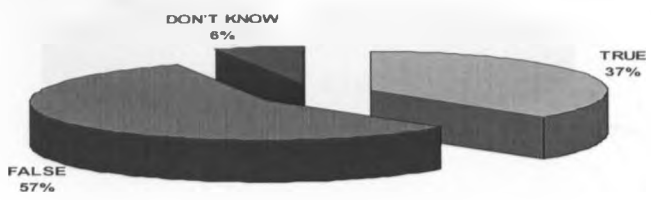
- Above, 78 percent of the respondents think that restrictions on advertising by the government affect the media revenue streams, as seen above, whereas 8 percent believe that the restrictions will lead to an increase. 14 per cent do not know.
- This means that its advertising accrues a substantial amount of revenue.

The government should increase the value added tax on cigarettes



- 78 percent of the respondents as seen above are of the view that the government should increase the value added taxes on cigarettes, 20 percent think otherwise and 2 percent do not know.
- A ban on smoking in public would ensure a smoke free environment.

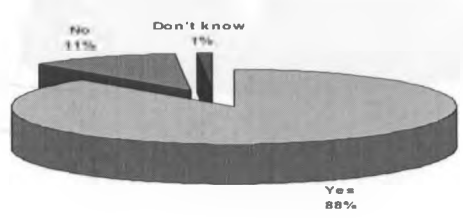
The government efforts to reduce smoking infringes the rights of those who choose to smoke



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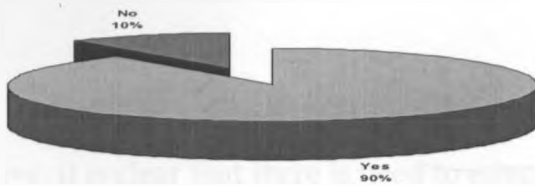
- The government's effort to reduce smoking infringes the rights of those who choose to smoke, 37 percent of the respondents above believe so, but 57 percent think this is false. 6 percent do not know.
- The government should hence step up its efforts on ways of reducing tobacco consumption.

Is the government responsible for protecting the citizens against possible harmful effects of tobacco



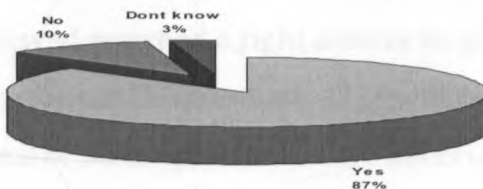
- 88 percent of the respondents above believe that the government is responsible for protecting the citizens against possible harmful effects of tobacco.
- 11 percent think not whereas 1 percent do not know.

Effects of smoking to be included in the school curriculum



- As seen above, effects of smoking should be included in the school curriculum, according to the respondents. 10 percent think not.
- This means that the young will be educated on the dangers of tobacco smoking at an early age, and grow up knowing of the dangers.

Tobacco education to be part of culture



The government should aid ways to make it possible for tobacco education to be a part of our culture, according to 87 percent of the respondents. 10 percent think not and 3 percent do not know.

The implication is that if tobacco education is introduced to all in society as part of the culture, many will avoid getting into the trap of its addiction and hence avoid its dangers.

CHAPTER 5

Summary

From the findings above, it is clear that there is need to educate the public further on the dangers of tobacco consumption. Quite a number of subjects have succumbed to the side effects of smoking tobacco.

The purpose of this study was to evaluate ethics and health risk communications in relation to tobacco smoking in the Kenyan media in the new millennium.

One of the major findings of this study is that the majority of the respondents indicated expressed the view that they have knowledge about tobacco smoking and its dangers. The smokers therefore do so at their own peril. For despite knowing the consequences of their actions and the adverse effects of smoking, this does not stop them.

Majority of those interviewed returned a right answer to questions asked. A questionnaire was designed with 29 questions, 27 of which were closed ended and 2 open ended. A total of 100 respondents were interviewed, from all walks of life. The study was conducted in Nairobi. The questions were designed to cover all areas that pertain to tobacco.

Conclusion

In the words of Dr. Mahler, Director General of WHO, "Smoking is probably the largest single preventable cause of ill health in the world today." Society as a whole should hence put efforts in helping curtail the situation which will soon become a menace. It is well recognized that the reasons for beginning to smoke are not the reasons for continuing to smoke. The developmental stages of children and youth leading to adulthood influence the propensity to smoke or not to smoke. It is imperative therefore that the smoker is not given a reason to perpetuate his or her drinking habit. 23

The objective of this study, which was to bring out the issues related to tobacco advertising to help curb the growth of smoking by provision of effective interventions and policies, has succeeded in bringing out the moral and ethical issues related to tobacco advertising.

It shows that there is a link between advertising and the recruitment of new smokers into the smoking arena. From the findings of this study, it is safe to conclude that the respondents are well aware of the dangers of tobacco smoking but due to addiction they are unable to stop this habit. A large number are of the view that smoking is wrong and immoral, infringing on the rights of the non-smokers. They also think that advertising entices young persons to smoke, leading to an increase in the number of smokers. This is worsened by the belief that the government is not doing its best to impose restrictions on tobacco advertising.

23(Dr. David Nostbakken, Ph.D. - National Director of Public Education Canadian Cancer Society)

Besides increasing taxes on tobacco products as a way of discouraging production and sale the tobacco industry should be made responsible for all the airborne diseases and deaths caused an environment polluted by tobacco smoke. Advertisements should confirm to the advertising guidelines.

Advertisers should work hand in hand with The Advertising Standards Body of Kenya. The war against advertising should eventually win since it is being fought in the public domain.

Law and ethics are not coterminous. All the issues related to tobacco consumption have ethical dimensions, but not all of them implicate legal realities. The law is confined by limitations on government authority, principally through the Constitution, while ethics bear no such limitations.

Ethics, therefore, should be subject to a higher standard of expectation than law. When designing strategies and policies on how to lessen the number of smokers, it is important to acknowledge that many have little or no knowledge at all on the issues related to tobacco that were raised in the questionnaire, hence their response was *don't know*. This study reinforces the need to educate the masses so that all and sundry are in a position to choose wisely and are in a position to clearly state the dangers associated with tobacco intake.

In recent years and in many countries tobacco advertising has been regulated or restricted. In some countries smoking bans have come into effect. The issue of tobacco consumption as a whole should be given the seriousness it deserves in Kenya.

“Emphasis should be placed on supporting non-smoking youth to remain non smokers and to serve as examples to those who are experimenting with smoking or are smoking. Our most important role is to support and to encourage non-smokers never to begin or want to begin smoking” 24 This is possible with the support of the media, which has the distinct advantage of reaching the masses, creating awareness and support on the dangers of smoking

24 (Dr. David Nostbakken, Ph.D. - National Director of Public Education Canadian Cancer Society)

Recommendations

- According to the findings, tobacco manufacturers should compensate both active and passive smokers who suffer as a direct effect of cigarettes.
- Restrictions on tobacco advertising policies will lead to a reduction in the number of smokers. This is because advertising has led to an increase in the number of smokers, as majority of the respondents in the study agree.
- Research findings indicate that tobacco smoking is a major killer and hence all means should be used to curb this.
- The government should increase the Value Added Tax on cigarettes, as findings in the research suggest.
- The government should ban smoking in public places, based on the research findings.
- The government is responsible for protecting the citizens against possible harmful effects of tobacco, as indicated by findings made in the research.
- Tobacco education should be made part of our culture, and included in the school curriculum, as the research findings suggest.

Majority of the respondents are aware of the dangers of smoking and think that smoking is wrong. Despite this they forge ahead and smoke. It is therefore important that constant education on this subject be kept afloat. This study should be just but one of the numerous that should be carried out in future. I believe it has paved the way for future research and experimentation that will help curb this menace that is tobacco smoking. For after all is said and done, smoking is not worth the ill health and premature death that it leads to!

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APPENDIX 1

Regards,

I am pursuing a Master of Arts degree in Communication Studies at the University of Nairobi. I am doing a study on Ethics And Health Risk Communications: *The Case of Advertising Tobacco Products by The Kenyan Media in the New Millennium.*

Kindly fill in this questionnaire to assist me in my research.

NB: DO NOT write your name anywhere in the questionnaire.

Thank you in advance for your time and assistance.

Yours faithfully,

ANN MUKEI WAMBUA

APPENDIX 2

QUESTIONNAIRE ON ETHICS AND HEALTH RISK COMMUNICATIONS: THE CASE OF ADVERTISING TOBACCO PRODUCTS BY THE KENYAN MEDIA IN THE NEW MILLENIUM

Please respond to the following questions by ticking in the appropriate box.

SECTION A

1. You are aged

Below 18 18-24 25-29 30-34 Above 35

2. You are

Male Female

SECTION B

1. Do you smoke?

Yes No

2. What influenced you into smoking? (If yes in 1 above)

(a) Friends (b) Family (c) Radio (d) Television (e) Billboards (f) Magazines

3. Do you know the health implications of smoking?

Yes No Don't know

4. (a) Has this been communicated to you in any way?

Yes No Don't know

5. If yes in 4 above please explain how

.....

6. In your opinion, is smoking right or wrong?

Right Wrong Don't know

7. Give reason(s) for your answer in 6 above.

.....

8. Persons who smoke tobacco are viewed as immoral

True False Don't know

9. Tobacco smoking is a major killer.

Yes No Don't know

10. Negative effects of tobacco outweigh the positive effects.

True False Don't know

11. There has been an increase in awareness on the dangers of smoking

Yes No Don't know

12. Smoking in public infringes on the rights of the non-smokers.

True False Don't know

13. Advertising entices young persons to smoke.

True False Don't know

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14. Advertising has led to the increase in tobacco smokers.

True False Don't know

15. A total ban of tobacco adverts will lead to a reduction in the number of tobacco smokers.

True False Don't know

16. Restrictions on advertising by the government will affect the advertising agencies performance revenue

True False Don't know

17. The advertising industry is a major boost to the economy.

True False Don't know

18. Is the government doing its best to impose restrictions on tobacco advertising?

Yes No Don't know

19. The proposed tobacco bill when implemented will go a long way in curbing the smoking menace.

Yes No Don't know

20. The tobacco industry is doing enough to educate smokers on the dangers of smoking.

True False Don't know

SECTION C

21. Tobacco manufacturers should be made to compensate both active smokers and passive smokers who suffer as a direct effect of cigarettes.

Yes No Don't know

22. The government's efforts to control tobacco adverts has reduced the organisation's (please specify the organisation.....) advertising revenue by

(a) 1-20 per cent 21-40 per cent (c) 41-60 per cent (d) 61-80 per cent

(e) 81-100 per cent (f) Don't know/Not applicable

23. How will restrictions on advertising by the government affect the media revenue streams?

Increase Decrease Don't know

24. The government should increase Value Added Tax on cigarettes.

Yes No Don't know

25. The government should ban smoking in public places.

Yes No Don't know

26. The government's efforts to reduce smoking infringes on the rights of the person who chooses to smoke.

True False Don't know

27. The government is responsible for protecting the citizens against possible harmful effects of tobacco.

Yes No Don't know

28. The government should include effects of smoking in the school curriculum like already being done for the Aids pandemic?

Yes No Don't know

29. The government should aid ways to make it possible for tobacco education to be a part of our culture.

Yes No Don't know

THE END