



USING COMMUNITY FESTIVALS TO STRENGTHEN IMPLEMENTATION OF THE BAN ON SURROGATE ADVERTISING

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EP 750

Track 4

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Background

- India is a country deeply influenced by many religions and cultures
- Cultural events are a great platform to promote any product given the mass following
- No of Marquees in Mumbai for the Ganesh festival (2011): 12400
- Salaam Bombay Foundation started tracking violations in 2008

Objective

- To advocate for a ban of surrogate advertising of tobacco products during the festival



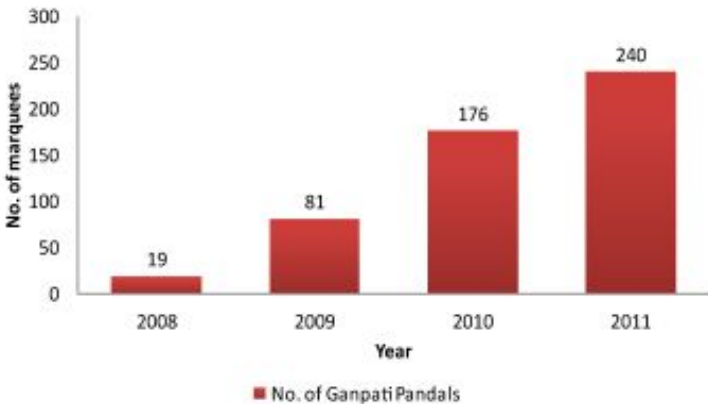
Surrogate advertising in marquees which attract lot of advertisements

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STRATEGY

In July 2011 civic authorities issued an official circular in all marquees and a suspension of license in case of violations



No. of pandals where tobacco advertizing was eliminated

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Each Individual Marquee has turned down advertisements worth approx. USD 50,000-75,000 to implement the law.

Conclusion

- Taking organizers of public events, stakeholders and policy makers into confidence can lead to effective implementation of the Tobacco Control Law , here the ban on all tobacco direct and indirect advertising
- Advocacy during festivals, provides another opportunity to reach large segments of the population with key tobacco control messages