

PRESS RELEASE

New Report Shows Extensive Cigarette Advertising Near Schools in Five Cities

Jakarta, 15 June 2015

A report released today by three Indonesian civil society organizations shows extensive tobacco advertising within view of schools throughout the cities of Jakarta, Bandung, Makassar, Mataram and Padang. The report, which includes an extensive set of photographs showing tobacco advertising directly outside and within view of schools, leaves little room for doubt that students at the schools surveyed are exposed to cigarette advertising multiple times each day.

The report finds that tobacco companies advertising outside surveyed schools in the five cities include Djarum, Nojorono, Gudang Garam, Bentoel/British American Tobacco, and Sampoerna/Philip Morris International.

The tobacco industry constantly loses customers because many current smokers quit smoking or die from tobacco-related diseases, and tobacco companies must attract a new generation of tobacco users to survive. As a result, tobacco companies develop massive marketing campaigns to entice specific populations, such as women and children, to become long-term smokers. Various studies show that exposure to cigarette advertising and promotion from a young age will increase the positive perception of smoking, the desire to smoke, and even encourage young people to continue to smoke or relapse after initially attempting to quit.

Tobacco companies in Indonesia spend trillions of rupiah (hundreds of millions of U.S. dollars) each year to advertise and promote their deadly products. Tobacco use is linked to illnesses including heart disease, lung disease, and cancer.

The report released today by the three organizations – Childrens' Media Monitoring Foundation (Yayasan Pengembangan Media Anak or YPMA), Indonesia Childrens' Lantern (Lentera Anak Indonesia or LAI), and Smoke Free Agents (SFA) – contains the results of a survey of tobacco advertising near 360 schools in five cities. Titled "Beyond the school gate: Bombarded by cigarette advertising", the report provides evidence that the tobacco industry intensively advertises cigarettes around schools.

The report finds that:

1. The tobacco companies advertising outside the surveyed schools include Djarum, Nojorono, Gudang Garam, Bentoel/British American Tobacco, and Sampoerna/Philip Morris Indonesia.
2. The most prevalent type of cigarette advertising around schools was found at kiosks and convenience stores. Examples of this "point of sale" advertising was found at 85 percent of the school areas monitored.
3. Cigarette displays at the point of sale were found in almost 70 percent of school areas monitored.
4. Cigarette price promotions were found at over half of the school areas monitored.
5. Outside advertisements, mainly billboards, were found in one of every three school communities monitored.

Joining the three organizations at today's event to release the report were Dr. Hendriyani, a member of the monitoring team, researcher and lecturer at Department of Communications at the University of Indonesia; Liza Marielly Djaprie, a psychologist at Klinik Kesehatan Jiwa Dharmawangsa; and Dr. Didik

Suhardi, Director of General Education, Middle School Education, Ministry of Education. These experts provided their perspectives on the impact of tobacco advertising on Indonesia's youth.

"The government has multiple programs in place to counsel on the dangers of smoking, but tobacco use remains a big problem for Indonesia's youth," said Dr. Suhardi.

According to the World Health Organization, tobacco use killed 100 million people in the 20th century. If current trends continue, tobacco will kill one billion people in the 21st century, with 80 percent of these deaths in low- and middle-income countries. Tobacco kills at least 200,000 Indonesians each year.

"While several national laws and regulations in Indonesia mandate that schools must be free of smoking and tobacco advertising and sales, once children and teenagers are outside of their school gates they are bombarded by cigarette advertisements," said Dr. Hendriyani of Childrens Media Monitoring Foundation.

"Our research covered 360 schools in five cities, but we are certain that tobacco advertising can be found outside schools all over Indonesia. This advertising tactic exposes Indonesia's children to a product shown by science to cause disease and premature death in up to half of its users," said Hasna Pradityas of Smoke Free Agents.

"It's very important for governments at all levels and local communities to cooperate to protect Indonesia's young people from tobacco use," said Lisda Sundari of Lentera Anak Indonesia. "Everyone concerned with protecting tomorrow's generation – students, parents, educators, school communities, and officials – should get involved."

The report concludes with a recommendation from the three organizations to governments at all levels – national, provincial, city and community – to pass and enforce total bans on tobacco advertising, promotion and sponsorship across Indonesia in order to ensure that today's children do not become tomorrow's smokers.

For more information visit www.tolakjaditarget.com

For further information about this press release, please contact: Nanda Fauziy, Smoke-Free Agents: fauziyana.nanda@gmail.com, +62 0896-36669099

Ike Utamingtyas, Yayasan Pengembangan Media Anak (YPMA): ike.wsa@gmail.com, +62 087880098661

Iyet Kowi, Lentera Anak Indonesia (LAI) : iyetkowi@yahoo.com, +6281932724187

About Yayasan Pengembangan Media Anak (YPMA), Lentera Anak Indonesia (LAI) dan Smoke Free Agents (SFA)

YPMA was founded in 2004 with the goals to protect children from the negative effects of mass media; to advocate child-friendly regulation, especially in relation to mass media; and to provide critical information about the content of mass media usually consumed by children. In an effort to achieve these objectives, YPMA has several activities, including documenting and giving qualitative assessment for children's television programs; conducting media education programs for teachers, students, parents, university students, and general public; and advocating for media regulation that protects children. YPMA received the KPI Award in 2014 from the Indonesia Broadcasting Commission for its concern on children's media. For further information go to www.kidia.org.

Lentera Anak Indonesia (LAI) is an independent organization which strives to promote and defend children's rights in Indonesia. LAI aspires for Indonesia to be a child-friendly democratic country. We contribute to these goals through education, advocacy, empowerment of families, communities and children. For more information, visit www.lenteraanakindonesia.com.

Smoke Free Agents (SFA) is a movement of youth tobacco control advocates in Indonesia, consisting of 19 communities throughout the archipelago. This movement was developed in 2012 under the National Commission on Tobacco Control. SFA uses creative and social media campaigns to denormalize tobacco use, mobilize youth communities and conduct advocacy. SFA has recently advocated lawmakers to ban tobacco industry sponsorship of sports, music events, education and culture programs. For further information about SFA, visit: www.kompak.co.