

TOBACCO'S POISON IS SLIPPING THROUGH THE DIGITAL FILTERS.

DIGITAL PLATFORMS ARE ENABLING NEW AND UNREGULATED METHODS FOR TOBACCO TO BE ADVERTISED TO YOUTH.

* SOCIAL MEDIA:

Deceptive promotion from influencers



* STREAMING SERVICES:

Product placement and positive depictions of tobacco

* VIDEO GAMES:

Narratives and characters that support the use of tobacco products



WE CAN PROTECT THE NEXT GENERATION:

- * Implement laws that prohibit cross-border and digital tobacco advertising
- * Utilise technology that monitors and filters advertising
- * Engage as appropriate with media companies and international regulating bodies



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

SECRETARIAT