

A Model of Cigarette Advertisement Policy in Preventing Children Smoking Habits in Palu City, Indonesia: A Systematic Review

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Abstract

Objective: The high prevalence of smokers in Indonesia has led the government to issue various policies. One of the policies issued by the government to reduce or limit the prevalence is the cigarette advertisement policy. The purpose of this systematic review is to develop a model of cigarette advertisement policy in preventing children smoking habits in Palu City, Indonesia.

Method: This research used a systematic literature review. Various references were collected from online database including reports, journals, and books in the last 10 years. The journals were mostly from the scholarly journals. The articles were screened according to the research objectives. The keywords used are cigarette advertisement policy and children smoking habits.

Results: This study showed that the use of a model of cigarette advertisement policy is very effective in preventing children smoking habits. Cigarette advertisement regulation policy is the government's commitment to protect children, as an effort to protect the younger generation from cigarette advertisements that are intense and have a very large influence on smoking behavior. Cigarette advertisements are proven to encourage children to try cigarettes, repeating the behavior so that it eventually becomes a habit.

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Conclusions: This paper concludes that a model using cigarette advertisement policy is effective for prevent children smoking habits. Further recommendation will be provided.

Keywords: Cigarette Advertisement Policy; Children; Smoking.

Introduction

Some of the motivations behind smoking habits are to get recognition (anticipatory beliefs), to eliminate relief (relieving beliefs) and to think that their actions do not violate the norm (permission beliefs or positive)¹. The higher death rates caused by smoking and the high social costs incurred due to the effects of smoking encourage the need to optimize the implementation of government policies in changing the behavior of cigarette consumers. On the other hand the cigarette industry contributes significant revenue to the government as well as providing employment for the community as well as tobacco farmers. An alternative way out of the phenomenon as mentioned above, basically is not an easy and simple problem, because it will require a large amount of data and information regarding the attitude of the smokers towards government warnings. In addition, data and information on opportunity costs arising from the reduction of cigarette industry output are also needed, as well as public opinion about the government's social responsibility in tackling the tendency to consume cigarettes².

Demarketing policies of the government and the cigarette industry aim to reduce the level of cigarette consumption in the community. In accordance with Government Regulation No. 81 of 1999 concerning the Arrangement of Cigarette Billboards, and even permanent warnings are contained in every cigarette package. Government protection as a decision maker (decision maker) in the form of regulations that affect the public interest, both the cigarette industry and the public. This policy product can meet social expectations and demands. Public policy is real action, not just what you want to do. Advertising arrangements aim to persuade people not to consume harmful products³.

WHO (World Health Organization) data in 2015 shows that the prevalence of active smokers in the world currently reaches 17.4%. Indonesia ranks first in Asia based on the number of smokers over the age of 15 years with the prevalence of 38.5% of Indonesia's population smoking, namely 73.3% of the male population and 3.8% of the female population. The National Basic Health Research (Riskesdas) data in 2018 shows that the prevalence of Indonesian smokers in the population aged 10-18 years continues to increase, namely in the Riskesdas data in 2013 of 7.2%, 2016 National Circular Survey data of 8.8% and in the data Riskesdas in 2018 increased to 9.1%. The Riskesdas data in 2018 explained

that the prevalence of smokers every day and sometimes age ≥ 10 years in Central Sulawesi was 31.2%. The number of smokers in Central Sulawesi exceeds the National Prevalence of 28.8%.

Data from the Palu City Health Office revealed that smokers under the age of 20 (<20) in the last three years continued to increase, namely in 2015 as many as 153 children smoked, in 2016 there were 315 children smoked, and in 2017 there were 1,073 children smoking. Data from the Palu City Health Office further explained that of the 13 Puskesmas in Palu City, the highest number of smokers under the age of 20 (<20) was found in Talise Health Center with a total of 748 smokers smoking, then at the PuskesmasBirobuli with the number of smokers as many as 101 children smoked, as well as Mamboro Health Center with the number of smokers as many as 49 children smoked.

Seeing the problem above, the researcher was interested in conducting research on how a model of cigarette advertisement policy in preventing children smoking habits in Palu City, Indonesia?. The purpose of this systematic review is to develop a model of cigarette advertisement policy in preventing children smoking habits in Palu City, Indonesia.

Method

This research uses literature review. Literature sources of this review are generally obtained by searching through the internet in various national and international journals, and e-books. Generally the journal is indexed by Google Scholar, Scopus, Elsevier, Science Direct, and others. Generally the literature collected is in accordance with the themes raised and published in the last 10 years and some longer journals and textbooks for additional literary needs. About 100 articles and using English are reviewed. The cigarette advertisement policy is the main guide, and children smoking habits are in addition. The articles were filtered and found as many as 50 articles in accordance with the purpose of the study. The keywords used are cigarette advertisement policy and children smoking habits.

Results

This study showed that the use of a model of cigarette advertisement policy is very effective in preventing children smoking habits. Cigarette advertisement regulation policy is the government's commitment to protect children, as an effort to protect the younger

generation from cigarette advertisements that are intense and have a very large influence on smoking behavior. Cigarette advertisements are proven to encourage children to try cigarettes, repeating the behavior so that it eventually becomes a habit.

Cigarette advertisements as a promotional medium for cigarettes and various types are very potential to shape the attitudes and behavior of teenage smoking. Knowledge about cigarettes is obtained through cigarette advertisements, both the latest types of cigarettes and the dangers of smoking itself.

Most children like cigarette advertisements on TV and when they see advertisements on TV, there is a feeling to try the cigarette brand in the ad. Sometimes cigarette advertisements do not encourage enthusiasm to smoke and smoke not because they see advertisements on TV or in print media, and the artists they idolize never star in. Sometimes smoking is not because seeing an ad on TV or in print and cigarette advertising does not make the spirit to smoke. And sometimes like cigarette advertisements on TV and when seeing advertisements on TV, there is a feeling to try the cigarette brand in the ad, and the idol artist has starred in cigarette advertisements.

Children are affected by cigarette advertisements on TV, such as buying interest to try the cigarette brands displayed on these advertisements and affect the child's mindset of smoking because cigarette advertisements give a positive impression that makes children more confident, so this shows that children are exposed to advertisements cigarettes will have the opportunity to behave more smoking than respondents who are not exposed to cigarette advertisements.

Cigarette advertisements are packaged as attractive as possible by raising the theme of friendship, friendship and togetherness. Cigarette advertisements are made very attractively and creatively touching the psychological side that shows the image of brave, macho, trendy, cool, togetherness, relaxed, optimistic, male, full of adventure, creative, critical and various other things that boast and represent the conscience of young people and adolescents. This shows that it effectively affects children to behave in smoking.

Advertising is a very effective promotional media in shaping public opinion in the field of cigarettes, therefore almost all cigarette entrepreneurs can spend large amounts of funds for advertising purposes each

year, experts at WHO (World Health Organization) state cigarette advertising can stimulate someone to start smoking, can inhibit smokers who want to quit smoking or reduce their cigarettes, can stimulate smokers to smoke more, and motivate smokers to choose certain brands of cigarettes.

The onslaught of cigarette advertisements in electronic media (audiovisual) has a big influence, especially for novice smokers who are generally children. Cigarette advertising and sponsorship is a comprehensive strategy undertaken by the cigarette industry to influence children and adolescents.

Seeing advertisements in the mass media and electronics that show that smokers are a symbol of virility or glamor make children often triggered to follow the behavior of such advertisements. The cigarette industry can enter people's lives by becoming the main sponsor of various sports shows on television, organizing music events on various campuses and schools that attract the attention of many children and adolescents who are one of the objects of cigarette industry advertising targets, offering scholarships for high achieving students. Cigarette advertisements usually contain scenes that present natural beauty, fitness, success. Though smoking itself can cause pollution that pollutes the environment and damage health.

Discussions

There are very few studies that assess the equity of tobacco control interventions or policies affecting young people. The most consistent price or tax increases have a positive equity impact. There is a need to strengthen the basic evidence for the impact of tobacco equity on intervened youth groups⁴.

The impact assessment of one of the tobacco control policies recommended by WHO is contained in the MPOWER term (Monitor tobacco use and prevention policies; Protect people from tobacco smoke; Offer help to stop using cigarettes; warn about the dangers of tobacco; enforce advertising bans, promote tobacco and sponsor sponsorship), at least one interesting result in children aged 0-12 years. The main outcomes were: perinatal death, premature birth, hospital asthma and respiratory infections in the hospital⁵.

Weekly smoker experiments, plain packaging increases visual attention to health warnings from cigarette branding. Daily smokers, even relatively early

smokers, seem to avoid health warnings on cigarette packs. Adolescents who have never smoked are aware of special health warnings on the type of cigarette pack, a finding that might reflect their decision not to smoke⁶.

Exposure to electronic cigarette advertising reduces children's perception of the dangers of smoking. An updated meta-analysis of three studies with 1935 children found that exposure to various types of e-cigarette advertisements (glamorous, healthy, flavorful, not scented) had a lower danger than smoking one or two tobacco cigarettes⁷.

The high school environment, targeted advertising makes black people more promotions and lower prices for leading menthol cigarette brands. This evidence contradicts the manufacturer's claim that the availability of promotions is not based on race or ethnicity. It also highlights the need for tobacco control policies that will limit gaps in retail marketing exposure to cigarettes⁸.

Higher cigarette prices will reduce the smoking prevalence rate of black, Hispanic, female subpopulations faster than the overall youth population and other youth subpopulations. In addition, this study concludes that a smoke-free air law will reduce the prevalence of smoking for the youth population as a whole with the greatest reduction in the male subpopulation⁹.

Awareness of health risks and support for a smoke-free spiritual policy is very high in Ghana. Exposure to tobacco advertisements or promotions is limited and most smokers try to quit. Whether this finding is the cause or effect of the current low prevalence of smoking is still uncertain¹⁰. The most comprehensive review of motivational interviews to stop smoking is done to date. These findings indicate that the motivational interview approach to stop smoking now can be effective for adolescents and adults. However, useful comparative efficacy tests need to be carried out¹¹.

Implementation of important steps to reduce WHO FCTC demand is significantly associated with lower smoking prevalence, with a reduction in tobacco-related morbidity and mortality in the future. These findings validate the call for strong implementation of the WHO FCTC in the WHO Global Action Plan for Prevention and Control of Non-Communicable Diseases 2013-2020, and in advancing United Nations Sustainability to Development Goal 3, setting global targets for reducing tobacco use and premature death from non-communicable diseases to one-third in 2030¹².

About one in ten high school students are smokers, one in three smokers smoke more than once per day, and a quarter of nonsmokers ever smoke in China. Smoking rates are higher among students from the Tujia nation than Han. This study provides some important information for future tobacco control programs between secondary school students in ethnic minority autonomous regions and minority settlements in multi-ethnic countries¹³.

Very low levels of educational attainment by fathers, smoking more and also consuming drugs, low academic achievement, having permission from parents to smoke, and attending public schools are all related to increasing the higher risk of smoking in the school environment¹⁴. Siblings and friends who smoke can have an important influence on children's cognitive vulnerability at the age of 9-10 years to smoke. While some differential findings based on gender are observed, this may not be enough to guarantee separate preventive interventions. However, further research is needed¹⁵.

Having a smoker in the family affects not only the children's intentions and attitudes towards smoking, but also the effectiveness of smoking prevention education. Especially it is difficult to increase "intention not to smoke as children", "intention to refuse cigarettes when offered", "attitude away from smokers", and "desire that their families not smoke". Smoking prevention education programs become less effective, in situations that mentioned in raising awareness and attitudes to smoking among elementary and junior high school students¹⁶.

Productivity losses due to premature death and illness caused by smoking are estimated at \$ 2.84 billion and \$ 941 million respectively. The findings support a strong need for tobacco control and prevention programs to reduce the health and economic burden caused by smoking in Alabama. This result is used by state health workers to describe the true costs of smoking in Alabama and to advocate for improved tobacco control policies¹⁷.

Conclusions

Based on the results of this study, it can be concluded that a model using cigarette advertisement policy is effective for prevent children smoking habits. Further recommendation will be provided.

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