

Tobacco Companies Vs UK Government

What do tobacco companies do to make sure their product sells?

- Use celebrities to endorse their products
- Use product placement in films and TV
- Sponsor sports such as Formula One
- Create eye catching packaging
- Use advertising that appeals to young people
- Fight against legislation to reduce the sale of cigarettes
- Reduce the number of cigarettes in a pack to keep the price down
- In foreign countries, sponsor schools and events for young people
- In foreign countries, allow young people to work in tobacco fields
- Support the sale of cheap cigarettes in the developing world

What has the UK Government done to reduce smoking?

- Made smoking in enclosed spaces illegal
- Introduced standard packaging on cigarettes
- Introduced shutters on cigarette kiosks
- Increased the age for sale of cigarettes from 16 to 18
- Developed stop smoking services
- Banned advertising on TV, billboards and other media
- Banned advertising in sport
- Made smoking in cars with children illegal
- Created stop smoking education campaigns
- Increased tax on cigarettes annually
- Banned the sale of packets of 10 cigarettes
- Banned menthol cigarettes