

439



901

DANGEROUS LIES

PUBLIC HEALTH

2004

NHRC Library
Accession No. 240
Call No.

A study on impact and consequences of
alcohol/tobacco products through
hoarding boards on public health

Prabhat Lamichhane

Rojan Dahal

B.P.H. Ist BATCH

Nepal Institute of Health Sciences

Department of Public Health

Purvanchal University

Kathmandu, Nepal

January 2004

Manoj Dhakal

Prabhat Lamichhane

Rojan Dahal

**DANGEROUS LIES,
A STUDY ON IMPACT AND CONSEQUENCES OF ALCOHOL/
TOBACCO PRODUCTS THROUGH HOARDING BOARDS ON
PUBLIC HEALTH**

From the courtesy of,

Manoj Dhakal Prabhat Lamichhane Rojan Dahal

NHRC Library
Accession No. 240
Call No.

By,

**Manoj Dhakal
Prabhat Lamichhane
Rojan Dahal
B.P.H. IST BATCH**



**Nepal Institute of Health Sciences
Department of Public Health
Purvanchal University
Kathmandu, Nepal
January 2004**



ACKNOWLEDGEMENT

NHRC Library
Accession No. 240
Call No.

We would like to express our sincere gratitude and deep appreciation to several individuals and institutions that have kindly and generously extended their support to accomplish this task.

We are grateful to Nepal Institute of Health Sciences for supporting and providing us the environment to prepare this report on " A study on impact and consequences of advertisement of alcohol/tobacco products through hoarding boards on public health." We are deeply indebted to respondents who provided us not only with the relevant response but also affection and friendship during the field visit.

We are grateful to our academic advisor Dr. Gopi Upreti who advised us during the preparation of this report and to our respected teacher Dr. Kedar Baral for his inspiration and guidance due to which we have been able to prepare this report. Our sincere gratitude also goes to Mr. Roshan Achhame for language editing and giving us valuable suggestions. Thanks are also due to RECPHEC (Resource Center for Primary Health Care) and its staffs for supporting and providing us valuable documents.

So last but not the least we would also like to express our gratefulness to respected teachers Mrs. Neelam Shrestha, Mr. P.P. Panta, Mr. Ashok Poudel, and all the friends who have wholeheartedly supported us to complete this task.

Manoj Dhakal
Prabhat Lamichhane
Rojan Dahal



LIBRARY

NHRC Library

Accession No. 240

Call No.

TABLE OF CONTENTS

ACKNOWLEDGEMENT

FOREWORD

It gives me an immense pleasure and profound satisfaction to write a few words on the study report "*Dangerous Lies*" prepared by the team of highly motivated and hardworking students of second year bachelor of public health (BPH) program. I find the study report quite substantive with good scholarship. I believe the report may serve as a useful reference and guideline for other students to conduct research study and prepare a professional report on the subject matter in the domain of public health. Equally important utility of the report may be in the area of public consumption and creation of favourable public opinion on the issues of public health through the dissemination of factual information on the state of the art of the public health. On behalf of Nepal Institute of Health Sciences (NIHS), I wish to congratulate Mr. Manoj Dhakal, Prabhat Lamichhane and Rojan Dahal for the novel undertaking of producing a research report of high educational value. I believe such endeavour will certainly contribute to strengthen the academic program of NIHS.

NIHS always strives to create an educational environment that stimulates, inculcates and rewards a quest for lifelong scholarship and professional excellence in health sciences. The unique feature of NIHS is that it is the only institute delivering education in health sciences through cooperative endeavour in the country. We are highly encouraged by the creative pursuit and feedback of our students, their parents and the members of the cooperative as well. It gives me a great pleasure to share with you that NIHS has built up well equipped library and computer facility with direct access to more than 1500 electronic journals in health and biological sciences and modern teaching aids and techniques necessary for delivering quality education. I look forward to seeing more study reports of this kind from our students in the future. Thank you.

Yours sincerely

Prof. Dr. Gopi Upreti
Principal, NIHS

1.3.1. Objectives of the study

1.3.2. Ethical consideration

1.7. Operational definition

1.8. Conceptual framework

2. Results and findings

2.1. Overview

2.2. Magnitude of the use of Hoarding Boards

2.3. Dangerous ads

2.4. Model and hoarding boards

2.5. Alcohol/tobacco advertisements and hoarding boards

2.6. Alcohol/tobacco and young people



TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
FOREWORD.....	iv
TABLE OF CONTENTS	v
LIST OF FIGURES/TABLES	vii
EXECUTIVE SUMMARY	viii
1. Introduction	1
1.1 Background of the study:.....	1
1.2 Statement of the problem	3
1.3 Objectives of the study:	4
1.4 Rationale of the study:.....	4
2. Literature Review:	5
3. Methodology:	9
3.1 Study design.....	9
3.2 Primary data.....	9
3.2.1 Sampling procedure:.....	9
3.2.2 Data collection tools:.....	9
3.3 Secondary data:	10
3.4 Analysis and presentation of data	10
3.5 Limitation of the study:	10
3.6 Ethical consideration	10
3.7 Operational definition:	11
3.8 Conceptual framework:	12
4. Results and findings.....	13
5. Discussion	19
Magnitude of the use of Hoarding Board	19
Dangerous lies	19
Model and hoarding boards.....	21
Alcohol/tobacco advertisements and women	21
Alcohol/tobacco and young people.....	22

Rise in accident	23
Alcohol/tobacco use and special occasion	23
National revenue, employment and tobacco/alcohol companies	24
6. Conclusion	26
7. Recommendations:	27
8. References	28
Annexes	30
Annex 1: Observation Check list	30
Annex 2 : Questionnaire	31
Annex 3: Itinerary	32
Annex 4: Photographs	33

LIST OF FIGURES/TABLES

List of figures

Figure 1: Smoking and education level.....	7
Figure 2: Type of hoarding board used in "Jamal Chowk".....	13
Figure 3: Type of hoarding board used in "Durbar marg Chowk".....	13
Figure 4: Type of hoarding board used in "Thapathali area".....	14
Figure 5: Type of hoarding board used in total sampled area.....	14
Figure 6: Types of material or models used for the advertisement.....	15
Figure 7: Percentage of people that observed the advertisements.....	16
Figure 8: Percentage of the drivers who look at the ad. during driving.....	18

List of tables

Table 1: Current and estimated future deaths from tobacco.....	5
Table 2 :Occupation of the respondent.....	16
Table 3: Percentage of the respondents that are influenced by message in ads.....	17
Table 4: Type of material or person used in the ad. that affects respondents:.....	17

EXECUTIVE SUMMARY

Nepal, one of the least developed countries is suffering not only from different diseases but also from problems such as drug/alcohol abuse and smoking. In Nepal, the number of factories producing alcohol/tobacco is rising and in this competition, companies are using every means of advertisements including use of public displays after the ban in electronic media. Giving false messages to youths and increasing the number of alcohol abusers and smokers the hoarding boards are kept in haphazard, unmanaged manner that ruins the beauty of the city. This shows the existing problem associated with the use of hoarding boards and the need of a study to analyze the situation. This study is concerned with the impact and consequences of alcohol/tobacco products on public health due to advertising through hoarding boards.

The cross-sectional descriptive study design has been used in this study based on both primary and secondary data. Observation checklist and questionnaire had been developed for collecting primary data whereas secondary data was collected from various document, books and Internet.

Both national and transnational companies are using promotional activities such as public displays including hoarding boards. The magnitude of the hoarding board in city area was found to be high. The total hoarding boards taken in number were 55 and out of them the magnitude of alcohol/tobacco product was 35%. Messages in the hoarding boards are false that can be regarded as dangerous lies by which people are influenced and hooked in pseudo saying. It can be stated with confidence that the core theme of all slogans, messages of the harmful products is to beckon the people for their product. Out of the 30 messages, 90% answered that they observe the hoarding boards while walking and around 67% were influenced by the messages in the hoarding boards. The message has been that people who don't consume the advertised product are somehow not 'truly' successful or that really 'successful people' consume nothing else. These messages strongly target youths who are the future of our society.

Alcohol/tobacco product use models as well as celebrity (13 out of 19) for the advertisements of their products. The picture message clearly attracted youths as they included some heroics doing or enjoying their life with the products in the advertisements. The characters used are usually young men and women; they are presented as successful, sophisticated and sociable. These ads carry an unambiguous message for the youths, which simply is that they must smoke to show that they are no longer mothers' pets: a way of asserting their 'adulthood' and freedom to choose. Alcohol/tobacco advertisements are targeted towards youth also through sponsorship of different events and festivals making youths the sufferer. By nature opposite sex attract each other and so young models especially scantily dressed women have been extensively used to promote the products so as to target the product to the youth. Women have been used as a means of luxury. In such a context, it not only affects the young adults but also intervene to ascertain the women's dignity in social value.

In case of analysis with drivers, around 90% of the respondents answered that they do look at the advertisements during driving and thus we cannot deny the fact that it is a contributory factor to cause accident. Alcohol/tobacco companies also argue that they are generating revenue and employment and so the ban of these products will be a significant loss for national income. But in real life situation if we analyze the money taken by these companies and the premature deaths and social impact these products are causing the amount seems to be quite low.

Whenever we discuss about the consequence of alcohol/tobacco use, the use of advertisements to promote the product can never be neglected. If we do not act decisively today, regarding the hoarding boards as a minor form of advertisements our next generation will look back and seriously question how we are committed to public health and social justice. Thus, to have a control over the situation we need to ban all forms of advertisement including public displays and indirect advertising especially through sponsorship of different activities that targets youth the most.

1. Introduction

1.1 Background of the study:

Nepal, one of the least developed countries is suffering not only from different diseases but also from problems such as drug/alcohol abuse and smoking. In the context of growing world market and the transformation of world into a global village, different market oriented activities have evoked such problems and that has acted as

" Ads shape what we think and how we feel. They sell more than the product itself. They sell ideas or messages that encourage people to buy the product. Companies that produce alcohol spend a lot of time and money creating images that make drinking alcohol seem attractive. The message they give is that alcohol will make life better."²⁴

a contributory factor to rise the number of smokers and alcoholics. The tobacco and alcohol industry has for several centuries, fed fat marketing lethal products through which they inflict monumental health and economic costs on the whole of humanity, it has however, specifically targeted the third world for liquidation since the developing world's market became strangulating for its operations.²³ In Nepal, too, the number of factories that produce alcohol and tobacco is rising and in this competition all companies are trying to increase their sales. Thus, these companies have utilized various means through which they can increase their sales, and advertisement is one of their ways of promotion.

After the ban of advertisement in electronic media in 1999 these companies have extensively used print media and public displays as their chief weapon. Public displays through hoarding board is one of the ways of advertising in public places targeting all the people walking, driving through the area. Hoarding boards have been used by different public / private agencies to promote their activities. What we consume and how we live is influenced and determined by our attitudes, the information we possess, the sources of our knowledge, and the wider social, economic and political contexts within which we live.¹³ The technology of media and the art of advertising have combined over the past few decades to create very powerful tools of influence. These tools have

proven to be capable of shaping attitudes, values and behaviors of large numbers of people.¹⁴ Advertising and marketing are capable of affecting us in both positive and negative ways. Market cannot be isolated from the human society where people's wants for goods and services are satisfied.

The globalizations of markets and market-driven consumption patterns have created global appetites that are of increasingly importance for public health. Whether it is tobacco, soft drinks and alcohol, or unhealthy foods and lifestyles, marketing plays a critical

role in influencing people's health. Nepal is the country with various cultures and different ethnic groups. In a country like Nepal, where the consumption of alcohol has very deep-rooted social values the promotion of products through advertising with a purpose of making profits affect each and every activities. The consumption of alcohol and tobacco products have enhanced in the recent past. This is mainly due to the changing life style and behaviour of the people, for which advertisement is also responsible. Advertisement through public displays has increased in the recent past. There are various ways of public displays such as hoarding boards, billboards, banners, posters etc.

*" If a cigarette company said not to smoke I would be astonished and would think that they have concerts and ads to promote cigarettes, yet are telling me not to smoke."*³

-14 year old male student

With the total population of 1,081,845 (National census 2001) and population density of (persons/sq.km) 2739 the rapid pace of urbanization doesn't seem to decline or be stable soon in the valley.²⁹ Urban population covers 64.11% of total population, which suggests people orientation towards city.²⁹ As the city is growing on its rapid pace in population concern, the crowdness is in increasing order and so the industries have also focused their promotional activity in the city area.

1.2 Statement of the problem

The popular movement of 1990 opened the door of private institutions in the society, after the dawn of multiparty democracy system in Nepal private/public agency has used different methods and media of education or giving information about their products. Following the ban in electronic media one of the popular and effective methods used by alcohol and tobacco companies is the use of "hoarding boards". These products directly have health as well as social impact. In the other hand, the haphazard, unmanaged, improper use of hoarding board further ruins the natural beauty of the city with increase in number of accidents, social problems like drug and alcohol abuse and tobacco consumption. Being one of the poorest country of the world with per capita income of 220\$, people are hardly getting hand to mouth, but are addicted to harmful products of profit oriented anti-social companies.

The use of hoarding boards, as ads are delivering the messages that are not factual and the major sufferers are youths. Besides the impairment of sectors such as health, social and economic effectiveness alcohol and tobacco marketing demeans the women. Massive use of hoarding boards in the people-centered market place with eye-catching illustrations and attractive slogan subconsciously motivates people to accept their product without knowing the rationale of their consumption.

*'The global alcohol market is powerful and it has targeted younger and younger people into initiating drinking. On the other hand, we have this very strong reality where alcohol is closely embedded into the social, cultural and religious life. Therefore, it is very important to analyze the conditions that play catalytic role in peoples attraction and addiction to alcohol.'*¹⁷

people to accept their product without

1.3 Objectives of the study:

The study is concerned with impact and consequences of alcohol/tobacco products due to advertisements through hoarding boards in different places of Kathmandu. Specific objectives of the study are listed below:

- ❖ To analyze the existing situation of using hoarding boards.
- ❖ To study about the public health and social consequences of use of hoarding boards.
- ❖ To compare the frequency of hoarding boards use on social and health issues versus harmful products.

1.4 Rationale of the study:

Ideally, advertising is meant to inform the public so that they can be aware of products and make informed choices among different products or brands. Advertising is, of course; also of benefit to businesses in assisting them to sell their products, which in most countries is a commercial right²⁵. But, the use of advertisement in a very haphazard manner without having a look at its possible impacts can be of great loss in future for both country and society. So, firstly it is justifiable to study the impact of advertisement specially hoarding boards as the trend of using it is increasing day by day on public places. Secondly, it will be helpful to all the associated organization, as it will provide a brief idea of what could be the impacts of these types of advertisement.

The golden rule of influence

The most effective influence is person being influenced doesn't know it.

-David Walsh¹⁶

2. Literature Review:

'About one in 3, or 1.1 billion people worldwide smoke. Of these, about 80 percent are in low and middle-income communities. The number of smoker is expected to grow to about 1.6 billion people by 2025.'⁷

Table 1: Current and estimated future deaths from tobacco

Current and estimated future deaths from tobacco (millions per year)		
	No. of tobacco deaths in 2000	No. of tobacco deaths projected for 2030
Developed	2	3
Developing	2	7

(Source: *Curbing the epidemic, A world bank publication, 1999*)

'The smoking prevalence among adult (15 years and older, 1998) is 19.6 in males and 15.4 in females in Nepal.'¹²

'The truth is that four million people die yearly from tobacco-related diseases, one death every eight seconds. If current trends continue, WHO estimates that the toll will rise to ten million by 2030, one death every three seconds. Tobacco is fast becoming a greater cause of death and disability than any

" In Nepal there are three industries which manufactures cigarettes and there are thirty-five other industries which produce tobacco containing products. Government is running one cigarette factory. These factories produce more than 6,600million sticks." ¹²

single disease. From 1950 to 2000, tobacco will have killed more than 60 million people in developed countries alone, more than died in World War II. If current trends continue, tobacco will kill more than 100 million people in the first two decades of the 21st century. If current trends continue, 500 million people alive today will be killed by tobacco.'¹⁸

Tobacco companies pump millions of dollars every year into sponsoring sports events worldwide. In the United States alone, according to the Federal Trade Commission, the major domestic cigarette companies reported spending

" Annually 3.1 million liters of alcohol and around 3 crores 30 lakhs bottles of beer is produced in Nepal. Alcohol worth Rs 4 arabs is consumed in Nepal."¹²

\$113.6 million on sports and sporting events in 1999.'²⁷ 'A survey by Environmental Rights Action in some Nigerian cities indicates that the number of tobacco billboards in areas occupied by the poor and middle income earners far exceeds those in areas occupied by the rich.'²³

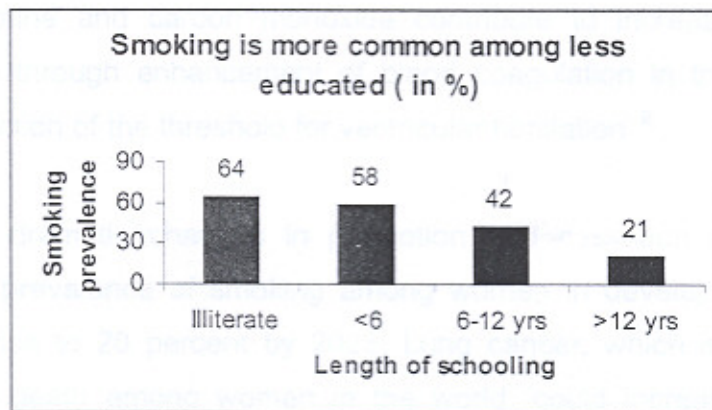
'A study in India has shown that there is no difference between the tar and nicotine delivery of the filter and non-filter cigarettes smoked in India so that a filter gives no protection to Indian smokers. The king-size filter cigarettes deliver more tar and nicotine than ordinary cigarette. "Bidi" smoking appears to carry a higher lung cancer risk than cigarette smoking owing to the higher concentration of carcinogenic hydrocarbons in the smoke'⁸.

'Another study of alcohol use in Kathmandu metropolitan city (Shrestha et al 2001) showed:

- ◆ 31% of general population aged 12 years and above used alcohol (22% men and 9% women)
- ◆ Prevalence of alcohol dependence in general population is 5.5%
- ◆ Prevalence of alcohol dependence among alcohol users 17.7% (male:female ratio 5.6:1)¹⁵

'According to the international tobacco guide the annual cigarette consumption has increased from 1135 million sticks (1975 A.D.) to 7992 million sticks (1997 A.D.)'.¹²

Figure 1: Smoking and education level



(Source: *Curbing the epidemic*, A world bank publication, 1999)

'A study had been done in 2000 covering 24,000 households in 16 districts representing both urban and rural areas as well as all ecological and development regions of Nepal. The study showed that about 60 percent of the Nepalese population has experienced alcohol and 41 percent have taken it during the last 12 months. Among those who have ever drunk alcohol, 38 percent were found to be using it regularly (1-5 days in 30 days) and 10 per cent are daily users (20+days in a month). More men than women drink (21 percent female as compared to 50 percent male taking any type of beverages in the last 30 days)'.²⁶

" We calculated that the no. of children and young people taking up smoking ranges from 14,000 to 15,000 per day in high income countries as a whole. For low and middle-income countries the estimated numbers ranges from 68,000 to 84,000. This means that every day worldwide, there are between 82,000 and 99,000 young people starting to smoke and risking rapid addiction to nicotine." ⁷

-The World Bank

'Tobacco smoking was first suggested as a cause of lung cancer in 1990. Subsequent studies proved the causal relationship between cigarette smoking and lung cancer. It has been calculated that in countries where smoking has been a widespread habit, it is responsible for 90% of lung cancer death. The most noxious components of tobacco

smoke are tar, carbon monoxide and nicotine. The carcinogenic role of tar is well established. Nicotine and carbon monoxide contribute to increased risk of cardiovascular disease through enhancement of blood coagulation in the vessels, oxygen delivery and reduction of the threshold for ventricular fibrillation' ⁸.

'If there are no dramatic changes in promotion and cessation rates and no new intervention, the prevalence of smoking among women in developed and developing countries could rise to 20 percent by 2025. Lung cancer, which is currently the fifth cause of cancer death among women in the world, could increase in the future to become number one as it already is for men.' ⁴

'Tobacco/alcohol consumption is not only a health problem but it is a social problem too. Alcohol suppresses the appetite by its central action, hence it can lead to generalized malnutrition.' ⁹

'For many young people experimentation with alcohol and drugs represents a "push" towards adulthood and independence. One may well criticize a society that has few constructive rites of passage to adulthood in which adolescents feel they must use smoking, drinking and getting big to make the transition.' ¹⁰

'The level of alcoholism among people reached epidemic proportion, and will continue to become worse. Some of the reason for this

- ❖ The continual peer pressure among aborigines to conform to non-aboriginal society; such conforming entails drinking as an accepted norm.
- ❖ The advertising of alcoholic products continues unabated in all media outlets
- ❖ The increasing availability of products; is one of the few commodities which can be purchased at all houses seven days a week and 24 hours a day.
- ❖ The widening gap between the deprivation of aboriginal people and the prosperity of non-aborigines.

Crucial to the success of a campaign to deal with alcoholism in any society is recognition that alcoholism is a disease that needs to be treated on all fronts.' ¹¹

3.1 Secondary data:

3. Methodology:

3.1 Study design

The primary objective of the research is to analyze the current situation of use of hoarding boards in alcohol/tobacco products ads and its impact. This study is based on both primary and secondary data. The cross-sectional descriptive study design has been used in this study. The study focuses on more descriptive part that attempts to find out the consequences of advertisements of alcohol/tobacco products through hoarding boards.

3.2 Primary data

Most of the study is based on primary data. Information from hoarding boards were collected by observation and information from the people was gathered by structured-interview method.

3.2.1 Limitation of the study:

3.2.1 Sampling procedure:

In this study purposive and convenient sampling method was used in observation and interview respectively. The sampling was done according to convenience by the researchers because of the distribution of hoarding boards in different areas of Kathmandu. In interview also convenient sampling method was used because of unavailability of time and since the universe was very large. In total 54 hoarding boards were observed and 30 persons were interviewed.

3.2.2 Ethical consideration:

3.2.2 Data collection tools:

Detailed primary data related to hoarding board was collected by applying observation method using observation checklist as of Annex 1. Structured-questionnaire was developed for interview method as of Annex 2. Pre-testing was done in the similar area "Chabahil chowk area" of both observation check list and questionnaire.

3.3 Secondary data:

Secondary data has also been used in this study. Secondary data was collected from Internet surfing through various sites and through reviewing several articles, educational materials and books. The sites surfed and books used for collecting the information have been enlisted in the reference. The site was surfed with keywords alcohol and advertisement, tobacco and advertisement and impact of alcohol/tobacco products on 23rd, 24th December 2003.

3.4 Analysis and presentation of data

With the help of above mentioned tools and techniques data were collected, and have been analyzed to draw conclusions according to objectives of the study. Various graphs, diagrams, tables have been used to explore the findings. Analytical descriptions have also been presented according to the specific nature of the data.

3.5 Limitation of the study:

Every study has its own limitations. Some limitations of this study are:

- ❖ There are many health consequences of alcohol abuse and smoking that could not be covered fully.
- ❖ The sample size taken for interview is quite small so it cannot be generalized.
- ❖ The sampling method was convenient so may not be representative of the whole population.

3.6 Ethical consideration

The purpose and objective of our study was explained to every respondents and verbal consent was taken. The right of the participants are highly respected and they were not forced at all to participate.

3.7 Operational definition:

Hoarding boards: Boards that have been used to display the products of different companies kept in heights either on house roofs or in public places.

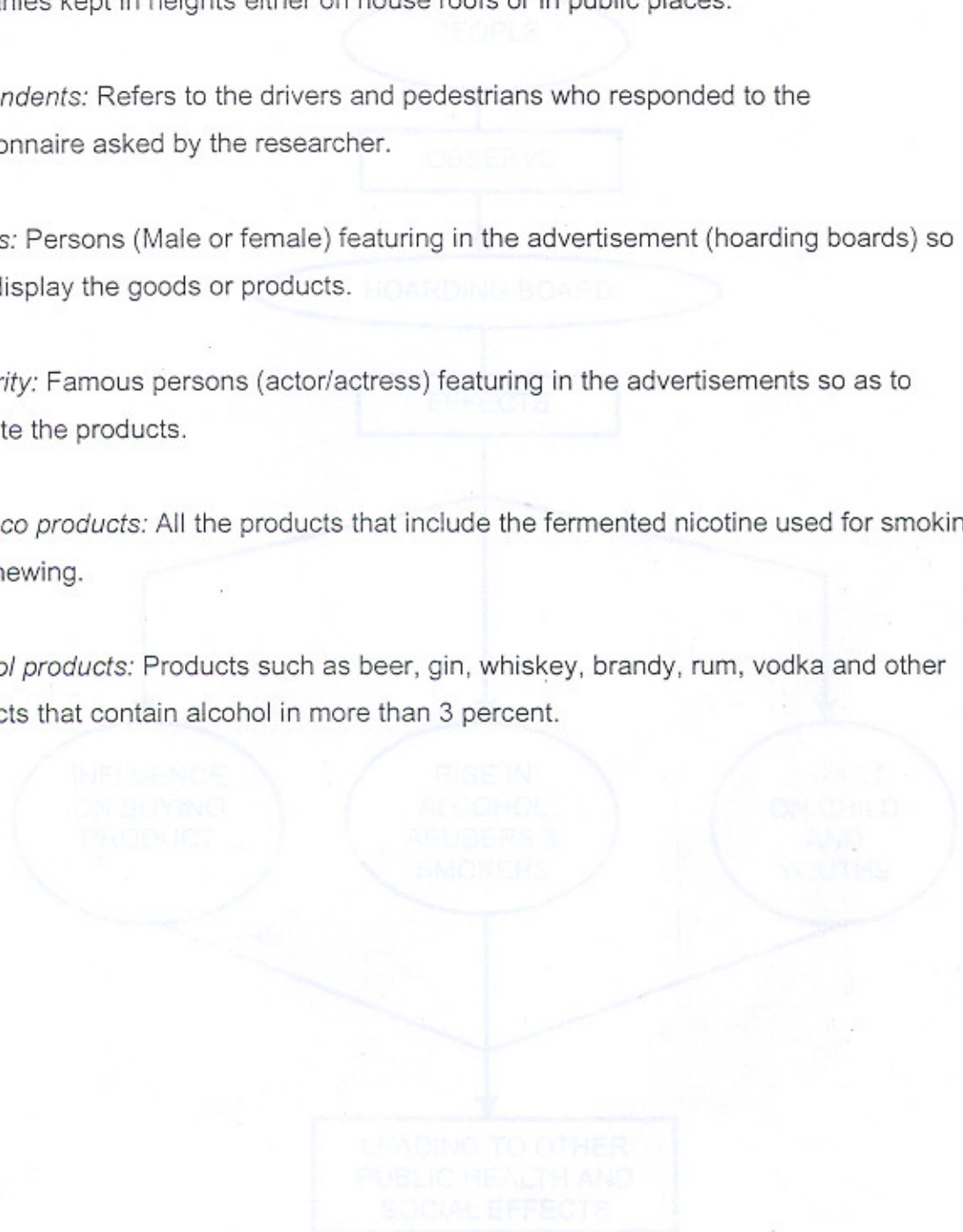
Respondents: Refers to the drivers and pedestrians who responded to the questionnaire asked by the researcher.

Models: Persons (Male or female) featuring in the advertisement (hoarding boards) so as to display the goods or products.

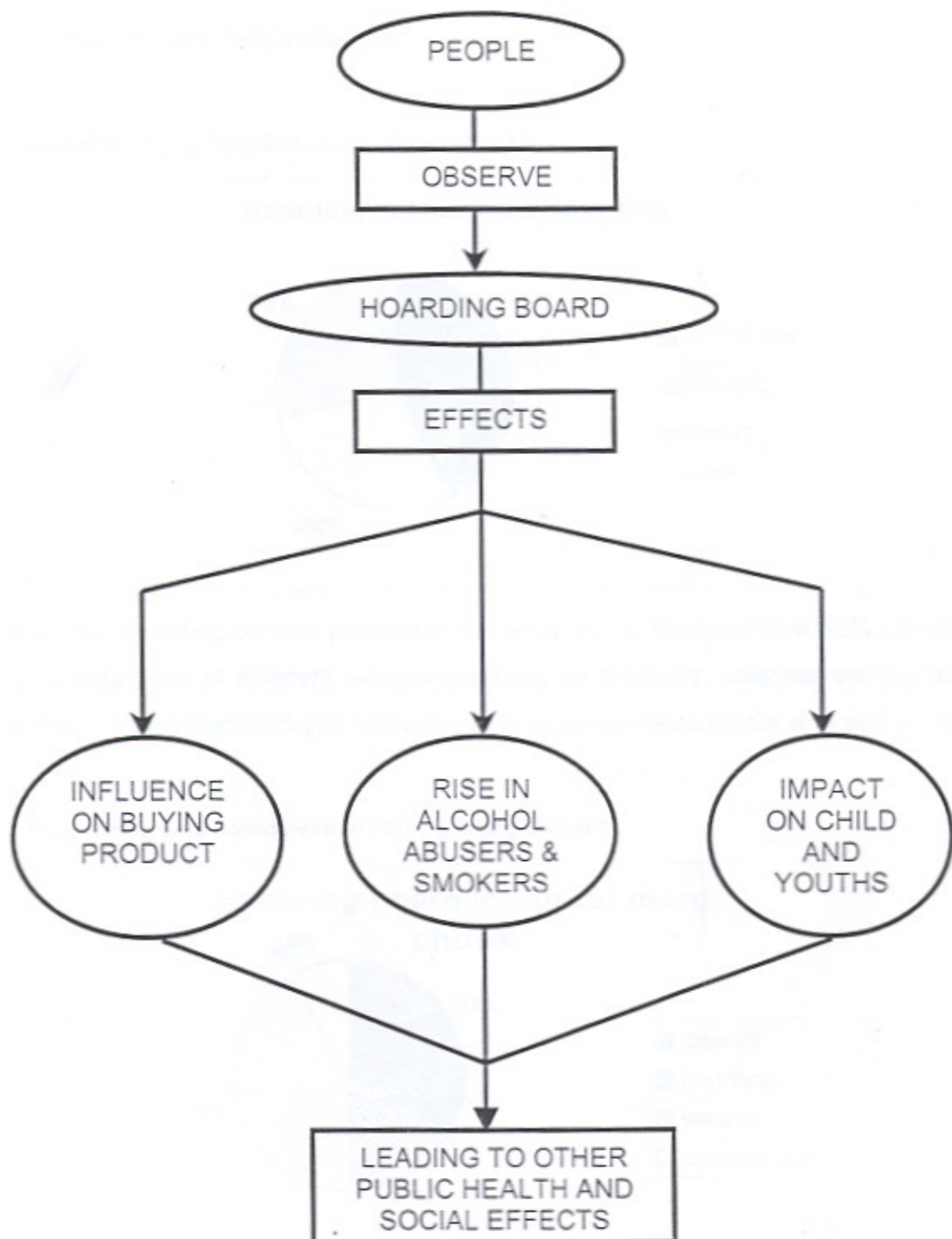
Celebrity: Famous persons (actor/actress) featuring in the advertisements so as to promote the products.

Tobacco products: All the products that include the fermented nicotine used for smoking and chewing.

Alcohol products: Products such as beer, gin, whiskey, brandy, rum, vodka and other products that contain alcohol in more than 3 percent.



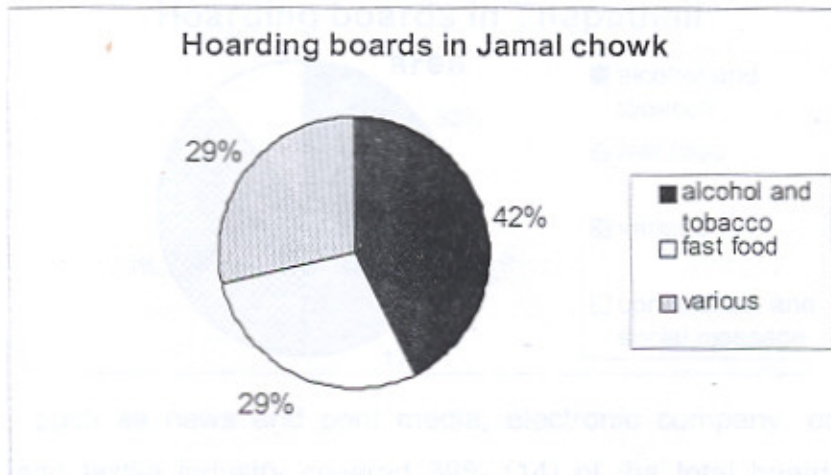
3.8 Conceptual framework:



4. Results and findings

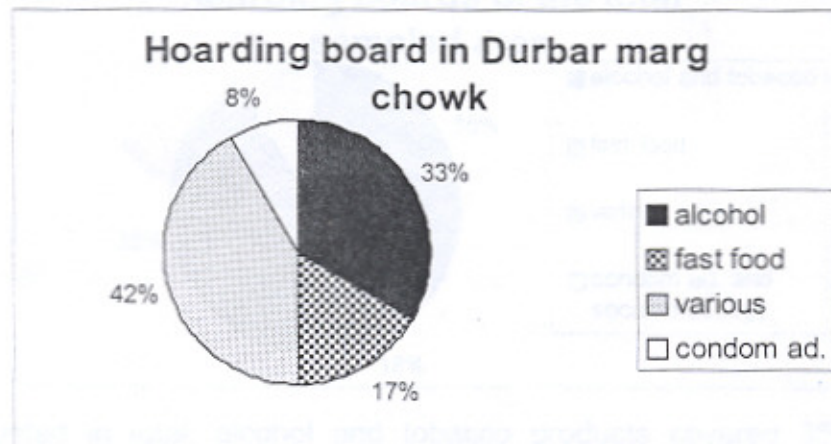
Three different places of Kathmandu valley were observed so as to find out what types of hoarding boards were high in number.

Figure 2: Type of hoarding board used in "Jamal Chowk"



Out of the total hoarding boards present in the area it was revealed that 42% (3) of the hoarding boards were of different alcohol and tobacco products, whereas various items and fast food both shared 29% (2). Various items included news media and soft drinks.

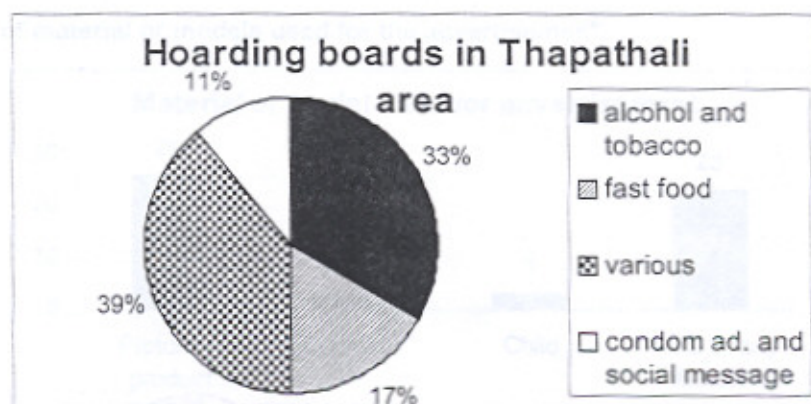
Figure 3: Type of hoarding board used in "Durbar marg Chowk"



Various items included 42% (5) of the total hoarding boards that included event, watches, automobiles, and soft drink advertisements. Alcohol hoarding boards covered

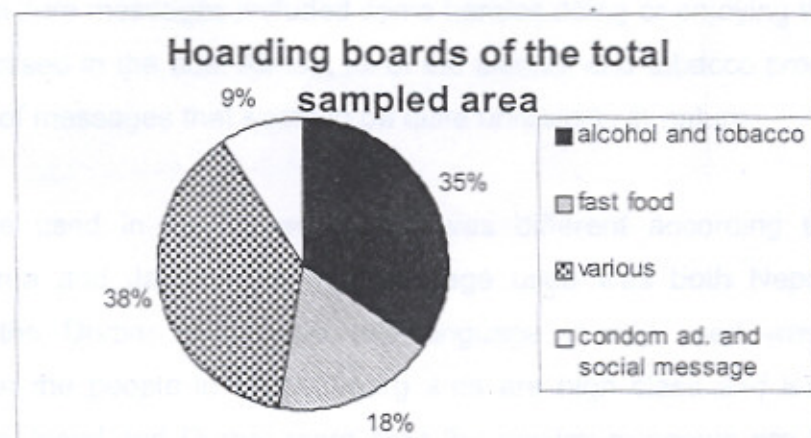
33% (4) whereas fast food covered 17% (2) and the least was condom advertisement covering 8% (1). Thus, in Durbar marg chowk too the percentage of ads of alcohol was high in number.

Figure 4: Type of hoarding board used in "Thapathali area"



Various items such as news and print media, electronic company, edible oil, soap, automobiles, and textile industry covered 39% (14) of the total boards. Alcohol and tobacco products covered 33% (12) whereas fast food represented 17% (6). In Thapathali area the remaining area was that of condom advertisement and social message.

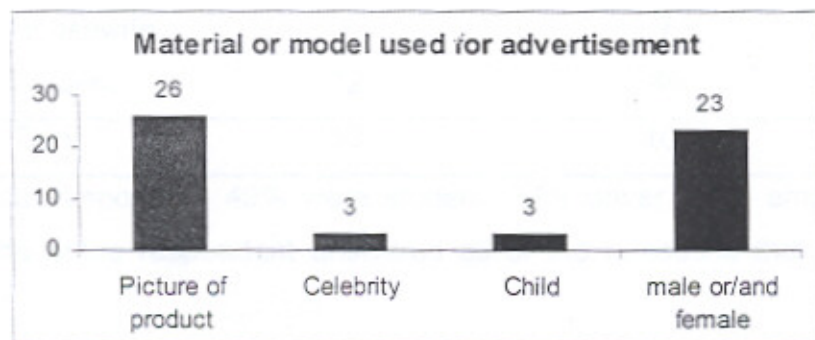
Figure 5: Type of hoarding board used in total sampled area



When accounted in total, alcohol and tobacco products covered 35% (19) of the sampled hoarding boards whereas various items covered 38% (21), fast food covered 18% (10), and remaining was covered by condom advertisement and social message.

In Airport area the total number of hoarding boards when we visited for the first time was only 3 but when we went back to the same area couple of days later the number of hoarding board was 5. This shows the increasing trend of using hoarding boards for promoting different products.

Figure 6: Types of material or models used for the advertisement



Most of the various items included the picture of their product (13 out of 21) as the key material for advertisement, whereas most alcohol or tobacco product used male or/and female and celebrity (13 out of 19) for the advertisement of their product. Many fast food products used children for the advertisement. As most of the products included youth model for their advertisement it seems that most of the advertisement have targeted youths. The picture messages also clearly attracted the youth to adopt their products. Many of the picture messages included some heroics doing or enjoying their life with the product advertised in the ads. Almost all of the alcohol and tobacco products consisted of some kind of messages that seem to be quite unrealistic in nature.

The language used in the advertisement was different according to the area. In Thapathali area and Jamal area the language used was both Nepali and English whereas in the Durbar marg area the language mostly used was English. The pedestrians or the people in Durbar marg area are high class and less middle class people, but in Jamal and Durbar marg area the maximum people are of either middle class or low class people. Thus, it seemed to us that the alcohol/tobacco companies have effectively separated the target area and so are very successful in increasing their sales.

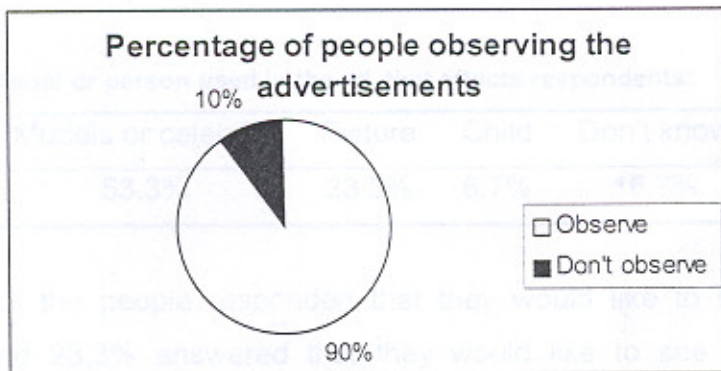
Demographic information of the respondent

Table 2 :Occupation of the respondent

Occupation	No. of respondent	No. of respondent (%)
Driver	10	33
Employee	6	20
Housewife	2	7
Student	12	40
Total	30	100

Out of the total respondent 40% were student, 33% driver, 20% employee and 7% housewife. The entire respondent answered all of the questions that were asked to them.

Figure 7: Percentage of people that observed the advertisements



Out of the 30 respondents, 27 (90%) answered that they observed the hoarding board while walking. This shows that almost all of the pedestrians observe or see the hoarding boards while walking down the street. Some of the respondents said that they do not so any concern towards the advertisement; by occupation they were drivers and employees.

Table 3: Percentage of the respondents that are influenced by message in ads

Occupation/ Response	Influences (%)	Doesn't influence (%)	Don't know (%)
Driver	60	20	20
Employee	83.3	16.7	-
Housewife	50	50	-
Student	66.7	33.3	-
Total	66.7	26.7	6.6

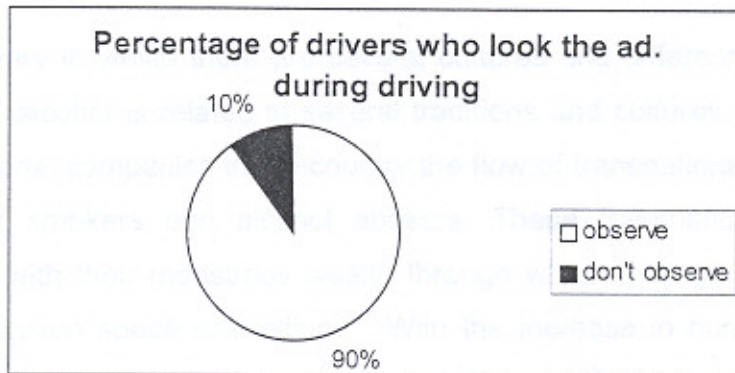
When the people were asked whether they are influenced by the message or not 67% (approx.) replied that they are influenced by the messages shown in the advertisements. Around 27% said that they were not affected by the message in the advertisement and only 7% replied they didn't know. This shows that the people are actually influenced by the messages that are in the hoarding board.

Table 4: Type of material or person used in the ad. that affects respondents:

Models or celebrity	Picture	Child	Don't know
53.3%	23.3%	6.7%	16.7%

More than half of the people responded that they would like to see models in the advertisement and 23.3% answered that they would like to see the picture of the product or advertisements that consisted of the natural scenes. The tobacco/alcohol companies have portrayed models in the advertisements because our results also show that the advertisers know well about their consumers. They have suitably selected the appropriate material or model that are useful to increase their sales; their target group selection is perfect. By this analysis it can be stated that the advertisements are so designed that it actually meets the demand of consumer and affects the targeted group.

Figure 8: Percentage of the drivers who look at the ad. during driving



Out of the 10 respondents that were driver by occupation, 90% of them answered that they do look at the advertisements during driving and while walking as well. Some of them even stated that the advertisements are so attractive that they cannot keep their eyes off. Some other respondents said that accident cases have also increased due to the advertisement.

Magnitude of the use of Hoarding Board

From our findings we have revealed that there are lots of hoarding boards in Kathmandu. In Kathmandu, there are 50 hoarding boards in each ward. If we consider the total boards, the hoarding boards are used in a significant manner that has increased the area more congested and it has also increased the possibility to spread the hoarding area in market area and it has also increased the hoarding area in the city.

Dangerous Uses

It can be said with confidence that the hoarding boards of all skippers, regardless of the hoarding products, are used to promote their products. So there are many dangerous uses of using the hoarding boards. The hoarding boards are used in a significant manner that has increased the area more congested and it has also increased the possibility to spread the hoarding area in market area and it has also increased the hoarding area in the city. They are also making the skippers to spread a message that is not very good for the hoarding. They are also making the hoarding area more congested and it has also increased the possibility to spread the hoarding area in market area and it has also increased the hoarding area in the city.

5. Discussion

Nepal is a country in which there are several cultures and different ethnic groups, the consumption of alcohol is related to several traditions and cultures. With the existence of different national companies in the country the flow of transnational has further raised the number of smokers and alcohol abusers. These transnational have viciously invaded Nepal with their monstrous wealth through which they glorify their venomous sticks in every given space or medium²³. With the increase in number of companies, different companies adopted several marketing strategy of which public displays is one of them. The city roads, walls of shops and houses all are loaded with the hoarding boards, billboards, banners and posters. In almost every restaurant the name of restaurant is always attached with some kind of alcohol or tobacco advertisement. It is very disappointing that even the print media is also having advertisement of these harmful products. Ads through print media and public displays are open exhibitions to all people walking, driving through the street.

Magnitude of the use of Hoarding Board

From our findings we have revealed that there are lots of hoarding boards in dense city area. In just three areas of Kathmandu there are 55 hoarding boards of which alcohol/tobacco comprise 35% of the total boards. The hoarding boards are kept in an unplanned manner that has made the area more unpleasant and horrible. Whether it is the gateway to Nepal i.e. airport area or market area all are teemed with hoarding boards, billboards, posters etc.

Dangerous lies

It can be stated with confidence that the core theme of all slogans, messages of the harmful products is to beckon the people for their product. So there has been an increasing trend of using the slogans in hoarding boards that fulfills the producer's demands. To achieve this aim they are making the slogan or developing a message that in real sense is not true or factual. They are symbolizing the smoking with tension/stress

relief but in fact the constituents of cigarette smoking further aggravates the tension through molecular level reaction. As far as alcohol consumption is considered they are adjoining the alcohol with gatherings of friends, social events as such activities would remain fake with the absence of liquor. But in real sense it has been observed in various instances that the presence of liquor had led quarrels from the time immemorial.

It is often heard in our rural settings that the father calling his son to light cigarette for him and telling him that you cannot smoke as you are a child. Doesn't it say that smoking is allowed in adult age? and Doesn't it indicates the sign of adulthood in children's think box? Though advertising of smoking and alcohol has banned in electronic media for some years, the companies are making trick on us by sponsoring the concerts, contest, events of social values in which they come out with the message that the consumption of alcohol/tobacco products make your life enjoyable. Each time when the news about such events comes in television their name come in front and exposed.

Hoarding boards in different areas with various messages and promotional gimmicks are an open exhibition to all the young people whom the companies are targeting. Even if they are not drinking the alcohol that is being promoted they are being aware of it at an early age and will have the brand names imprinted in their minds. This is important to the companies because these youngsters are the potential consumers of the future and are worth investing in to replace the dying consumers.

The message has been that people who don't drink advertised liquor are somehow not 'truly' successful or that really 'successful people' drink nothing else¹. They have excluded health information promoted the denial of problems and targeted groups at high risk for alcohol problems. The negative consequences of alcohol use such as hangovers, injuries, disease or embarrassment have never been shown. Because alcohol is marketed as glamorous, sexy and pleasurable, many people don't think of it as a drug or equate it with addiction.

Model and hoarding boards

The tobacco/alcohol products have been effective in hooking especially young people in developing countries. The ignorance and bend to westernization concept on developing countries have created an enabling force for the promotion of their goods. They know how to jam with young people often better than governments, our schools, parents and us. By nature opposite sex attract each other and so young models especially scantily dressed women have been extensively used to promote the products so as to target the product to the youth. Women have been used as a means of luxury. In such a context, it not only affects the young adults but also intervene to ascertain the women' dignity in social value.

These models have been used so as to target their product towards the young. The picture or slogan used on the advertisement creates an illusion for unripe minds that latter may change to habits. This may be a profitable victory for the stakeholder of such companies but as a whole it is dark side for the development of society and country.

Alcohol/tobacco advertisements and women

Women are being used as a material in each and every part of marketing and advertising. Both alcohol/tobacco industries make plenty of use of scantily dressed women in the hoarding boards to promote their products. In the race between alcohol and tobacco to use women alcohol comes in the first place. The advertising agencies assume that the quickest way to a man's wallet is to show a women's body.¹ Such ads can be as degrading to men as they are to women.

It feels to us that the women are being sold with alcohol as commodities in the half naked market fondling bottles of beer or in the ads the women are being subjected to watch in the hoarding boards. Alcohol is portrayed as the social lubricant, the magic ingredient that ensures the consumer won't go home alone.¹ Some ads featuring women reinforce dangerous beliefs that lead some men to see women as less than fully human, and this has been the primary step for violence. It can be stated that these

types of ads has always been a vital factor for encouraging abusive behaviour and the discrimination against women to rise.

On the other hand, the number of alcoholics and smokers are increasing day by day among women. It has been stated that the prevalence of smoking could rise by 20% among women in developed and developing countries ⁴. This fact also shows that to increase the prevalence one of the factors is the advertisement featuring women especially on public displays.

Alcohol/tobacco and young people

The age of sale and consumption are legally addressed by some of the laws and policies in our country. " Child act 1992, Provision 16, prohibits the use of children in selling alcohol, drugs and other illegal substance. Hotel regulation and the sale and distribution of alcohol act, 2023, Section 7, has a provision on prohibition of selling and servicing alcohol to children under 16 years and persons intoxicated with alcohols." ²⁶

No laws and policies are in existence for the control of ads of alcohol targeted towards young people either directly or indirectly. Each and every ads are youthful. ' the fact is cigarette companies are addicted to under age smoking and marketing to the youth is essential to the long term commercial viability of the tobacco business. ⁵

The characters used in the numerous hoarding boards, billboards and other ads are usually young men and women. They are presented as successful, sophisticated and sociable. These ads carry an unambiguous message for the youths, which simply is that they must smoke to show that they are no longer mothers' pets: a way of asserting their 'adulthood' and freedom to choose²³. Cigarette and beer ads are mostly targeted towards youth either through openly displayed hoarding boards that are exhibition to all or through sponsorship of different events and festivals; the youth are targeted the most. Since youth are regarded as group with disposable money attracting them towards these harmful products in the name of concerts, shops and films the young people are exposed to the full brunt of liquor ads through hoarding boards and other promotional gimmicks offered during these events.

Rise in accident

It is a nature of human being to sensitize on new things. Here new thing comprises hoarding board that is standing as a terror on our city. It is hard to neglect men's attractions on pretty models with glamorous looks. Evidence suggests that the number of accident on the main center of the city has risen and for which some suggest it as one of the critical factor. The roles of hoarding board to act as a factor for causing accident cannot be denied because our findings also revealed that 90% of the drivers do look at the hoarding boards during driving and such type of negligence can always play a fundamental role in increasing accident.

Alcohol/tobacco use and special occasion

In recent days, alcohol has become an important part of many festivals, celebrations, parties and gatherings. Whether it is Dashain, Tihar, New Year or any other special occasions we can notice the new brands of both alcohol and tobacco products being launched into the market and the hoarding boards being teemed into the house roofs, skylines. They carry the messages that 'enjoy the festive with alcohol, without which you will not have any sort of entertainment'. Liquor ads have very successfully portrayed the importance of alcohol as a part of any occasion¹. People are seduced and induced into believing their claims. Now alcohol is being promoted as a symbol of social status, prestige, personal achievements, sexual attractiveness and success in which hoarding board playing a very important part.

Recently, the alcohol/tobacco products are indirectly being advertised through hoarding boards. What they have done is to adopt alternative promotional tactics such as sponsoring cultural and sports events linking to their brand names. Even though alcohol sponsors sport events, alcohol and sport are a glaring mismatch. Alcohol destroys fitness, alertness and co-ordination and could prove fatal if consumed before certain sports particularly water sports¹.

National revenue, employment and tobacco/alcohol companies

Alcohol/tobacco industries are large industries and so generate employment as well as have contribution to the national revenue. 'At the national level, alcohol is a big industry with more than Rs.12 billion invested in over 50 large and medium distilleries and 5 large breweries, which, according to the industry sources, directly and indirectly provide employment to 50,000-100,000 people. The government presently collects revenue of around Rs. 5 billion from the liquor business, which is a considerable contribution to the total national revenue. The production of alcohol has increased drastically from 400-600 per cent during the last ten years' ²⁶.

The tobacco/alcohol industry frequently argues that it is reliable source of employment and it is helping to withstand the economic status of the country, and also stress country will suffer greatly if strong legislation is passed. Such argument can be diminished by showing impacts on global health and economies. These types of arguments are further weakened by the fact that national consumption of tobacco and alcohol is still on the rise, and is likely to remain so far decades, due to the tremendous increase in population. The industry also exaggerates the numbers of people employed by these industries, by counting those for whom tobacco/alcohol is one of many source of employment.

With the fact that more than 7000 millions of sticks are consumed annually it can be easily stated that income to the industry is also 7000 million if we assume a stick costs only Rs. 1. This amount might be much greater because we have assumed only Rs. 1 for a single stick, which in real situation might be double or more than that. Same is the situation with alcohol. On the other hand loss of capital through different diseases caused by both alcohol and tobacco have not been calculated. Premature death as a result of smoking constitutes a significant loss in economic and social class. This proves that the amount submitted to government as national revenue is much lower. On the other hand, due to corruption and tax exemptions there are leakages in revenue collection in several areas. The amount invested can be directed to other alternatives as well and it is a matter more of good governance too.

The effects of alcohol/tobacco include not only impairments of health, and social and economic effectiveness, but also damage to the family⁶. We all are aware of the fact that the tobacco and alcohol especially the liquor has found its way into many ordinary homes. Now a western concept " A night out with the boys at the local pub" is no longer foreign to many Nepalese particularly people living in urban areas. These are all the result of extensive advertising in the print media as well as the public displays. Tobacco and alcohol companies continue to circumvent local tobacco/alcohol control laws through sponsorships, brand stretching and oblique marketing strategies in which the use of public displays has further supported the companies.

Metropolitan city management committee has very amazing type of policy towards the hoarding boards. During international conference like SAARC summit these are covered with other messages but during other time these boards are open exhibitions to all. In front of the Ministry of Health building there are several hoarding boards displaying different alcohol and tobacco products and the health message delivering are just three in number. Of the three hoarding boards one is very small which is difficult to see and on top of it there are hoarding boards displaying the beer product. These companies are so cunning that, they show the statutory directive i.e. "SMOKING IS INJURIOUS TO HEALTH" in a very small letter and in English language in the hoarding boards. It seems that the tobacco companies have made a joke out of this statutory message. This is the current situation of use of hoarding boards and it is very disappointing that the civil society is also silent regarding this issue.

Thinking that, the ban in only electronic media will control the impact of alcohol/tobacco products will be a big mistake and if necessary steps are not taken immediately then we all will be the sufferer in the near future.

6. Conclusion

Alcoholism and smoking both have a health as well as social impact. Despite the rise in literacy level the consumption of tobacco products and alcohol abuse is rising. One of the contributory factors for this is the use of the advertisement as the major instrument to increase the sales. Market-driven economy with increasing trends of advertising of alcohol and cigarettes enhanced the use of hoarding boards in public places after the ban in electronic media. The effort to introduce the blanket ban in all media, including print media in early 2001, was held up with controversy. It was also stated that without advertising, fake products would inevitably flood the market with consequent damage to the consumer²⁶. Nowadays also there is argument that even if there were a blanket ban the companies would surely develop other ways of promotion of their products.

Alcohol is a culturally sanctioned part of life, on the one hand, and, on the other, its use is seen as pathological, having direct consequences in an individual's family affecting women and children by way of domestic violence, poverty, debt, scarcity of food, loss of social prestige²⁶. There have been several social consequences of advertisement and this has not been in notice to the governments. Utilizing the youth models in ads, these companies have targeted the young people so as to replace the current smokers and alcoholics after they quit or die. The fundamental part for targeting the youth is to sustain their economy in future, as they are the potential user. The direct health effect of alcohol is liver damage, vitamin deficiency, gastritis, and malnutrition etc. whereas the severe effect of smoking is lung cancer which every year kills millions of people.

Whenever we discuss about the consequences of alcohol/tobacco use, the use of ads to promote the products can never be neglected. The current scenario of the use of hoarding board can be devastating. Thus, if we underpin these facts and do not act decisively today, regarding the hoarding boards as a minor form of advertisements our next generation will look back and seriously question how we are committed to public health and social justice.

7. Recommendations:

Following are the recommendations of this study:

1. All forms of alcohol/tobacco advertising including public displays and indirect advertising should be banned.
2. Sponsorship by alcohol/tobacco companies of any events, contests, variety shows and especially sports events should be banned. The use of hoarding board on such activities too should be banned.
3. All hoarding boards in the market place or crowded place should be removed.
4. The use of women in the hoarding boards as well as other forms of alcohol/tobacco ads should be banned.
5. The hoarding boards should be used as a means to give health messages in effective and efficient manner as per societal need.
6. The tax on alcohol and tobacco products should be further increased.

8. References

1. The hangover, Consumer's association of Penang, 1996
2. Curbing the Epidemic, Governments and the economics of tobacco control, July 1999
3. Youth Smoking Prevention Campaign, Path Canada, 2001
4. Women and tobacco epidemic, Challenges for the 21st century, 2001
5. Tobacco Kills, Don't be duped, WHO, 2002
6. Tobacco and Poverty, Observations in India and Bangladesh, Path Canada, October, 2002
7. What in the world works? International Consultation on tobacco and youth Singapore, Final Conference Report, 28-30 September 1999
8. Textbook of preventive and social medicine, K. Park, 16th edition, November 2000
9. Dietary management of Gastro-intestinal Pancreatic and liver disorders, Habibulla C.M.
10. The International Federation of Non-governmental Organization for the prevention of drug and substance abuse, Alcohol and drug foundation, CIS-19 December, 1996
11. Alcoholism and its treatment in aboriginal communities, Hunt Horalid et. Al
12. Educational materials, RECPHEC
13. Health marketing and youth conference, (<http://www.who.int>)
14. Slipping under the radar: Advertising and the mind, Walsh David, Ph. D.
15. Development of Projects for Prevention of Harm from Alcohol Abuse Report of an Inter-country Consultation Bali, Indonesia, 25-27 June 2002
16. Marketing and Addictive Behaviour- A neuroscientific Perspective, WHO, Treviso, Italy, Walsh David, Ph.D.
(http://www.who.int/health-mktg/presentations/david_walsh.ppt)
17. Alcohol Control in Nepal: Challenges and Opportunities, Dhital Rupa,
(<http://www.forut.no/index.php/10932-1>)
18. Tobacco Health Facts (<http://www.who.int/inf-fs/en/fact221.html>)

19. Marketing to Vulnerable Youth, Villani Susan, M.D.

(http://www.who.int/health-mktg/presentations/marketing_youth.ppt-)

20. Alcohol control, not ban is required, Dhital Rupa

(<http://www.yomari.com/p-review/2001/09/13092001/alco.html-7k->)

21. Tobacco, What governments can do?, Legislate and educate,

(<http://www.who.int/inf-fs/en/fact224.html>)

22. Tobacco, Supporting the tobacco industry is bad economics

(<http://www.who.int/inf-fs/en/fact223.html>)

23. Framework Convention on Tobacco Control, WHO, Geneva, Oct. 12-13, 2000

(<http://www.who.int>)

24. Footsteps, Quarterly Newsletter, Tearfund, No. 54 March 2003

25. Self regulation of Beverage Alcohol Advertising, International Center for Alcohol Policies, January 2001 (<http://www.icap.org/pdf/report9.pdf-9>)

26. Alcohol and Young in Nepal, Dhital Rupa, (<http://www.icap.org/pdf/report9.pdf-9>)

27. Tobacco free sports, Play it clean, (<http://www.who.int/inf-fs/en/back002.html>)

28. Tobacco Dependence (<http://www.who.int/inf-fs/en/fact222.html>)

29. District Demographic Profile of Nepal, Informal Sector Research and Study Center, 2002

Material or model used in the advertisement

Product or product

Category

Child

Gender (M/F)

Age

Income (M/F)

Part of the population

Region

Language of message

* Nepali

* English

Target group

Annexes

Annex 1: Observation Check list

Observation Check list

Category:

Alcohol

Tobacco

Fast food

Condom ad.

Various

Place of advertisement

- Jamal Chowk
- Durbar Marg
- Thapathali area

Advertised Product

Message in the advertisement

Material or model used in the advertisement

Picture of product

Celebrity

Child

Models (M/F)

None

Picture message

Language of message

- Nepali
- English

Target group

Annex 2 : Questionnaire

प्रश्नावली

नाम :

ठेगाना :

उमेर :

पेशा :

१. बाटोमा हिड्दा तपाईं विभिन्न ठाउँमा राखिएका विज्ञापनहरू हेर्नुहुन्छ या हुँदैन ?

हेर्छु

हेर्दैन

थाहा छैन

२. यस्ता विज्ञापनले सामान किन्न असर पार्छ कि पाउँदैन ?

पार्छ

पाउँदैन

थाहा छैन

३. कस्तो विज्ञापनले असर पार्छ ?

कलाकार

केटा मोडल

केटी मोडल

अन्य कूना

थाहा छैन

४. विज्ञापनमा भनिए जस्तै काम गर्न सकिन्छ कि सकिँदैन ?

सकिन्छ

सकिँदैन

थाहा छैन

(गाडी चालकको लागि)

५. गाडी चलाउँदा यस्ता विज्ञापनहरू याद गर्नुहुन्छ या गर्नु हुँदैन ?

गर्छु

गर्दैन

थाहा छैन

Annex 3: Itinerary

Date	Activities
19/12/2003	Preliminary discussion in the team
20/12/2003	Feasibility study in the field
21/12/2003	Field preparation: Questionnaire development and observation check list preparation
22-24 Dec.03	Literature Review
25/12/2003	Pre-testing of data collection tools and re-designing the checklist and questionnaire
25-26 Dec. 03	Field visit
27/12/2003	Format preparation
28-31 Dec. 03	Data analysis
3 -12 Jan. 04	Report writing
13-15 Jan. 04	Comment and feedback collection
16-20 Jan. 04	Editing and finalization of the report

Annex 4: Photographs

Photo 1



Photo 2



INSPIRED BY NEPAL

Photo 3



INSPIRED BY NEPAL

Photo 4



Photo 6



Photo 5



Photo 7

