

## **The Regulation of Media and Marketing Communication of Tobacco and Alcohol Products**

The sixth National Health Assembly

Having considered the report on “The Regulation of Media and Marketing Communication of Tobacco and Alcohol Products”

Having worried that children and women might be the target groups of tobacco and alcohol products. These products employ a number of advertising and marketing communication strategies to increase the number of new smokers and drinkers by ingraining false belief that the consumption of tobacco or alcohol products is socially accepted and fashionable, despite the fact that these products are dangerous to their health.

Having concerned that marketing communication and CSR of tobacco and alcohol products employed in various types of media outlet, including mass media, community media, personal media, media events or activities, outdoor media, point of purchase, ad hoc media, and online media, might not be genuine CSR, but a sponsorship strategy aimed to strengthen their brand and corporate image and loyalty among the target audience. This CSR in disguise is also implemented with the intent to create a good relationship with policy makers in order to interfere with legal measure and law enforcement, facilitating their business performances, benefits and interests.

Realizing that the regulatory mechanism of advertising and marketing communication of tobacco and alcohol products must be recognized, supported and fulfilled. This mechanism includes: laws; regulations; processes of filing lawsuits; legal actions, and media literacy in advertising and marketing communication strategies. Cooperation of related media sectors, including media regulators, media/ advertising/ public relations/ marketing professional organizations, media practitioners and entrepreneurs, and etc., needs to be addressed and strengthened in order to push, develop, and enforce code of ethics, codes of conduct, guidelines, or standards on advertising and marketing communication of tobacco and alcohol products in accordance with laws, ethics, and with responsibility to the public.

Here, therefore, the following resolutions have been adopted:

1. Requests that the media/ advertising/ public relations/ marketing professional organizations, media practitioners and entrepreneurs, both

central, and regional, draft a standard and practical set of codes of ethics, codes of conducts, or guidelines on marketing communication of tobacco and alcohol products, specifically for each profession, as their tools for self-regulation, with responsibility to the public. The core concern of code of ethics, or conducts must reflect and cover the will of the law, must be practically amended and developed in line with the rapid change of advertising and marketing strategies, which always exploit the gap in law, and must determine the punishment or social sanction for the wrongdoers.

2. Requests that the Ministry of Public Health and the Office of National Broadcasting and Telecommunications Commission (NBTC) be the lead agency, in cooperation with the Ministry of Information and Communication Technology (ICT), the Office of the Consumer Protection Board (OCPB), the Government Public Relations Department under the Office of the Prime Minister, together with professional media/ advertising/ public relations/ and marketing organizations, the National Alliance for Tobacco Free Thailand (NATFT) and the Stop Drinking Network Organization (SDNO), to specify the measurement and regulatory mechanism of the media with knowledge and literacy in advertising and marketing communication of tobacco and alcohol products. This cooperation must include the specification of self-and co-regulations of professional media organizations in order to effectively regulate advertising and marketing communication of tobacco and alcohol products, and facilitate creativity and social responsibility of media, protecting the public, especially the children. This regulatory mechanism must be in accordance with the law, must be practically amended and developed in line with the shift of advertising and marketing strategies which always exploit the legal loopholes, and must determine the punishment or social sanction for any wrongdoers.

3. Requests that the Thai Health Promotion Foundation be the lead agency, in cooperation with the Office of National Broadcasting and Telecommunications Commission, the Ministry of Information and Communication Technology, the Ministry of Sport and Tourism, the Ministry of Education, the Office of the Consumer Protection Board, the National Alliance for Tobacco Free Thailand, religious sectors, civil society organizations(CSO), non-government organization (NGO), to develop knowledge, program, or activity on media literacy in advertising and marketing communication of tobacco and alcohol products. This includes the development of CSOs and NGOs' potential to establish public communication strategies in reaction to advertising and communication strategies of tobacco and alcohol products.

4. Requests that the Ministry of Public Health and the Office of National Broadcasting and Telecommunications Commission be the lead agency, in cooperation with the Ministry of Information and Communication Technology, the Ministry of Culture, the Ministry of Social Development and Human Security, the Ministry of Interior, and the Ministry of Commerce, to form a national committee in order to develop national plans and strategies for monitoring advertising and marketing communication of tobacco and alcohol products. This must include the complaint management system handled by involved authorities as a part of the strategies. These must be implemented by professional organizations, academic sectors, religious sectors, CSOs, and NGOs. At regional level, the Office of the Alcohol Control Committee in each province must be the core center, together with local administrative organization, and provincial tobacco control network, to apply national strategies into implementation in each province throughout the country.

5. Requests that the Ministry of Public Health, the Office of National Broadcasting and Telecommunications Commission, the Office of the Consumer Protection Board, and related law enforcement agencies put an emphasis on regulating media and marketing communication of tobacco and alcohol products; expediting trials and legal actions; and reconsidering the amendment to any gap of laws concerning tobacco and alcohol products.

6. Requests that the Secretary General of the National Health Commission report the progress to the 8<sup>th</sup> National Health Assembly for further consideration.