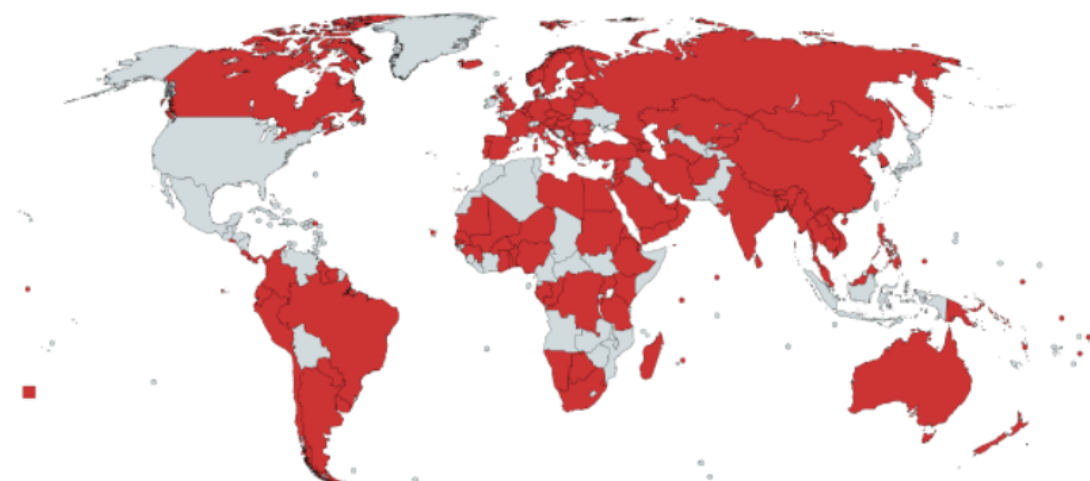


# Tobacco and Alcohol guidelines

## **Tobacco**

Most countries worldwide have implemented bans on tobacco advertising, significantly influenced by the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), adopted in 2003. This treaty plays a vital role in global tobacco control efforts, aiming to reduce tobacco use through various strategies. One of the most impactful strategies is the prohibition of tobacco advertising, promotion, and sponsorship. These advertising bans are essential for protecting public health and reducing the appeal of tobacco products, particularly among young people. Continued support for FCTC initiatives is crucial in our efforts to promote a healthier, smoke-free future. From July 11, 2023, a new set of measures to protect the population from tobacco and ENDS came into effect: The ban on advertising of HTP devices, e-cigarettes, and e-liquids e-cigarette, e-liquid content, requirements in accordance with Directive 2014/40/EU. It is no longer legal to advertise the devices in any form, closing the loophole that may have existed before. It also include Ukraine

### Countries that ban direct tobacco advertising on the Internet



|                     |                                  |             |                                  |             |                     |                      |  |
|---------------------|----------------------------------|-------------|----------------------------------|-------------|---------------------|----------------------|--|
| Afghanistan         | Burkina Faso                     | Ecuador     | Iceland                          | Malaysia    | North Macedonia     | Saudi Arabia         | Togo   |
| Albania             | Burundi                          | Egypt       | India                            | Maldives    | Norway              | Senegal              | Turkey   |
| Antigua and Barbuda | Cabo Verde                       | El Salvador | Iran (Islamic Republic of)       | Mali        | Oman                | Serbia               | Turkmenistan   |
| Argentina           | Cambodia                         | Eritrea     | Italy                            | Malta       | Palau               | Seychelles           | Tuvalu   |
| Armenia             | Canada                           | Estonia     | Jordan                           | Mauritania  | Panama              | Singapore            | Uganda   |
| Australia           | Chile                            | Ethiopia    | Kazakhstan                       | Mauritius   | Papua New Guinea    | Slovakia             | United Arab Emirates                                 |
| Austria             | China                            | Finland     | Kenya                            | Mongolia    | Paraguay            | Slovenia             | United Kingdom of Great Britain and Northern Ireland |
| Azerbaijan          | Colombia                         | France      | Kiribati                         | Montenegro  | Peru                | Solomon Islands      | United Republic of Tanzania                          |
| Bahrain             | Congo                            | Gabon       | Kuwait                           | Myanmar     | Philippines         | South Africa         | Uruguay  |
| Bangladesh          | Cook Islands                     | Gambia      | Kyrgyzstan                       | Namibia     | Poland              | Spain                | Vanuatu  |
| Belarus             | Costa Rica                       | Georgia     | Lao People's Democratic Republic | Nauru       | Portugal            | Sri Lanka            | Viet Nam   |
| Belgium             | Croatia                          | Germany     | Latvia                           | Nepal       | Qatar               |                      | West Bank and Gaza Strip                             |
| Benin               | Cyprus                           | Ghana       | Lebanon                          | Netherlands | Republic of Korea   | Suriname             | Yemen  |
| Bhutan              | Czechia                          | Greece      | Libya                            | New Zealand | Republic of Moldova | Eswatini             |  |
| Botswana            | Democratic Republic of the Congo | Guinea      | Lithuania                        | Niger       | Romania             | Sweden               |  |
| Brazil              | Denmark                          | Guyana      | Luxembourg                       | Nigeria     | Russian Federation  | Syrian Arab Republic |  |
| Bulgaria            | Djibouti                         | Hungary     | Madagascar                       | Niue        | Samoa               | Thailand             |  |

# Alcohol

Many countries around the world have recognized the need to restrict alcohol advertising as a crucial public health measure. Similar to tobacco control efforts, these restrictions aim to mitigate the negative effects of alcohol consumption on society. The push for alcohol advertising bans stems from growing evidence that exposure to alcohol marketing significantly influences drinking behavior, particularly among youth. By limiting the visibility of alcohol promotions, governments can reduce the likelihood of underage drinking and encourage healthier consumption patterns among adults. Implementing advertising restrictions is essential for promoting responsible drinking and reducing alcohol-related harms, such as addiction, accidents, and health issues. Ongoing support for these initiatives is vital in creating a safer, healthier environment for all.

## Advertisers can't run alcohol ads in the following countries or regions:

|   |  |
|---|--|
| <ul style="list-style-type: none"><li>- Afghanistan</li><li>- Brunei</li><li>- Bangladesh</li><li>- Egypt</li><li>- Gambia</li><li>- India (specifically Bihar, Gujarat, Lakshadweep, Manipur and Nagaland)</li><li>- Jordan</li><li>- Kuwait</li><li>- Libya</li><li>- Lithuania</li><li>- Nepal</li><li>- Norway</li><li>- Pakistan</li><li>- Russia</li><li>- Saudi Arabia</li><li>- Thailand</li><li>- Turkey</li><li>- United Arab Emirates ( there are some exceptions)</li><li>- Yemen</li><li>- Morocco</li><li>- Qatar</li></ul> |  |
|---|--|

