

(Cont'd.)

Europe by a U.S. company since the revolution, he said.

"Cigarettes are a legal product everywhere. They generate enormous tax revenues for governments. They are a major player in the economy of a country," Parsons said.

Curbing cigarette advertising is only one goal of the Czech anti-smoking movement, which Kučera of the National Center for Health Support concedes is years behind its counterparts in the West.

The center is organizing smoking cessation clinics and has formed the country's first anti-smoking youth group called Charter of Youth Against Tobacco Smoke. The group kicked off a "Return Tobacco to America" campaign in October when 20 teenagers traveled to the United States to learn about the anti-smoking movement there. They are starting a magazine to inform teenagers about the danger of tobacco and plan to lobby elected officials to pass tougher laws against smoking and advertising.

"The idea is to attract young people and to raise consciousness about the effects of smoking," Kučera said.

The effects have been well-documented, from lung cancer to chronic respiratory diseases. According to figures from the World Health Organization, one in six deaths in the Czech and Slovak republics—roughly 34,000 people a year—can be linked to smoking.

Kučera concedes the movement must overcome lackadaisical public attitudes about the effects of cigarettes. Smoking in Prague's bars and cafés is as pervasive a part of the culture as a mug of 10-degree Gambrinus.

Standing along Wenceslas Square recently, Guenther Balda, a smoker for 25 years, rolled a do-it-yourself cigarette from his pouch of tobacco and mused over the question of whether he would ever quit.

"I don't see a reason why I should have to stop now," he said. "If I die by lung cancer, it is not such a good way to go. But everybody has to die sometime."

ADVERTISING AGE, JANUARY 25, 1993

ADREVIEW

Powerful ads shed light on secondhand smoke

By Bob Garfield



Garfield

A little boy, blindly enamored of his father, mimicked Daddy's every move and gesture. Then Dad lit up a cigarette.

"Like father, like son," said the voice-over, plunging twin daggers of terror and guilt into the hearts of fathers everywhere.

It was one of the greatest public service spots ever made, and it ran for years, beginning, it seems, roughly in the 13th century. Along with the TV ban on cigarette advertising, the surgeon general's warnings and the cross-sections of blackened lung displayed for schoolchildren coast to coast, this ominous PSA changed the habits of a generation of Americans.

Or, anyway, most of them.

Enough hard women with big hair and tight jeans still smoke that R.J. Reynolds Tobacco Co. was prepared to launch Dakota brand largely for them. With the cartoon help of Joe Camel, adolescent psychology keeps a good many 15-year-olds puffing ostentatiously away. Sales remain strong among the urban minorities targeted by the aborted Uptown brand. And there are people over 45 who have smoked for decades, yet, due to stubbornness or good fortune, have thus far neglected to die.

Their numbers are relatively small. But now it turns out they are not merely killing themselves. If the Centers for Disease Control is correct, smokers constitute a major public health menace: murder-suicide on a grand scale.

"Secondhand smoke. We're all at risk."

That's the endframe message on each of three 30-second PSAs from Arian, Lowe, Travis & Gusick, Chicago, spots that epidemiologically document the danger.

One, about a group of friends dining out, says, "Restaurants that allow smoking can have six times the pollution of a busy highway." Another, set in a factory, says, "Workers exposed to secondhand smoke are 34% more likely to get lung cancer." The third, an homage and addendum to "Like father, like son," shows a dad and his little boy huddled over a toy crane: "Last year, 11,000 children were hospitalized due to secondhand smoke."

The commercials are disturbing one and all, al-

Rating: ★ ★ ★



They don't seem to feel put upon, but non-smokers are nonetheless shown to be victims in three new public service spots.

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THE PRAGUE POST (CZECH REPUBLIC)
JANUARY 13-19, 1993

NEWS

Battling for Czech Smokers' Hearts and Lungs

by Monte Hanson

In his own way, Milan Kyrych is championing a small but stubborn movement against cigarette smoking in the Czech republic.

Nearly every day, the artist sets up his easel and display table directly in front of a Marlboro advertisement on bustling Na příkopě near Wenceslas Square.

Kyrych, a reformed two-pack-a-day smoker, has staked his territory carefully. He wants to block shoppers' view of the advertisement depicting a square-jawed Marlboro Man saddling up his horse.

"They should ban all cigarette advertising," he says, working quickly as he sketches from a photograph of a woman. "Smoking is bad for your health. When I stopped, I became a happy person."

Kyrych has his work cut out for him if he hopes to make even a dent in smoking habits in Prague. Like residents elsewhere in the former East Bloc, Czechs are avid puffers, lighting up some 20 billion cigarettes a year. Nearly 40 percent of adults, including half those between the ages of 25 and 34, are regular smokers.

The magnitude of the habit has some health experts worried, but Western tobacco companies covet an anticipated sales bonanza. At a time when tobacco producers have watched consumption drop precipitously in the United States and other Western countries, smoking is increasing in Eastern Europe.

Philip Morris, the U.S.-based tobacco giant that produces Marlboro, grabbed a huge piece of the Czech market last year when it bought the Tabak cartel for \$400 million. The company now controls 56 percent of cigarette sales here, with R.J. Reynolds and other world tobacco conglomerates battling for the hearts and lungs of the country's remaining smokers.

"To the Western companies, we're the Klondike or the Wild West," said Zdeněk Kučera of the National Center for Health Support in Prague.

Kučera and others largely blame advertising for the increasing number of smokers in the country. Cigarette ads, virtually non-existent during the days of communist rule, have sprung up like weeds since 1989, appearing in the mass media and on trams, taxis, billboards and movie screens.

Dr. Jiří Kozák, a leader in the Czech anti-smoking movement, said smoking had been declining in the former Czechoslovakia until a sudden growth



Smoking opponents say advertisements like this contribute to a growing smoking rate.

spurt after the revolution. While some experts argue that political and economic uncertainty since then is at least partly responsible for more smokers, Kozák insists an invasion of slick Western advertising is the prime culprit.

"This is not only my opinion, this is the opinion of the whole world," Kozák said. "In many countries of the world, [cigarette] advertising is banned."

So far, 11 countries have outlawed cigarette advertising, including France on Jan. 1. Kozák wants the Czech republic to become the 12th country, although he concedes the fight may be long and hard.

Help for the fight will be arriving soon. In the first week of February, representatives from the World Health Organization will visit Prague to plan a tobacco-control program, including a campaign against cigarette advertising. Two local groups, Animal SOS and Society for Merrier Presence, are planning their own campaign, beginning with a public execution of a cigarette on Monday, Jan. 18, at Na můstku near Wenceslas Square.

For its part, the Czech government seems lukewarm to the idea of an outright advertising ban.

The Czech Ministry of Health is drafting a proposed bill calling for less advertising and more limitations on where people can smoke in public. Dr. Karel Čermák of the ministry's legislation department would not comment on specifics of the bill. But, he said, the ministry will not push for a total advertising ban because chances are slim that such a bill would pass anyway.

Čermák blamed "influences" inside government for squashing hope of a ban. He expects the Czech National Council to consider a compromise proposal sometime this year.

Under current law in the Czech republic, cigarette companies cannot advertise in ways that stimulate smoking. Although difficult to interpret, that generally means advertisements are OK as long as they don't depict people smoking cigarettes.

Kozák calls the law "stupid" and said all tobacco ads promote smoking, whether they show someone with a cigarette or not. Young people are the most vulnerable, he said, citing one government study that showed cigarette smoking among Czech teens and young adults has climbed from 34 percent to 42 percent in two years.

But Michael Parsons, a spokesman for Philip Morris, said there is no evidence that advertising encourages people to smoke.

"What advertising is doing in these countries is telling people what's new, what's available, what choices there are," he said. "These huge markets already existed before we arrived. Our presence is simply helping consumers make informed choices."

Parsons said he hopes the government will give Philip Morris a voice in developing new advertising laws, especially considering the company's contribution to privatization. Philip Morris' purchase of Tabak was the biggest investment in Eastern

(Cont'd.)

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