



## SUMMARY OF KEY RECOMMENDATIONS OF ARTICLE 13

Article 13 of the WHO Framework Convention on Tobacco Control (FCTC) obligates Parties to implement a comprehensive ban on all forms of tobacco advertising, promotion, and sponsorship (TAPS). This article recognizes that such practices contribute significantly to the initiation, continuation, and resurgence of tobacco use, especially among youth. A total ban is considered the most effective measure to protect public health and reduce tobacco consumption.

The guidelines recommend:

- 1 Establishing national infrastructure and sustainable funding to support tobacco-control education, training, and communication programs.
- 2 Enacting and enforcing a comprehensive legal ban on all direct and indirect forms of TAPS, including cross-border advertising.
- 3 Prohibiting brand stretching and brand sharing, which use tobacco brand names, logos, or imagery in non-tobacco products or services.
- 4 Banning sponsorship of events, activities, and individuals that promote tobacco use directly or indirectly.
- 5 Prohibiting point-of-sale product displays, promotions, discounts, and distribution of free tobacco products.
- 6 Restricting tobacco product placement in entertainment media, including TV, film, and online content.
- 7 Eliminating corporate social responsibility (CSR) activities by the tobacco industry that promote its products or image.
- 8 Establishing effective enforcement, penalties, and public complaint mechanisms to ensure compliance.
- 9 Promoting public education to raise awareness about the deceptive nature of TAPS and the tactics of the tobacco industry.
- 10 Requiring transparency and disclosure of advertising, promotion, and sponsorship expenditures by the tobacco industry.
- 11 Encouraging international collaboration to counter cross-border advertising and share enforcement experiences.