

Exposure to Tobacco Marketing and Support for Tobacco Control Policies

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Abstract

Objectives: To examine the salience of tobacco marketing on postsecondary campuses and student support for tobacco control policies.

Methods: Face-to-face surveys were conducted with 1690 students at 3 universities in southwestern Ontario.

Results: Virtually all (97%) students reported noticing tobacco marketing in the past year, and 35% reported noticing marketing on campus. There was strong support for smoke-free restrictions on campus, including restaurants and bars (82%), and for prohibitions on campus marketing. The presence of campus policies was associated with reduced exposure to marketing and increased policy support.

Conclusions: There is strong support among students to remove tobacco marketing from campus and to introduce comprehensive smoke-free restrictions.

Key words: tobacco, smoking, policy, university, college

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