

Advocacy toolkit case studies

COMBATING CIGARETTE ADVERTISING IN SRI LANKA

THEME: Drug addiction

ADVOCACY APPROACH: Educating community members

A former Tearfund partner, Navajeevana, was working with people seeking freedom from drug addiction. They wanted to respond to a major cigarette advertising campaign that was targeting the ports of Galle and Colombo. An international tobacco company was using a yacht as its main promotional strategy as well as distributing branded promotional materials. Schools were invited to take their children on the yacht and Navajeevana felt this promoted a glamorous image of smoking. Navajeevana visited schools and encouraged them to cancel any proposed visits to the yacht in order to benefit and protect the children. Navajeevana decorated a bus to make it look like a yacht and drove it round the local area, performing street drama and mocking the cigarette company's advertising slogans. When the yacht eventually arrived, there was little interest in the advertising campaign. Local people also became more aware of the risks associated with smoking.