

PART FIVE

TAKING ACTION

"Half measures are not enough.

When one form of advertising is banned, the tobacco industry simply shifts its vast resources to another channel. We urge governments to impose a complete ban to break the tobacco marketing net."

[—] Dr. Douglas Bettcher, Director of WHO's Tobacco Free Initiative, which has issued a call for a worldwide ban on all tobacco advertising, promotions, and sponsorship, 2008.