

## LEGAL NOTICE NO. 100

## REPUBLIC OF TRINIDAD AND TOBAGO

THE STANDARDS ACT, CHAP. 82:03

## PUBLICATION OF STANDARD

THE STANDARD declared by the Trinidad and Tobago Bureau of Standards on 15th June, 1984 and referred to as TTS 21 20 500 Part 3 is as required by section 18(3) of the Standards Act, Chap. 82:03 published hereunder:

## Reference No.

## Title

Reference No.	Title	Page
TTS 21. 20. 500	Requirements for Advertising	
Part 3: 1984	Advertising of Tobacco Products	
0	FOREWORD ... ..	279
1.0	SCOPE ... ..	279
2.0	DEFINITIONS ... ..	280
3.0	REQUIREMENTS ... ..	281
4.0	COMPLIANCE ... ..	285
5.0	SUBSTANTIATION OF CLAIMS ... ..	285
6.0	CONFLICT ... ..	285
7.0	OPINIONS AND GUIDELINES ... ..	285
	APPENDICES	
	A—LAYOUT AND LETTERING FOR TELEVISION AND CINEMA ADVERTISEMENTS ... ..	
	B—STYLE AND SIZES OF LETTERING FOR WARNING NOTICES IN PRESS ADVERTISEMENTS ... ..	
	C—STYLE AND SIZES OF LETTERING FOR WARNING NOTICES IN POSTERS AND INDOOR AND OUTDOOR ADVERTISEMENTS	
	D—STATEMENTS ON TAR GROUP AND NICOTINE AVERAGE	

## 0 FOREWORD

0.1 These requirements were declared a Trinidad and Tobago Standard with effect from 15th June, 1984 when the draft finalised by the Sectional Committee on Labelling, Advertising, and Conditions of Sale was approved by the Standards Council.

0.2 This standard was prepared to reflect changing public attitudes towards smoking and to provide a basis for self-regulation of cigarette advertisement by the advertising industry. If self-regulation is not effective, the Bureau will recommend that this standard becomes compulsory.

0.3 It provides for the inclusion in advertisements of a warning notice on the hazards of using cigarettes.

0.4 There is no intent in this standard to hamper advertisers in competing for the attention of adult users of tobacco. Advertisements may continue:

- (a) to indicate so far as is truthful that cigarettes are enjoyed by people of many kinds;
- (b) to seek to persuade existing users of cigarettes and tobacco to change their brand or not to do so; and
- (c) in pursuit of these objectives to employ all such techniques of artistic presentation as are used by advertisers of other types of product or service and which are consistent with the spirit and the letter of the Trinidad and Tobago Code of Advertising Practice.\*

0.5 In preparing this standard assistance was derived from the following:

- (a) The British Advertising Code of Practice 79-04 Appendix H—Advertising of Cigarettes and the Components of Manufactured Cigarettes and of Hand-Rolling Tobacco;
- (b) UK Independent Broadcasting Authority Act, 1973—Code of Advertising Standards and Practice;
- (c) UK Tobacco Advisory Committee Labelling Code—Labelling of Cigarette Packs and related Advertisements; and
- (d) Advertising Standards Authority Trinidad and Tobago—General Guidelines for Advertising—1979.

## 1.0 SCOPE

1.1 This standard prescribes the wording of a warning notice and its presentation to consumers in advertisements for cigarettes on television, radio, press, posters and other media of communication.

\*Trinidad and Tobago Code of Advertising Practice, 1979—Advertising Standards Authority.