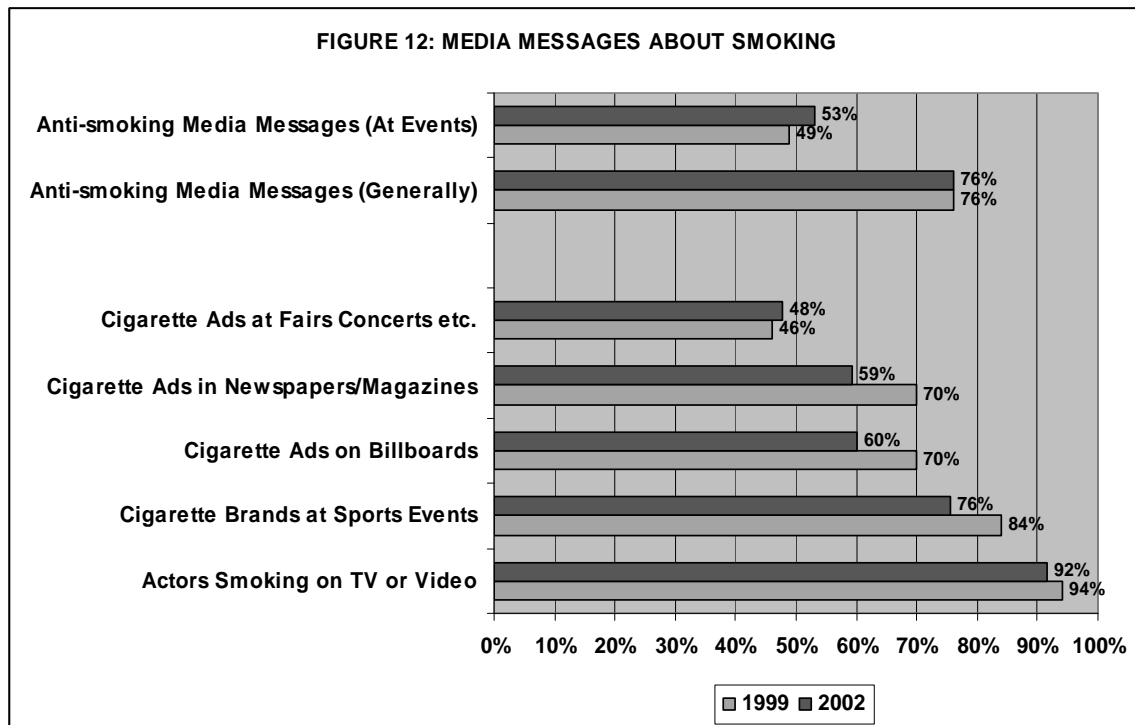


12.0: KNOWLEDGE OF MEDIA MESSAGES AND SMOKING INFORMATION:

Figure 12 consolidates information collected on the knowledge of media messages about smoking in the two studies conducted in Barbados. It conveniently groups the anti-smoking messages in the top section and the pro-smoking messages in the bottom section. Evidently, the most significant media influence would come from actors smoking on TV, since several students recall seeing actors smoking. There was no anti-smoking media activity that was seen by as many people as actors smoking on TV (92%). There is also little evidence that this situation has changed over the past three years.



The closest media influence would be the extent to which cigarette brands were displayed at sports events. Cumulatively, some 48% of students recall seeing such advertisements for cigarettes at sports events, which is 6% lower than the cumulative number of students that recalled seeing anti-smoking messages at similar events.

Regarding the possession of cigarette merchandise, 16.5% of the sample indicated that they had any item in their possession with a cigarette brand logo on it and this was a slightly higher level of possession than 1999 (15%). In this instance, however, more boys (19%) had items with cigarette brands on them than girls (13%), while in 1999 there was no gender difference. 11% of the students indicated that they were offered a free cigarette from a cigarette representative and more boys (14.5%) were offered these gifts than girls (8%).