

Exposure to Tobacco Marketing and Support for Tobacco Control Policies

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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 cam-

pus, 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

Am J Health Behav. 2006;30(6):700-709
