

FACES ON THE PACKS:  
MARKETING BIDI AND  
SMOKELESS TOBACCO IN  
INDIA AND BANGLADESH

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Background

- High rates of tobacco use in India and Bangladesh
- Bidi and smokeless tobacco (SLT) are cheap and popular, particularly among rural and poor populations
- Headshots of men and boys appear in pack branding on these products in these countries. *Why?*

Methods

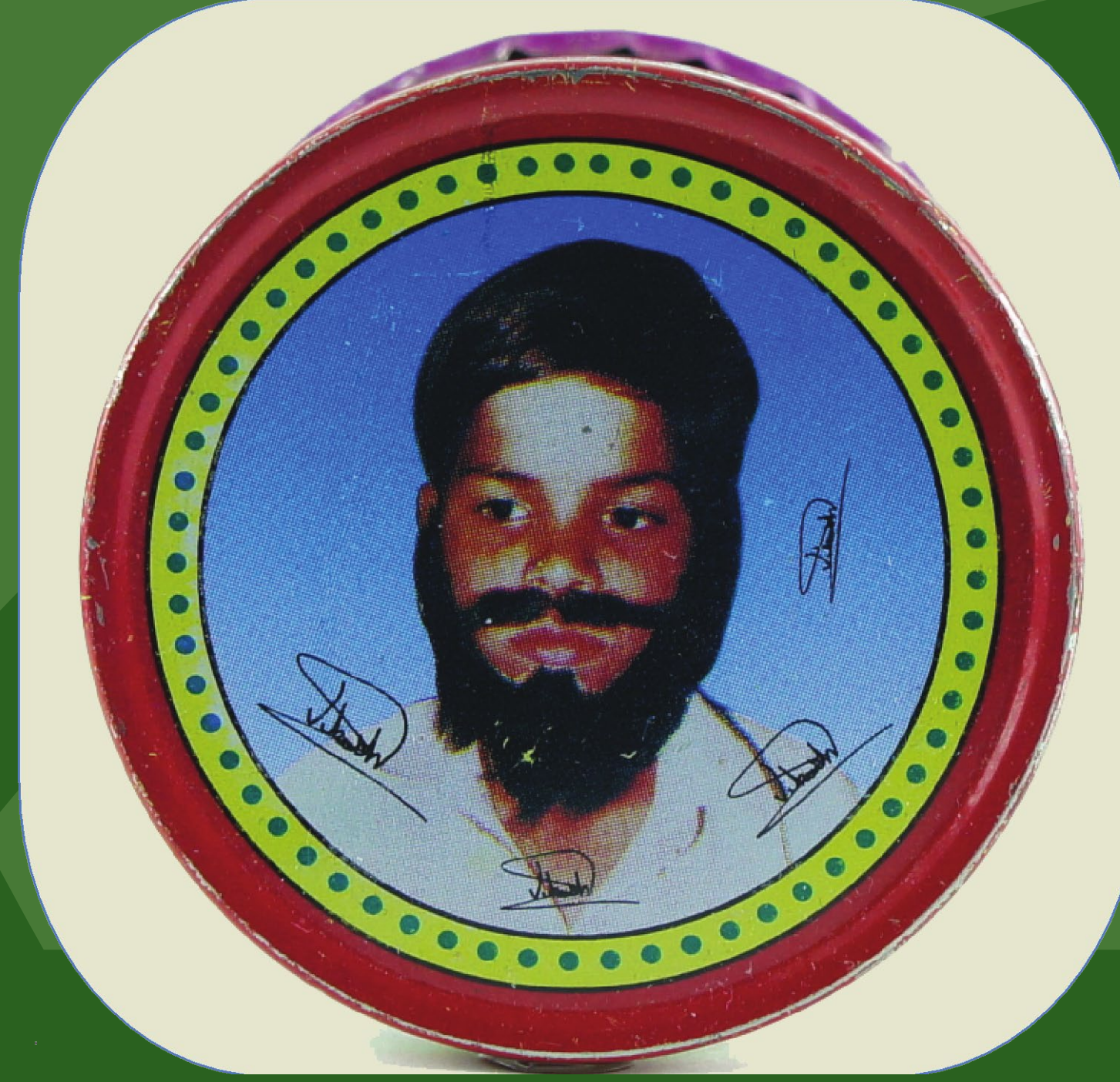
- Bidi and SLT packs collected in 2013, 2016 and 2017 in India and Bangladesh using a systematic protocol (TPackSS)
- 572 unique packs were collected and coded
- 2 independent coders identified presence of a headshot photo or drawing
- 1 coder subsequently noted key headshot features (including gender, age, style of dress, and colors)

Results

- 289 (50.5%) of all bidi and SLT packs purchased included a headshot
- Faces usually prominent on pack
- Faces sometimes drawn, but mainly photographed
- Most packs (n=154) included only 1 face, maximum of 6 faces on pack; 1 bidi had a face on the stick
- Faces normally men, but 24 packs (8.3%) children or babies, and 11 (4%) were women



Why do so many bidi and smokeless packs in India and Bangladesh feature pictures of men and boys?



The  
BiDi  
Bunch

[www.globaltobaccocontrol.org/tpackss](http://www.globaltobaccocontrol.org/tpackss)

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Other Notable Example Packs with  
Faces



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