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DETERMINANTES COMERCIALES DE LA SALUD CON UNA PERSPECTIVA DE GÉNERO

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Resumen/Abstract

Los determinantes comerciales de la salud son un condicionante importante y de creciente relevancia en la salud de las personas. Para su estudio es importante tener en cuenta cómo pueden afectar específicamente a ciertos grupos sociales como las mujeres, por lo que en este artículo se pretende realizar una revisión sobre la literatura con una perspectiva de género. Métodos: Se realizó una búsqueda en pubmed para identificar aquellos artículos relacionados con los determinantes comerciales de la salud que incluían una perspectiva de género o segregaban sus resultados en función de ello con un total de 100 artículos incluidos en la revisión final. Para su análisis se extrajeron los datos clave: producto del que tratan, área geográfica, año de publicación, otros ejes de desigualdad incluidos y si el objetivo principal era analizar los determinantes comerciales con una perspectiva de género. Posteriormente se realizó una síntesis de los resultados obtenidos. Resultados: Las diferentes industrias han implementado estrategias para distribuir sus productos entre las mujeres. La publicidad ha sido un medio importante, pero no han sido la única estrategia. Se pueden destacar como especialmente importantes la utilización de los movimientos sociales y la investigación y puesta en marcha de propuestas que permitieran modificar sus productos para hacerlos más atractivos entre las mujeres. La industria más estudiada en este sentido ha sido la del tabaco. Conclusiones: El estudio de los determinantes comerciales nos permite conocer las diversas maneras en las que las diferentes industrias tienen influencia sobre la salud de las personas. Es importante tener en cuenta la perspectiva de género, además de otros grupos sociales que puedan encontrarse en situaciones de desigualdad, para su estudio. Se deberá ampliar la investigación con perspectiva de género a aquellas productos con una

menor proporción de uso de esta herramienta, como el juego, y aumentar el estudio de nuevas herramientas utilizables por la industria como las redes sociales.

Commercial determinants of health are an important and increasingly relevant determinant of people's health. In order to study them, it is important to consider how they can specifically affect certain social groups such as women, so this article aims to review the available literature from a gender perspective. Methods: A search was carried out in PubMed to identify those articles related to commercial determinants of health that included a gender perspective or segregated their results accordingly, with a total of 100 articles included in the final review. For their analysis, key data were extracted: product covered, geographic area, year of publication, other axes of inequality included and whether they included a gender perspective or not. Subsequently, a synthesis of the results obtained was made. Results: The different industries have implemented strategies to distribute their products among women. Advertising has been an important means, but it has not been the only strategy. The use of social movements and the research and implementation of proposals to modify their products to make them more attractive to women are particularly important. The industry most studied in this regard has been the tobacco industry. Conclusions: The study of commercial determinants allows us to learn about the various ways in which different industries have an influence on people's health. It will be important to consider the gender perspective, in addition to other social groups that may find themselves in situations of inequality for their study. Research with a gender perspective should be extended to those products with a lower proportion of use of this tool, such as gaming, and the study of new tools that may be used by the industry, such as social media, should be increased.

Introducción

La OMS define los determinantes sociales de la salud como aquellos factores no médicos que influyen en la salud de las personas. Es decir, son las circunstancias en las que las personas nacen, crecen, viven, trabajan y envejecen, incluyendo el sistema de salud(1). Dentro de estos determinantes se engloban, por un lado, los determinantes estructurales que incluyen tanto el contexto socioeconómico y político en el que existe una persona como la posición socioeconómica que desarrolla y, por otro lado, los determinantes intermediarios, que incluye, a su vez, las circunstancias materiales, psicosociales, conductuales y biológicas y, finalmente, el sistema de salud (1,2). En los últimos años ha surgido la denominación “determinantes comerciales de la salud” para hacer referencia a todos aquellos sistemas, prácticas y vías mediante las que los actores comerciales influyen sobre la salud y la equidad en ella(3). Este término es de reciente acuñación, por lo que aún no es ampliamente utilizado en el mundo científico aun cuando se hace referencia a ellos. Su estudio y caracterización se encuentra en auge debido a la importante influencia sobre la salud que ejercen en sus diferentes vertientes.

Dentro de estos determinantes comerciales pueden incluirse diferentes prácticas de las entidades comerciales entre las que destacan: políticas, científicas, financieras, de marketing, manejo de su reputación, trabajo y empleo y de cadena de suministros y deshechos(3). El uso de prácticas de manejo de su reputación se han hecho un hueco en la conciencia social recientemente a través de términos como “White-washing”, “Pink-washing” o “green-washing”, especialmente a raíz de la celebración del Mundial de Fútbol de 2022 en Qatar o la continua participación de Israel en el festival de Eurovisión a pesar de su situación política actual. Este tipo de estrategias están ampliamente extendidas también entre las empresas y son consideradas por algunos autores el eje central de los determinantes comerciales, ya que serán los que les aportan legitimidad y credibilidad y,

por tanto, les permite llevar a cabo el resto de las prácticas(3). Todas estas prácticas realizadas por las entidades comerciales no son acciones aisladas, sino que se interrelacionan entre sí y, además, diferentes entidades con intereses aparentemente no relacionados pueden colaborar entre sí por su beneficio común en diferentes leyes, impuestos y regulaciones (3).

Sin duda lo más estudiado en este aspecto por sus importantes implicaciones sobre la salud que empezaron a hacerse conocidas entre la población general hace más de 70 años es el tabaco y la publicidad. Las legislaciones que limitan la publicidad y promoción de diversos productos, ya sea a la población general o a grupos concretos como los niños son una de las medidas más extendidas para actuar sobre los determinantes comerciales de la salud.

Sin embargo, con las innovaciones en diferentes productos, como los nuevos cigarrillos electrónicos o la posibilidad del juego en línea, además de la globalización y el cambio en las posibilidades y vías de promoción debido al auge de las redes sociales aún queda mucho por investigar para poder adoptar medidas adecuadas de protección de la salud. Las industrias para maximizar sus beneficios tratan de crear y publicitar productos a grupos de la sociedad concretos, por lo que será de máxima importancia tener en cuenta estos aspectos para conocer si existen ciertos grupos sociales que puedan estar siendo diana directa o indirecta por diferentes industrias y, en caso de ser así, qué medios están utilizando para ello. Dada la relevancia de la perspectiva de género entre los determinantes de la salud, este trabajo plantea como objetivo evaluar la literatura disponible sobre determinantes comerciales de la salud que incluya una perspectiva de género e identificar huecos y oportunidades de investigación.

Material y Métodos

Se ha realizado una revisión de artículos publicados sobre determinantes comerciales de la salud que incluyeran una perspectiva o inclusión de género. Se realizó la búsqueda en Pubmed el 28/10/2024 con los términos expuestos en tabla 1.

TABLA 1: TÉRMINOS DE BÚSQUEDA*

Identificadores de determinantes comerciales	AND	Identificadores de género
Commercial determinants; advertising; advertising; gambling; tobacco; beverages; alcohol; industry; corporation; corporate; company; companies		Gender; women; men

*Los términos fueron incluidos mediante operadores booleanos con el fin de obtener cualquier combinación de 1 o más términos relacionados con determinantes comerciales y 1 o más relacionados con el género en título y/o abstract.

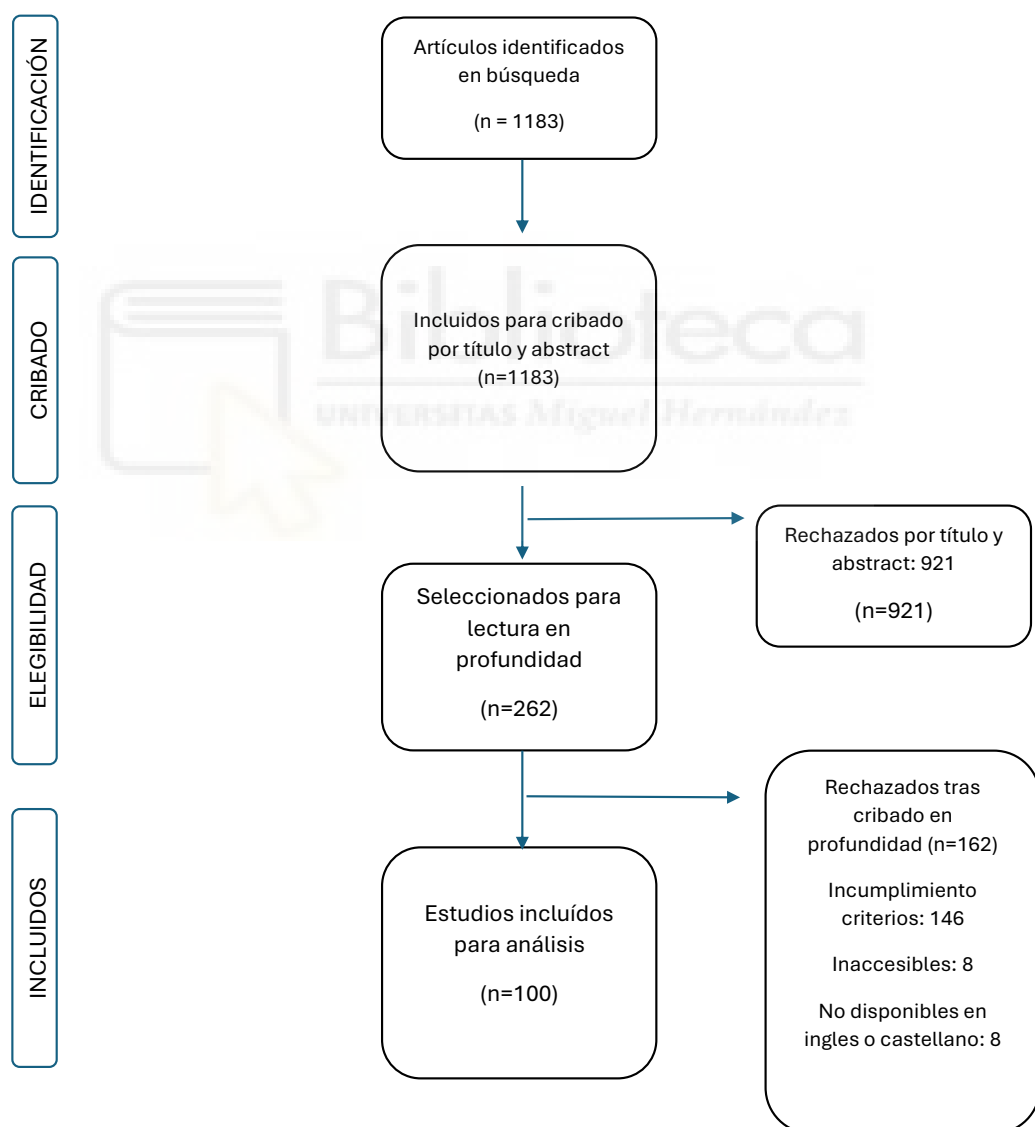
Como criterios de inclusión, se estableció que debían ser artículos originales, disponibles en inglés y/o castellano que versaran sobre determinantes comerciales de salud y género, ya sea incluyendo el género como un objetivo principal en su análisis o por el desglose de resultados en función de sexo. No se establecieron fechas límite para la publicación de los artículos. Como único criterio de exclusión se estableció que no cumplieran los criterios de inclusión descritos.

Se decidió incluir también aquellos documentos encontrados relacionados con el alcoholismo durante el embarazo y el Trastorno del Espectro Alcohólico Fetal (TEAF) y los productos de leche de fórmula destinados a neonatos ya que, a pesar de no ser la salud de las mujeres la principal afectada, sí que son las principales personas sobre las que actúan

las industrias responsables y facilitan su consumo y, finalmente, el efecto sobre la salud del feto o bebé.

Se localizaron inicialmente 1183 artículos, de los cuales fueron aceptados e incluidos finalmente 100, como se expone en la figura 1.

FIGURA 1: DIAGRAMA DE FLUJO DE REFERENCIAS INCLUIDAS



Posteriormente, se clasificaron los artículos aceptados en 6 categorías según el producto del que versaran: tabaco, alcohol, alimentación y bebidas (incluyendo bebidas energéticas), salud (incluyendo fármacos y pruebas diagnósticas), juego y leche de fórmula. En caso de que en un mismo artículo se hicieran referencias a 2 o más productos se incluyeron en todas las categorías en las que fuera pertinente.

Finalmente, se realizó una lectura a fondo extrayendo los datos clave que incluyeron, en todos los casos: año de publicación, área geográfica estudiada, si incluye otros ejes de desigualdad y cuáles son y si su objetivo principal era analizar los determinantes comerciales con una perspectiva de género. En el apartado de inclusión de otros ejes de desigualdad sólo se consideró que tuvieran en cuenta otros ejes si en estos otros ejes también se incluía un análisis por género o desglose por sexo. Se incluyó también el análisis de las principales estrategias analizadas en los artículos.

Resultados

En total fueron incluidos 100 artículos. El producto objeto de investigación más frecuente fue el tabaco seguido del alcohol (tabla 2).

Análisis de las características de los artículos incluidos

TABLA 2: Clasificación de los artículos incluidos en función de su producto e inclusión de perspectiva de género y otros ejes de desigualdad

PRODUCTO	Nº artículos (% del total de artículos)	Nº artículos con perspectiva de género (% del total para ese producto)	Nº artículos con inclusión de otros ejes (% del total para ese producto)
Tabaco	55 (55%)	11 (20%)	26 (47%)
Alcohol	16 (16%)	6 (37.5%)	9 (56%)

Salud	14 (14%)	2 (14.3%)	2 (14.3%)
Leche de fórmula	9 (9%)	0 (0%)	1 (11%)
Alimentación	5 (5%)	0 (0%)	1 (20%)
Juego	4 (4%)	1 (25%)	1 (25%)

Las categorías por producto no son mutuamente excluyentes

Sin embargo, fueron los estudios sobre el alcohol los que con más frecuencia incluyeron inclusión una perspectiva de género y de otros ejes de opresión. En 3 artículos se produjo el estudio de más de un producto, concretamente 2 artículos incluyeron tanto alcohol como tabaco y 1 alimentación (en forma de bebidas energéticas) y alcohol. El país más estudiado en el tabaco, alcohol y productos relacionados con la salud fue USA (27, 5 y 9 artículos, respectivamente). En el caso de la leche de fórmula el país más estudiado fue México (3 artículos). En cambio, en el juego y la alimentación ningún país destacó por una mayor proporción de estudios sobre dicho país.

Respecto a la perspectiva de género destaca el caso de la leche de fórmula que, a pesar de ser un producto en el que las mujeres representan un objetivo comercial importante, no se obtuvo ningún artículo que cumpliera los criterios de perspectiva de género. En el caso de la inclusión de otros ejes, los más estudiados fueron la etnia, principalmente en USA, y la juventud, con una distribución más variada. De forma ocasional se incluyeron otros ejes como el nivel educativo, la clase social y la pertenencia a la comunidad LGBT+.

Análisis de la información extraída de los artículos

Se han descrito diversas estrategias realizadas por la industria del tabaco para influir en diversos ámbitos e incrementar el consumo de tabaco. Se ha podido observar claramente la influencia de esta industria tras la liberalización del comercio del tabaco en aquellos países en los que, previamente a la intrusión de las empresas transnacionales, funcionaba como un monopolio controlado por el gobierno. En diversos países como Rusia, España,

Japón y Corea se ha observado un aumento del tabaquismo en mujeres tras la liberalización del comercio en relación con un marcado aumento de la publicidad, innovación en sus estrategias y disponibilidad de nuevas variedades(4–10). Además, se realizaron investigaciones de mercado para entender las preferencias y características culturales de los distintos países, adaptando sus productos y campañas publicitarias(11–15). En Asia se buscó asociar el tabaquismo a occidente, la sofisticación y el glamour (9,14). Se esforzaron, en cambio, en reducir la asociación con USA en países como Indonesia, de predominio islámico, para evitar entrar en conflicto con las entidades religiosas (16). La adaptación de sus campañas en función de sus características culturales también puede observarse dentro de un mismo país según la etapa en la que este se encuentre y cuáles sean los ideales y necesidades principales para el grupo objetivo en cuestión en ese momento (9,12,17).

En muchos países se han introducido diferentes prohibiciones de publicidad. En contexto de restricciones de publicidad por vías convencionales las compañías utilizan a los paquetes como un componente integral en su estrategia de publicidad y han realizado diferentes estudios para hallar las condiciones de los paquetes que podrían atraer a las mujeres (18). A pesar de las prohibiciones en publicidad es posible encontrar en medios contenido relacionado con el tabaco que, a pesar de no ser una promoción directa colaboran a la asociación entre tabaquismo y virtudes positivas, especialmente a través de fotos de celebridades en situaciones que pueden ser percibidas por los lectores como lujosas, glamurosas o divertidas(19). El público objetivo de estas revistas puede ser mayoritariamente femenino. Una visión clara de cómo la industria busca formas de superar la legislación se puede obtener de la campaña de promoción de Camel no9. Tras su lanzamiento en 2007 se pudo ver un marcado incremento de las adolescentes mujeres que reportaban tener una marca favorita y este aumento correspondió casi exclusivamente a esta marca (20). Por tanto, esta marca consiguió llegar a chicas adolescentes a pesar de

la prohibición de anunciar a menores. Otra estrategia utilizada para esquivar la legislación vigente es la ampliación de marca, también utilizada por la industria de la leche de fórmula, basada en la creación y promoción de productos relacionados que no se incluyen en la legislación(9,10,21–23).

Para tratar de atraer a las mujeres también se investigó las variaciones del producto (24). Uno de los aditivos más importantes ha sido el mentol, que proporciona suavidad y un aroma más socialmente aceptable (25), de especial importancia para las mujeres. Otra estrategia ampliamente utilizada es la utilización de etiquetas como light o bajo en alquitrán que sugieren menor daño sobre la salud y atraen específicamente a mujeres(4).

En USA, desde finales de la década de los 70, la industria planteó como objetivo a las mujeres de clase trabajadora. Para ello utilizaron estrategias como la distribución de cupones de descuento junto a los cupones de alimento, las ofertas en puntos de venta y correo directo, el desarrollo de nuevas marcas y la promoción de imágenes de lujo (26). En diferentes estudios se ha observado un mayor efecto de las estrategias basadas en promociones y ofertas entre mujeres en el consumo de tabaco (27,28) y alcohol (29).

Una estrategia importante es el patrocinio y la filantropía. Un ejemplo evidente fue la asociación con sindicatos feministas, especialmente la Coalition of Labor Union Women (CLUW) que representaba a mujeres trabajadoras. La industria apoyó económicamente a esta asociación y animó a que se opusieran al aumento de los impuestos al tabaco y la prohibición de fumar en el lugar del trabajo (30), para lo que, además, reformularon los problemas para plantearlo como un problema de la clase trabajadora al que era necesario oponerse, lo que facilitaba en apoyo de la CLUW (31). Esta estrategia de reformulación también fue utilizada por la industria de la leche de fórmula, utilizando para ello mensajes basados en la libertad y empoderamiento femenino (32). La industria del alcohol también

ha realizado diferentes campañas mediáticas para frenar medidas que podrían afectarla (33).

Mediante las organizaciones financiadas por la industria puede ayudarse para difundir información de la manera en que más la beneficie. Se ha visto que en organizaciones financiadas por dicha industria es menos probable que aparezca información respecto al TEAF, que se recomiende que no existe cantidad segura de alcohol durante el embarazo y que se utilice lenguaje directo; además de ser más probable que enfatizen la incertidumbre e, incluso, se utilicen argumentos de causalidad alternativa, como los utilizados previamente por la industria tabacalera, para restar importancia al consumo de alcohol durante el embarazo (34). Esta financiación de organizaciones también es observable en el caso de la leche de fórmula (35).

Los medios pueden contribuir a la normalización de la utilización de ciertos productos. Esta tendencia puede observarse en el consumo de televisión y su relación con el consumo de ciertas bebidas alcohólicas (36) o la inclusión de los cigarrillos electrónicos dentro del contenido de estilo de vida en redes sociales que puede esquivar la legislación al ser publicidad indirecta (37).

La industria del alcohol ha realizado campañas con las mujeres como objetivo (38). Existen diversas formas por las que puede tratar de crear o promocionar diversos artículos alcohólicos a mujeres. La más obvia es la utilización del rosa en el producto, campaña publicitaria o embalaje (39). Otro tipo de producto especialmente atractivo para las mujeres son aquellos bajos en calorías o azúcares, especialmente entre las jóvenes, que, además, asocian una problemática especial al contribuir a reducir la percepción de riesgo y, por tanto, a incrementar el consumo (40).

La industria farmacológica ha utilizado la concienciación sobre enfermedades para la promoción de sus medicamentos. En el caso de *Lyrice*, tratamiento para la fibromialgia la

industria mostró el medicamento como una herramienta de gran efectividad sin ser así, utilizando las imágenes para restar importancia a los posibles efectos adversos y realizando estudios con graves problemas metodológicos para reforzar la idea de la efectividad del medicamento (41). La industria también utilizó el dolor en las mujeres para promocionar los opioides (42).

Una forma de realizar anuncios de fármacos cuando no está formalmente permitido es la creación de contenido de concienciación sobre enfermedades. Este tipo de anuncios pueden incluir, en comparación con el contenido creado sin ánimo de lucro, una mayor cantidad de apelaciones emocionales y mayor información respecto al tratamiento y la prevalencia, colaborando a hacer parecer la enfermedad que pretenden ilustrar como frecuente y, por tanto, considerarse más susceptible a padecerla (43), uno de los factores que, junto con la percepción de severidad de la patología, hace más probable que la mujer se interese por hablar con su médico y preguntar sobre tratamientos y pruebas tras exponerse a la publicidad (44).

Uno de los fármacos anunciados que actualmente están en auge es el canabidiol y una de las principales marcas que podemos destacar es Green Road. Esta marca, al compararse con las otras 2 principales marcas estadounidenses, es la que más representa a mujeres en sus anuncios, además de ser la que más referencia hace a los sabores, una de las estrategias que fue clave para la industria tabacalera, y ser la que más promociona utilizando temas como la relajación y el sueño, consistente con datos de consumo de CBD en USA, país en el que el consumo es mayoritario en hombres pero el consumo como tratamiento para la ansiedad lo es en mujeres (45).

A parte de medicamentos también pueden promocionarse pruebas. Un ejemplo de gran importancia son las pruebas de detección de cáncer de mama distintas a la mamografía. La mamografía es una prueba que puede generar incomodidad, por lo que las pruebas

alternativas son una gran oportunidad de mercado para las empresas que pueden tratar de mostrar sus pruebas como igual o más efectivas que una mamografía con mayor comodidad (46). Esto puede conllevar sobremedicalización, pero también infradiagnóstico en aquellas mujeres que al dar negativo en una de estas pruebas decidan no realizarse las mamografías que deberían según los programas de cribado que sí tienen evidencia.

Se localizaron pocos artículos que trataran la alimentación junto con un análisis de género. En una gran parte de las sociedades es la mujer quien mayoritariamente toma las decisiones sobre la compra y preparación de comida en el hogar, por lo que, especialmente en estos casos, la mujer puede ser un punto de atención tanto para las acciones de salud pública como para la industria, especialmente teniendo en cuenta la entrada de la mujer en el trabajo asalariado y, por tanto, la menor disponibilidad de tiempo y mayor necesidad de productos de preparación rápida (47).

El juego actualmente suele considerarse como un problema eminentemente masculino, aunque ciertas modalidades sí pueden considerarse problemáticas en mujeres, como el bingo (48). En relación con esta preocupación actual por el juego se puede destacar el hecho de que todos los artículos recuperados fueron publicados a partir de 2016. En páginas de bingo online en UK se han observado imágenes que busca aportar una imagen del juego como una actividad alegre, infantil, divertida y social (49). Parece haber una progresiva feminización de los ambientes de juego en ciertas regiones que, junto a otros factores, puede ser un factor que colabore al desarrollo de esta actividad entre mujeres (50). Además, no podemos olvidar el ejemplo de la industria del tabaco, que supo encontrar el momento y la manera adecuada para convertir a las mujeres en uno de sus objetivos comerciales (51), por lo que es necesario mantener la atención para tratar de actuar lo antes posible.

Discusión

Las mujeres son una diana importante para las diferentes industrias, algo que ha sido estudiado especialmente en el caso del tabaco. La publicidad es una estrategia común en todas las industrias, pero se ha podido observar la utilización de los movimientos sociales por la liberación de la mujer como una herramienta para las industrias de diversas maneras. Además, las estrategias utilizadas se han adaptado al grupo concreto que tenían como diana, por ejemplo, en función de la clase social o del país en el que buscaban aplicar sus estrategias.

La mayoría de artículos encontrados analizaban únicamente estrategias o campañas concretas respecto a un único producto y ningún artículo tenía como objetivo específico analizar la presencia de perspectiva de género en este tipo de productos, por lo que las principales fortalezas de este estudio serían el análisis de 6 productos distintos que nos permite correlacionar distintas estrategias que puedan haberse seguido en diferentes industrias y aportar una visión diferente respecto a la utilización de la perspectiva de género en estas investigaciones. Las principales limitaciones de este análisis son, por un lado, los posibles sesgos y errores humanos durante la selección y clasificación de los artículos. Por otro lado, al haber empleado únicamente una base de datos y haber descartado artículos no disponibles en inglés y/o castellano es probable una sobrerrepresentación de USA, lo que podría limitar la extrapolación de ciertas conclusiones. Pese a ello, esta metodología nos permite realizar un análisis que permite estudiar el objetivo planteado inicialmente y extraer conclusiones relevantes.

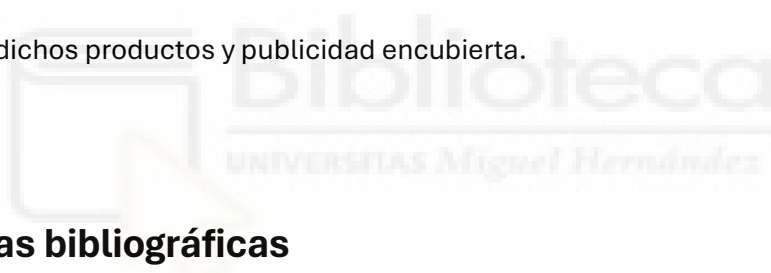
Un análisis completo y concienzudo de las estrategias previamente utilizadas nos puede ayudar a detectar cómo nuevas industrias pueden estar implementándolas y cómo pueden estar adaptándolas para nuevos grupos sociales que puedan haberse convertido en su objetivo actual. Conocer y estudiar estas estrategias desde la perspectiva de género nos

permite también pensar en estrategias de afrontamiento de la perspectiva de género que puedan ser más efectivas. La progresiva feminización de los espacios de juego que han destacado los artículos podría tratarse de una nueva versión de la búsqueda de un atractivo mayor del juego entre las mujeres. La utilización de movimientos sociales se pudo observar también con el racismo y en los últimos años con el orgullo LGBT por lo que podría ser una manera de aplicar la utilización de los movimientos sociales a diferentes colectivos. Por tanto, podemos ver cómo estas estrategias descritas previamente en productos como el tabaco o la leche de fórmula ahora pueden estar siendo aplicadas en productos distintos o con públicos diana distintos y conocerlas en profundidad nos facilitará su detección.

A pesar de que, como se ha comentado, no sea adecuado realizar extrapolaciones sobre las tendencias geográficas, parece conveniente resaltar la gran cantidad de análisis incluyendo la etnia como eje de desigualdad presente en estudios realizados en USA respecto a otros países. En sociedades progresivamente más internacionales será interesante tener en cuenta esta perspectiva. También será importante estudiar otros ejes de desigualdad y, especialmente, cómo afecta la conjunción de 2 ejes de desigualdad a las mujeres. Será también importante incluir progresivamente un análisis de género más profundo de aquellos productos que están en auge actualmente y mantenerse pendientes de las posibles tendencias de consumo entre diferentes grupos sociales. Además, el acceso universalizado a las redes sociales e internet y las nuevas formas de acción de los determinantes comerciales de la salud que pueden surgir en ellas también deberá ser un foco de atención importante de cara a nuevos estudios realizados sobre esta temática.

Conclusiones

Según los resultados encontrados, se concluye que la ampliación de mercado ha sido un objetivo importante para las diversas industrias y, en consecuencia, las mujeres han supuesto una diana importante para ellas. Diversas estrategias como la publicidad, la búsqueda de crear un producto que pueda ser más atractivo para las mujeres o la utilización de los movimientos sociales han sido comunes entre distintas industrias. El estudio con perspectiva de género de los determinantes comerciales es, por tanto, un objetivo prioritario. Esta herramienta ha sido implementada especialmente en relación en el caso del alcohol y el tabaco, pero será necesario incluirla también en otros productos, especialmente el juego por su creciente relevancia. Además, será importante de cara a futuros estudios la influencia de las redes sociales y su capacidad de normalización de la utilización de dichos productos y publicidad encubierta.



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ANEXO 2: TABLA DESCRIPTIVA DE REFERENCIAS INCLUIDAS

ARTÍCULO	INCLUSIÓN GÉNERO	INCLUSIÓN OTROS EJES	RESULTADOS
TABACO			
(1)	Segregación por grupo población principalmente lector de cada revista	No	(USA) Across all 8 magazines, the average number of cigarette ads per issue increased substantially following the 1971 television ban on cigarette ads. Moreover, beginning in the late 1960s and early 1970s, proportionately more ads were placed in women's and youth-oriented magazines than in magazines wich targeted other population segments.
(2)	Segregación por grupo poblacional principalmente lector de cada revista	No	(Sudáfrica) Tobacco-related expenditure constituted 4.8% of the R3 billion spent on advertising in 1993. Print (including magazines) and radio together accounted for 72% of all tobacco advertising, while cinema and outdoor advertising were most dependent on the tobacco industry for revenue. Annualised advertising spending for the 10 magazines reached an estimated R230 million, of which tobacco "adspend" accounted for 6.4%. The highest percentage of tobacco adspend accounted for 6.4%. The highest percentage of tobacco adspend (20.3%) was for a men's "soft porn" magazine. For 26 of 30 issues studied, tobacco adverts were on the back cover. Brand targeting was evindent in black, women's and family magazines.

(3)	Análisis de contenido de anuncios que incluye el género de sus personajes	Sí (etnia)	(USA) Compared with white neighbourhood thoroughfares, African American and Hispanic neighbourhood contained greater tobacco ad density, and all minority neighbourhoods contained greater tobacco ad concentration along the roadsides. Initial differences in tobacco ad frequency decreased significantly over time. However, the age, race, and gender of billboard characters remain different among the different ethnic neighbourhood thoroughfares, with greater ethnicity-specific content in African American neighbourhood thoroughfares than in other. The proportion of male characters was significantly lower in African American neighbourhoods. The proportion of female characters in tobacco ads declined over time. Mixed-gender character representations occurred most often in African American neighbourhoods.
(4)	Perspectiva de género	Sí (joven)	(USA) Tras analizar diferentes anuncios pertenecientes de la marca Virginia Slims realizados durante 30 años se extrajeron ciertas temáticas comunes. Tras enseñar estos anuncios a diferentes mujeres se observó concordancia en las temáticas extraídas. Algunas de las temáticas más importantes por el grado de acuerdo en los diferentes anuncios fueron progreso social y económico, belleza, delgadez, moda y poder e independencia. Las temáticas utilizadas variaron a lo largo de los años, adaptándose al momento histórico concreto.
(5)	Perspectiva de género	No	Some increase in cigarette smoking occurred among Spanish women before 1970, but the increase was substantially smaller and occurred later than in many Western countries. However, after 1970, the prevalence of cigarette smoking increased rapidly in Spanish women of all ages <50 years. The rapid increase in female smoking coincided with massive increases in television advertising, especially to women, and increases in the market share of blond tobacco, "light cigarettes" and international tobacco brands.
(6)	Regresión logística que incluye género como variable	No	(USA) Participation (in tobacco industry direct marketing) was highest for direct mail; participation in all 3 forms differed by gender, age, and race/ethnicity; current smokers, Whites, and

			persons aged 25-64 years reported greater participation. Although tobacco industry direct marketing may influence smoking initiation, its potential to increase consumption and impede cessation is unquestionable. Using coupons to purchase cigarettes was higher among females.
(7)	Análisis de contenido incluyendo el género	Sí (clase)	(Mumbai, India) Cigarette advertising was ubiquitous in the environment, present in news and in film magazines, but not in women's magazines or the newspapers. The four major advertising campaigns all associated smoking with aspiration; the premium brand targeting the higher socioeconomic status market utilised tangible images of westernisation and affluence whereas the "bingo" (low priced) segment advertisements invited smokers to belong to a league of their own and "rise to the taste" using intangible images. Women were not depicted smoking, but were present in cigarette advertisements – for example, a woman almost always accompanied a man in "the man with a smooth edge" Four Square campaign. Advertisements and product placements at low heights and next to candies at point of sale were easily accessible by children. In view of imminent enforcement of the ban on tobacco advertisements, cigarette companies are increasing advertising for the existing brand images, launching brand extensions, and brand stretching.
(8)	Perspectiva de género	Sí (etnia)	(USA) Ads in popular magazines for White women, Latinas, and men 1998 through 2002 were examined. Significant differences in the number of cigarette ads by magazine audience were found, along with each significant differences in the type and brands of cigarettes advertised to each group. The mean number of cigarettes was Men's > White Women's > Latina women's. Menthol cigarettes and brands most often advertised to black people were significantly more frequently in Latina magazines. In white women's magazines the more common ads were for brands most often advertised to whites, followed for brands most often advertised to black people, then brands almost exclusively advertised to women.
(9)	Análisis incluyendo marcas anunciadas predominantemente a mujeres	Sí (etnia)	(USA) Black magazines were 9.8 times and Latino magazines 2.6 times more likely than White magazines to contain ads for menthol cigarettes. Black and Latino magazines also contained significantly more ads for brands (Virginia Sims) that target women.

(10)	Inclusión de género como variable en análisis multivariable	No	(USA) 35% of smokers used promotional offers every time they saw one. Multivariate analysis identified young adults, women, African Americans, those with higher daily cigarette consumption, and those worried about cigarette costs as more likely to use promotional offers at every opportunity. Smokers most committed to quitting were no more likely to use promotional offers than those with no intention to quit. Cigarette brand was highly correlated with age and race/ethnicity, and therefore was not included in the multivariate analysis. Those who smoked menthol cigarettes and Camels, more often adults and African Americans, were much more likely than those of other brands to use promotional offers.
(11)	Inclusión de género como variable en su análisis	Sí (nivel educativo y poblaciones rurales-no rurales)	(Rusia) Between 1992 and 2003, smoking prevalence doubled among women from 6.9% to 14.8% and increased in men from 57.4% to 62.6%. In both sexes, the rise was significantly greater in the least educated, markedly so in women (a doubling vs a 1.5-fold rise in the most educated). Although prevalence of smoking among women was considerably higher in Moscow and St Petersburg than in rural areas, the dramatic threefold increase in prevalence in rural women was significantly greater than in the main cities (36%). The mean age of first smoking was significantly lower in women born after 1960, but in men it was stable between cohorts.
(12)	Inclusión de género como variable en análisis multivariable	Sí (etnia)	(USA) Almost 2/3 of African Americans favored accepting tobacco industry philanthropy as long as the recipients do not support smoking. A majority agreed that tobacco industry gives money to African American communities to improve its image, make money and to encourage people to smoke. About 1/3 stated that they believed it gave money to help the community. Multiple logistic regression showed that women, the college educated, and current smokers were significantly more likely to favor accepting tobacco industry philanthropy. Women were not significantly more likely to believe the industry gave money to help the community and they were not significantly less likely to believe that they did it to improve its image, make money or encourage people to smoke. Multiple logistic regression revealed significant differences by education, smoking status, and selective attitudinal and behavioral variables with regard to tobacco industry philanthropy. The 18-34 age group was significantly less likely to agree that

			the tobacco industry gives money to help the community with or without covariate adjustment.
(13)	Modelos de regresión logística estratificados por género	Sí (orientación sexual)	(USA) As expected, smoking prevalence was higher among LGB populations than among heterosexuales. After adjustment for demographic differences and smoking status, gay and bisexual men reported more exposure to tobacco industry marketing (free sample distribution) than straight men, but were equally receptive to it. Lesbian and bisexual women were more receptive to and reported more exposure to tobacco industry marketing than straight women.
(14)	Inclusión de género en análisis temático de anuncios de tabaco	Sí (jóvenes)	(Indonesia) Key themes were identified in tobacco advertisements (collected from different sources in Indonesia). Including control of emotions, smoking to enhance masculinity and smoking as a means to uphold traditional values while simultaneously emphasising modernity and globalisation. Some kretek (traditional clove cigarettes) advertisements are comprised of indirect commentaries inviting the viewer to reflect on the political situation and one's position in society. The main key themes in relation to women was being a modern woman. The brands that included this theme had adolescents and young adults as demographic targets (Clas Mild and Star Mild). Adult smokers typically describe smoking as "cultural", which is supported by tobacco advertising, so it is necessary to take back culture from the industry. One way to do this is developing counter-advertising messages that popularise a non-smoking identity, including willpower and family responsibility as values.
(15)	Segregación de resultados por género	Sí (jóvenes)	(USA) 5 sequential telephone interviews were conducted between 2003 and 2009 in 1036 adolescents who were 10-13 years at the beginning of the process. The response rate through the fifth survey was 71-81%. Teenagers who reported any favorite cigarette ad at baseline (mean age: 11.7 years) were 50% more likely to have smoked by the fifth interview. For boys, the proportion with a favorite ad was stable across all 5 surveys, as it was for girls across the first 4 surveys. However, after the start of the Camel no.9 advertising campaign (in 2007), the proportion of girls who reported a favorite ad increased by 10 percentage points, to 44%. The Camel brand accounted almost entirely for this increase, and the proportion of each gender that nominated the Marlboro brand (the most popular one) remained relatively stable.

(16)	Inclusión de género en función del grupo poblacional principalmente lector de diferentes revistas	Sí (etnia, jóvenes, nivel educativo)	(USA). A content analysis was conducted among Camel Snus advertisements printed in newspaper and consumer magazines July 2007 – August 2009. Results indicated that all advertisements, published between July 2007 and September 2009, were intended to promote a tobacco product for cigarette smokers. A shift in marketing strategy occurred from October 2009 to the present time with publication of the “Break Free” magazine advertisements, characterized by an ambiguous message that could conceivably appeal to any group, including nontobacco users, smoke-less tobacco users, and/or cigarette smokers. However, an examination of the consumer magazines advertising Camel Snus indicated a demographically diverse readership in terms of gender, age, and education, suggesting that the advertisements are less likely to be intended for smokeless-tobacco users. Some of the magazines had a readership demographic consisting mainly in women, including younger women (glamour, vogue), ethnic minorities (latina), and low educational attainment (latina, tv guide).
(17)	Segregación de respuestas por género	No	(Lebanon) The main themes identified (qualitative focus groups and in-depth interviews with adults in 2007 in relation to the rise in water tobacco smoke (WTS)) were availability, affordability, innovation, influence of media, lack of a policy framework, and the sensory characteristics evoked from WTS. Men and women, smokers and non-smokers, and younger and older participants differed in their emphases on the above themes. These themes, though specific to waterpipe, are similar to themes manipulated by the cigarette industry, and eventually controlled through tobacco control policies. Innovations in design and flavours seemed to be especially interesting to women and the younger age groups. The use of women in the media was seen as common and a strategy to motivate women to take up WTS.
(18)	Inclusión de género en análisis de factores relacionados con el género, edad y cultura de las campañas publicitarias	No	Tobacco promoting strategies have specifically targeted women and youth. Russia’s approval of a “National Tobacco Control Concept” and draft for a comprehensive tobacco control bill increasingly align national legislature with the WHO Framework Convention on Tobacco Control (FCTC). However, several structural and cultural factors represent substantial barriers to the policy process. The influence of transnational tobacco companies on policy processes in Russia has so far impeded a full implementation of the FCTC mandates. Tobacco-promoting marketing campaigns directed to women allude to ideas of

			independence, emancipation and physical attraction and conform to Russian beauty ideals. Around 100 brands marketing specifically to women have been introduced to the Russian Mmarket. Slim cigarettes products appeal specifically to women, deceptively suggesting less harm with “light” or “low tar” labels.
(19)	Segregación de resultados por género	No	(USA) 30-54% of participants (in an online consumer panels evaluating topis related to Corrective Statemts) reported that each CS provided novel information, and novelty was associated with greater relevance, anger at the industry, and motivation to quit because of the message. African Americans and Latinos were more likely than non-Hispanic whites to report that CS were novel and they had stronger responses to CSs across all indicators. Comapred to men, women reported that CSs were more relevant and motivated them to quit.
(20)	Análisis estratificado en función del género	Sí (jóvenes)	(Sudan and South Sudan) There were significant gender differences in the prevalence of ever cigarette users (21.8% total, 13.1% males, 6.5% females) and current tobacco users. This difference was not significant in noncigarette tobacco products (6.8% males and 6.1% females). Females were almost 2 times more likely to be users of noncigarette tobacco products it hey had objets with cigarette brand logos. Females were 2.02-4.92 times morelikely to be ever cigarette users, current cigarette users, and users of noncigarette tobacco products when offered free cigarette by tobacco company representatives. Suppoting smoking ban in public places had a greater influence on female repsondents.
(21)	Inclusión de género según el perfil demográfico al que se orienta cada revista	No	(USA) 14/73 (19%) of magazine covers (tobacco industry lifestyle magazines) featured alcohol, 581/1558 (37%) mentioned alcohol, 119/444 (27%) tobacco’s ads showed alcohol images; and 57/695 (8%) non-tobacco ads portrayed alcohol. Male oriented magazines contained the most alcohol references, and were mainlye beer, mixed drinks, and liquor or spirits. Female-oriented magazines contained the fewest alcohol references, and wine and mixed drinks were the major types of alcoholic beverage portrayed. For the unisex magazine, the frequency of alcohol references fell between the male- and female-oriented magazines, and the magazine most frequently mentioned mixed drinks.

(22)	Modelos de regresión logística multivariable separados por género	Sí (jóvenes)	(Madagascar) Approximately 19% (30.7% males and 10.2% females) of adolescents currently smoke cigarettes and 7% (8.5% males and 6.8% females, with no significant difference) currently use non-cigarette tobacco products. Regardless of sex, peer smoking behavior was significantly associated with increased tobacco use among adolescents. In addition, exposures to tobacco industry promotions, secondhand smoke and anti-smoking media messages were associated with tobacco use. Among females, those exposed to peer smoking, SHS outside home, and tobacco industry were significantly more likely to smoke cigarettes; and exposure to SHS inside or outside home were significantly associated with increased use of non-cigarette tobacco products.
(23)	Perspectiva de género	Sí (juventud)	(UK) In 146 magazines (popular women magazines), there were 310 instances of tobacco content, the majority of which were positive towards smoking. Instances of celebrities smoking were most common (171, 55%), often in holiday or party settings that could be perceived to be luxurious, glamorous or fun. In all, 55 (18%) tobacco references related to fashion, which generally created an impression of smoking as a norm within the industry, and 34 (11%) text and image references to tobacco in TV and film. There were 50 (16%) reader-initiated mentions of smoking, typically in real-life stories or readers writing in to seek advice about smoking. Anti-smoking references including the hazards of smoking were infrequent (49, 16%).
(24)	Análisis multivariable incluyendo el género	Sí (comunidad LGBT)	(USA) Accounting for other covariates, including tobacco use status and prior engagement with online tobacco marketing, the odds of past-year engagement were higher for sexual minority males, compared to straight males, and higher for sexual minority women, compared to straight women. The odds of past-year engagement were also higher for Hispanics and non-Hispanic blacks, compared to non-Hispanic whites.
(25)	Regresión logística incluyendo género	No	(USA) All themes, all interactive activities and all links to social media were observed at least once for each demographic category. Male participants were most likely to observe Harm reduction themes, while female participants were more likely to observe Promotion themes. Older participants were more likely to observe website features allowing them to select

			music, and request coupons. Compared to Non-Hispanic White participants, African American participants were more likely to observe links to social media sites.
(26)	Segregación por género	No	(Spain) Results show the importance of plain cigarette packaging as a form of promotion, particularly among women and young people, how pack colour influences product perceptions and how removing full branding increases the salience of the warnings.
(27)	Análisis de contenido incluyendo género de personajes y público objetivo de medios de distribución utilizados		Across 24 unique ads and 591 occurrences (84.6% online, 8% print, 7.4% mobile), there was 4.902.110\$ total adspend (98.9% allocated to print). Across unique ads, occurrences and adspend, prominent themes included “real tobacco”, less odor/ash, and switching from cigarettes. The images mainly featured the product alone or with women. Per occurrences and adspend, the most prominent media channel themes were technology, women’s fashion, weather/news, and entertainment/pop culture/gaming. Ad themes appearing only post-FDA authorization (to use reduced exposure messaging) included switching from traditional cigarettes, same-day/home-delivery, convenience, reduced exposure to some dangerous substances, science/research and distinction from e-cigarettes. Overall adspend per occurrence increased post-authorization, the highest adspend per unique ad focused on ads featuring reduced exposure.
(28)	Segregación por género	Sí (juventud y estatus socio-económico)	(UK) Brand (variant) name was considered important for products, including cigarettes, and thought to communicate information about the product, image, price, and taste, and encourage purchase. Although replacing brand variant names on cigarette packs with numbers caused confusion, several participants mentioned that it would eliminate any remaining marketing power that the pack may have. They thought that numbered cigarette packs could be off-putting due to the absence of a familiar brand name, although the impact on smokers was considered negligible.
(29)	Regresión multivariable controlada por género	No	(Georgia and Armenia) E-cigarette and heated tobacco product (HTP) use intentions were low, while perceived risk was high. Past-month exposure to e-cigarette and HTP advertisements was mainly in point of sale (POS) followed by digital media. For e-cigarettes, ad exposure was associated with greater use intentions, and ad exposure via traditional media and POS was associated with lower risk perceptions. For HTPs, ad exposure via digital media and POS was associated with

			greater use intentions and and exposure at POS was associated with lower risk perceptions. Being female was associated with having a higher perceived risk.
(30)	Análisis de contenido incluyendo el género	No	(Indonesia) There were a totl of 2.897.327 followers across the 45 Instagram accounts. On average, the 45 accounts posted about 185 stories and 43 feed posts per day. Of the 310 feed posts analysed from 10 randomly selected accounts, 64% featured images of woman, 50% highlighted or displayed the product, and 32% showed enjoyment of the product flavours.
(31)	Análisis de contenido incluyendo género de personajes y público objetivo de medios de distrubición utilizados		There were 286 unique ads (of nicotine pouch brands: Zyn, 44.4%; On!, 2.8% and Velo, 52.8%) and 119143 occurences (Zyn 3.5%, On! 0.5% and Velo 96%) and 24.774.650\$ total expenditure (Zyn 4.7%, On! 0.5% and Velo 94.7%). The greatest proportion of ad occurrences and expenditures were accounted for by radio and television, followed by mobile and online display. Across ad occurrences and expenditures, prominent themes included “freedom”, “brand”, and “flavour”. Images mainlye featured the product alone, text, men, women or both. Prominent channel themes were entertainment, news/weather, business/finance, and sports. Zyn nd On! prioritised online display and print, velo prioritised television. Zyn’s and Velo’s headlines focusd on freedom, with Zyn also emphasising “brand” and Velo “innovation”, On!’s headlines emphasized flavours.
(32)	Inclusión de género	Sí (juventud)	The opening of Japan’s tobacco market to foreign cigarette companies stalled a decline in smoking prevalence. Smoking rates among young women increased significantly, and also appear to be on the rise among adolescents. Aggressive marketing and promotional activities by US and Japanese tobacco companies in response to trade liberalisation appear responsible for these adverse trends. Steep increases in sales through vending machines were also possible contributors to the rising smoking prevalence among adolescents. On the positive side, market liberalistaion indirectly promoted smoking control efforts in Japan, by caysing an anti-smoking movement to coalesce.
(33)	Inclusión de género	No	Documents show that, especially in the context of tighter restrictions on conventional avenues for tobacco marketing, tobacco companies view ciggarette packaging as an integral component of marketing strategy and a vehicle for (a) creating significant in-store presence at the point of purchades and (b) communicating brand image. Market testing results indicate that such imagery is so strong as to influence smoker’s taste ratings of the same cigarettes when packaged differently. Documents also reveal the careful balancing act that companies

			have employed in using pack design and colour to communicate the impression of lower tar or milder cigarettes, while preserving perceived taste and “satisfaction”. Systematic and extensive research is carried out by tobacco companies to ensure that cigarette packaging appeals to selected target groups, including young adults and women.
(34)	Inclusión de género	Sí (clase social)	The two largest cigarette manufacturers in the USA consider “working class” young adults to be a critical market segment to promote growth of jey brands. Through their own market research, these companies discovered that socially disadvantaged young women do not necessarily desire a “feminine” cigarette brand.
(35)	Inclusión de género	No	(former URSS) Desire to expand to new markets was based in part on the decline in old markets. The large population, proximity to China, scope to expand sales to women and, in Central Asia, a young population with high growth rates made the former Soviet Union particularly attractive. High consumption rates and unfilled demand caused by previous shortages offered potential for rapid returns on investment. A series of steps were taken to penetrate the markets with the initial focus on establishing imports. The documents suggest taht BAT encouraged the use of aid money and barter trade to fund imports and directed the smuggling of cigarettes which graduated from an opportunistic strategy to a highly organised operation. In establishing a market presence, promotion of BAT’s brands and corporate image were paramount, and used synonymously to promote both the cigarettes and the company. The tobacco industry targeted young people and women. It used the allure of western products to promote its brands and brand sstretching and corporate imagery to pre-empt future marketing restrictions.
(36)	Inclusión de género	No	The limited progress of the TTCs in Indonesia is best explained by the distinctive political economy of its tobacco industry. Though effecctive when collaorating on regulatory issues of mutual interests conflict. Global strategies of TTCs have undergone significant local addaptation in attempting to compete in this distinctive environment. While maintaining uniformity in core brand attributes, TTCs have sought to reconcile international imagery with local orms, particularly to appeal to women. BAT unsuccessfully attempted to develop clove based products that imitated the appeal of kreteks, withdran following concerns about exposing the company to charges off operating double standards

(37)	Inclusión de género	Sí (juventud)	To construct a tobacco culture in Asia, the industry utilised six vehicles and themes: music, entertainment (including nightclubs, discos and movies), adventure, sport (including motorsports, soccer and tennis), glamour (beauty and fashion) and independence. This sought to make smoking desirable, even normal, for young men and women.
(38)	Inclusión de género	Sí (juventud)	Industry documents show that RJ Reynolds developed marketing plans based upon their cultural assumptions of Japanese people as fastidious about hygiene and manners, and with relatively high penchants to try new products. RJ Reynolds found there was also a growing concern for health, the environment, and smokers were conscious about annoying others. Deodorised consumer products were one of Japan's biggest trends. These characteristics presented RJ Reynolds with a profitable formula for marketing Salem Pianissimo, a clean cigarette with less smell and smoke. Salem Pianissimo, a 100mm cigarette claiming to contain 1mg tar and 0.1mg nicotine, targeted women since menthol cigarettes were popular among 18-24 years old female smokers, although Japan's law prohibited those below 20 years to smoke and the tobacco industry had a voluntary code disallowing advertising to women and youth.
(39)	Perspectiva de género	No	Tobacco industry market research attempted to identify the psychosocial needs of different groups of women, and cigarette advertising campaigns for brands that women smoke explicitly aimed to position cigarettes as capable of satisfying these needs. Such positioning can be accomplished with advertising that downplays or excludes smoking imagery. As women's needs change with age and over time, advertisements were developed to reflect the needs encountered at different stages in women's lives. Cigarette brands for younger women stressed female camaraderie, self confidence, freedom, and independence; cigarette brands for older women addressed needs for pleasure, relaxation, social acceptability, and escape from daily stresses.
(40)	Perspectiva de género	No	The tobacco industry has conducted extensive research on female smoking patterns, needs and product preferences, and has intentionally modified product design for promotion of cigarette smoking among women. Cigarette manufacturers responded to changing female trends by focusing on social and health concerns as well as promoting dual-sex brands that also featured traditional female style characteristics.
(41)	Perspectiva de género	Sí (juventud)	The key to Virginia Slims advertising was creating an aspirational image which women associated with the brand. Virginia Slims co-opted women's liberation slogans to build a

			modern female image from 1968 through to the 1980s, and its market share grew from 0.24% to 3.16% during that time period. Ironically, the feminist image that worked very well for the brand was also the reason for its subsequent problems. Philip Morris experienced unprecedented losses in market share in the early 1990s, with a decline in market share for four consecutive years from 3.16% to 2.26%; they attributed this decline to both the fact that the brand's feminist image no longer appealed to young women aged 18-24 years, and increased competition from more contemporary and lower priced competitors. Throughout the 1990s, attempts to reacquire young women while retaining Virginia Slims loyal (now older) smokers were made using a "king size" line extension, new slogans, and loyalty building promotions.
(42)	Inclusión de género por la organización seleccionada para su estudio	Sí (clase)	The Tobacco Institute was effective at framing excise tax and smokefree worksite issues in a way that facilitated CLUW's support of industry positions on these issues. The Tobacco Institute was also willing to reciprocate by providing financial and other kinds of support to CLUW.
(43)	Inclusión de género	No	Sensory research is a priority within the tobacco industry directly impacting commercial markets both in the United States and internationally. Sensory factors contribute to smoker satisfaction and product acceptance, and play an important role in controlling puffing behavior. Cigarette manufacturers have capitalized on distinct sensory preferences across gender, age and ethnic groups by tailoring products for specific populations.
(44)	Perspectiva de género	No	Philip Morris regarded women as an influential group. To improve its image among women, while keeping tobacco off their organizational agendas, the company sponsored women's groups and programs. It also sought to appeal to women it defined as "active moms" by advertising its commitment to domestic violence victims. It was more successful in securing women's organizations as allies than active moms.
(45)	Perspectiva de género	No	TTCs have targeted Korean females since the late 1980s, conducting market research to understand consumer preferences, cultural characteristics and social changes affecting women and girls. Brands designed to appeal to females have focused on "slim" and "superslim" cigarettes, "light" and "mild" claims, and marketing which appeals to the growing numbers of young women entering the labour force. Strategies for overcoming legal restrictions on marketing to women and children have included the use of company rather than brand names, retail distribution at venues frequented by females, trademark diversification and sponsorship.

(46)	Inclusión de género por la asociación seleccionada para su estudio	Sí (clase social)	The tobacco industry encouraged CLUW's opposition to excise tax increases by emphasizing the economic regressivity of these taxes, discussing excise taxes generically to deflect attention from cigarettes, and encouraging opposition to earmarking cigarette taxes to pay for specific programs. In addition, CLUW received at least 221.500\$ in financial support between 1987 and 1997 and in-kind support for its conferences, membership materials and other services.
(47)	Inclusión de género como variable	No	Menthol cigarettes were marketed as, and are perceived by consumers to be, healthier than non-menthol cigarettes. Menthol cigarettes are also marketed to specific and demographic groups, including African-Americans, young people and women, and are perceived by consumers to signal social group belonging.
(48)	Inclusión de género como variable	No	Menthol's cooling and anaesthetic effects mask the short-term negative physiological effects of smoking such as throat pain, burning and cough. This provides superficial physical relief as well as psychological assurance against concerns about the health dangers of smoking that would otherwise motivate smokers to quit. Menthol smokers, particularly women, perceive the minty aroma of menthol cigarettes to be more socially acceptable than non-menthol cigarettes.
(49)	Perspectiva de género	Sí (clase social)	Tobacco companies focused marketing on low SES women starting in the late 1970s, including military wives, low-income inner-city minority women, "discount-susceptible" older female smokers, and less-educated young white women. Strategies included distributing discount offers at point-of-sale and via direct mail to keep cigarette prices low, developing new brands for low SES females, and promoting luxury images to low SES African American women. More recently, companies integrated promotional strategies targeting low-income women into marketing plans for established brands.
(50)	Inclusión de género como grupo social estudiado	Sí (juventud)	Flavoured little cigar and cigarrillo products were associated with young and inexperienced tobacco users, women and African Americans. Internal industry studies confirmed that menthol and candy-like flavours (eg., vanilla, cherry) increased LCC appeal to starters by masking the heavy cigar taste, reducing throat irritation, and making LCC smoke easier to inhale. To appeal to new users, manufacturers also reduced the size of cigars to make them more cigarette-like, introduced filters and flavoured tips, emphasized mildness and ease of draw in advertising, and featured actors using little cigars in television commercials. RJ

			Reynolds tried to capitalize on the popularity of menthol cigarettes among African Americans and marketed a menthol little cigar to African Americans.
(51)	Inclusión de género como grupo social objetivo	No	Cocoa is widely applied to cigarettes and has been used by the tobacco industry as an additive since the early 20th century. Cocoa can alter the sensory properties of cigarette smoke, including by providing a more appealing taste and decreasing its harshness. The tobacco industry has experimented with manipulating coca levels as a means of achieving sensory properties that appeal to women and youth.
(52)	Inclusión de género como grupo social objetivo	Sí (juventud)	Following market liberalisation, TTCs faced entrenched cultural and institutional barriers in Korea which hindered increased sales of cigarette imports. TTCs identified population groups more favourably inclined towards imported brands, developed new distribution channels and used promotional activities targeting these groups. The growth in market share by TTCs suggests that these activities were successful at challenging the Korea Tobacco & Ginseng Corporation (KTGC) monopoly. In response, KTGC shifted to a proactive marketing approach and adopted strategies similar to TTCs. This, in turn, made the Korean market highly competitive. Findings show that, after market liberalisation, there was an upward trend in cigarette consumption and smoking prevalence among the targeted population groups, notably youth and young women.
(53)	Inclusión de género como grupo social objetivo	No	The case study of Virginia Slims reveals that the classification of “vulnerable” consumers is variable depending on culture, tobacco firms display responsive efforts and strategies when operating within a “mature” market, and cultural values played a role in informing Philip Morris’ strategic decision to embrace an adaptive marketing approach, particularly when entering the Korean market.
(54)	Perspectiva de género	No	Las estrategias utilizadas por la industria del tabaco y del alcohol se ven reforzadas por la forma de entender las dinámicas sociales del modelo neoliberal predominante. Estas compañías han utilizado prácticas como la esponsorización para desviar la atención de cómo, al reforzar el sistema económico, se refuerzan indirectamente las inequidades de género a nivel estructural. Además, en sus campañas pueden recurrir a estereotipos que refuerzan la desigualdad. Las principales tácticas son la expansión activa de su nicho, incluyendo en él a nuevas consumidoras mujeres mediante campañas específicas, y las vías para resistirse a la regulación estatal. De esta manera mantienen una posición privilegiada en los sistemas de comercio que, a su vez, refuerzan el sistema de capitalismo global que es

			inherentemente inequitativo en materia de género. Además, los mercados no regulados aumentan las inequidades económicas, lo que empuja a las mujeres a formas más vulnerables de trabajo mientras que tienen que mantener una importante carga de trabajo doméstico no pagado ni valorado.
(55)	Inclusión de género según pertenencia a otros grupos sociales estudiados	Sí (etnia, LGBT+)	Tobacco companies used design innovations such as pouched moist snuff, snus, and dissolvable products to expand the market. In addition, diverse advertising campaigns targeted women, people of colour, and LGBTQ+ communities with identity-targeted messages emphasizing novelty, convenience, cleanliness and use in smoke-free environments. However, the stereotypes of ST users as rural white males endured, perpetuated by continued marketing aiming at this consumer base, which created cognitive dissonance and stymied marketer's hopes that pouch products would "democratize" smokeless tobacco.
ALCOHOL			
(56)	Segregación resultados por género	Sí (juventud)	(New Zealand) The period between the interviews at ages 13 and 15 years saw an increase in the broadcast of commercial alcohol advertisements on television in New Zealand and this was reflected in an increase in the proportion of the mass media material recalled which was categorized as commercial advertising. At age 15 years television advertising, mostly for beer companies, was the predominant material recalled. No relationships were found between the commercial advertising and wine and spirits consumption, among either men or women, but young women who had watched more hours of television drank more wine/spirits. Among women there were two unexpected negative relationships between recall of alcohol in the media at age 13 years and beer consumption. However, among men there was a consistent positive relationship such that those who had recalled more alcohol advertisements at age 15 years drank larger quantities of beer at age 18 years.
(57)	Segregación de resultados por género	Sí (juventud)	(USA) Alcohol companies spent \$590.4 million to place 471 beer and ale advertisements (8%), 4748 distilled spirits advertisements (76%), 116 low-alcohol refresher advertisements (2%), and 904 advertisements for wine (14%) in magazines in 2001 and 2002. In 2002, underage youth saw 45% more beer and ale advertising, 12% more distilled spirits advertising, 65% more low-alcohol refresher advertising, and 69% less advertising for wine than persons 21 years and

			older. Girls aged 12 to 20 years were more likely to be exposed to beer, ale, and low-alcohol refresher advertising than women in the group aged 21 to 34 or women in the group ages 21 years and older. Girl's exposure to low-alcohol refresher advertising increased by 216% from 2001 to 2002 while boys' exposure increased 46%.
(58)	Segregación resultados por género	Sí (juventud)	Price and advertising effects are generally larger for females relative to males. Controlling for individual heterogeneity yields larger advertising effects, which implies that Monitoring the Future results may understate the effects of alcohol advertising. Results extracted from NLSY99 suggest that a 29% reduction in alcohol advertising would reduce adolescent monthly alcohol participation from 25% to between 24 and 21%. For binge participation the reduction would be from 12% to between 11 and 8%. The past month price-participation elasticity is estimated at -0.26, consistent with prior studies. Reduction of alcohol advertising can produce a modest decline in adolescent alcohol consumption, though effects may vary by race and gender.
(59)	Inclusión de la representación del género como parte del análisis temático	Sí (juventud)	The thematic analysis of lyrics and visual imagery in 49 UK Top 40 songs and music videos generated three themes. First, alcohol content was associated with sexualised imagery or lyrics and the objectification of women. Second, alcohol was associated with image, lifestyle and sociability. Finally, some videos showed alcohol overtly encouraging excessive drinking and drunkenness, including those containing branding, with no negative consequences to the drinker.
(60)	Segregación resultados por género	Sí (juventud)	(Nigeria) Media consumption shapes drinking behaviour in ways which are highly patterned and gendered. Participants with high consumption of both Hollywood films and popular American reality television series associate heavy alcohol consumption with high social status, economic independence and gender equality. By contrast, Nollywood (local) films are intended to act as moral tales and warn of the dangers of drinking appear paradoxically to support participants' views of alcohol as positive (alleviating anxiety, depression and menstrual discomfort). Nigeria currently has no serious regulation of alcohol on television which is embedded in everyday life.
(61)	Perspectiva de género	Sí (juventud)	(Australia) After analysing and conducting focus groups regarding interpretations of a Vodka Cruiser advertising campaign, the young women identified, without prompting, the main message of

			the campaign as being a reference to pre-drinking. Most notably, the women saw the target audience as young (including underage) women.
(62)	Segregación resultados por género	No	(USA) Past year of alcohol mixed energy drink (AmED) was reported by 29.4% of students. Logistic regression analysis revealed that female gender (adjusted OR: 1.28, IC 1.16-1.42), ever use of smokeless tobacco, current smoking, 2 or fewer days of physical activity per week, and 7-8 hours of sleep per day predicted risk of past year use of AmED.
(63)	Inclusión de una campaña con las mujeres como público objetivo	Sí (juventud)	The alcohol industry states that advertising doesn't not affect consumption and its purpose is to affect brand choice, it is not aimed at young people, it only promotes "responsible consumption", and any relationships with consumption are not causal. 39 case studies published 1981-2016 by the advertising industry evaluating the effects of alcohol advertising companies were analysed. 30/39 (77%) mentioned increased/maintaining market share as an objective, or used this to assess the effectiveness of advertising campaigns. Most (25/39, 64%) found that campaigns increased consumption-related outcomes. Some campaigns targeted women, and heavy drinkers. Campaigns often (13/39, 33%) targeted younger drinkers. These data show that advertising does influence market share. Other effects reported in the case studies include changing the consumer profile towards: younger drinkers, women, new/lapsed drinkers and heavy drinkers. They also present evidence of a causal relationship between advertising and consumption.
(64)	Perspectiva de género	No	Alcohol industry-funded organizations were statistically less likely than public health websites to provide information on fetal alcohol spectrum disorder and less likely to advise that no amount of alcohol is safe during pregnancy. They were significantly more likely to emphasize uncertainties and less likely to use direct language (eg, "don't drink"). Some alcohol industry-funded (and no public health) websites appear to use "alternate causation" arguments, similar to those used by the tobacco industry, to argue for causes of alcohol harms in pregnancy other than alcohol.
(65)	Perspectiva de género	Sí (juventud)	Teens' perception that alcohol ads promote the co-occurrence of alcohol with sex mediated the effect of ad exposure and perceived realism of the ads on sex-related alcohol expectancies. The enjoyment of sexualization construct mediated the effect of wishful identification and perceived realism on sex-related alcohol expectancies. Wishful identification also directly related to sex-related alcohol expectancies.

(66)	Inclusión de género por análisis de medidas de prevención de FASD	No	Existen tensiones inherentes cuando se trata de colaborar entre la industria del alcohol, con el objetivo de ganar más dinero, y las labores de prevención por colectivos de salud pública. Esto se puede ver claramente en 2 casos-estudio: En Quebec (Canadá), la asociación Éduc'alcool, una asociación privada sin ánimo de lucro que trabaja por la prevención, educación y programas de información, entre cuyos miembros hay representantes de la industria del alcohol que pueden opinar en las actividades que se desarrollan. Los miembros de esta asociación están de acuerdo en promover la moderación, cosa que beneficia a la industria. En Australia, cuando se decidió en 2020 modificar las etiquetas de aviso obligatorias para que, siguiendo la evidencia, tuvieran un texto en específico y se usaran colores con contraste, los grupos lobby de la industria lanzaron una campaña pública contra esta etiqueta, argumentando que lo de imprimir con varios colores era muy caro y sobre todo tendría impacto en los pequeños productores como pretexto, finalmente se aprobó igualmente, pero podemos ver como utilizaron un pretexto para oponerse abiertamente a una medida basada en la evidencia en pos de la prevención para colocar otras que, causalmente, no tienen el mismo nivel de evidencia (ya que antes se hacía casi por voluntad suya, con inconsistencias entre las empresas). Además, la participación en este tipo de medidas de prevención ayuda a mejorar su imagen corporativa y les ayuda a trasladar la culpa al consumidor de "no beber con moderación" sin contextualizar el conjunto de situaciones que llevan al consumo.
(67)	Inclusión de género por la medida para la reducción del consumo alcohólico comentada	No	A total of 559 press articles published in mainstream press in France from 200 to 2020 were found and 85 of those were analysed. Peaks in number of publications were found to coincide with the warning label implementation and with the expansion-project schedule. A large majority of the arguments promoted by the alcohol industry contested the pregnancy warnings measure (very few were in favour). They argued (a) pregnancy warnings were a questionable measure, (b) pregnancy warnings would have counterproductive effects and (c) better alternatives exist. A large majority of the actors who spoke in the press came from the winegrowing sector.
(68)	Perspectiva de género	No	(Australia) Women consumed alcohol to relax, cope with everyday stressors and because of the alignment with social practices and social connection. Women perceived “low-sugar” and “low-calorie” products as providing a healthier alternative to traditional alcohol products and

			that they aligned with women's values relating to weight and the thin ideal. Some women were concerned that these products could increase alcohol consumption by reducing the perceptions of risk associated with alcohol.
(69)	Perspectiva de género	Sí (LGBT+ y etnia)	(UK) The pinking of products and marketing was considered the most obvious form of female targeted marketing by both women and marketers. Discussion of pink drinks generated in depth discussions of the femminities and connotations attached to the colour. Reflecting a conventional and normative femininity, women conformed to, and/or rejected pink products and marketing, within their feminine identity making. Four themes are presented that draw attention to the similarities and differences between marketers and women's perspectives on pink marketing, and how women's relationship with pink marketing and products were nuanced, varied in relation to their feminist identities, and intersected with other social positions such as sexuality and class.
FÁRMACOS			
(70)	Análisis temático incluyendo el género de los personajes como variable	No	Advertisements for psychotropic drugs in leading medical journals in Finland, Sweden and Denmark between 1975 and 1985 were analysed. The most common picture was a metaphor, the frequency of which increased in the 1980s. The second largest picture category was a patient, the rate of which remained constant during the study period. Both the use of a metaphor and a patient was related to the low sales of the drug in the respective country, whereas picture of a drug package was related to a stable market position of a drug in the country.
(71)	Perspectiva de género	No	The pictorial content of drug advertisements shows women as victims of depression. The social problems and situational stress associated with unipolar depression are never shown, and depression is assumed to be a personal and biological illness, its etiology decontextualized. In these advertisements, women are not offered a choice between medical and nonmedical treatment and are not empowered to become more active participants in their health decisions.
(72)	Inclusión de género como grupo investigado pero centrando el análisis	Sí (etnia)	(USA) Five black-oriented magazines and five white-oriented magazines were evaluated for 3 months from June-August, 2000. White-oriented magazines had four to eight times more pharmaceutical ads than black-oriented magazines. Types of magazines advertised in the

	en las diferencias étnicas		white-oriented magazines and not the black-oriented magazines were, for example, cholinesterase inhibitors, calcium supplements, COX-2 inhibitors, intranasal steroids, anorexiant, proton pump inhibitors, and smoking deterrent agents. Conversely, medications advertised in the black-oriented magazines, and not the white-oriented magazines, were antiviral agents and oral contraceptives. Pharmaceutical companies gave several reasons for the disparity, including the explanation that their particular company was advertising about HIV in the black community.
(73)	Inclusión de género como variable principal de análisis de contenido	No	The pharmaceutical industry directs its marketing of migraine medication to women. As part of this strategy, pharmaceutical advertisements portray women as the prototypical migraine sufferer, through representations that elicit hegemonic bias in help seeking and diagnosis of migraine and reifies presumptions about the epidemiology of the disorder.
(74)	Inclusión de género por el medio seleccionado para análisis	No	(Australia) 711 pharmaceutical advertisements were identified in 6 popular Australian women's magazines monitored between April 2006 and March 2007. Of those, 60 met the inclusion criteria for Disease Awareness Advertising (DAA) and 30 of these were unique. Over 1/3 were classified as "unbranded product advertisements", which promote a product without referring directly to a brand. DAA sponsored by pharmaceutical companies most often provided treatment and prevalence information. Most (22/30) advertisements used emotional appeals, 15 of these used "happiness/healthiness/ wellbeing".
(75)	Inclusión de género por el medio seleccionado para análisis	No	Magazines differed in the proportion of drug ads for different health conditions and target audience by age demographic. Use of persuasive elements varied by condition promoted (e.g., mental-health drug ads more frequently used emotional appeals). Ads placed greater emphasis on direction to industry information resources than on physician discussions.
(76)	Perspectiva de género	No	Existe una relación simbiótica entre los intereses de la industria, legitimización de enfermedades en disputa y medicalización. Las enfermedades en disputa se relacionan con la feminidad en un contexto cultural que iguala a las mujeres con la irracionalidad. Hay consecuencias y limitaciones en depender de la industria farmacéutica para la validación de las enfermedades. Al haber una medicación para una enfermedad, se legitima la enfermedad, pero los anuncios venden el fármaco como el ideal, por lo que, si no funciona como lo promocionan, puede volver a poner en duda el diagnóstico. Se utilizaron imágenes para restar importancia a los posibles efectos adversos (mujeres delgadas, porque puede dar

			aumento de peso; un bonito atardecer, porque puede dar síntomas depresivos y hasta suicidas). Para validar sus fármacos la industria utilizó estudios con graves problemas metodológicos que reforzaban la eficacia y seguridad.
(77)	Inclusión de género por la población seleccionada	No	(Australia) 241 women responded to 466 drug advertisements labelled as Disease Awareness Advertisements. Almost half reported an intention to ask their doctor for a prescription or referral as a result of seeing the advertisement, but more reported they would talk to their doctor and ask about treatments and tests. Participants were more likely to report an intention to ask for prescriptions if they perceived the health condition to be severe and themselves susceptible or if they had viewed advertisements containing limited information on the disease.
(78)	Inclusión de género por patología seleccionada	No	(USA) The majority of women (women attending a high-risk clinic) held favourable attitudes towards direct to consumer advertising (DTCA) for BRCA testing but did not support online testing. Factors such as familial ovarian cancer, cancer worry, and satisfaction with genetic counselling/testing were associated with positive attitudes toward DTCA, whereas personal breast cancer history was related to negative attitudes.
(79)	Inclusión de género por la patología seleccionada	No	(Australia) 90% of respondents agreed that the companies' promotional material (for alternative methods of breast cancer screening) promoted the message that the advertised breast imaging method was effective in detecting breast cancer, and 80% agreed that the material promoted the message that the imaging method was equally or more effective than a mammogram.
(80)	Inclusión de género por la población objetivo de los medios de comunicación estudiados	Sí (etnia)	(USA) Sixty total medication advertisements (in 9 popular US women's fashion magazines) were identified, 58.3% for prescription products. In magazines targeted to non-Hispanic Whites, >65% of advertisements were for OTC medications whereas 80% of advertisements found in Black/Latina magazines were for prescription medications. The rational appeal was used most commonly in non-Hispanic White magazines. Emotional appeal was featured more often in prescription advertisements magazines (60) compared to OTC (8).

(81)	Regresión logística multivariable incluyendo el género como variable	No	(New Zealand) Identifying as Indian, and to a less extent Chinese, Māori and “other” ethnicities were the strongest predictors of one or more self-reported responses. Poorer self-reported health status, favourable attitude towards drug advertising and searching for medical information online predicted all self-reported behavioural outcomes. Older age, less education, lower income and higher materialism also predicted one or more self-reported responses.
(82)	Inclusión de género por grupo objetivo de distintas estrategias publicitarias	No	(USA) Opioid manufacturers sought to recruit coaches and school nurses to encourage opioid use by children, developed unbranded initiatives suggesting adolescents ask providers for pain care medications, suggested that opioid use could reduce health risks associated with untreated pain among women and advocated to policy makers that women faced unmet needs for pain medication.
(83)	Inclusión de género en análisis temático de personajes incluidos y público objetivo de medios de distribución utilizados		(USA) Across companies during the study timeframe, there were 475 unique ads, 4767 ad occurrences and 1.471944\$ total expenditures. Charlotte’s Web accounted for the greatest proportion of unique ads, ad occurrences and expenditures, followed by Medterra and Green Roads. The largest proportion of occurrences and expenditures were via online display, followed by mobile and print. Per ad occurrences and expenditures, ads prominently featured headline themes focused on brand/trust/quality, wellness, pain/sport, and promotions, in addition to visual themes of the product itself or with women. The most prominent source themes were focused on health/wellness, followed by other websites and search engines, news/weather and entertainment/lifestyle/culture. Despite some distinctions between companies, ad and source themes were similar. Green Road was the company that most frequently represented women in their ads, but also the one that most used flavours and themes related to relax/stress and sleep.
LECHE DE FÓRMULA			
(84)	Inclusión de género por el producto estudiado	No	(USA) Of those who received printed information on infant feeding (during their pregnancy), 78% reported that it was published by a formula company, and 65% recalled receiving offers for free formula during their pregnancy. The likelihood of having received such offers was the same in women who planned to breastfeed as in those who planned to formula feed. 38% of

			women obtained formula through a free offer before their infant's birth. Women who were privately cared for were more likely to have received offers for free formula than were women cared for in hospital-affiliated clinics. 90% of women who received free formula prenatally reported their prenatal caregiver as a source of samples. Of samples that women obtained prenatally, 93% were from companies that advertise only indirectly through hospitals and physicians, whereas 7% were from companies that advertise directly to patients. The prevalence of formula company advertising during the prenatal care of women who deliver in this hospital is high.
(85)	Inclusión de género por el producto estudiado	Sí (nivel educativo)	Breast-feeding initiation (RR 0.93, 0.61-1.43) and duration after 2 weeks (hazard ratio 1.19, 0.86-1.64) were not affected (by educational packs about infant feeding at their first prenatal visit, comparing formula designed vs specially designed). Women in the commercial group were more likely to cease breast-feeding before hospital discharge (RR 5.8, 1.25-54.01) and before 2 weeks (OR 1.91, 1.02-3.55). In subgroup analyses, women with uncertain goals for breast-feeding or goals of 12 weeks or less experienced shortened exclusive (hazard ratio 1.53, 1.06-2.21), full (hazard ratio 1.70, 1.18-2.48) and overall (hazard ratio 1.75, 1.6-2.64) breast-feeding duration when exposed to the commercial intervention.
(86)	Inclusión de género por el producto analizado	No	(Australia) Breast-milk substitute advertising in both the MJA (Medical Journal of Australia) and the AWW (Australian Women's Weekly, a magazine) peaked and began declining before the introduction of the WHO Code in 1981. Although there was almost no infant formula advertising in AWW after 1975-1979, other breast-milk substitute advertising has been increasing since 1992, in particular for baby food, toddler formula and food and brand promotion.
(87)	Inclusión de género por el producto estudiado	No	The decline in breastfeeding in the Philippines in the mid-twentieth Century associated with intensive Breastmilk Substitutes (BMS) marketing via health systems and consumer advertising. As regulations tightened, the industry more aggressively promoted Commercial Milk Formula (CMF) for older infants and young children, thereby marketing around the Milk Code. It established front groups to implement political strategies intended to weaken the country's breastfeeding policy framework while also fostering a favourable image. This included lobbying government officials and international organizations, emphasising its economic importance and threats to foreign investment and trade, direct litigation against the

			government, messaging that framed marketing in terms of women's choice and empowerment, and forging partnerships. A resurgence in breastfeeding from the mid-1980s onwards reflected strengthening political commitment for a national breastfeeding policy framework and Milk Code, resulting in-turn, from collective actions by breastfeeding coalitions, advocates and mothers.
(88)	Inclusión de género por el producto estudiado	No	Policies addressing the BMS industry were found for 14 associations (50%) (professional association websites). UK-based associations (5/5, 100%) and perinatal associations (4/6, 67%) were most likely to have a policy. Six associations (6/28, 21%) received some form of BMS financial support. The highest rates of BMS support were seen in the form of event advertising (5/28, 18%), closely followed by event sponsorship (4/28, 14%). At a provider level, obstetric associations had the highest rates of BMS support (2/4, 50%). At a country level, US-based associations were most likely to receive BMS support (3/7, 43%).
(89)	Inclusión de género por el producto estudiado	No	(South Africa) Women reported limited infant formula advertising, but an abundance of strategies used to market growing-up formula and powdered drinks for children over 36 months. Strategies included product packaging, in-store displays, online distribution channels and educational material about product ranges. Online strategies were reported, namely social media marketing (sponsored adverts and support groups), websites and mobile phone applications providing infant and young child feeding information and price discounts, print and TV advertisements, and competitions. Products for children over 36 months are cross-promoted with products prohibited to be advertised by national legislation.
(90)	Inclusión de género por el producto estudiado	No	(Mexico) Commercial milk formula and baby food companies use digital media to contact and persuade parents to use their products by sending electronic newsletters with advertising. Companies hire influencers to market their products because there is no regulation prohibiting the advertisement of breastmilk substitutes on social media, and promote formula among health professionals inviting them to participate in sponsored webinars on infant nutrition, ignoring conflict of interest and the International Code of Marketing of Breastmilk Substituted. Parents trust formula and baby food advertisements, which use emotional messages and health and nutrition claims to encourage their consumption. Health

			professionals consider that claims contribute to the indiscriminate use of formula, and some actors propose the use of plain packaging for these products.
(91)	Inclusión de género por el producto estudiado	No	(Mexico) Through a thematic analysis, we identified the sociocology of breastfeeding (BF) and triangulated healthcare professionals (HCP) and women's accounts. HCP, pregnant women, and mothers recognized that several factors might have influenced their infant feeding decisions, including healthcare facilities' policies and maternal work conditions. Although HCP believed that BF is the best way to feed newborns and young children, they routinely recommend CMG. On the other hand, pregnant women and mothers had a strong belief that BF is the best way to feed their babies. However, when women sought support from HCP, the latter often recommended switching to CMF.
(92)	Inclusión de género por el producto estudiado	No	Hospitals, health professionals, and interactions with social media were key category entry points throughout the prenatal, perinatal, early infancy period and beyond. The CMF industry interfered by engaging a wide array of actors across the different layers of the SEM, most prominently the health care system and the workplace. Through its marketing strategies, the CMF operates subconsciously and its messages are most effective when health institutions, health care providers, workplace spaces and social norms are weak in their support for breastfeeding.
ALIMENTACIÓN			
(93)	Inclusión de género como parte de análisis temático	No	(New Zealand) Thematic analysis of focus groups created used to assess perceptions and understandings of caffeinated energy drinks in different age groups revealed a number of differences in participants' perceptions of energy drinks between age groups in relation to themes of advertising, age, alcohol, brand, efficacy, energy seeking, gender, sugar, peer influence, product attributes, safety and taste.
(94)	Inclusión de género dentro de las temáticas tratadas en análisis	No	(Small Island Developing States of the Caribbean) Participants described and mapped the system driving unhealthy eating, identified points of intervention, and created a prioritized list of intervention strategies. Stakeholders were also interviewed before and after the workshops to provide their perspectives on the utility of this approach. Stakeholders described similar underlying systems driving unhealthy eating across the 3 countries, with a series of dominant feedback loops identified at multiple levels.

			Participants emphasized the importance of the relative availability and price of unhealthy foods, shifting cultural norms on eating, and aggressive advertising from the industry as dominant drivers. They saw opportunities for governments to better regulate advertising, disincentivize unhealthy food options, and bolster the local agricultural sector to promote food sovereignty. They also identified the need for better coordinated policy making across multiple sectors at national and regional levels to deliver more integrated approaches to improving nutrition. Group Model Building proved to be an effective tool for engaging a highly diverse group of stakeholders in better collective understanding of a complex problem and potential interventions.
(95)	Inclusión de género como variable principal a estudio	No	(Peru and Guatemala) 36% of print advertisements (found in corner stores around schools) presented a male main character for Guatemala, while in Peru 14% did. Furthermore, in Guatemala, 22% of the main characters were male animated characters. Moreover, 27% of the print advertisements in Guatemala and 17% in Peru were visually male-oriented. Overall, male characters appeared alongside sports references and in varied settings, whereas female characters were usually holding or consuming the product. The majority of variables used to assess the representation of gender in food and beverage print advertisements were gender-neutral, but those showing gender representation were mostly male-oriented.
(96)	Segregación de resultados en función de género	Sí (juventud)	(Canada) Notable themes emerged (in go-along interviews with adolescents related to unhealthy food and beverage marketing in online settings), including the identification of predatory actions by food companies, the role of protective factors such as family, and the influence of social media influencers in shaping adolescent dietary preferences. There were gender disparities in the participants' responses. Girls, in particular, showed a heightened awareness of the protective role played by their families, emphasized the influence of colour marketing strategies, recognized the significance of gender in marketing, and reported exposure to alcohol advertisements – findings that boys less frequently echoed.
JUEGO			
(97)	Inclusión de género por el método de juego analizado	No	(UK) An analysis of bingo websites found a common theme where websites were easy to navigate and structured to present a light-hearted, fun, reassuring, social image of gambling. In

			addition, the design decisions reflected in the bingo sites had the effect of positioning online bingo as a benign, child-like, homely, women-friendly, social activity. Comparison of the website content with participants' reasons to play bingo showed congruence between the strategies used by the bingo websites and the motivations of bingo players themselves and the benefits which they seek; suggesting that bingo websites strive to replicate and update the sociability of traditional bingo halls. Online bingo differs from traditional forms of bingo in its ability to be played anywhere and at any time, and its capacity to offer a deeply immersive experience.
(98)	Inclusión de género como parte de análisis temático y público objetivo de anuncios	No	(Sweden) 144h in six commercial television channels were studied. 19% (11-28% across different channels) of advertisements promoted gambling with online casino being by far the most common type of gambling exposed. Messages promoting ease to gamble (including bonuses and rapid cash-out messages) and a female focus were significantly more common in online casino gambling and in non-licensed companies, whereas sport-related messages were more common in licensed companies. Gambling related advertisements were also common in relation to family movies, and appeared even during children's programs.
(99)	Perspectiva de género	No	(Australia) Young women were exposed to gambling environments and some were gambling from an early age. Family members were the key facilitators of these activities. Once reaching the legal age of gambling, peers and boyfriends were instrumental in young women's gambling practices. Women attributed the normalisation of gambling to excessive marketing, feminised gambling environments, and the widespread availability of gambling in the community.
(100)	Segregación de resultados en función del género	Sí (juventud)	(España) Las variables asociadas a la publicidad (del juego) se relacionan significativamente con la conducta de juego. Esta correlación se da con mayor magnitud en hombres. Se obtuvieron mayores puntuaciones en influencia publicitaria entre aquellos sujetos que han jugado alguna vez frente a los que no, concluyendo la importancia de frenar el debut de nuevos jugadores. En cuanto a los menores, se encontraron diferencias significativas en influencia publicitaria frente a los mayores.