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Medico-Legal Updates of the Adverse Threat of Cigarette Advertisements on



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# Medico-Legal Update

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# Medico-Legal Update

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# Medico-Legal Updates of the Adverse Threat of Cigarette Advertisements on Children

**Bambang Eko Turisno<sup>1</sup>, IGA Gangga Santi Dewi<sup>1</sup>, Suharto<sup>1</sup>, Ery Agus Priyono<sup>1</sup>**

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## Abstract

Advertising is an integral part of modern business activities. Information on ad serving in the form of true, clear and honest information about the condition and guarantee of goods is a consumer right that must be given by business actors. In Indonesia, cigarette advertisements in laws and regulations limit and provide several conditions. Some cigarette advertisements do not meet the conditions. The results showed that cigarette advertisements include, visual, tagline, images, placement, airtime, and content of advertisements using psychological persuasion, targeting the share of adolescents and children, who play a role in the onset of cigarette use, encouraging young people to start smoking that threatens children and teenagers.

**Keywords:** *Medico-legal aspects, cigarette, advertisements, adverse effect, children.*

## Introduction

Advertising is an inseparable part of modern business. This fact is closely related to the way of modern industrial production which produces products in large quantities, so it must find a buyer. Advertising primarily intends to provide information on the products produced that are expected to be effective, so that products or services are in demand in the market. Gov. Reg No. 19/2003 concerning Amendments to Gov. Reg No.81 of 1999 concerning Safeguarding Cigarettes for Health, stated that cigarette advertising is an activity to introduce, promote cigarettes with or without rewards to the public with the aim of influencing consumers to use the cigarettes offered. Advertising can be divided into two functions, namely the informative function and the persuasive function. In reality there are no ads that are merely informative and no ads that are merely persuasive.

However, there are advertisements with more dominant information elements, and advertisements with the most striking promotional elements. Providing true, clear, and honest information about the conditions and guarantees of goods and/or services as well as providing an explanation of the use, repair and maintenance specified in Article 7 (b) of the Consumer Protection Act is the obligation of business actors. Information that is true, clear, and honest about the conditions and guarantees of goods and/or services according to Article 4.1 is the consumer's right. Business actors have the obligation as stipulated in Article 7 to have a good intention in carrying out their business activities.

Cigarette advertising can only be done with certain requirements. The public knows that smoking can have negative effects, although on the other hand some people still consume it. The prevalence of active smokers in Indonesia is increasing very fast. Cigarettes contain an addictive substance which if inhaled can endanger health for individuals and society. Each cigarette contains nicotine and tar which are substances, compounds or substances that are addictive and carcinogenic. Forms of cigarette advertisements are widely displayed on billboards, print media and television media. A number of cigarette advertisements, targeting the share of teenagers and children, groups of children and adolescents are very vulnerable to advertisements because they can create

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# Helicobacter Pylori-Associated Iron-Deficiency Anemia and Interleukins Effect

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## Abstract

*Helicobacter pylori* (*H. pylori*) is a highly prevalence microbial infection, that acts as an iron stressor in susceptible individuals the relationship between ferritin and cytokine levels in individuals infected with *H. pylori* remains controversial. Based on serology testing for anti-*H. pylori* IgG, participants (70 seropositive and 70 seronegative aged 30-60 years) were enrolled. Serum iron profiles including iron, ferritin, and total iron-binding capacity, were measured. IL-1 $\beta$  and IL-6 serum levels were compared. The mean value of interleukin 1beta (IL-1 $\beta$ ) level of patients and controls revealed that *H. pylori* patients had a significantly higher at ( $P < 0.001$ ) mean of (IL-1 $\beta$ ) when compared to the controls, as shown in this study there is positive correlation between gastric interleukin 1beta (IL-1 $\beta$ ) and iron deficiency anemia (IDA) blood parameters observed in resent study could be due to the powerful capability of IL-1 $\beta$  in inhibiting gastric acid secretion. The mean value of Interleukin-6 (IL-6)) level of patients and controls revealed that *H. pylori* patients had a significantly higher at ( $P < 0.001$ ) mean of (IL-6) when compared to the controls.

**Keywords:** *Helicobacter pylori*, iron deficiency anemia, interleukins.

## Introduction

*Helicobacter pylori* is a spiral-shaped, Gram-negative bacterium that is responsible for infections affecting more than half of the world's population and is currently known to play a causative role in the pathogenesis of chronic gastritis, peptic ulcer diseases, gastric cancer and mucosa-associated lymphoid tissue lymphoma<sup>(1)</sup>. *H. pylori* is recognized as the most common cause of chronic active gastritis and is also an important pathogenic factor in peptic ulcer disease. The outcome of infection is thought to be related to severity and distribution of *H. pylori*-related inflammation<sup>(2)</sup>.

Biological factors that affect clinical outcome in *H. pylori* infection have been widely studied. In addition to bacterial virulence determinants in *H. pylori* strains, immunological factors in the host are likely to play a crucial role in different clinical expression of *H. pylori*-infection<sup>(3)</sup>. *H. pylori* infection first induces neutrophilic gastritis, which progresses to chronic gastritis in most people. Activation and migration of these inflammatory cells into the gastric mucosa is related to increased production of proinflammatory cytokines, including IL-8, IL-1 $\beta$ , TNF- $\alpha$  and IL-6 which are believed to contribute to maintaining the gastric inflammation and causing epithelial cell damage<sup>(4)</sup>. the inflammation that may happened in the stomach and proinflammatory cytokines lead to anemia, Anemia induced by digestive diseases refers to anemia due to iron deficiency. Conventional gastrointestinal diagnostic workup fails to establish the cause of iron deficiency in about one third of patients<sup>(5)</sup>. Recent meta-analyses indicates *H. pylori* eradication results in improved iron status of children and adults with ID/IDA compared with iron therapy alone, this suggests underlying changes in gastric inflammation,

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