



**JOHNS HOPKINS**  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

Institute for Global  
Tobacco Control

# **Technical Report: Assessment of Compliance with Smoke-free and Point-of-Sale Policies in Depok, West Java, Indonesia**

Technical Report



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**Produced December 2019 by:**

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**Acknowledgements:**

The Institute for Global Tobacco Control wishes to acknowledge the International Union Against Tuberculosis and Lung Disease for providing feedback and background information, and the University of Udayana for supporting data collection efforts.

This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use ([www.bloomberg.org](http://www.bloomberg.org)).

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Institute for Global Tobacco Control. Technical Report on the Assessment of Compliance with Smoke-free and Point-of-Sale Policies in Depok, West Java, Indonesia. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health; December 2019.

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## EXECUTIVE SUMMARY

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins School of Public Health (JHSPH), in collaboration with the International Union Against Tuberculosis and Lung Disease (The Union), assessed compliance with smoke-free and point-of-sale (POS) tobacco control policies in Depok, Indonesia. The Depok City Council passed Regional Regulation Number 3 in 2014 and the Mayoral Decree No. 126/2016, which have smoke-free provisions for public places and workplaces including government buildings, hospitality settings, shopping centers, and religious settings. Regional Regulation No. 3/2014 also bans advertising and promotion of tobacco products at the POS including modern and traditional markets. In accordance with Regional Regulation No. 3/2014, cigarette packages cannot be on display in retail settings and must be covered by curtains or cupboard doors, a ruling which was implemented in September 2018 by the Depok City Government.

This technical report describes where observations were conducted to assess compliance with the city's policies, the methods used to conduct the data collection, and the results of this assessment. This report also includes recommendations on how to improve compliance with the smoke-free and point-of-sale (POS) policies in Depok.

Data collectors from Depok were hired by the University of Udayana and were trained in February 2019. Training was conducted by IGTC faculty and staff, Union staff, and project staff from Udayana University. Training took place in Depok and Bogor (West Java). Observations to assess compliance with the smoke-free and POS policies were conducted in Depok during February and March 2019.

*Smoke-free observations:* A total of 762 venues were observed by data collectors. Venue types included: hospitality settings (billiard halls, coffee shops, hotels, internet cafes/game rooms, karaoke lounges, restaurants - both licensed and unlicensed), government buildings, places of worship (mosques, churches, monasteries, temples, and pagodas), and shopping centers.

Data collectors conducted observations on a smartphone using a data collection application called KoBo Toolbox. Data collectors followed an observation checklist that included measures for smoke-free compliance (observed smoking, the presence of cigarette litter, the presence of ashtrays or other instruments used to hold cigarette ash, and the presence and placement of smoke-free signage). A venue was classified as compliant with smoke-free regulations if each of the following criteria were met: 1) no observed smoking, 2) no cigarette butt litter was found, 3) no ashtrays or other instruments used to hold cigarette ash were found, and 4) smoke-free signage was observed. Compliance with smoke-free regulations varied by venue type, however compliance was generally low. Approximately one quarter (25%) of government buildings and shopping centers were compliant with smoke-free regulations. Less than one quarter of places of worship (15%) and hospitality venues (9%) were compliant with smoke-free regulations. Among restaurants, none (0%) of the unlicensed restaurants and less than one quarter (13%) of licensed restaurants were compliant with smoke-free regulations. The majority of government buildings (96%) and shopping centers (88%) had smoke-free signage posted; however, smoke-free signs were posted in approximately one quarter of hospitality venues (24%) and places of worship (25%).

A venue was classified as 100% smoke-free if each of the following criteria were met: 1) no observed smoking, 2) no cigarette butt litter was found, and 3) no ashtrays or other instruments used to hold cigarette ash were found. Just over half the places of worship (53%) were 100% smoke-free, whereas less than one third of hospitality venues (27%) and government buildings (25%) were 100% smoke-free. Among hospitality venues, none (0%) of the observed karaoke lounges and billiard halls were 100% smoke-free. Designated smoking rooms/areas which were observed during this study were all in violation of the city's smoke-free policy.

*POS and tobacco product display observations:* A total of 394 POS venues were observed by data collectors. Venue types included: convenience stores/mini marts, hypermarkets/supermarkets, and independent small grocers. Data collectors observed and recorded the presence of tobacco advertisements inside and outside the stores. Data collectors also noted the presence of tobacco industry promotions such as product giveaways or discounts. Finally, the presence and location of tobacco product displays were also assessed in each POS. Compliance with POS regulations varied by retailer type. Tobacco advertisements, such as posters or banners, were visible outside 81% of the independent small grocers observed, compared with only one of the hypermarket/supermarkets (12.5%). Inside the POS, the majority of hypermarkets/supermarkets (75%) observed had tobacco products completely covered whereas only 5% of small independent grocers were compliant, with 95% openly displaying tobacco products. Among convenience stores, half (50%) had product displays which were partially covered and less than one quarter (19%) had product displays which were fully covered.

*Recommendations:* Smoke-free compliance in Depok can be improved in each type of venue, particularly hospitality settings. Experience from other jurisdictions provides insight into interventions that may support the implementation of smoke-free policies. Structured training and education campaigns which are aimed at ensuring venue owners/managers fully understand local smoke-free policies is encouraged.<sup>1</sup> If possible, education campaigns should be tailored to meet the needs of specific venues such that they address relevant issues. For example, providing hospitality venue staff with training and tips on how to deal with customers who are smoking.<sup>1</sup> Educating the general public on the importance of smoke-free policies to reduce exposure to secondhand smoke and improve health outcomes for smokers and non-smokers is also crucial.<sup>1-2</sup> In accordance with Articles 7 and 27 of Regional Regulation No. 3/2014, directors of smoke-free venues should ensure smoke-free signs are visibly posted onsite, and regional authorities must ensure they are conducting routine monitoring and evaluation of smoke-free implementation across the city.

Compliance with tobacco advertising, promotion and product display bans can be improved in Depok, particularly in convenience stores/mini marts and independent small grocers. Prior to the start of the study, enforcement efforts to implement the product display ban had already commenced in hypermarkets/supermarkets and convenience stores, and our results demonstrate that such enforcement efforts have been effective, particularly in hypermarkets/supermarkets. The findings reported on hypermarkets/supermarkets demonstrates the success of the product display ban, and provides a glimpse into the impact

that enforcement efforts may have when implemented across convenience stores and independent small grocers. Enforcing a strict ban on tobacco advertising and product displays will reduce the general public's exposure to tobacco marketing, and assist with reducing smoking prevalence, particularly among youth.<sup>3</sup> In accordance with Article 29 of Regional Regulation No. 3/2014, directors responsible for the supervision of smoke-free areas must reprimand any instances of tobacco advertising or promotion, particularly in modern and traditional markets, both of which have been designated as smoke-free areas in Article 12. Banning tobacco product displays and tobacco advertising at the point of sale have proven to be effective tobacco control interventions.<sup>4-5</sup> Tobacco product display bans have been proven to reduce youth access to tobacco products when there is high compliance with such bans among retailers.<sup>4</sup> Global evidence assessing the impact of POS advertising bans have consistently found that such bans are associated with reduced smoking rates among youth.<sup>5</sup>

## I. INTRODUCTION

The prevalence of tobacco use in Indonesia is among the highest in the world; approximately 64.9% of male adults (aged 15+) and 2.1% of female adults (aged 15+) use cigarettes.<sup>6</sup> According to the Global Adult Tobacco Survey for Indonesia (2011), smoking is more prevalent in rural areas compared to urban areas.<sup>7</sup>

Indonesia is not a party to the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC); however, a national law restricts smoking in numerous workplaces and public places including healthcare facilities, educational settings, places of worship and public transportation.<sup>6-8</sup> In Indonesia, the national smoke-free law requires the passage and implementation of local laws by sub-national governments.<sup>8</sup> Two jurisdictions in Java, Yogyakarta and Depok City, have enacted and implemented smoke-free regulations in accordance with the national directive. These smoke-free regulations further restrict smoking in other important settings including government buildings, restaurants, and shopping centers. Depok has also enacted city policies which prohibit the sale, promotion, and advertisement of cigarettes and/or other tobacco products in public places, and ban the display of cigarettes in POS.

This report summarizes the results from an observational study that was conducted in Depok to assess compliance with Depok City's smoke-free and POS tobacco control policies. The work was led by the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins School of Public Health (JHSPH) in collaboration with the International Union Against Tuberculosis and Lung Disease (The Union). Data collection was overseen by researchers from Udayana University who hired local data collectors.

## II. METHODS

### ***Sampling Approach***

**Smoke-free assessment:** We collected observational data to understand smoke-free compliance in a variety of venue types including: 1) hospitality venues (billiard halls, coffee shops, hotels, internet cafés/game rooms, karaoke lounges, restaurants - both licensed and unlicensed), 2) government buildings, 3) places of worship (churches, monasteries, mosques, pagodas, and temples), and 4) shopping centers.

Comprehensive lists of venues in the city were available from the municipality or from Google queries. For most venue types, all identified venues were included in the sample (census) except for licensed restaurants and mosques. A list of all mosques (n=461) was identified from the municipality and a random sample of 208 was identified for the study. The municipality also provided a list of all licensed restaurants in the city (n=432); a random sample of 200 restaurants was identified for the study. There was no comprehensive list of unlicensed restaurants, nor are these venues easily identified through searches or internet queries. Therefore, these venues were identified by following a walking protocol. Data collectors were instructed to follow a specific walking pattern starting from a city government office until a quota of 50 unlicensed restaurants had been identified.

Further details about the sample of venues included in the smoke-free compliance study are included in Table 1.

**Table 1: Methods used to select venues for sample in the study to assess smoke-free compliance**

Venue Type	Method
Hospitality venues: billiard halls, coffee shops, hotels, internet cafes/game rooms, karaoke lounges	List of venues identified from municipality and from Google query; sample included a census of all venues.
Hospitality venue: licensed restaurants	List of licensed restaurants provided by the municipality (n=432); list was randomized to identify a sample of 200 licensed restaurants.
Hospitality venue: unlicensed restaurants	Walking protocol followed from government buildings. Sample quota set at 50 venues.
Government buildings	List of venues provided from municipality; sample included a census of all venues.
Places of worship: mosques	List of mosques provided from municipality (n=461); list was randomized to identify a sample of 208 mosques.
Places of worship: other (church, monastery, pagoda, temple)	List of other places of worship (church, monastery, pagoda, temple) provided by municipality; sample included a census of all other places of worship.
Shopping centers	List provided by municipality; sample included a census of all shopping centers.

**Assessment of tobacco advertising, promotion and product display in point-of-sale environments:** We collected observational data to understand compliance with tobacco advertising, promotion and product display in modern and traditional retailers. Comprehensive lists of supermarket/hypermarket, convenience stores/mini-marts were identified and all of the venues identified were sampled (as long as they sold tobacco products). For traditional retailers (independent small grocers), a walking protocol was used. Once data collectors had completed observations at a modern retailer, a walking protocol was used to locate a traditional retailer. Further details about the sample of POS venues included in the POS compliance study are included in Table 2.

**Table 2: Methods used to select venues for compliance assessment of tobacco advertising, promotion and product display in point-of-sale environments**

Venue Type	Method
Modern retailers: Hypermarkets and Supermarkets	List of venues identified from municipality; sample included a census of all venues.
Modern retailers: Convenience stores and Mini-marts	List of venues identified from municipality; sample included a census of all venues.
Traditional retailers: Independent small grocers	After data collectors visited a modern retailer, the data collector would use a walking protocol to identify a traditional retailer (up to 200 venues)

Definitions of the point-of-sale retail settings observed are as follows:

- Supermarket: Large store offering a large range of food and grocery products.
- Hypermarket: Large store offering multiple types of goods, including groceries, electronics, and home appliances.
- Convenience store/mini mart: A nationally distributed chain store that stocks household items, including food and beverages.
- Independent small grocer: Locally owned retailer selling only food products in a traditional market (in a stall).

### **Training**

Classroom based training was held for two days in February 2019 in Depok. Data collection training was done in Depok and Bogor. The team consisted of ten data collectors from Depok. The training introduced the team of data collectors to Depok’s smoke-free and point-of-sale policies. Data collectors were trained to follow the data collection protocols for each venue type and trained on how to use the walking protocol to identify unlicensed restaurants and independent small grocers. Data collectors practiced conducting observations in each venue type. The data collectors were instructed to behave as customers or visitors in hospitality venues (e.g. restaurants), making small purchases when appropriate. For government buildings, data collectors had a letter describing the study to facilitate getting access to areas in the offices to conduct observations.

### **Observations**

Data collection took place between February and March 2019. Data were collected through direct observation in venues using a checklist that had been uploaded to a mobile data collection application called KoBo Toolbox.



**Smoke-free observations:** The smoke-free observation checklist is included in Appendix A – Smoke-free Observation Form). The *smoke-free observation form* included questions regarding the presence/absence of smoker(s); presence/absence of cigarette butts; presence/absence of ashtrays (or other instruments used to hold cigarette ash), and the presence and placement of smoke-free signage. In additions, questions regarding the presence of designated smoking areas or rooms were also included. Data collectors were instructed to spend approximately 30 minutes in each venue (a minimum of 20 minutes) unless smoking was observed, in which case data collectors could leave once all aspects of the checklist had been completed. Data collectors also took pictures using the smartphone when appropriate.

Observations were conducted in venues at times appropriate for data collection. For example, data collectors were instructed to visit restaurants during lunch or dinner hours. Data collectors worked in pairs and each team received a list of venue types with names and addresses they were to visit during each day of data collection. A backup list of venues was also provided in case the locations to be visited were closed or otherwise unavailable. Once the data collectors entered the premises, the data collectors followed the study protocol (which were different in each venue, details are outlined in Appendix B - Data Collection Protocol). The recorded observations included the start and end time of data collection for each venue, thus indicating how much time the data collectors spent at each venue.

**Assessment of tobacco advertising, promotion and product display in point-of-sale environments observations:** The point of sale observation checklist is included in Appendix C (POS Observation Form). The data collectors received a list of venue types with names and addresses they were to visit during each day of data collection, with the exception of independent small grocers. A walking protocol was used to locate the independent small grocers (Appendix B - Data Collection Protocol). The data collectors observed the presence of tobacco advertisements, promotions, and product displays according to the study protocol. The types of tobacco advertising observed included branded print or digital/electronic media such as posters, banners, flyers, or shelf liners that are intended to promote awareness of brands/brand features and support favorable opinions of a tobacco brand or product. The types of tobacco promotions observed included special or limited time offers that are intended to result in the purchase of a tobacco product. This included coupons, two-for-one pricing, or other discounting practices for tobacco products, and/or offers for other non-tobacco products. Brand-stretching or other relevant strategies used by the tobacco industry were also observed. Data collectors also observed any products such as lighters, t-shirts, hats or other products which promote tobacco products through the inclusion of the tobacco company's logo, images, brand or company name. The location of product displays (cashier zone, Power wall, or other parts of the store), and whether the product display was covered by a curtain or behind a closed door, was also observed.

Data were uploaded daily to a cloud-based server and sent to IGTC, who monitored the data and performed quality assurance checks. Data quality checks were conducted throughout the data collection period by both, the team at Udayana University and IGTC.

### III. RESULTS

#### SMOKE-FREE OBSERVATIONS

##### Sample

Observations were conducted at 762 venues; the number of observations conducted in each venue type is detailed in Table 3.

**Table 3: Sample by venue type**

Venue	n	%
Government buildings	111	15
Hospitality	384	50
Places of worship	251	33
Shopping centers	16	2
Total	762	100

##### Results by specific venue types

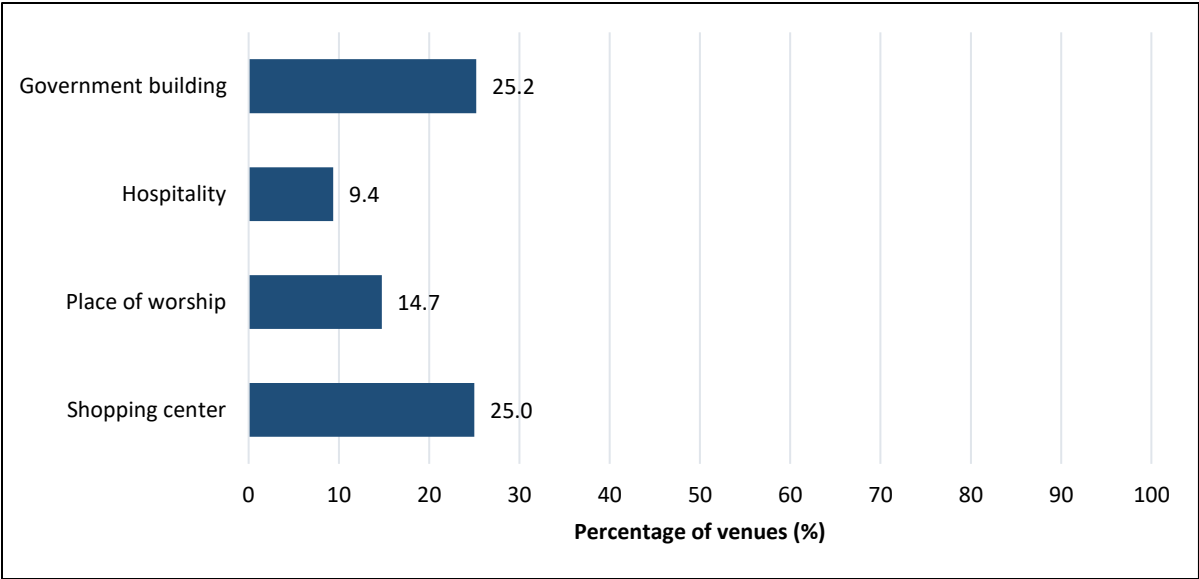
This section presents compliance for all venue types observed.

##### Compliance with smoke-free regulations in all venues

A venue was classified as compliant with smoke-free regulations if each of the following criteria were met: 1) there was no observed smoking during the period of data collection, 2) no cigarette butt litter was found, 3) no ashtrays or other instruments used to hold cigarette ash were found, and 4) smoke-free signage was observed. If any of these criteria were not met, the venue was categorized as non-compliant.

Compliance with smoke-free regulations is presented in Figure 1. The percentage of venues that were compliant with the city's smoke-free regulations was approximately 25% in government buildings and shopping centers, 15% in places of worship, and 9% in hospitality venues.

**Figure 1: Compliance with smoke-free regulations by venue type**

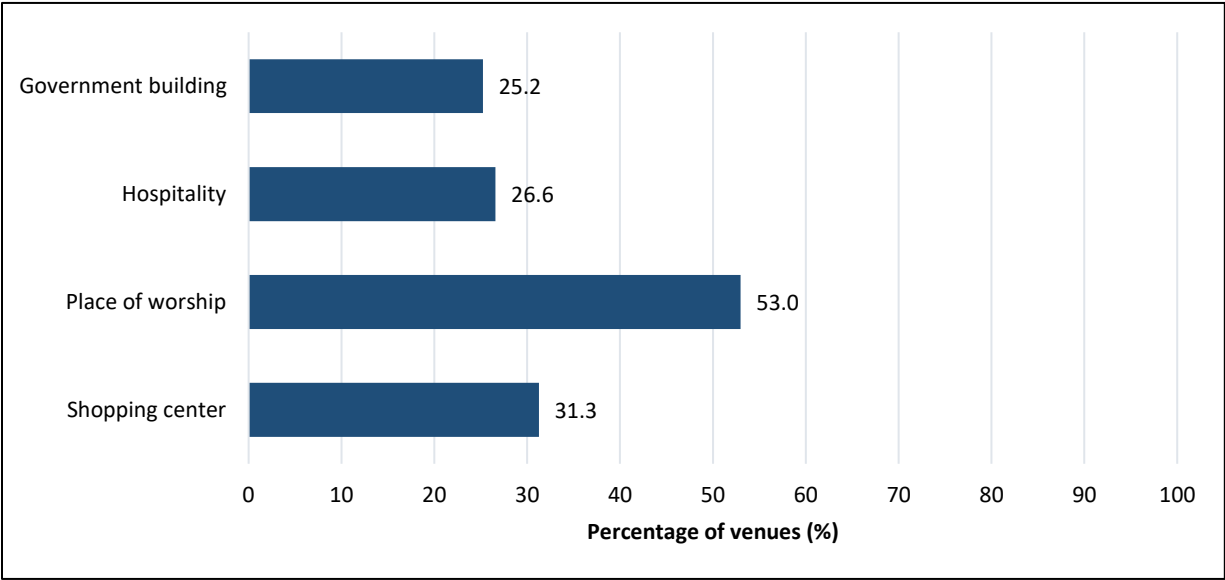


**Compliance with composite indicator assessing evidence of smoking in all venues**

A venue was classified as compliant with the composite indicator assessing evidence of smoking if each of the following criteria were met: 1) there was no observed smoking during the period of data collection, 2) no cigarette butt litter was found, and 3) no ashtrays or other instruments used to hold cigarette ash were found. If all of these criteria were met, the venue was categorized as 100% smoke-free.

Compliance with the composite indicator assessing evidence of smoking by venue type is reported in Figure 2. The percentage of venues that were 100% smoke-free was approximately 53% in places of worship, 31% in shopping centers, 27% in hospitality venues, and 25% in government buildings.

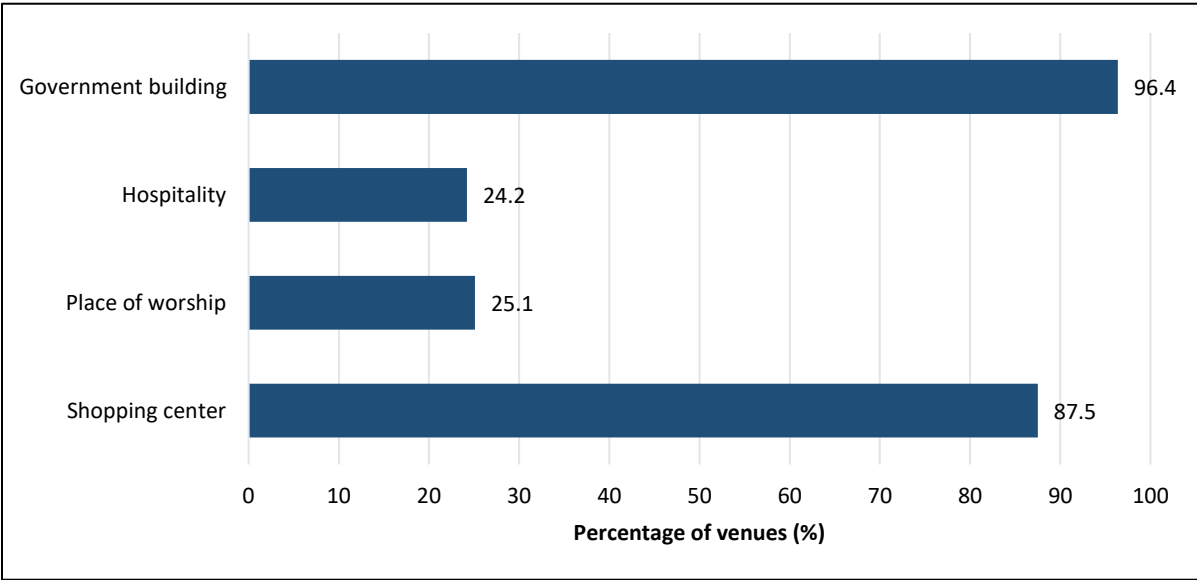
**Figure 2: Compliance with composite indicator assessing evidence of smoking by venue type**



**Compliance with smoke-free signage regulations in all venues**

Compliance with smoke-free signage regulations by venue type is depicted in Figure 3. The percentage of venues that were compliant with smoke-free signage regulations was approximately 96% in government buildings, 88% in shopping centers, and 25% in hospitality venues and places of worship.

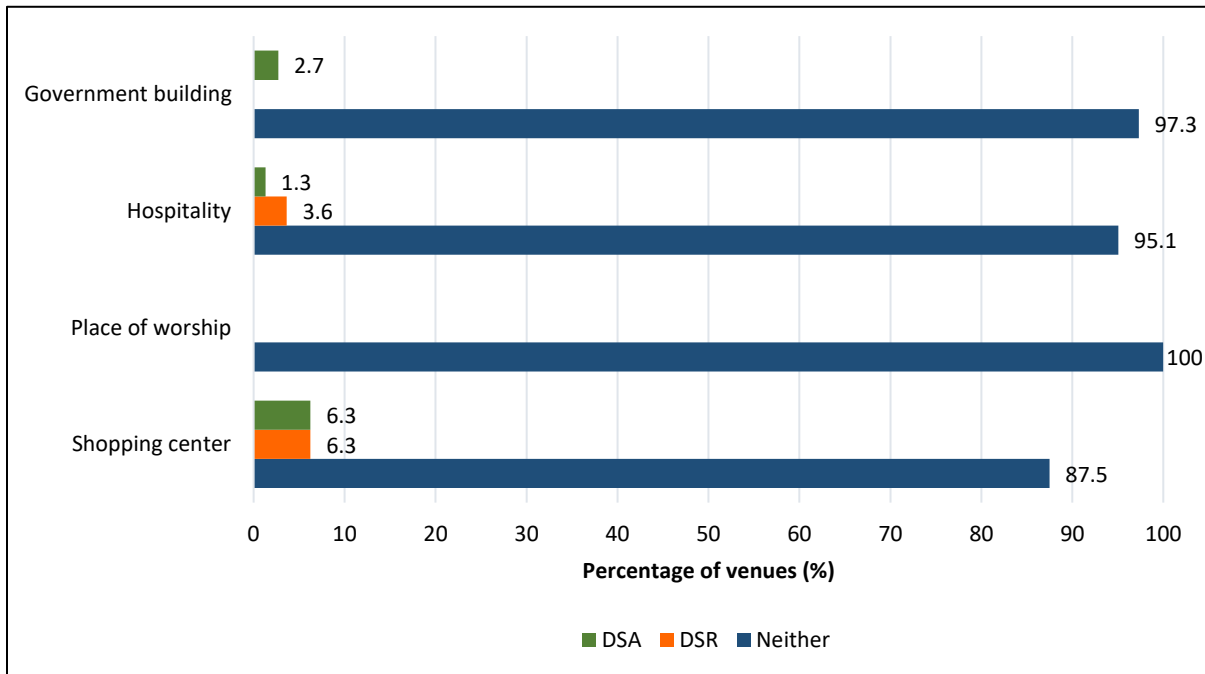
**Figure 3: Compliance with smoke-free signage regulations by venue type**



### Presence of designated smoking rooms or designated smoking areas within smoke-free venues

The percentage of venues with a designated smoking room (DSR) or a designated smoking area (DSA) is presented in Figure 4; all those observed were non-compliant and in violation of the city's smoke-free policy.

**Figure 4: Presence of designated smoking rooms or designated smoking areas by venue type**



### Results by specific venue type:

This section presents smoke-free compliance for each specific venue type.

#### Hospitality venues

The sample included 384 hospitality venues; the number of specific hospitality venues observed is presented in Table 4. More than half of all venues observed (52%) were licensed restaurants.

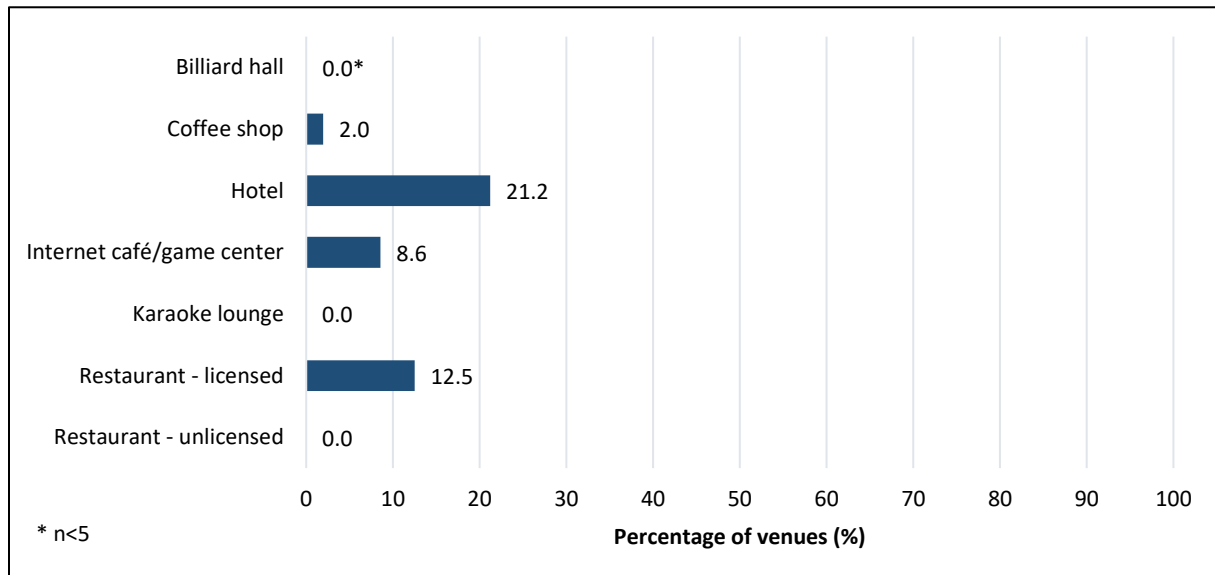
**Table 4: Sample of hospitality venues**

Hospitality venues	n	%
Billiard hall	3	1
Coffee shops	51	13
Hotels	33	9
Internet café/game centers	35	9
Karaoke lounges	6	2
Restaurants - licensed	200	52
Restaurants - unlicensed	56	15
Total	384	100

#### Compliance with smoke-free regulations in hospitality venues

Compliance with smoke-free regulations in hospitality venues is presented in Figure 5. The percentage of hospitality venues that were compliant with the city's smoke-free regulations was approximately 21% in hotels, 13% in licensed restaurants, 9% in internet café/game centers, and 2% in coffee shops. None (0%) of the billiard halls, karaoke lounges, or unlicensed restaurants were compliant with smoke-free regulations.

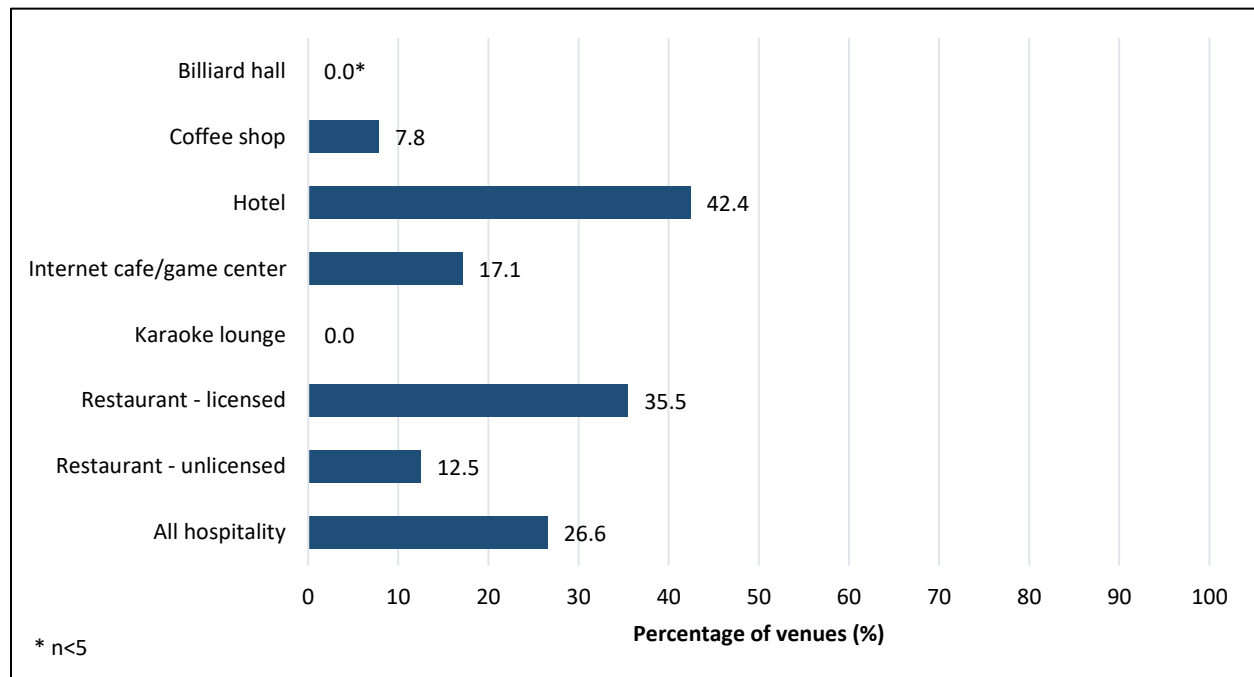
**Figure 5: Compliance with smoke-free regulations by hospitality venue type**



### Compliance with composite indicator assessing evidence of smoking in hospitality venues

Compliance with the composite indicator assessing evidence of smoking by hospitality venue type is reported in Figure 6. The majority of each hospitality venue type was not 100% smoke-free. Among restaurants, 36% of licensed restaurants were 100% smoke-free whereas less than one quarter (13%) of unlicensed restaurants were 100% smoke-free.

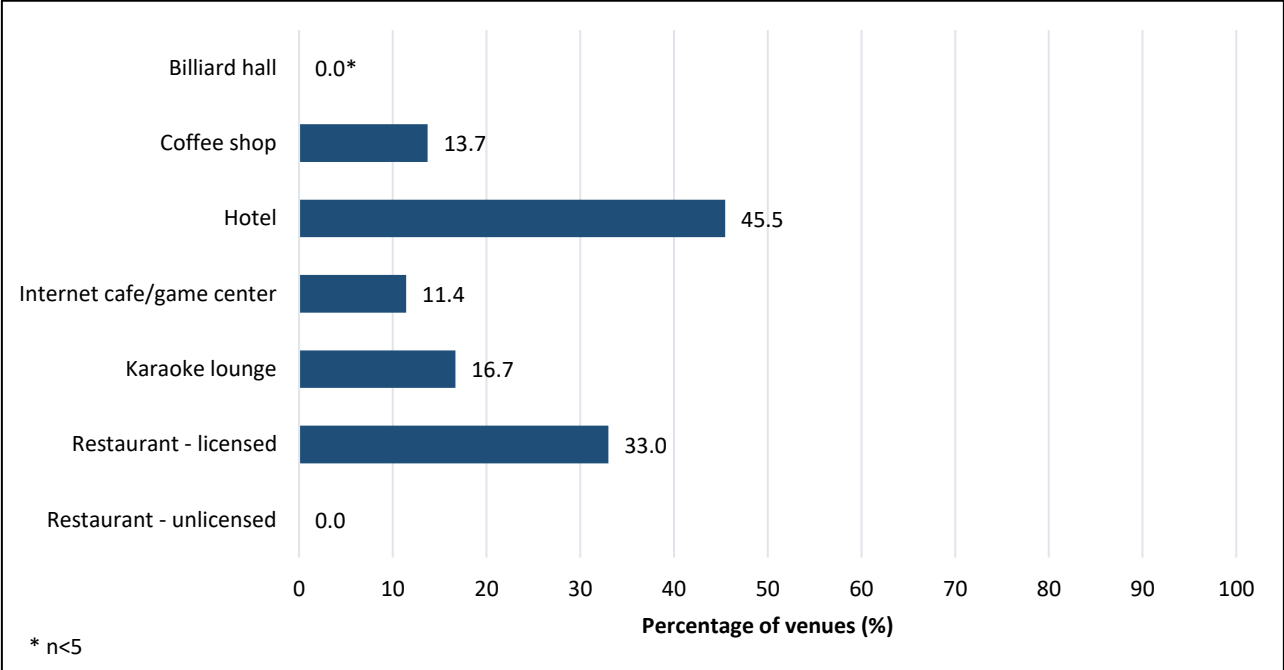
**Figure 6: Compliance with composite indicator assessing evidence of smoking by hospitality venue type**



### Compliance with smoke-free signage regulations in hospitality venues

Compliance with smoke-free signage regulations by hospitality venue type is reported in Figure 7. The majority of each hospitality venue type was not compliant with smoke-free signage regulations. None (0%) of the billiard halls or unlicensed restaurants were compliant with smoke-free signage regulations.

**Figure 7: Compliance with smoke-free signage regulations by hospitality venue type**

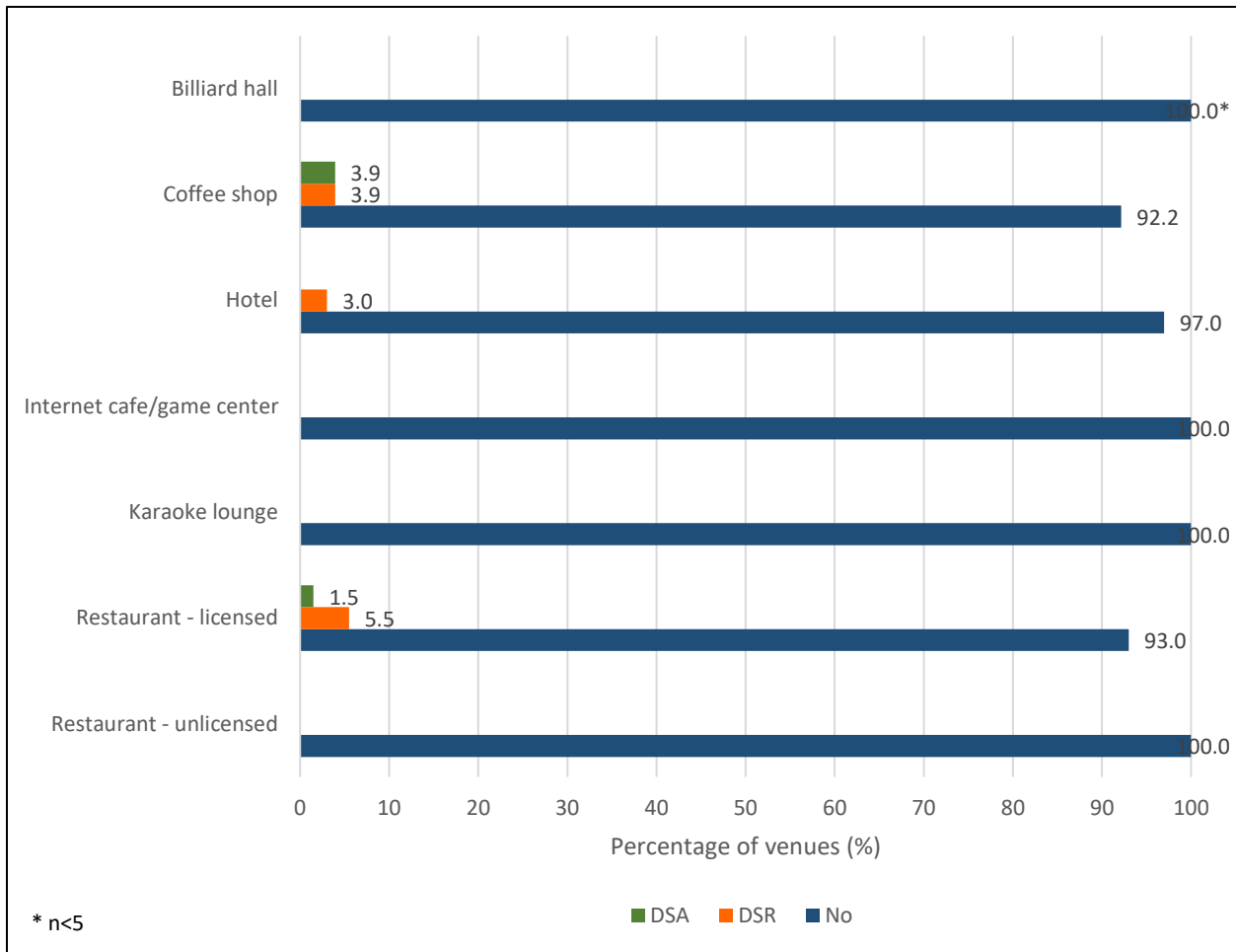




## Presence of designated smoking rooms or designated smoking areas in hospitality venues

The percentage of hospitality venues with DSAs or DSRs are presented in Figure 8.

**Figure 8: Presence of designated smoking rooms or designated smoking areas by hospitality venue type**



## Government buildings

The sample included 111 government buildings; the number of specific government buildings observed is presented in Table 5.

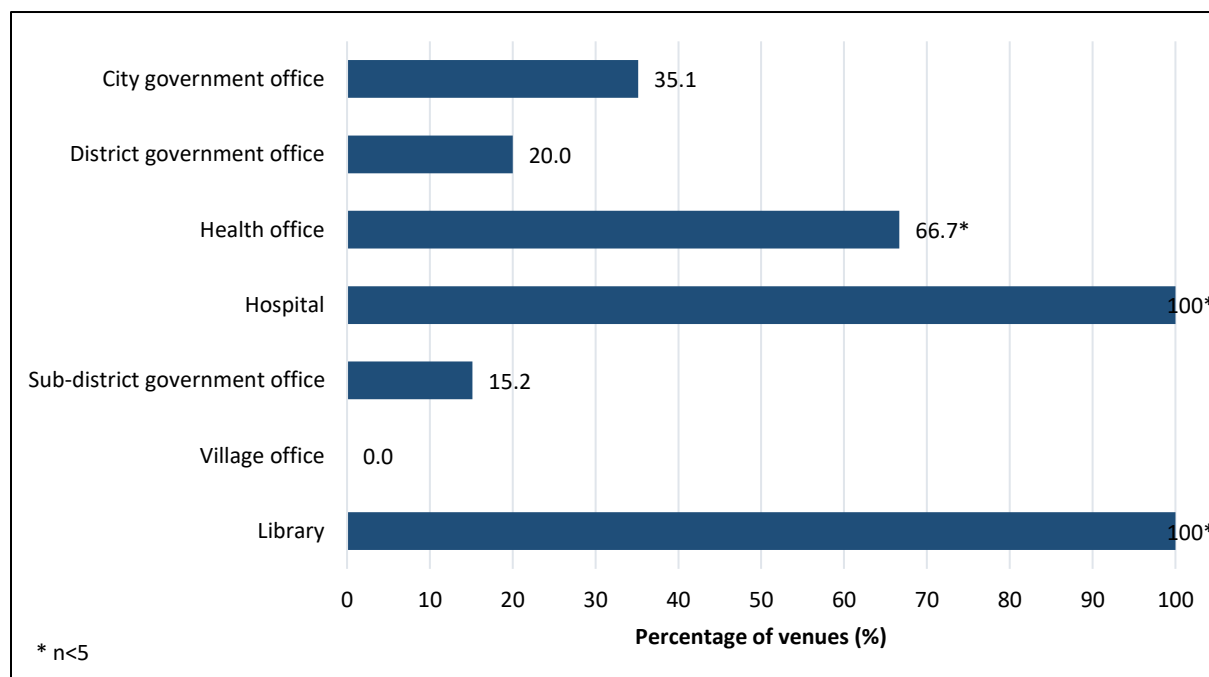
**Table 5: Sample of government buildings**

Government buildings	n	%
City government office	37	33
District government office	30	27
Health office	3	3
Hospital	1	1
Sub-district government office	33	30
Village office	6	5
Library	1	1
Total	111	100

## Compliance with smoke-free regulations in government buildings

Compliance with smoke-free regulations in government buildings is presented in Figure 9. The percentage of government buildings that were compliant with the city's smoke-free regulations was approximately 67% in health offices, 35% in city government offices, 20% in district government offices, 15% in sub-district government offices, and 0% in village offices. One library and one hospital was observed, both of which were compliant.

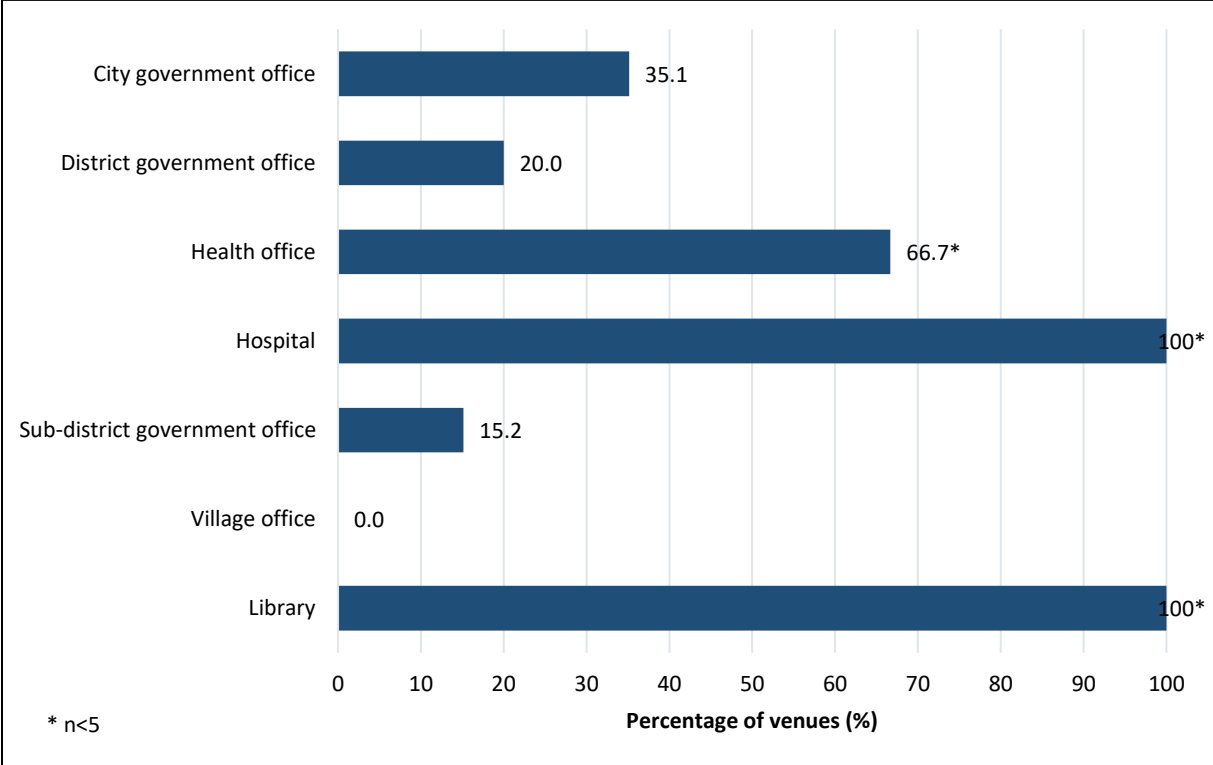
**Figure 9: Compliance with smoke-free regulations by government building type**



**Compliance with composite indicator assessing evidence of smoking in government buildings**

Compliance with the composite indicator assessing evidence of smoking in government buildings is presented in Figure 10. These findings were identical to the findings for compliance with smoke-free regulations in government buildings; indicating that all the government buildings which were 100% smoke-free (had no evidence of smoking) also had smoke-free signage posted inside.

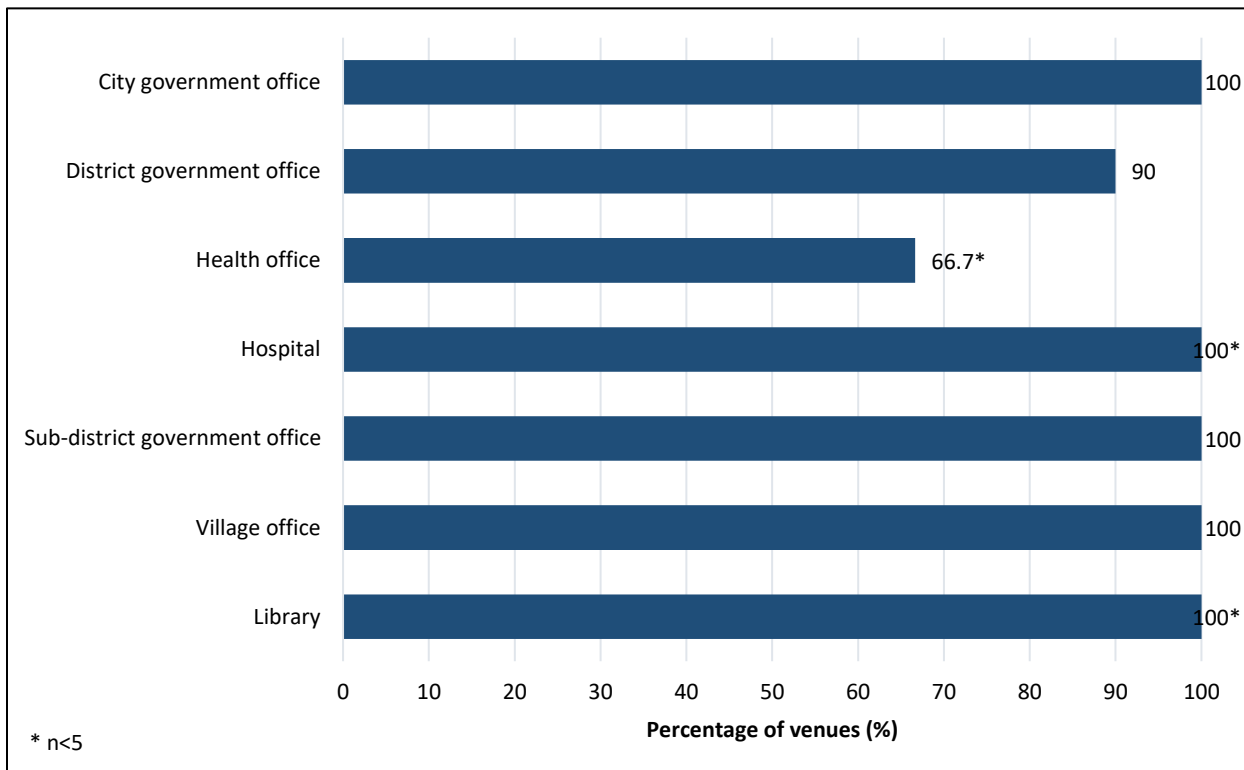
**Figure 10: Compliance with composite indicator assessing evidence of smoking by government building type**



### Compliance with smoke-free signage regulations in government buildings

Compliance with smoke-free signage regulations in government buildings is presented in Figure 11. Apart from district government offices and health offices, all other government buildings observed were fully compliant with smoke-free signage regulations.

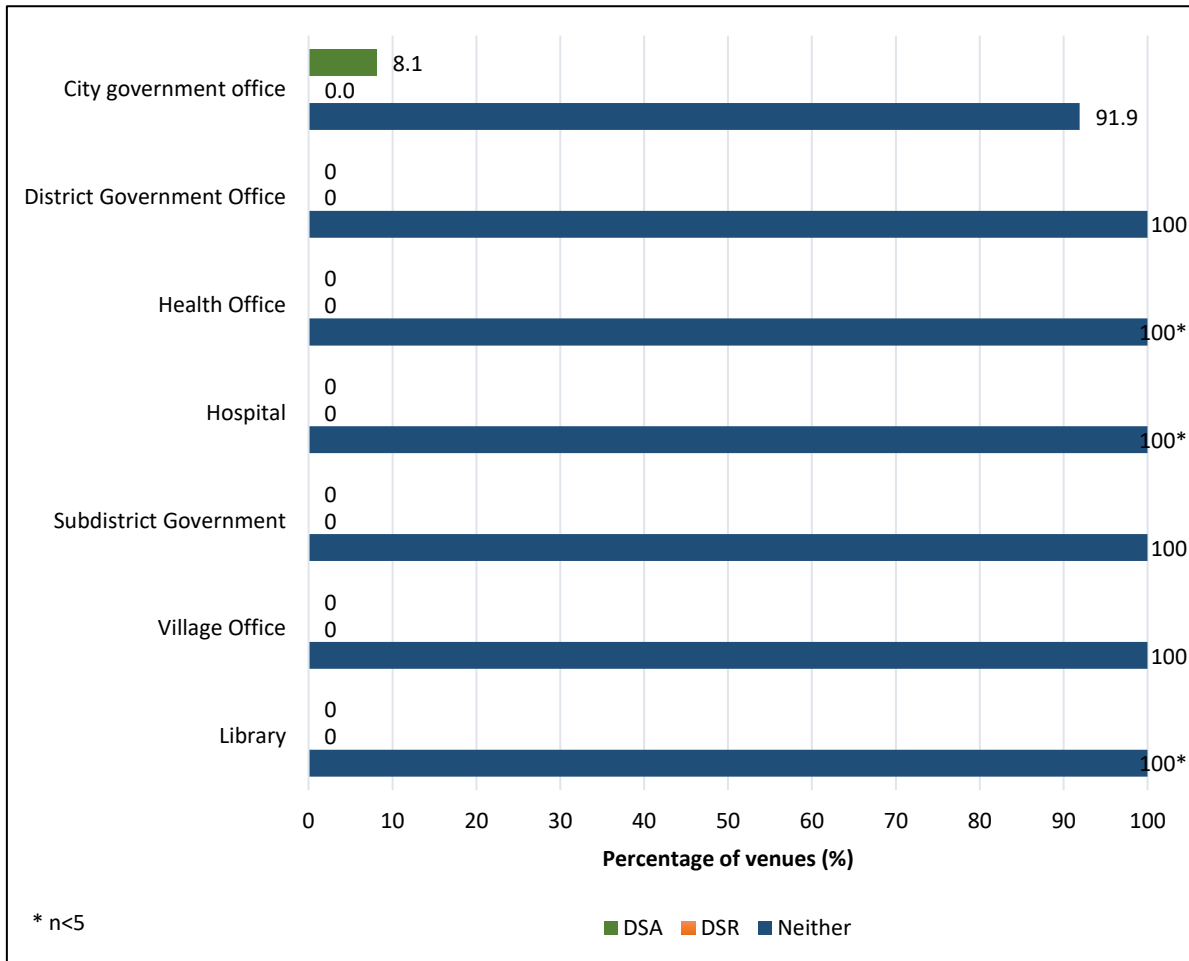
**Figure 11: Compliance with smoke-free signage regulations by government building type**



### Presence of designated smoking rooms or designated smoking areas in government buildings

The presence of designated smoking rooms or designated smoking areas by government building type is presented in Figure 12.

**Figure 12: Presence of designated smoking area or designated smoking room by government building type**



## Places of worship

The sample included 251 places of worship in Depok; the number of observations conducted in each place of worship is reported in Table 6. The majority of places of worship (83%) observed were mosques.

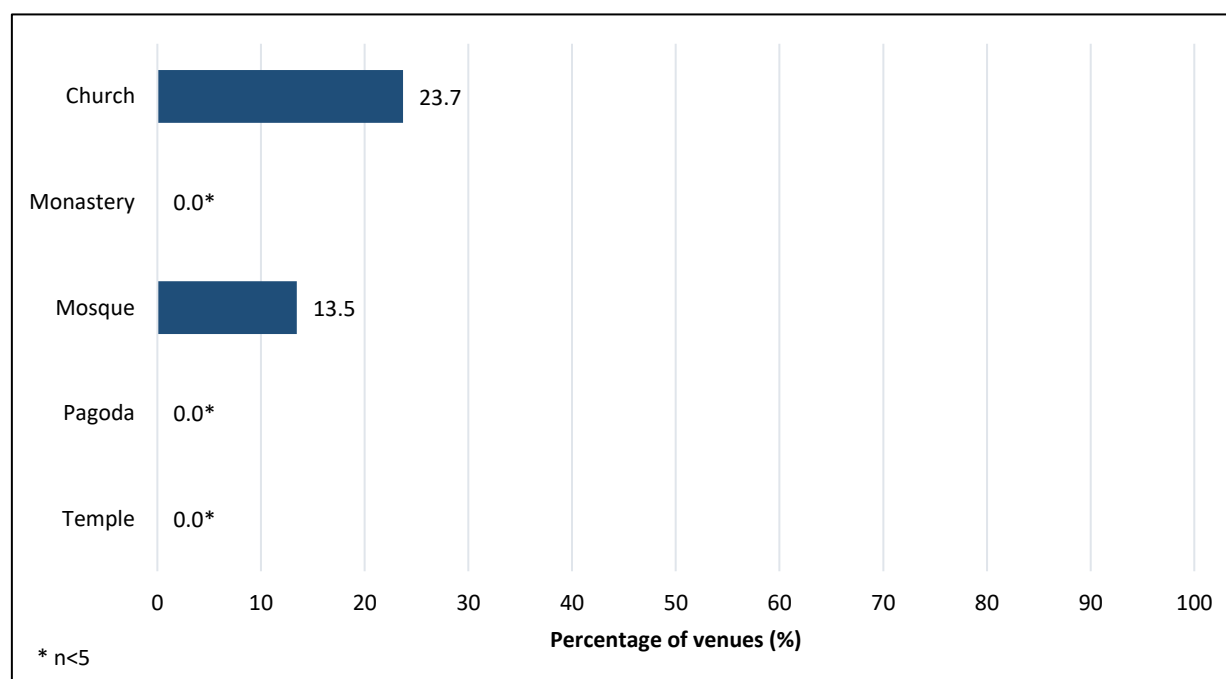
**Table 6: Sample of places of worship**

Places of worship	n	%
Church	38	15
Monastery	1	0
Mosque	208	83
Pagoda	1	0
Temple	3	1
Total	251	100

## Compliance with smoke-free regulations in places of worship

Compliance with smoke-free regulations in places of worship is presented in Figure 13. The percentage of venues that were compliant with the city's smoke-free regulations was approximately 24% in churches and 14% in mosques. None (0%) of the monasteries, pagodas, or temples observed were compliant with smoke-free regulations.

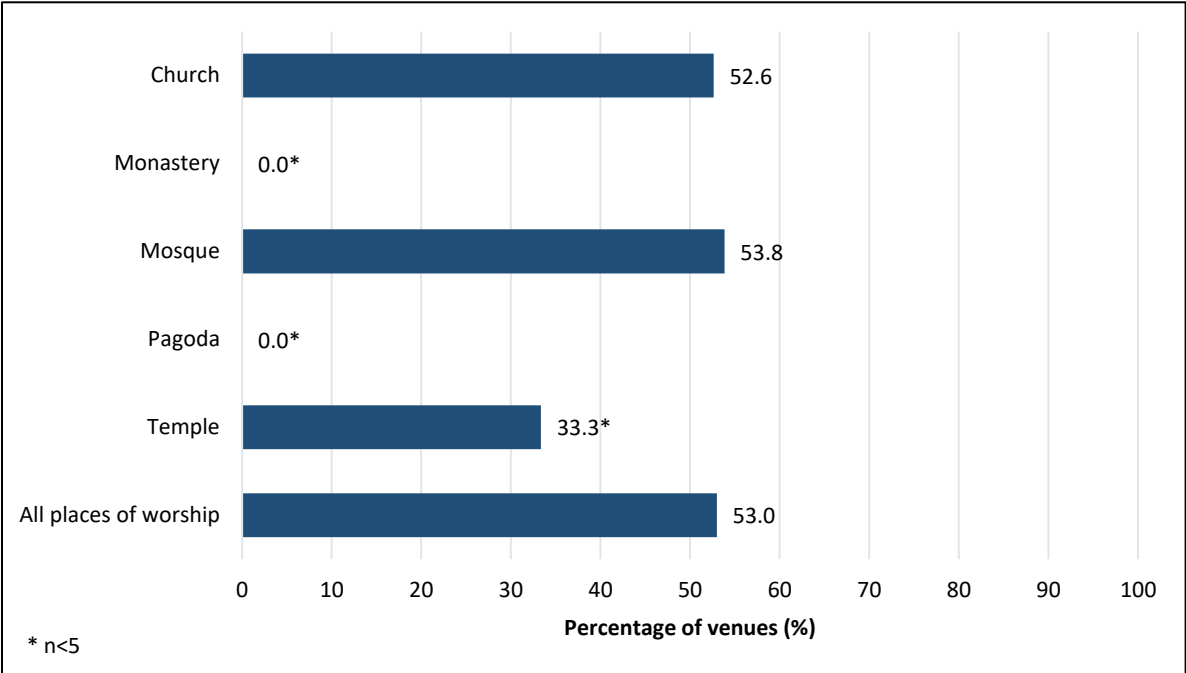
**Figure 13: Compliance with smoke-free regulations in places of worship by venue type**



**Compliance with composite indicator assessing evidence of smoking in places of worship**

Compliance with the composite indicator assessing evidence of smoking in places of worship is presented in Figure 14. The percentage of venues that were 100% smoke-free was approximately 54% in mosques, 53% in churches, 33% in temples, and 0% in monasteries and pagodas.

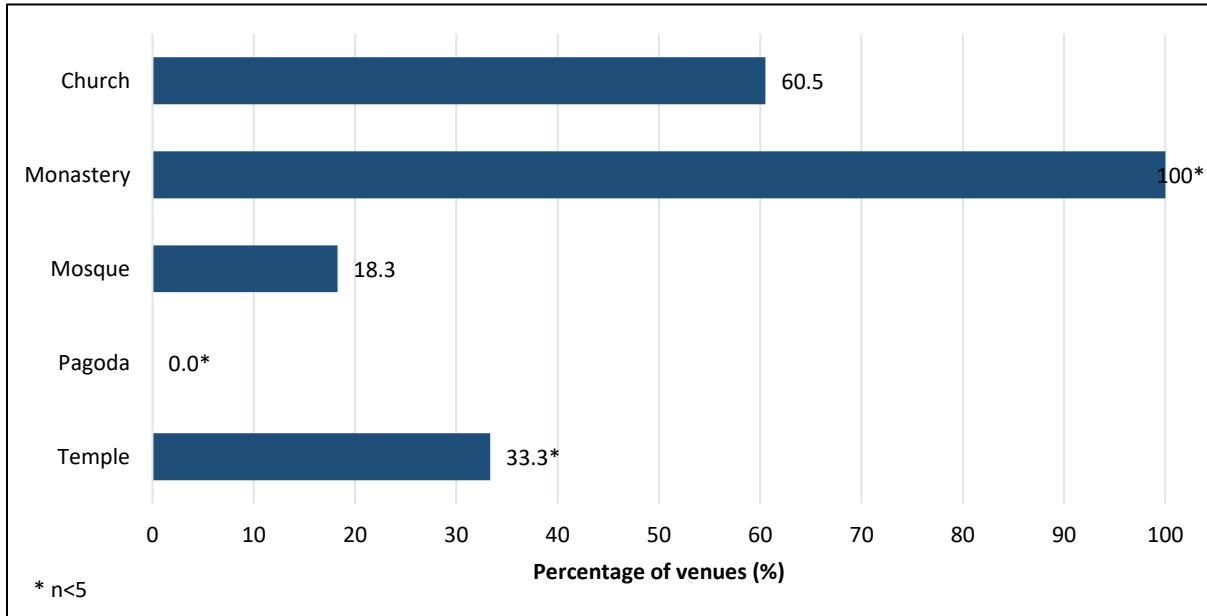
**Figure 14: Compliance with composite indicator assessing evidence of smoking in places of worship by venue type**



**Compliance with smoke-free signage regulations in places of worship**

Compliance with smoke-free signage regulations in places of worship is presented in Figure 15. The percentage of venues that were compliant with smoke-free signage regulations was approximately 100% in monasteries, 61% in churches, 33% in temples, 18% in mosques, and 0% in pagodas.

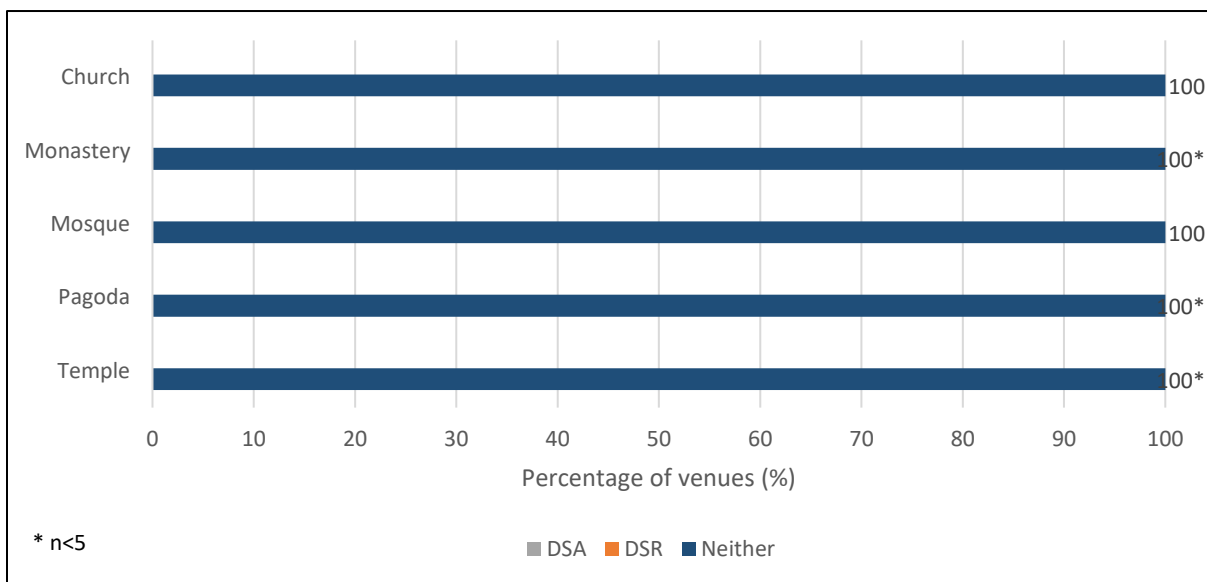
**Figure 15: Compliance with smoke-free signage regulations in places of worship by venue type**



**Presence of designated smoking rooms or designated smoking areas in places of worship**

The presence of designated smoking rooms or areas in places of worship is presented in Figure 16. None (0%) of the places of worships had a designated smoking area or room.

**Figure 16: Presence of designated smoking rooms or designated smoking areas in places of worship by venue type**





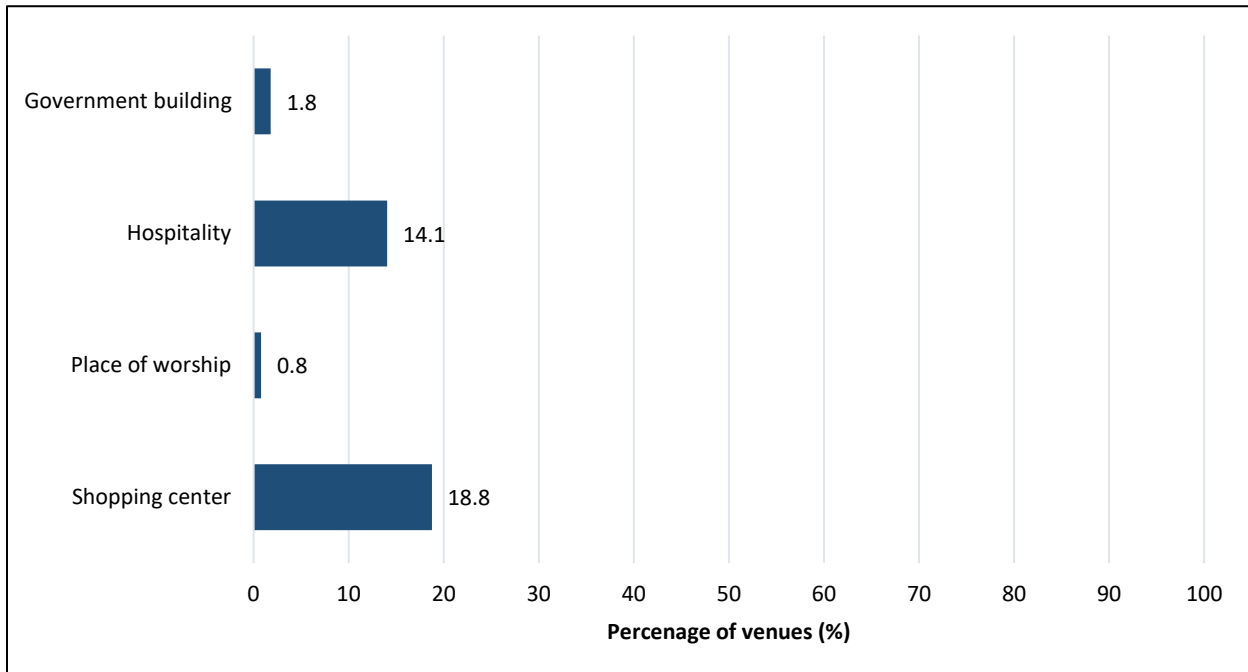
### Compliance with tobacco advertisement and sales regulations inside smoke-free venues

This section presents results on tobacco advertisement and sales regulations inside all smoke-free venues observed.

#### Compliance with tobacco advertisement regulations inside smoke-free venues

The percentage of venues with tobacco advertisements displayed inside the venue is presented in Figure 17. The percentage of smoke-free venues with tobacco advertisements displayed inside was approximately 19% in shopping centers, 14% in hospitality venues, 2% in government buildings, and 1% of places of worship.

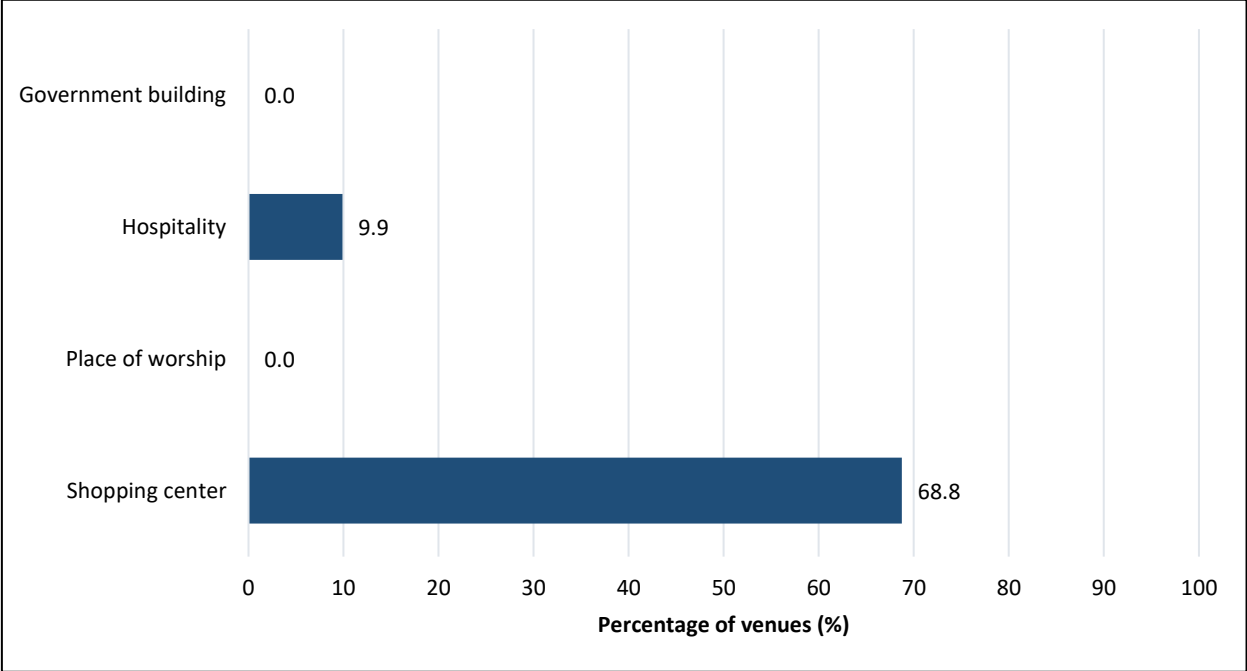
**Figure 17: Presence of tobacco advertisements inside smoke-free venues by venue type**



**Compliance with tobacco sales regulations inside smoke-free venues**

The percentage of venues with tobacco sales observed inside the venue is presented in Figure 18. The percentage of smoke-free venues with tobacco sales inside the venue was approximately 69% in shopping centers and 10% in hospitality venues. None (0%) of the government buildings or places of worship had tobacco product sales inside.

**Figure 18: Presence of tobacco product sales inside smoke-free venues by venue type**



## POINT-OF-SALE: TOBACCO ADVERTISING, PROMOTION AND PRODUCT DISPLAY OBSERVATIONS

### Sample

Observations were conducted at 394 retail venues; the number of observations conducted in each retail venue type is detailed in Table 7.

**Table 7: Sample by retail venue type**

Venue	n	%
Convenience Store/Mini Mart	186	47
Hypermarket/Supermarket	8	2
Independent Small Grocer	200	51
Total	394	100

### Results by specific retail venue types

This section presents compliance for all retail venues observed.

### Compliance with tobacco advertising regulations outside venue

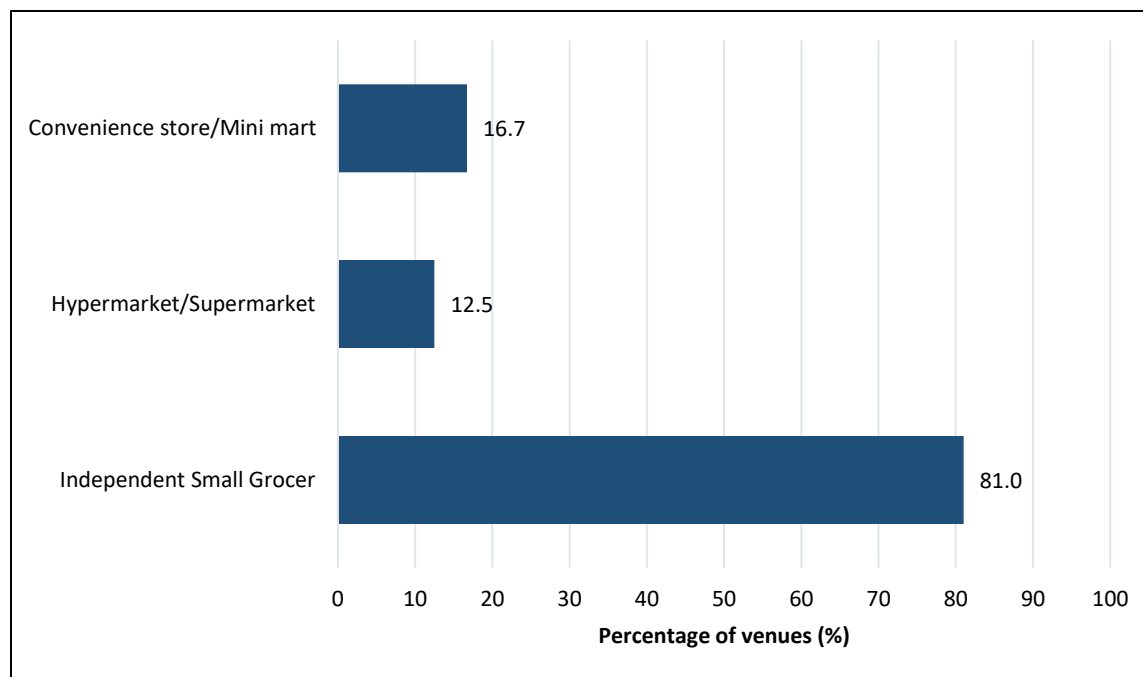
The number of retail venues with tobacco advertising displayed outside of the venue is detailed in Table 8.

**Table 8: Number of retail venues with tobacco advertising outside venue**

Venue	n
Convenience Store/Mini Mart	31
Hypermarket/Supermarket	1
Independent Small Grocer	162
Total	194

The presence of tobacco advertising outside of retail venues is presented in Figure 19. The percentage of retail venues with tobacco advertising displayed outside was approximately 81% in independent small grocers and 17% in convenience stores/mini marts. One (12.5%) of the supermarkets observed displayed tobacco advertising outside.

**Figure 19: Presence of tobacco advertising outside retail venues**



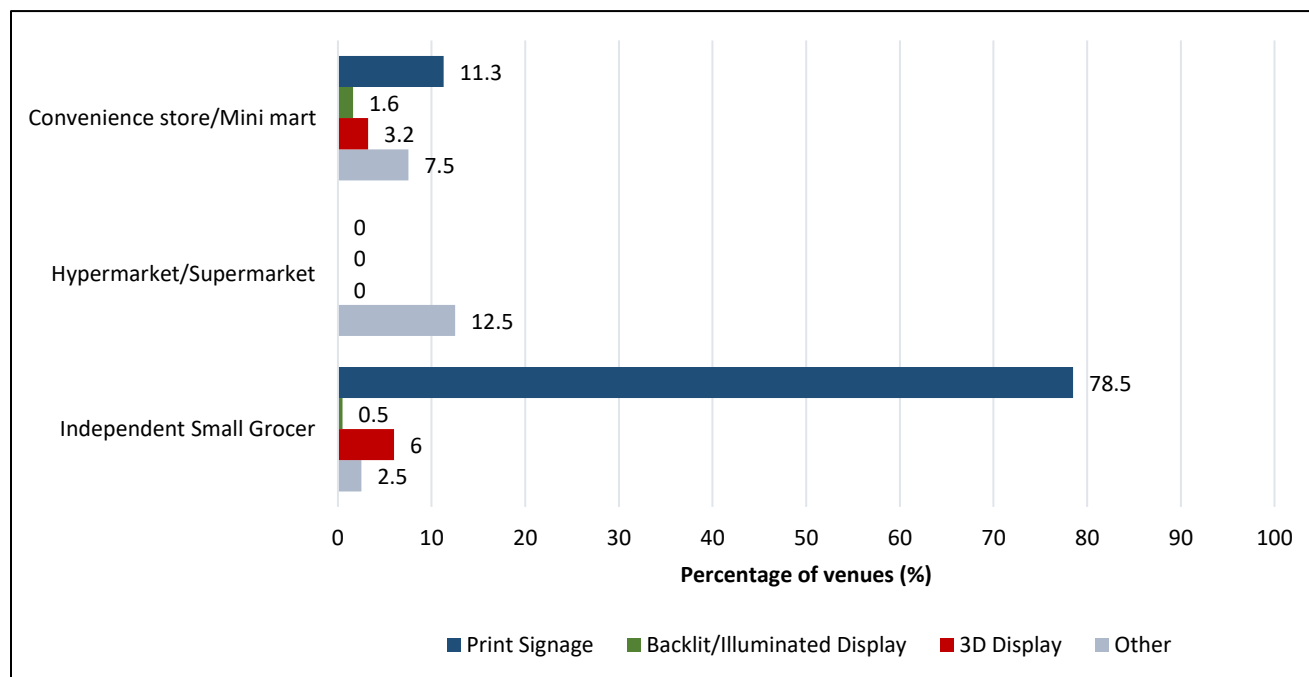
The number of different types of tobacco advertisements displayed outside of retail venues is presented in Table 9.

**Table 9: Number and types of tobacco advertisements displayed outside retail venues**

Venue	Print Signage	Backlit/Illuminated Display	3D Display	Other	Total
Convenience Store/Mini Mart	21	3	6	14	44
Hypermarket/Supermarket	0	0	0	1	1
Independent Small Grocer	157	1	12	5	175
Total	178	4	18	20	220

The percentage of retail venues with different types of tobacco advertising displayed outside is presented in Figure 20. The most common form of outdoor advertising was print signage, which was displayed outside approximately 79% of independent small grocers and 11% of convenience stores/mini marts.

**Figure 20: Types of tobacco advertising displayed outside retail venues**



## Compliance with tobacco advertising and promotions regulations inside venue

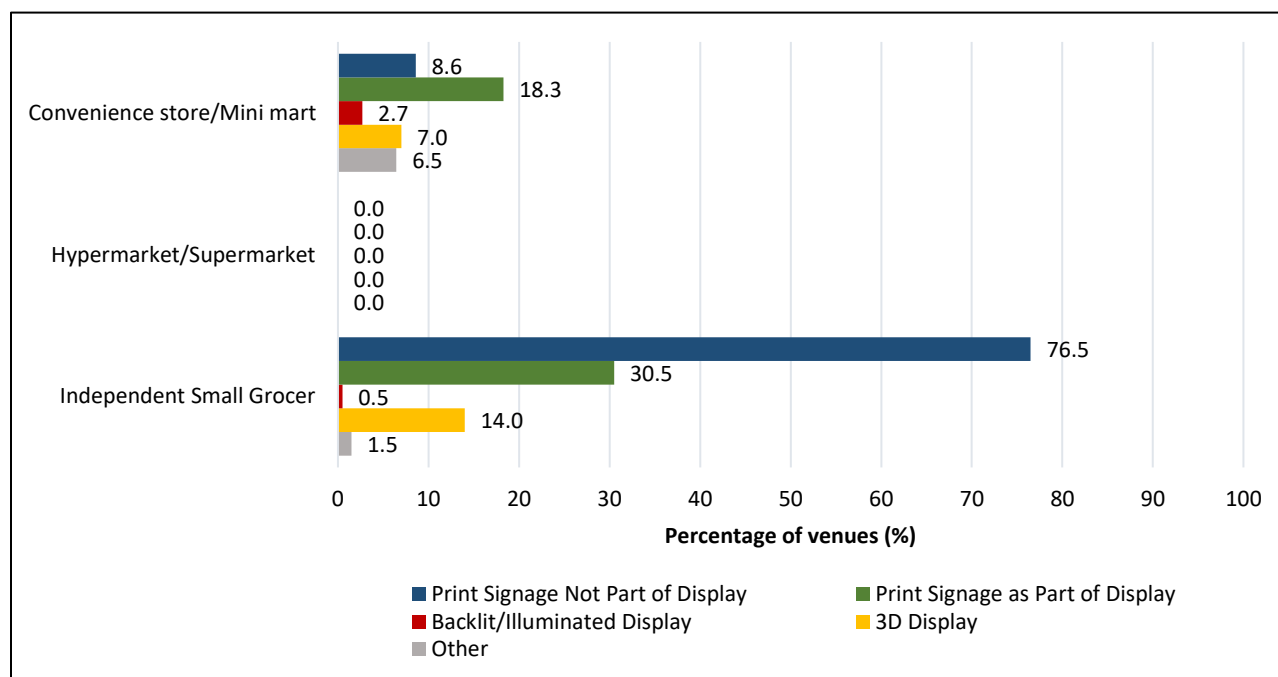
The number of different types of tobacco advertisements displayed inside of retail venues is presented in Table 10.

**Table 10: Number and types of tobacco advertisements displayed inside retail venues**

Venue	Print Signage Not Part of Display	Print Signage as Part of Display	Backlit/Illuminated Display	3D Display	Other	Total
Convenience store/Mini mart	16	34	5	13	12	80
Hypermarket/Supermarket	0	0	0	0	0	0
Independent Small Grocer	153	61	1	28	3	246
Total	169	95	6	41	15	326

The percentage of retail venues with different types of tobacco advertising displayed inside is presented in Figure 21. No advertising was observed inside hypermarkets/supermarkets. Print signage was the most common form of advertising; the majority of independent small grocers (77%) had print signage which was not part of a product display inside.

**Figure 21: Types of tobacco advertising displayed inside retail venues**



### Presence of tobacco product promotions and marketing inside retail venues

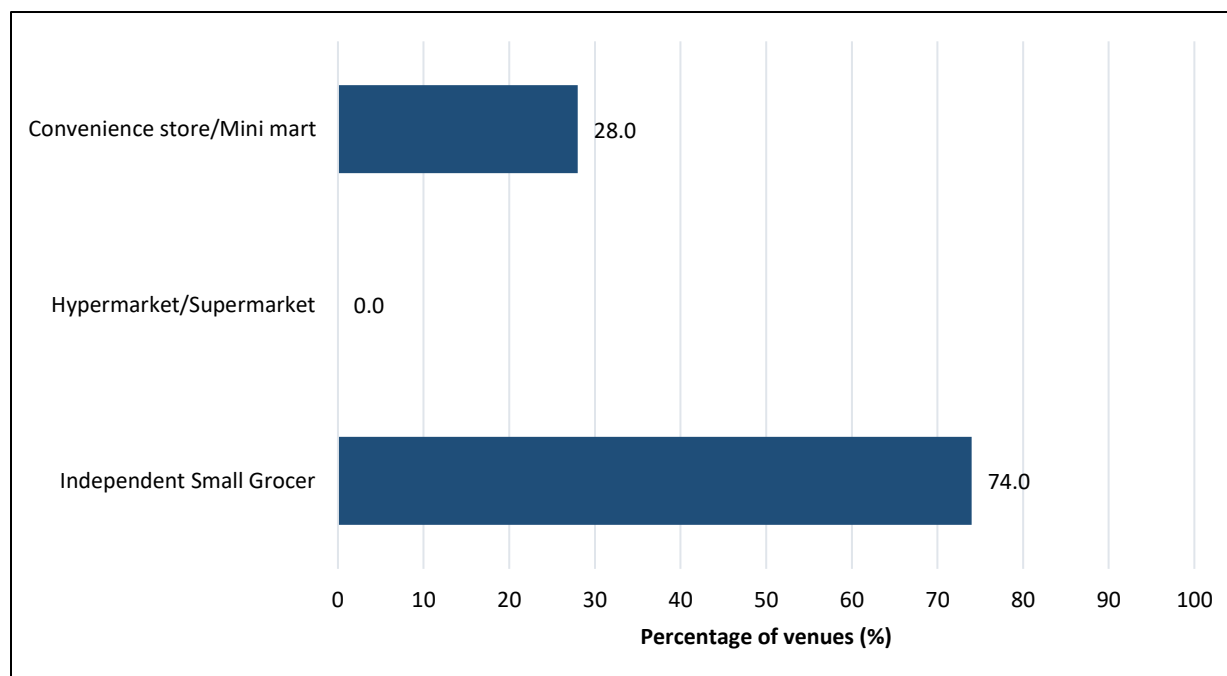
The presence of tobacco product promotions inside retail venues was rare. Two independent small grocers offered free gifts (non-tobacco gifts) with the purchase of a tobacco product, and one independent small grocer offered a price discount on the purchase of a tobacco product.

The use of social media marketing to promote tobacco products was also rare. Two independent small grocers used social media marketing (WhatsApp) to promote tobacco products (“Follow us on WhatsApp”).

### Compliance with tobacco product display ban

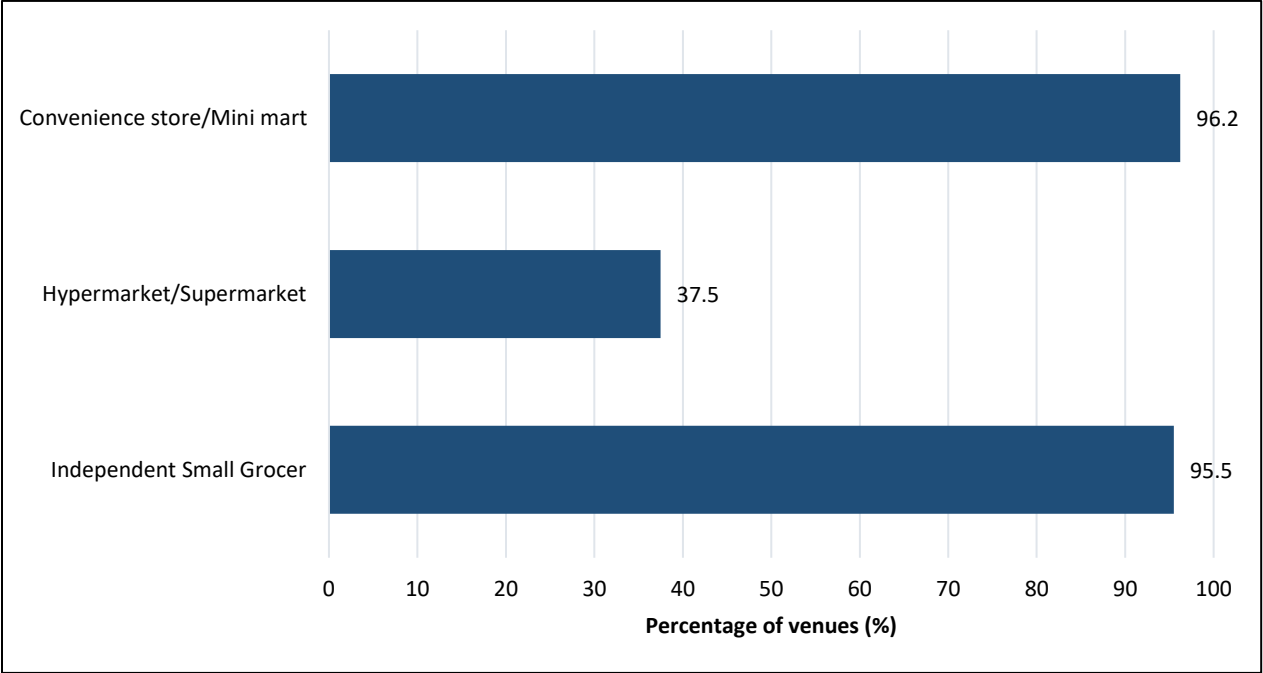
The percentage of retailers with tobacco product displays visible from the street is illustrated in Figure 22. Approximately three-quarters of independent small grocers (74%) and one quarter of convenience stores/mini marts (28%), had tobacco product displays which were visible from the street.

**Figure 22: Percentage of retail venues with tobacco product displays visible from outside**



The percentage of retail venues with a tobacco pack/product display is presented in Figure 23. The majority of convenience stores/mini marts (96%) and independent small grocers (96%) had a display of tobacco packs/products. Approximately 37.5% of hypermarkets/supermarkets had a display of tobacco packs/products.

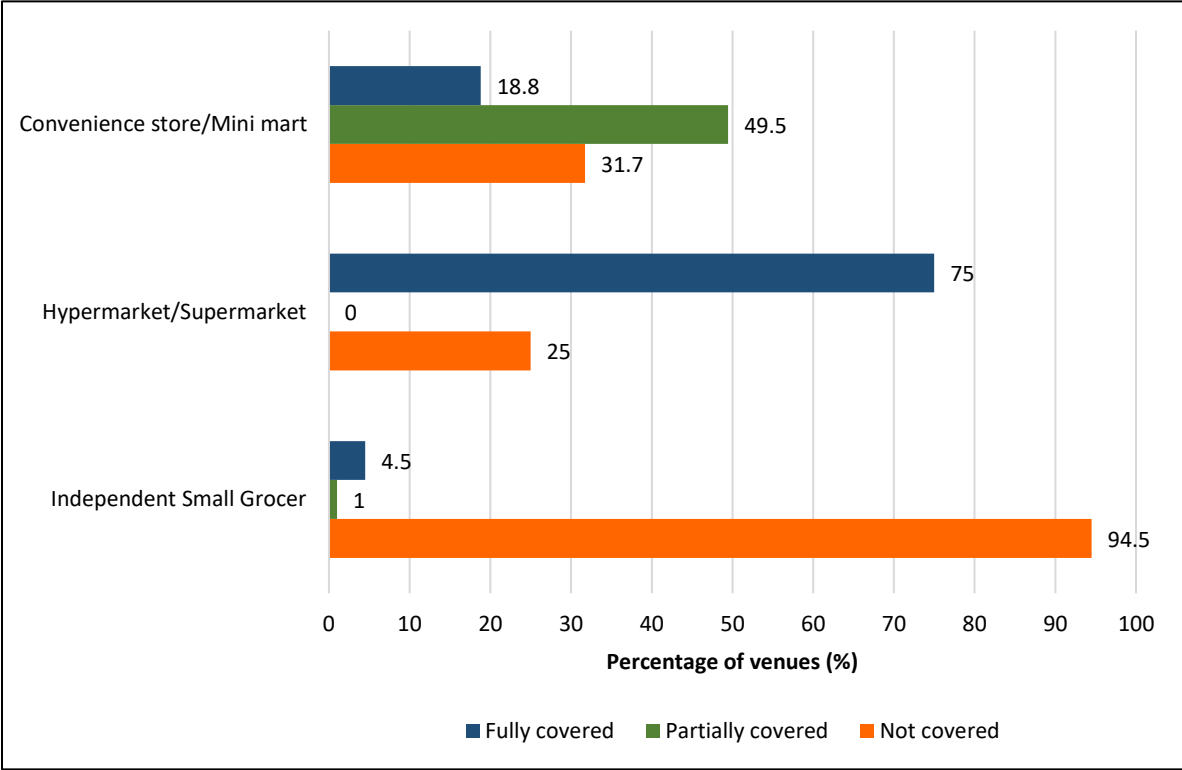
**Figure 23: Percentage of retail venues with a tobacco pack/product display**





Compliance with the tobacco product display ban by retail venue type is depicted in Figure 24. The percentage of retailers compliant with the tobacco product display ban (fully covered product display) was approximately 75% in hypermarkets/supermarkets, 19% in convenience stores/mini marts and 5% in independent small grocers. Approximately 95% of independent small grocers had tobacco product displays which were not covered and openly displayed products.

**Figure 24: Compliance with tobacco product display ban inside retailer**



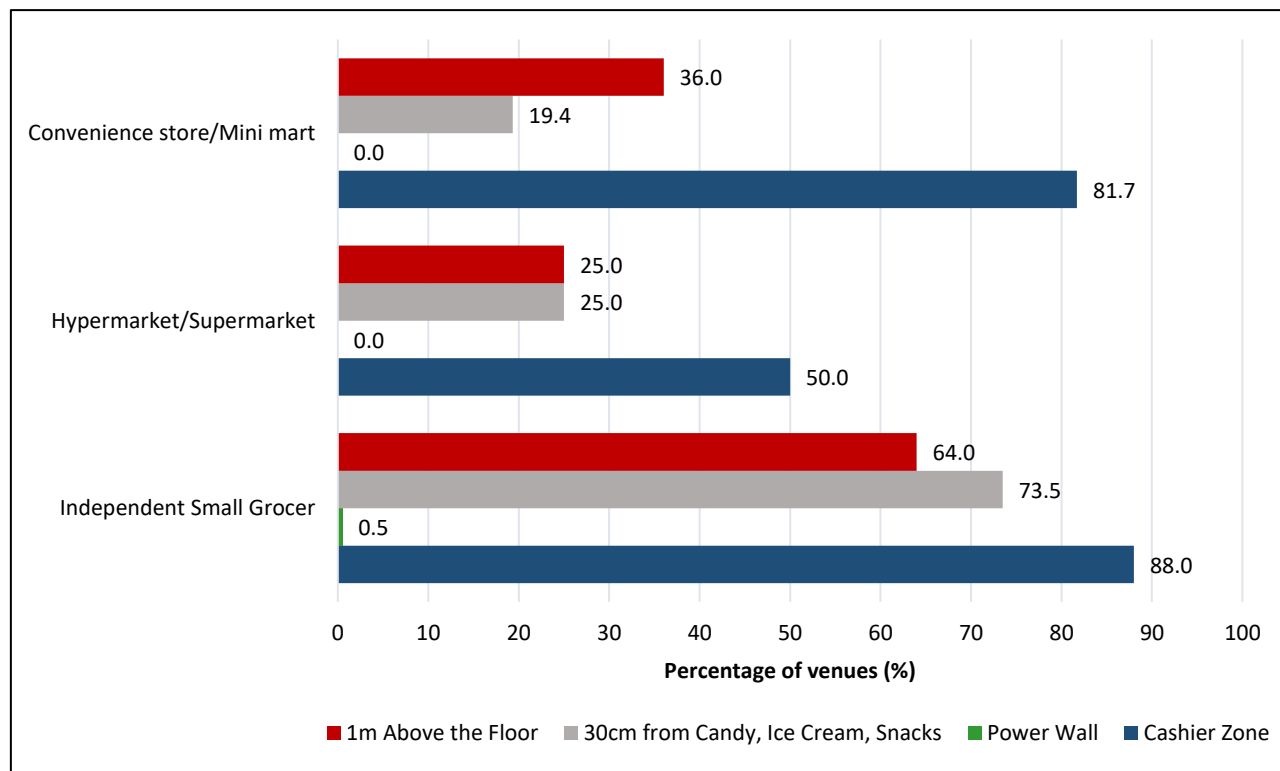
The number of tobacco product displays located at various locations inside the retail venues observed is presented in Table 11.

**Table 11: Number of tobacco product displays located at various locations inside retailer**

Venue	1 meter above the floor	30cm from candy, ice-cream, snacks	Power wall	Cashier zone
Convenience Store/Mini Mart	67	36	0	152
Hypermarket/Supermarket	2	2	0	4
Independent Small Grocer	128	147	1	176
Total	197	185	1	332

The percentage of retail venues with tobacco product displays located at various locations inside the retailer is presented in Figure 25. The majority of tobacco product displays across retail venues were located at the cashier zone. The percentage of retailers with product displays located at the cashier zone was approximately 88% in independent small grocers, 82% in convenience stores/mini marts, and 50% in hypermarkets/supermarkets.

**Figure 25: Location of tobacco product display inside retailer**



**Compliance with signage regulations prohibiting tobacco sales to minors**

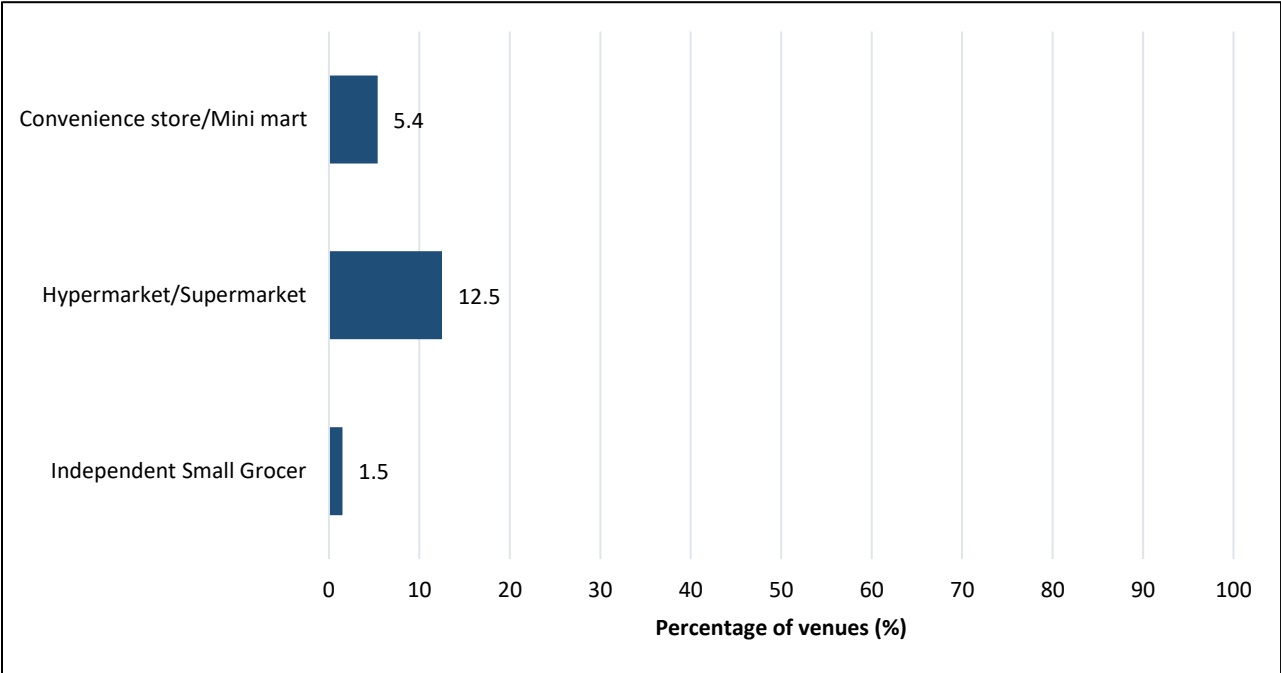
The number of retail venues with a warning sign stating that tobacco products can only be sold to those 18 years or older is presented in Table 12.

**Table 12: Number of retail venues with a warning sign stating that tobacco products can only be sold to those 18 years or older**

Venue	n
Convenience Store/Mini Mart	10
Hypermarket/Supermarket	1
Independent Small Grocer	3
Total	14

The percentage of retail venues with a warning sign stating that tobacco products can only be sold to those 18 years or older is illustrated in Figure 26. The percentage of retailers with such signage was approximately 13% in hypermarkets/supermarkets, 5% in convenience stores/mini marts, and 2% in independent small grocers.

**Figure 26: Percentage of retail venues with a warning sign stating that tobacco products can only be sold to those 18 years or older**



#### **IV. LIMITATIONS**

The study reports observations collected at a single point in time and is therefore limited. Important measures, such as observed smoking, were only considered during the time the data collectors were present in the venue and therefore may under-report actual smoking behavior. It should also be noted that at the time the study was conducted, city officials had provided notice to some retailers regarding the ban on visible tobacco product displays, including hypermarkets, supermarkets, and convenience stores; however, traditional retailers such as independent small grocers had not been informed. Therefore, the difference in findings observed between modern and traditional retailers may be attributed to the partial implementation of this product display ban. Lastly, certain POS data measures may have been interpreted and captured differently among data collectors, for example, distinguishing between print signage and 3D signage.

#### **V. CONCLUSIONS**

Compliance with Depok's smoke-free regulations varied by venue and by smoke-free indicator. Effort is needed to improve compliance with smoke-free regulations, including ensuring venues are smoke-free and that all venues have smoke-free signs posted as outlined in the city's policy.

Compliance with Depok's point-of-sale regulations varied by retail venue type however compliance could be improved in traditional markets (independent small grocers). Effort is needed to improve compliance with point-of-sale regulations, including ensuring retail venues are not advertising tobacco products inside or outside the venue, ensuring tobacco product displays are covered, and ensuring tobacco products are not accessible or sold to minors aged below 18 years old.

#### **VI. DISCUSSION**

Depok City has taken important steps to implement smoke-free measures which go further than federal requirements. Attaining high compliance with the city's smoke-free policy is crucial for public health due to the serious health risks associated with tobacco smoke. The Regional Regulation of Depok City No. 3/2014 details how implementation could be improved.

In accordance with Articles 32-34 of the Regional Regulation, the Regional Apparatus Organization (local authorities responsible for the enforcement and supervision of smoke-free areas), must ensure they are performing all the supervisory responsibilities assigned to them. This type of regular surveillance can help support full smoke-free implementation, thus ensuring that all venues regulated by the policy are compliant. In accordance with Articles 7-9 of the Regional Regulation, persons in charge of smoke-free venues (manager, leader, owner) should ensure no-smoking signs are posted and ashtrays are removed from their premises. The display of no-smoking signs is important to support changing norms around smoking as they communicate that smoking is not allowed.

Different strategies can be used to help improve the implementation of the city's smoke-free policies. For example, education campaigns to support persons in charge of venues, such as owners/managers, can be used to ensure a clear understanding of smoke-free policies. Experience from other jurisdictions demonstrates that education campaigns should address issues relevant to specific venues, for example, providing hospitality venue owners/managers with training and tips on how to deal with customers who are smoking.<sup>1</sup> Other strategies which support those responsible for the implementation and enforcement of the policies should also be adopted, for example, providing training on the city's smoke-free regulations to enforcement authorities who are responsible for conducting inspections.<sup>9</sup> Such measures will ensure that they are fully aware of all the provisions outlined in the city's smoke-free policy, and are better equipped to implement fines/penalties to violators.<sup>9</sup> Similarly, Depok City should assess its capacity to enforce the law; for example, are there a sufficient number of enforcement officers and are they conducting inspections on a regular basis.

Other interventions include the distribution of standardized no-smoking signs along with specific instructions regarding the placement of these signs. The national law in Indonesia includes provisions for designated smoking rooms/designated smoking areas in some venues. Providing 100% smoke-free spaces is the gold standard for health and further simplifies the implementation of smoke-free policies. Navigating legal strategies to support 100% smoke-free is crucial for Depok, as the city's smoke-free regulations support the establishment of smoking areas in smoke-free areas. Interventions that educate the general public on the dangers of tobacco smoke and the importance of smoke-free policies to protect the public's and workers' health should also be conveyed through education campaigns.<sup>1-2</sup>

Depok City has also taken important steps to implement point-of-sale restrictions which go further than federal requirements. In accordance with Article 17 of Regional Regulation No. 3/2014, strict measures need to be taken to ensure tobacco products are not being sold, promoted, or advertised in any public place designated as smoke-free, including modern and traditional markets. Strategies which support this include training retail venue owners on the city's tobacco control policies and any applicable penalties/fines. The ban on tobacco product displays can also be encouraged through the distribution of curtains/covers by City officials, thus eliminating any financial or practical barriers which prevent retail venue owners from complying with the ban and ensuring that covers are large enough to provide full coverage of the products. Regular monitoring of tobacco retailers will ensure the policies are being complied with in full. Enforcement efforts should focus on independent small grocers, where compliance with the city's tobacco advertisement and product display regulations was poor.

Depok's leadership on this issue will support other cities and jurisdictions within the country to pass similar policies to protect workers and the public from the dangerous consequences associated with tobacco smoke and tobacco advertising.<sup>10</sup>

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