



# Technical Report on Tobacco Marketing at the Point-of-Sale in Lima, Peru: A Follow-Up



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## **Background and Introduction**

Tobacco use is the world's leading preventable cause of death and disease. In Peru, tobacco use kills 7,700 Peruvians every year.<sup>1</sup> Approximately 13.3% of Peruvian adults (ages 12-64 years) and 7.7% of youth (ages 13-15 years) smoke cigarettes on a daily basis.<sup>2</sup>

Since ratifying the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) in 2005,<sup>3</sup> Peru has made strides in protecting the health and well-being of the Peruvian population by implementing evidence-based tobacco control laws. For example, Peru amended its National Tobacco Control Law in April 2010 to ban smoking in all enclosed public places including workplaces, hospitality venues, and public transport. The amendment also mandates pictorial health warnings on tobacco products.<sup>4</sup> However, many forms of tobacco advertising are permitted in Peru, including advertising and the display of tobacco products at retail points-of-sale.<sup>5</sup>

Peru is a Party to the WHO FCTC. The FCTC obligates Parties to the Treaty to ban or restrict all forms of tobacco advertising, promotion, and sponsorship.<sup>6</sup> FCTC Article 13 Guidelines make it clear that a comprehensive ban provides for no exception, recognizing that restrictions or a ban on only some forms of tobacco advertising, promotion, and sponsorship have a limited effect. It also recognizes that in the absence of a complete ban, tobacco companies shift their vast marketing resources to promotional means that are not already banned.<sup>6</sup>

In February 2016, a study examining the tobacco product availability, advertising (including product display), and promotion within 250 meters of primary and secondary schools was conducted in 13 districts in Lima, Peru.<sup>7</sup> A total of 103 schools served as reference points in the 2016 study, and 77% (n=79) were found to have tobacco retailers within their sampling areas (N=347 tobacco retailers).

## **Methods**

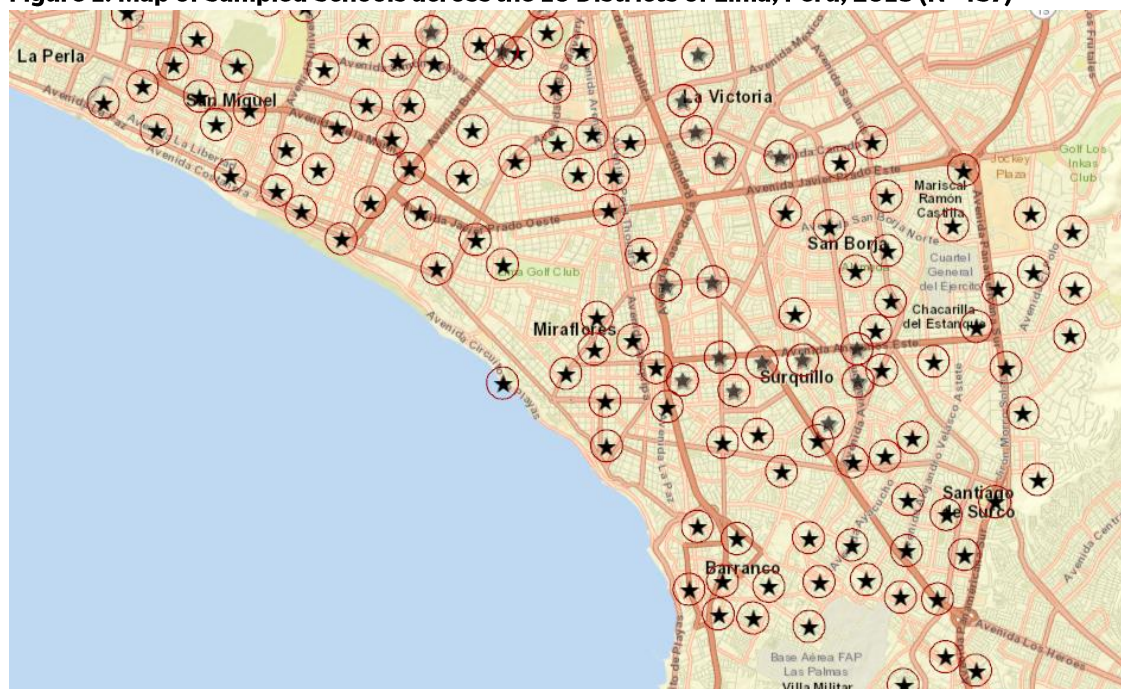
In August 2018, the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health partnered with the Campaign for Tobacco Free Kids (CTFK), an international public health NGO, and the Comisión Nacional Permanente de Lucha Antitabáquica (COLAT), a network of tobacco control advocacy organizations in Peru, to conduct a follow-up study of tobacco product availability and advertising at the point-of-sale (POS). IGTC conceptualized the study, developed the survey instrument and study protocol, trained data collectors and oversaw data collection activities, conducted the analysis, and completed this report. CTFK provided guidance on the policy context, survey instruments, and contributed to writing this report. COLAT provided the comprehensive list of primary and secondary schools that were sampled and led data collection efforts on the ground.

Ten trained data collectors visited retail outlets (e.g., minimarkets, bodegas, and grifos) across the following 10 districts of Lima: Barranco; Jesús María; Lince; Magdalena del Mar; Miraflores; Pueblo Libre; San Borja; San Isidro; San Miguel; and Santiago de Surco.

### **Sampling Approach**

A comprehensive list of 437 primary and secondary schools across the districts was created and geocoded in ArcGIS 10.5.1, a platform that allows users “to create, manage, share, and analyze spatial data”.<sup>8</sup> A random sample of 141 schools was selected with a minimum distance of 500 m between any two schools. Sampling areas were further defined as the area within 250 m of a sampled school. Data collectors surveyed tobacco retailers throughout the sampling area by starting at the school and walking up and down streets using Collector for ArcGIS. This mobile application guides data collectors in the field by allowing them to see their present and past locations in real-time.<sup>9</sup>

**Figure 1. Map of Sampled Schools across the 10 Districts of Lima, Peru, 2018 (N=437)**



### **Survey Instrument**

A data collection checklist was designed to record information about the availability and display of tobacco products, and the presence of advertising and promotion (Table 1). Additionally, the checklist included whether the school was within eyesight of the tobacco retailer, as well as further detail on the presence of brands and electronic cigarettes (e-cigarettes). All data were collected using “Magpi”, a data collection software application that can be installed onto smartphones.<sup>10</sup>

**Table 1. Tobacco Availability, Display, and Advertising at POS Checklist Content**

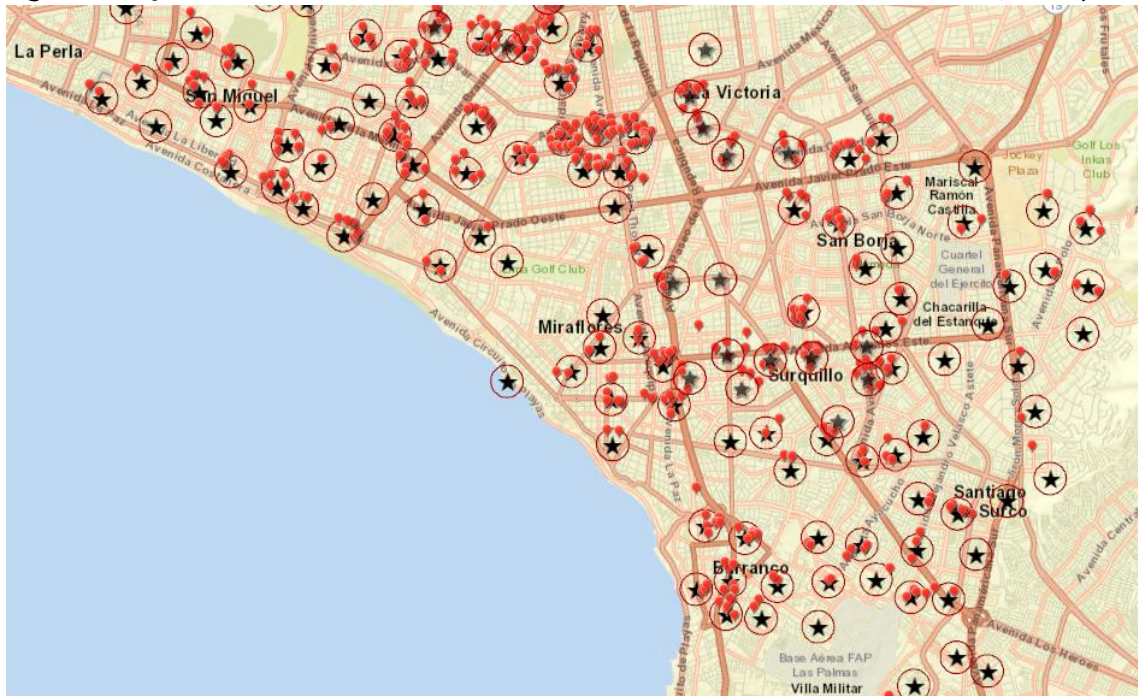
Key Component	Characteristic	Variables Included
Product Availability	Product Type	Tobacco cigarettes
		Flavored capsule cigarettes
		E-cigarettes
		Single cigarette sticks
Tobacco Display	Location	Cashier zone
		Behind the cashier zone
		On a power wall
		On a branded cabinet/shelf
		With sweets
		With children's toys
		With alcohol
		At the eye-level of children
	Apparatus	Using lights
		Using movement
	Signage	Printed signage
		Three-dimensional signage
		Back-lit/video signage
		With English
	Brand Stretching	Branded smoking accessories
		Branded consumer products
Branded store decorations		
Tobacco Advertising & Promotion	Promotions	Discounts
		Promotional gifts
		Limited edition packs
		Imitation cigarettes
		Mention of sponsored event
		Contests
		Loyalty schemes
		Presence of brand representative

## Results

### ***Tobacco Product Availability***

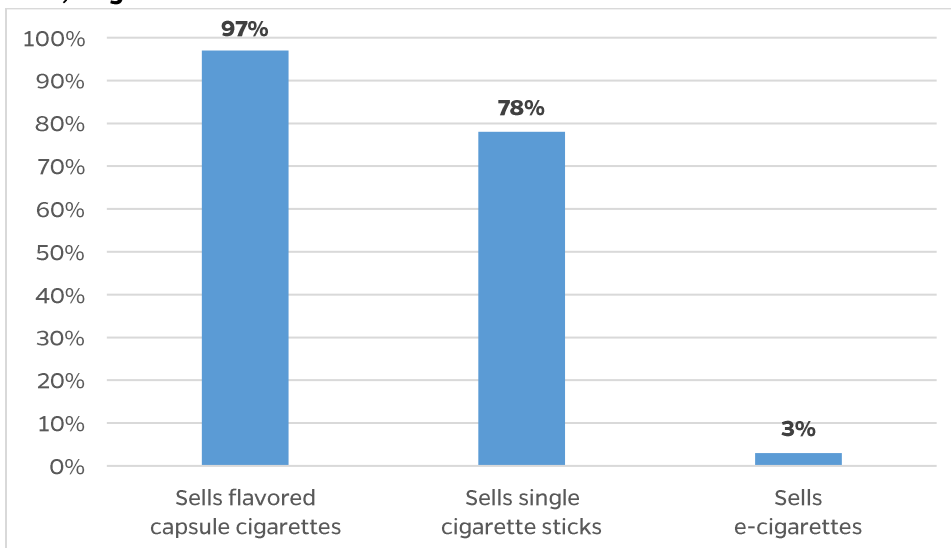
There were 141 schools in the study sample. Thirty-five school sampling areas were excluded due to either the lack of any tobacco retailers in the sampling area or their proximity to another sampling area. One-hundred six schools were visited and found to have tobacco retailers within a 250 m radius. Retailer density within the 250 m ranged from one to 16.

**Figure 2. Map of Tobacco Retailers within a 250 m Radius of 106 Schools, Lima, Peru, 2018 (N=548)**



Overall, 548 retailers were found to sell tobacco products (Figure 2), with 15% (n=82) having a school within eyesight of the storefront. The vast majority of tobacco retailers (97%) sold flavored capsule cigarettes, 78% sold single cigarette sticks, and 3% sold e-cigarettes (Figure 3). Although the sale of tobacco products near schools are presently permitted, under Law No. 28705, Article 11, Section 5, the sale of packages containing less than 10 cigarettes are banned, which includes the sale of single cigarette sticks.

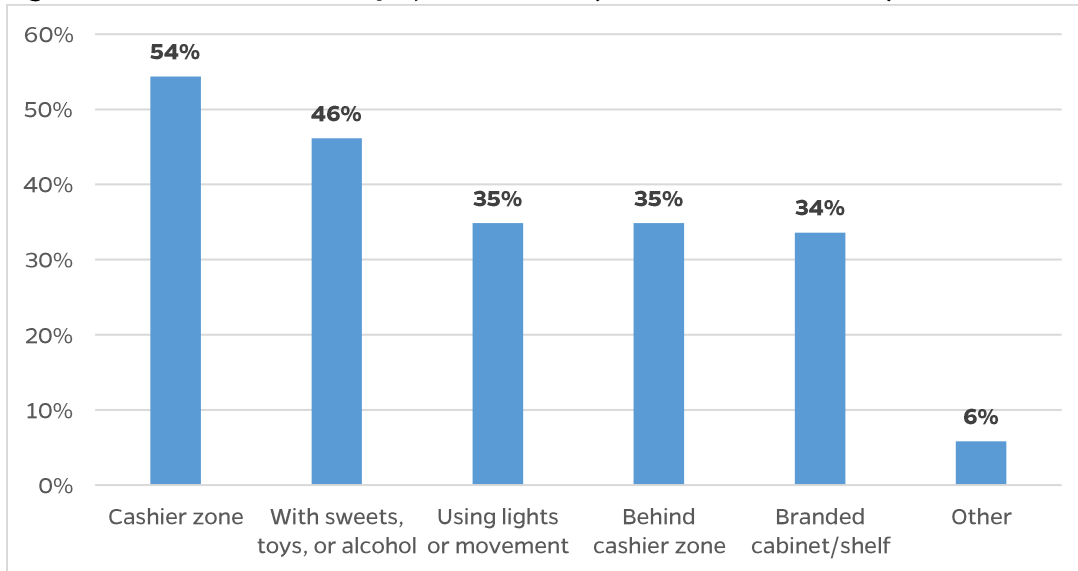
**Figure 3. Tobacco and E-cigarette Product Availability across Tobacco Retail Outlets (N=548) in Lima, Peru, August 2018**



### **Retail Display of Tobacco Products**

Of the 548 tobacco retailers, 85% (n=465) were found to have a tobacco POS display. Tobacco products were predominantly displayed in the cashier zone (54%), behind the cashier zone (35%), within a branded cabinet or shelf (34%), or elsewhere (6%), including on a power wall or at the eye-level of children (Figure 4). These tobacco displays could be found with sweets, children’s toys, or alcohol (46% of retailers), and would sometimes include lights or movement (35%). Further, nearly half (42%) of all retailers had a tobacco display visible from outside of the store.

**Figure 4. Tobacco Products Displayed at the POS (N=548 tobacco retailers)**



Note: “Other” includes tobacco products located on a power wall and/or at the eye-level of children.

Tobacco display practices in 2018 appear consistent with the results of the study conducted in 2016. Tobacco products are still located in the cashier zone, along with some located at the eye-level of children. The top four most frequently displayed brands of tobacco products continue to be: Lucky Strike (80%); Hamilton (72%); Pall Mall (65%); and Marlboro (47%). Since 2016, product display signage at the POS continues to include words in English, with 40% (n=218) of retailers in 2018 having some sort of signage with English text.

### Advertising and Promotion of Tobacco Products

Tobacco advertising and promotion were present at 61% (n=332) of retailers. Examples of such displays are seen in the images below (Figures 5 and 6). Advertising print signage was found in half of all tobacco retailers (n=276), while promotions included offers of discounts on products (11%), contests (5%), sponsored events (4%), or other (2%), such as limited packs or imitation cigarettes (Figure 7).

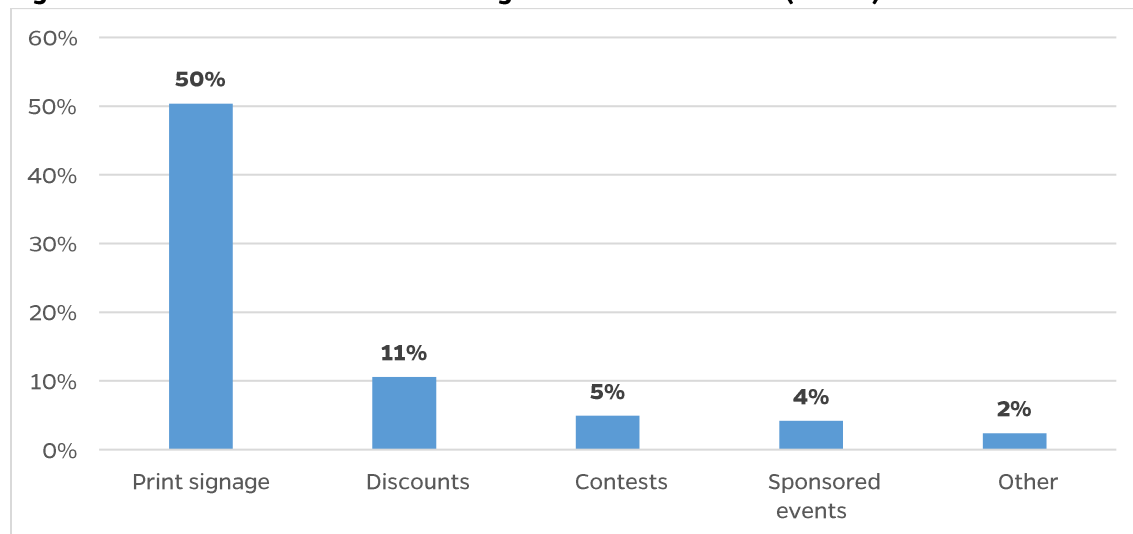


Figure 5. A discount promotion



Figure 6. Advertisement display at a POS

Figure 7. Presence of Tobacco Advertising and Promotion at POS (N=548)



Note: "Other" promotions include promotional gifts, limited packs, imitation cigarettes, sponsored events, contests, or loyalty schemes (e.g., social media).



## Discussion

This 2018 study found a high concentration of tobacco retailers in close proximity to 106 primary and secondary schools across Lima, Peru. Between 2016 and 2018, tobacco products continued to be readily available and prominently displayed at the points-of-sale near schools, potentially exposing vulnerable Peruvian youth (Figures 8 and 9). For instance, capsules and single cigarette stick sales are appealing to youth, and in this study's sample, 97% of tobacco retailers found near schools sold flavored capsule cigarettes, and 78% sold single cigarette sticks. Similarly, products displayed with sweets (46%) or in the cashier zone (54%) are further examples of aggressive marketing techniques toward youth. These findings underscore the already demonstrated need for stricter and more comprehensive regulations on tobacco advertising, including POS display, in order to better protect the health and well-being of Peruvian youth from aggressive tobacco marketing practices.



Figure 8. Advertising in proximity of youth

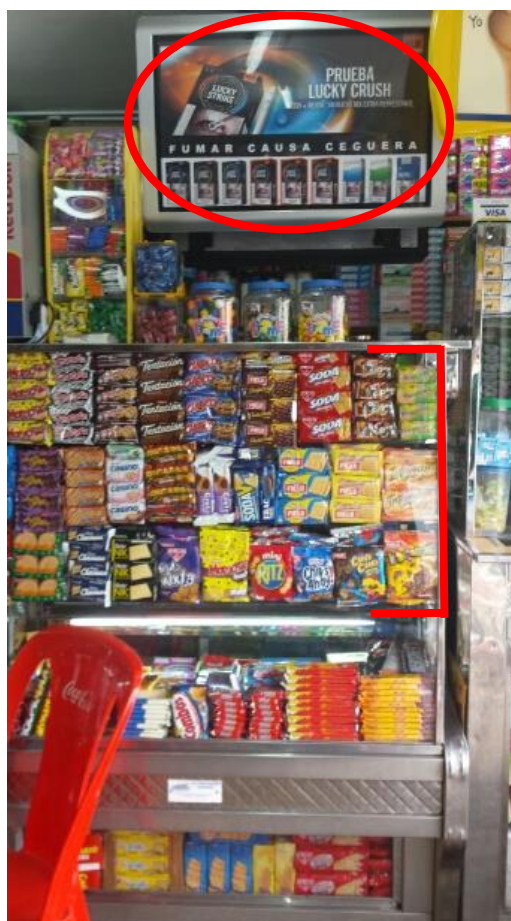


Figure 9. Advertising displayed with sweets

## Limitations

This study of tobacco products availability, display, and advertising is limited by the selection of districts and convenience sampling of retailers. The results are not representative of all types of tobacco retailers, nor are they generalizable to other areas of Peru.

## Key Terms and Definitions

**Cashier zone:** Directly on top of, in front of, or to the side of the counter or cash register where consumers make a purchase

**Eye-level of children:** Placement of products one meter or less from the ground

**Grifos:** The term for petrol service stations in Peru

**Power wall:** An excessive display of tobacco products showing multiple brands on multiple shelves

**Signage:** Posters, banners, panels, or stands that advertise a tobacco brand or product

**Single stick cigarettes:** Individual cigarettes sold from packs, despite the law prohibiting such sales

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