

# TOBACCO POINTS-OF-SALE (POS) AROUND SCHOOLS IN TEN CITIES IN CHINA

This study explored the nature and extent of tobacco advertising and promotions at POS near 904 junior, senior and vocational high schools in rural and urban areas of 10 cities across China, including Shanghai, Beijing, Guangzhou, Chongqing, Shenyang, Jinan, Kunming, Guilin, Kaifeng and Baiyin. Multistage sampling was used to select schools from the city district/rural county level divisions in ten selected cities. We used 100m radius when observing tobacco retailers around urban schools and 250m radius for rural schools.

## TOBACCO POS AROUND SCHOOLS

### URBAN SCHOOLS

57%

have cigarette retailers within 100m



6%

have e-cigarette retailers within 100m



### RURAL SCHOOLS

71%

have cigarette retailers within 250m

2%

have e-cigarette retailers within 250m

### URBAN SCHOOLS: POS DENSITY

Number of tobacco retailers within 100m of urban schools

Urban Area (n=749; within a 100-meter radius of school)



#### Chongqing & Shenyang

have significantly greater cigarette retailer density (2.4 & 2.2) near urban schools than others ( $p < 0.05$ ). The greater density might relate to population density, interference from SMTA, and relatively weak city-level tobacco retail licensing policies and policy enforcement. Chongqing & Shenyang prohibit issuing tobacco license within 50m of schools which is much smaller range compared to Beijing (i.e., within 100m).

#### Beijing

has lower cigarette retailer density (0.8) that might relate to relatively strong city-level TAPS policies and policy enforcement.

Urban Area (n=749; within a 100-meter radius of school)



#### Guangzhou & Chongqing

have greater e-cigarette retailer density (0.14 & 0.13) than others cities. No e-cigarette retailers are found around urban schools in Shenyang, Kunming and Baiyin.

### RURAL SCHOOLS: POS DENSITY

Number of tobacco retailers within 250m of rural schools

Rural Area (n=155; within a 250-meter radius of school)



#### Chongqing

has significantly greater cigarette retailer density (6.0) than others ( $p < 0.05$ ).

Rural Area (n=155; within a 250-meter radius of school)



Besides Chongqing, e-cigarette retailers are not found near rural schools.

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## TOBACCO PRODUCT DISPLAY & DIRECT ADVERTISING



**95%**

cigarette retailers display cigarette products inside

**85%**

e-cigarette retailers display e-cigarette products inside

**9%**

tobacco retailers display tobacco ads inside

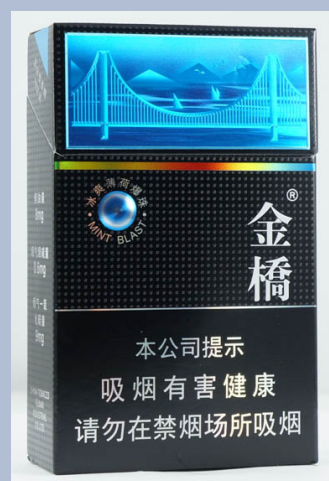
**2 IN 3** CIGARETTE RETAILERS<sup>1</sup> AROUND SCHOOLS SELL FLAVORED CIGARETTES

**89%**

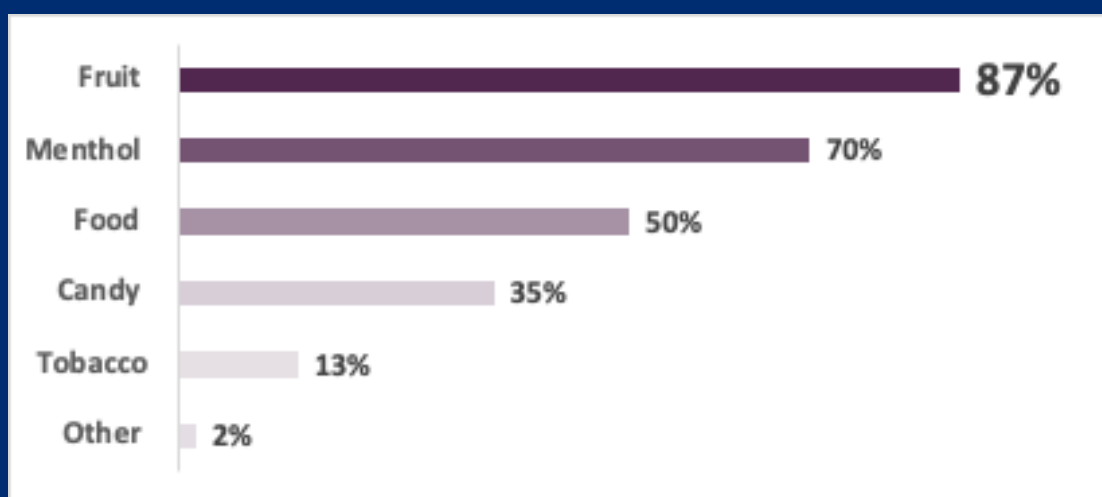
Menthol/Mint

**56%**

Blast Beads



## E-CIGARETTE FLAVORS<sup>2</sup>



“NO SALES TO MINORS”

**< 50%**

tobacco retailers<sup>3</sup>

visibly display the required sign inside the stores

吸烟有害健康  
不向未成年人销售烟草制品  
不向未成年人销售电子烟  
本店销售卷烟不超过1000元/200支



1. The total number of cigarette retailers is 1612

2. The total number of e-cigarette retailers is 60

3. Including cigarette and e-cigarette retailers