

COMPLIANCE WITH POINT-OF-SALE TOBACCO CONTROL POLICIES IN DEPOK, INDONESIA

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Background

In 2014, Depok (Java, Indonesia) enacted a local law which banned tobacco product advertising and promotion at the point-of-sale (POS). In 2018, the city passed additional regulations banning tobacco product display at the POS.

This study assessed compliance with POS tobacco control policies in Depok.

Methods

Observations in tobacco POS conducted during February and March 2019.

Observations assessed:

- 1) Tobacco advertisements inside and outside venues
- 2) Tobacco product promotions
- 3) Tobacco product displays

Results

Sample: N=400 including: supermarkets (SM, n=8), convenience stores (CS, n=192), and independent small grocers (ISG, n=200).

Tobacco Advertising was visible on the outside of venues at 13% of SM, 17% of CS, and 81% of ISG. Indoor tobacco advertising was observed in 13% of SM, 11% of CS, and 79% of ISG.

Tobacco Promotions were observed in ISG and included free gifts with purchase (n=2) and a price discount (n=1).

Tobacco Product Displays – Tobacco products were covered by a curtain or cupboard in most (75%) SM, 18% of CS, and 5% of ISG.

In Depok (Indonesia) tobacco advertising at the point-of-sale (POS) is minimal in supermarkets and conveniences stores, but POS advertising is common in independent grocery stores.



Point of sale environments in Depok, 2019 – cupboard and curtains covering tobacco products



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