

Tactics used by Big Tobacco to attract children at tobacco points-of-sale

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Outline

- Background: TAPS and targeting youth
- Methods: Documenting tobacco industry tactics
- Results: Four strategies that increase youth exposure
- The future of tobacco retail and advertising
- Responding to tobacco advertising targeting children and youth at POS



Background: TAPS and targeting youth



Point-of-sale (POS) is a critical advertising channel



Ukraine, 2017



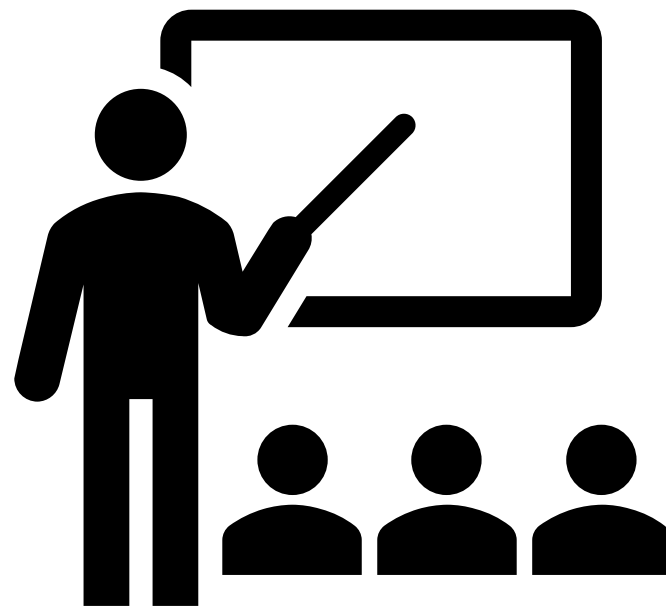
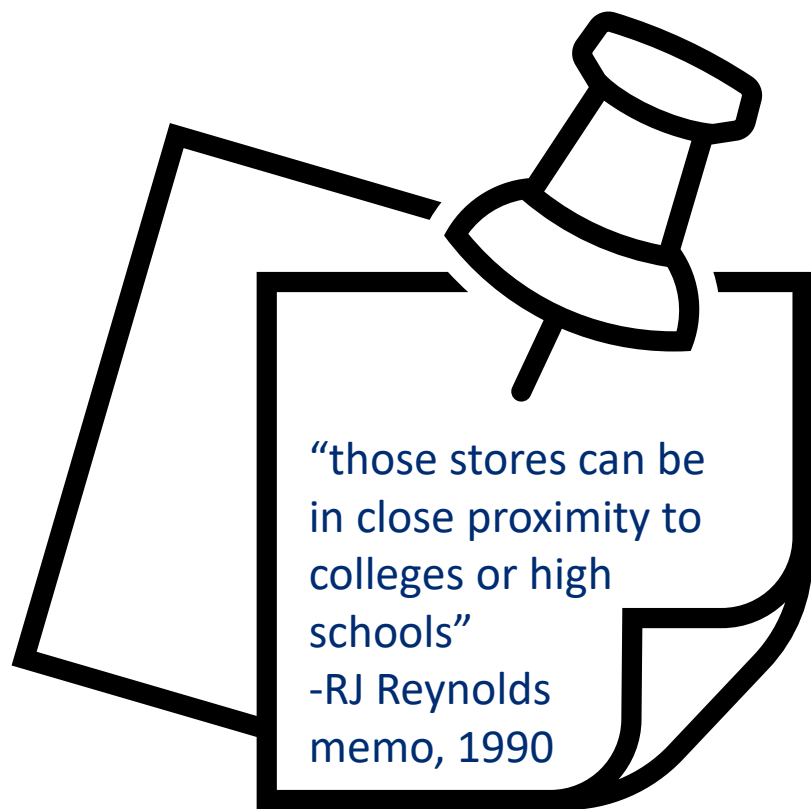
Indonesia, 2020



Burkina Faso, 2017



Targeting children and youth with tobacco advertising



Focus of monitoring

Spans multiple countries, mostly low- and middle-income countries (LMICs)

Marketing and promotional practices used to promote cigarettes at POS

POS near schools and playgrounds



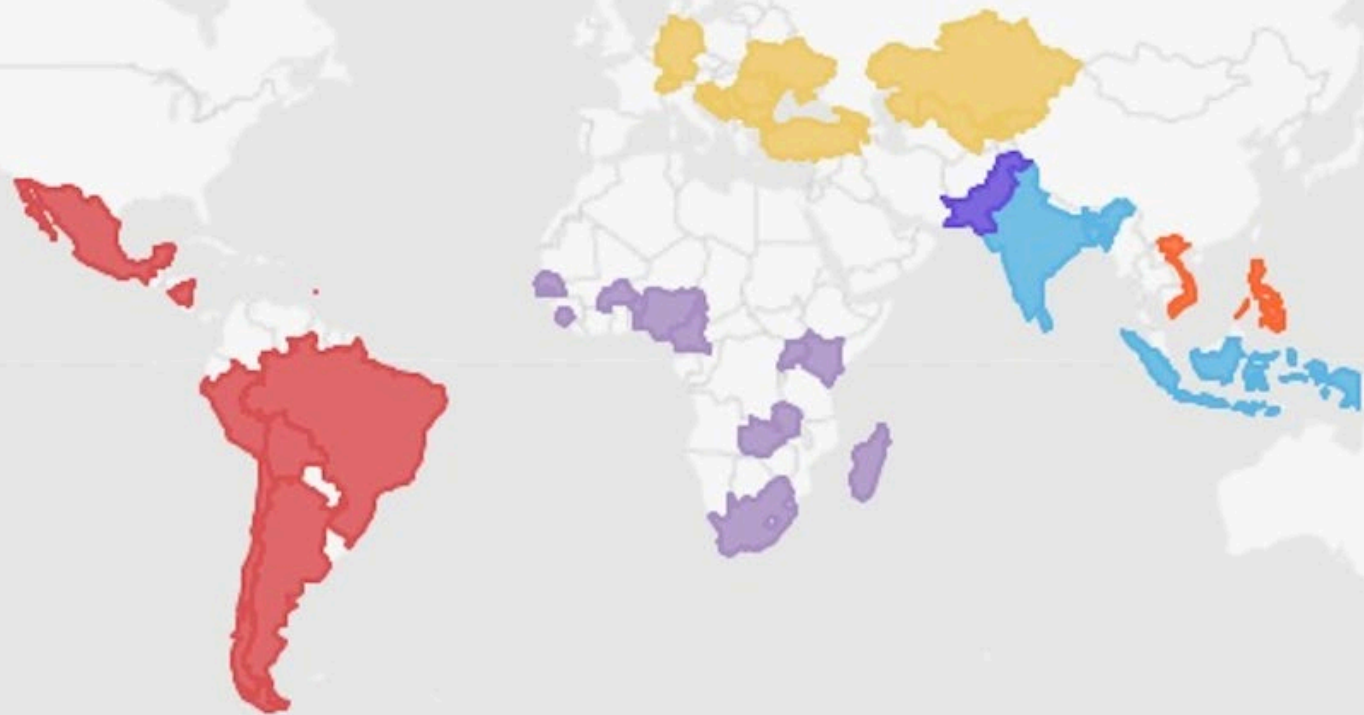
Methods: Documenting tobacco industry tactics



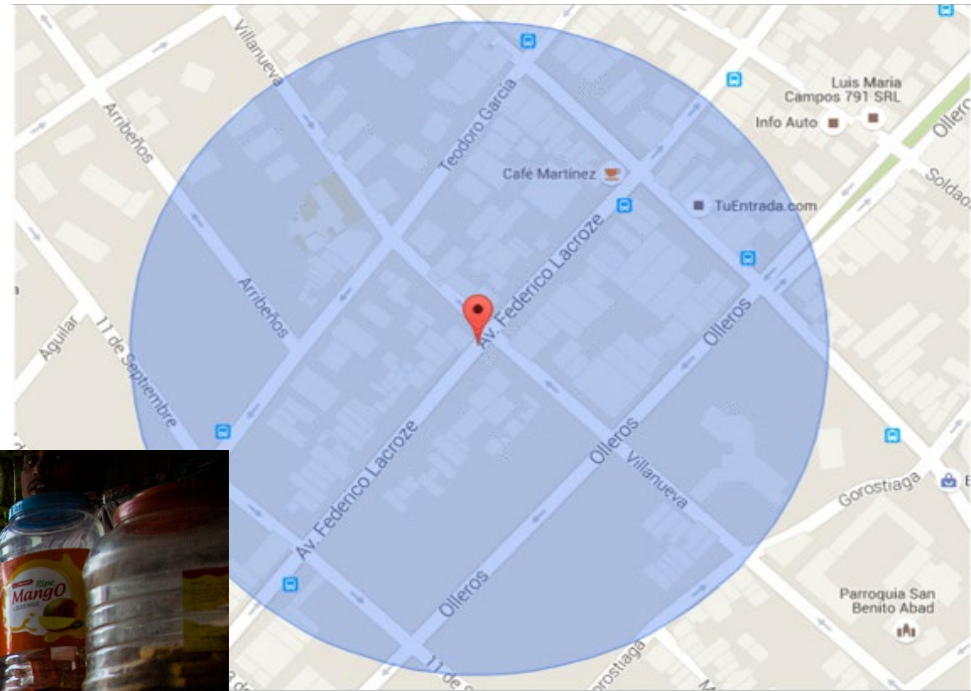
2015 - Present



- AFRO: Benin, Burkina Faso, Cameroon, Kenya, Madagascar, Nigeria, Senegal, Sierra Leone, South Africa, Uganda, Zambia
- EMRO: Pakistan
- EURO: Armenia, Bosnia & Herzegovina, Bulgaria, Croatia, Georgia, Germany, Kazakhstan, Kyrgyzstan, Moldova, Montenegro, Romania, Serbia, Slovenia, Switzerland, Turkey, Ukraine, Uzbekistan
- PAHO: Argentina, Bolivia, Brazil, Chile, Mexico, Nicaragua, Peru
- SEARO: Bangladesh, India, Indonesia, Sri Lanka
- WPRO: Philippines, Vietnam



Data collection



Bangladesh, 2017



Observations

Retailer location

Retailer type

Cigarette product display

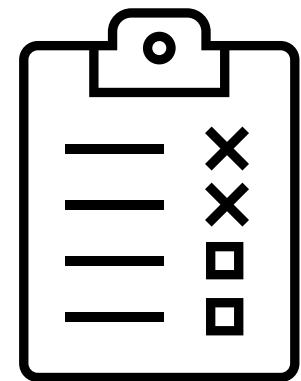
Display of cigarettes near sweets, snacks, soda

Cigarette promotions

Cigarette ads

Cigarette brands advertised and sold

Sale of single cigarettes



Results: Four strategies that increase youth exposure



Display of cigarettes near sweet, snacks, and sugary drinks

- Observed at POS in 90% of countries (n=38)



Argentina, 2016



Indonesia, 2021

Display of cigarette ads at eye-level of children

- Observed at POS in 100% of countries (n=42)



Indonesia, 2020



India, 2017

Flavored cigarettes

- Observed at POS in 76% of countries (n=32)



Argentina, 2021

Single cigarette sales

- Observed at POS in 78% of countries (n=33)



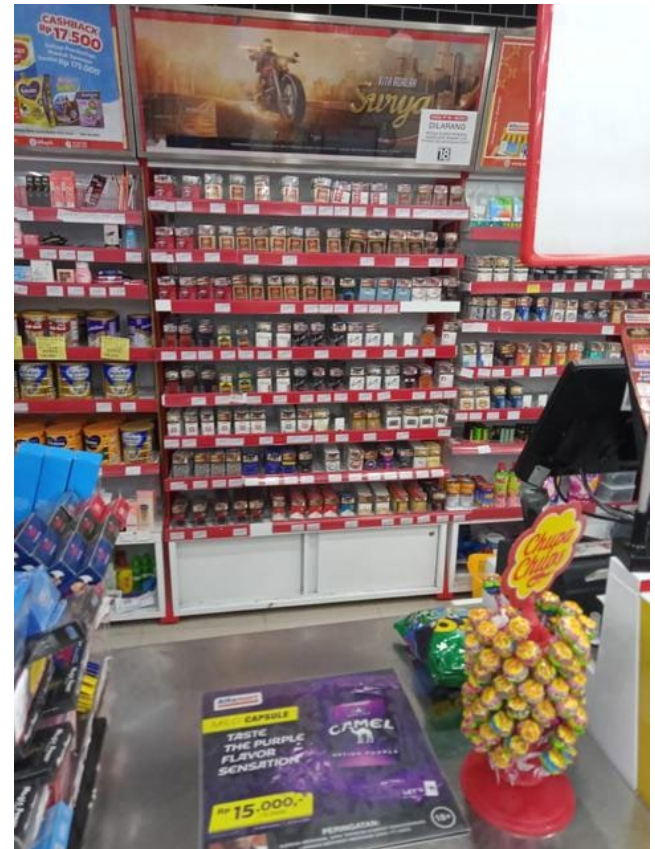
Bangladesh, 2017

Other strategies – Power walls

- Observed at POS in 93% of 15 countries where observed



Switzerland, 2016



Indonesia, 2021



Other strategies – Digital screens and illumination

- Observed at POS in 85% of 15 countries where observed



Uzbekistan, 2019



Argentina, 2021



The future of tobacco retail and advertising



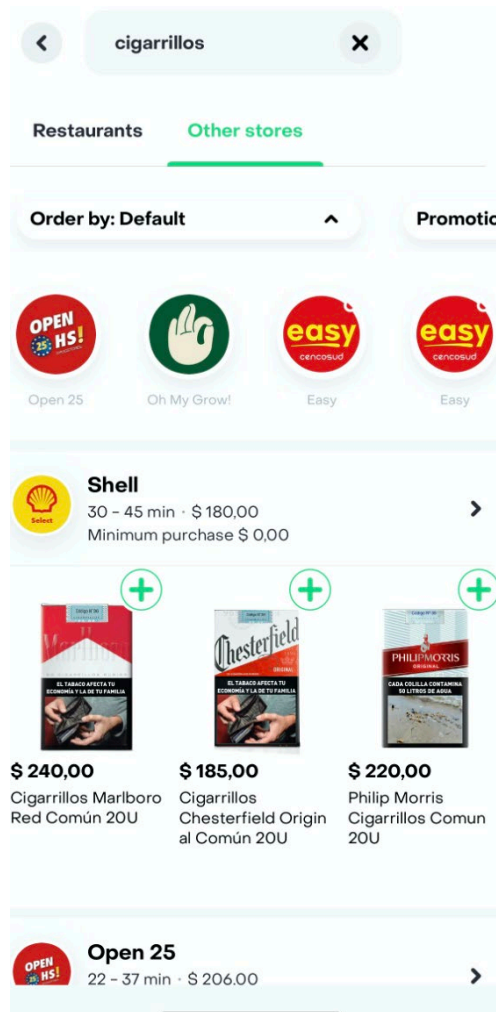
ENDS and HTPs



Germany, 2020



Mobile applications



Responding to tobacco advertising targeting children and youth at POS



Comprehensive TAPS bans

World Health Organization Framework Convention on Tobacco Control – Guidelines for implementation of Article 13

Retail sale and display

12. Display of tobacco products at points of sale in itself constitutes advertising and promotion. Display of products is a key means of promoting tobacco products and tobacco use, including by stimulating impulse purchases of tobacco products, giving the impression that tobacco use is socially acceptable and making it harder for tobacco users to quit. Young people are particularly vulnerable to the promotional effects of product display.

13. To ensure that points of sale of tobacco products do not have any promotional elements, Parties should introduce a total ban on any display and on the visibility of tobacco products at points of sale, including fixed retail outlets and street vendors. Only the textual listing of products and their prices, without any promotional elements, would be allowed. As for all aspects of Article 13 of the Convention, the ban should also apply in ferries, airplanes, ports and airports.



Other policies protecting children and youth

World Health Organization Framework Convention on Tobacco Control – Partial guidelines for implementation of Articles 9 and 10

Parties should regulate, by prohibiting or restricting, ingredients that may be used to increase palatability in tobacco products.

World Health Organization Framework Convention on Tobacco Control, Article 16

3. Each Party shall endeavour to prohibit the sale of cigarettes individually or in small packets which increase the affordability of such products to minors.



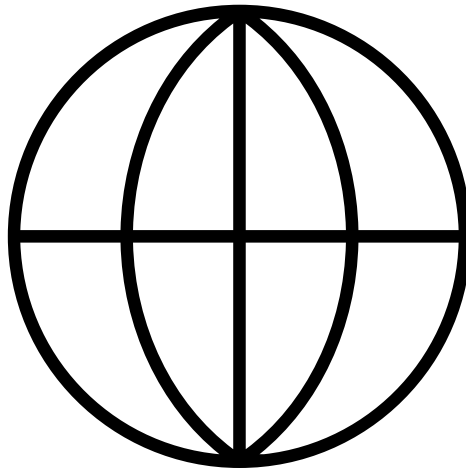
Strengths and limitations

- Systematically monitored advertising and promotion at POS across 42 countries
- Data collection limited to highly populated urban areas and retailers near schools and playgrounds – findings may not be generalizable to countries as a whole
- Small sample size in some countries



Summary

Similar advertising and promotional tactics are used at points-of-sale to promote cigarettes to children and youth around the globe, regardless of region and income level



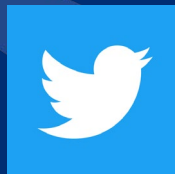
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Thank you!

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