

Stores **violated** the ban on tobacco and nicotine sales **within 100m of schools** and used youth-targeted marketing tactics.

Comprehensive advertising bans at POS and **enforcement of existing policies** will help protect Filipinos.

Cigarette, E-cigarette, and Heated Tobacco Product Marketing at Points of Sale Near Schools in the Philippines

Background

The Philippines prohibits tobacco and nicotine product sale and marketing within 100 meters of schools. We examined advertising and promotion of tobacco and nicotine products at the point of sale (POS) to assess compliance and describe marketing.

Methods

- Observational study at retailers within 200 meters of schools in 9 Filipino cities in Dec. 2022–Jan. 2023
- Observations included tobacco and nicotine products sold, presence and types of ads displayed, and availability of flavors

Results

- 6,617 retailers within 200 meters of 353 schools sold cigarettes (n=6,566), e-cigarettes (n=112), and/or HTPs (n=123); these products were sold around 78% (n=276) of schools
- 32% (n=2,075) of retailers selling cigarettes, 21% (n=23) e-cigarettes, and 55% (n=67) HTPs displayed outdoor ads for products
- Most retailers selling cigarettes (90%), e-cigarettes (98%), and HTPs (100%) sold flavored products (other than tobacco)
- 98% (n=6,452) of cigarette retailers sold single stick cigarettes

Additional Information

- Non-compliance with regulations that prohibit sale of tobacco and nicotine products within 100 meters of schools is an issue in the Philippines
- Marketing tactics that appeal to youth are used to sell tobacco and nicotine products
- Enforcement of current regulations and adoption of stronger policies like a comprehensive ban on advertising at POS can help reduce tobacco and nicotine product initiation and encourage quitting



Children in front of sari-sari store with single cigarette outdoor ads



Store with large outdoor ads featuring HTPs and cigarettes

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Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
NO	NO	NO
NO	NO	NO

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