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

**Authors**
Jenny Brown, Elizabeth Crespi, Joanna Cohen

This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org).

The work being presented has received funding or other means of support from any of the following sources:

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

Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years:

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

Competing Interests: Dr. Cohen is a paid consultant in litigation against a tobacco company.