

The Sale and Marketing of Cigarettes, E-cigarettes, and Heated Tobacco Products Near Schools in the Philippines

Supplementary Material

Background

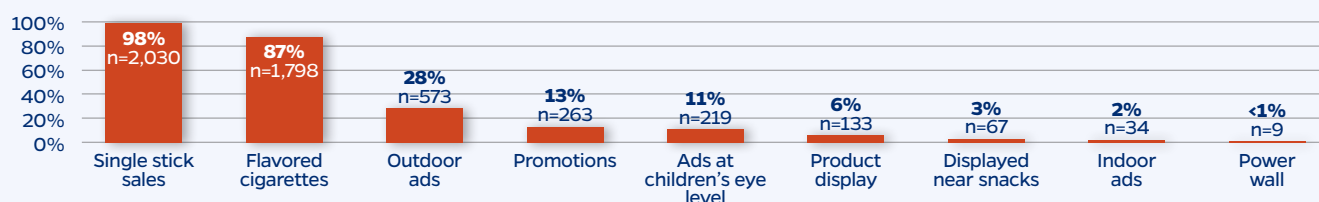
An observational study conducted December 2022–January 2023 monitored the sale and marketing of cigarettes, e-cigarettes, and heated tobacco products (HTPs) at retailers (n=6,617) within 200 meters of schools (n=353) located in urban and rural areas of nine cities/regions of the Philippines, to assess compliance with legislation. This addendum provides supplementary data on compliance within 100 meters of schools, to accompany a previously published fact sheet (scan QR code to access).



Cigarette Retailers

Marketing tactics targeting youth were observed at cigarette retailers within 100m of schools:

Figure 1: Percentage of Cigarette Retailers (n=2,070) Observed Exhibiting Youth-Targeted Marketing Tactics

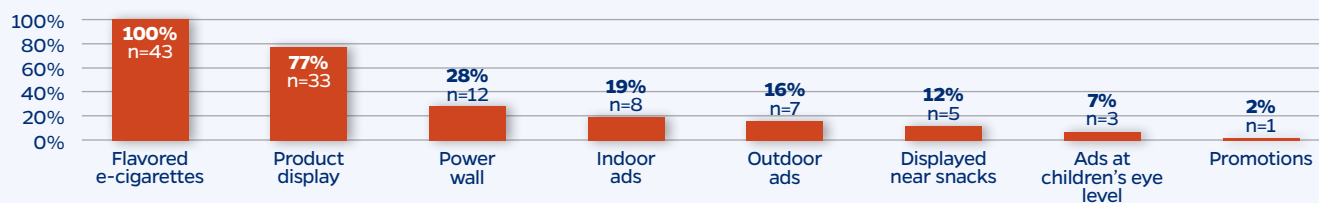


E-cigarette Retailers

E-cigarettes were most often found in convenience stores (n=19, 44%) and vape shops (n=11, 26%).

Marketing tactics targeting youth were observed at e-cigarette retailers within 100m of schools:

Figure 2: Percentage of E-cigarette Retailers (n=43) Observed Exhibiting Youth-Targeted Marketing Tactics



HTP Retailers

HTPs were found primarily in sari-sari (n=20, 61%) and convenience stores (n=12, 36%).

Marketing tactics targeting youth were observed at HTP retailers within 100m of schools:

Figure 3: Percentage of HTP Retailers (n=33) Observed Exhibiting Youth-Targeted Marketing Tactics

