A Case of Opportunism: Tobacco Marketing at the Point-of-Sale in Mexico City

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Tobacco Advertising and Promotion

• Tobacco advertising and promotion can foster positive attitudes, beliefs, and expectations regarding tobacco use

• At the point-of-sale (POS), tobacco advertising and promotion include:
  • The display of tobacco products
  • The strategic placement near sweets, snacks, sugary drinks
  • The strategic placement at the eye-level of children

• Mexico – *partial* tobacco advertising and promotion ban
  • Fliers, posters, and point-of-sale marketing/displays permitted
  • Partial restrictions on sponsorship and promotions
  • Ban on television, radio, and outdoor advertising

Source: https://www.tobaccocontrollaws.org/legislation/country/mexico/aps-regulated-forms
Data Collection

- Survey to assess compliance with key articles of the Mexican General Law on Tobacco Control and to record information on POS marketing and availability of electronic cigarettes and heated tobacco products
  - Product type – e.g., flavored cigarettes, electronic cigarettes
  - Product display – e.g., cashier zone
  - Advertising and promotion – e.g., toys or candies imitating cigarettes
  - Age restriction sign
- Data collectors visited all points-of-sale around 74 schools in 9 of the 16 municipalities based on accessibility and convenience

74 Schools across nine municipalities
723 points-of-sale visited

- 81% (n=584) sold tobacco products
- 26% were visible from the school
- Types of POS in the sample: independent grocery stores (39%), newsstands (21%), chain convenience stores (16%), street vendors (15%), pharmacies (8%)
Results

Product display was the primary method of advertising (46% of POS)

- In 43% of POS, the display was visible from the outside of stores

24% of all POS displayed an age restriction sign

- Chain convenience stores - highest compliance but only 56% displayed the age restriction sign
Conclusion

• Areas of concern:
  • Sales of flavored cigarettes
  • Single stick sales
  • Display of tobacco products
  • Lack of age restriction signs

• Limitations:
  • Strategic selection of municipalities and convenience sampling of schools
  • Retailers that do not display tobacco products were not observed

A comprehensive ban on tobacco advertising and promotion and a flavor ban have the potential to:
  • restrict the different methods of advertising including at the point-of-sale,
  • decrease exposure and appeal of tobacco products to Mexican youth

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