Advocacy-Based Research: Flavored Cigarette Marketing at the Point-of-Sale

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Purpose and Key Components

Purpose: To develop and implement a research protocol that:

1) directly addresses an emerging problem
2) supports advocacy objectives in a timely manner

- Rapid response (6-9 months)
- High-level coordination
- Targeted methodology
- Strategic dissemination plan
Sales of Cigarettes with Menthol and Flavor Capsules, % Retail Volume 2010-2015
Design

Clearly define policy objectives and advocacy goals
  → Translate to a research aim or question

Adaptation of tested protocol and instrument
  → Customize questions and response options

Close collaboration with local partners
  → Feasibility, sampling, tobacco industry strategies
  → Field testing via participatory training
  → Close communication between data collectors and research team
Design

Incorporate campaign and media needs

- Photos, geo-coordinates for maps, addresses for photographers

Anticipate hypothesis-generating research opportunities

- Presence of “non-conventional” flavor descriptors, e.g. Iceblast, iSwitch, Wild, and Double Purple

- Added to checklist and training curriculum
Advocacy-Based Research

Benefits
- Rapid response timeline
- Design that prioritizes policy development and advocacy
- Building local capacity
- Hypothesis-generating data

Challenges
- Rapid response timeline
- Scope of work that meets needs of all partners
- Limited sampling resources
- Limited generalizability
- Local capacity or infrastructure varies
Sample

310 school sampling areas (radii of 100-250 meters)

1,188 retailers observed

69.4% (n=825) retailers sold cigarettes

85.2% (n=703) of cigarette retailers sold flavored cigarettes

71.4% (n=589) of cigarette retailers sold cigarettes with flavor capsules
### POS Promotions

<table>
<thead>
<tr>
<th>Country</th>
<th>Regulatory Status</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Some Restrictions</td>
<td>9</td>
<td>4.2%</td>
</tr>
<tr>
<td>Bolivia</td>
<td>Allowed</td>
<td>2</td>
<td>2.8%</td>
</tr>
<tr>
<td>Brazil</td>
<td>Banned</td>
<td>6</td>
<td>3.7%</td>
</tr>
<tr>
<td>Chile</td>
<td>Banned</td>
<td>22</td>
<td>14.1%</td>
</tr>
<tr>
<td>Peru</td>
<td>Allowed</td>
<td>12</td>
<td>12.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>-</strong></td>
<td><strong>51</strong></td>
<td><strong>7.3%</strong></td>
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</tbody>
</table>
## POS Advertising Signage

<table>
<thead>
<tr>
<th>Country</th>
<th>Regulatory Status</th>
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<th>%</th>
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</thead>
<tbody>
<tr>
<td>Argentina (N=216)</td>
<td>Some Restrictions</td>
<td>42</td>
<td>19.4%</td>
</tr>
<tr>
<td>Bolivia (N=72)</td>
<td>Allowed</td>
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<td>12.5%</td>
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<tr>
<td>Brazil (N=164)</td>
<td>Banned</td>
<td>86</td>
<td>52.4%</td>
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<tr>
<td>Chile (N=156)</td>
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<td>60</td>
<td>38.5%</td>
</tr>
<tr>
<td>Peru (N=95)</td>
<td>Allowed</td>
<td>44</td>
<td>46.3%</td>
</tr>
<tr>
<td><strong>Total (N=703)</strong></td>
<td>-</td>
<td>241</td>
<td>34.3%</td>
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## POS Product Display

<table>
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</thead>
<tbody>
<tr>
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<td>207</td>
<td>95.8%</td>
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<tr>
<td>Bolivia (N=72)</td>
<td>Allowed</td>
<td>69</td>
<td>95.8%</td>
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<tr>
<td>Brazil (N=164)</td>
<td>Some Restrictions</td>
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<td>99.4%</td>
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<tr>
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<tr>
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<tr>
<td><strong>Total (N=703)</strong></td>
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<td>652</td>
<td>92.7%</td>
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POS Photos
Implications for Product Regulation

- Flavored cigarettes are prevalent and accessible to youth
- Product display is a significant marketing strategy
- Partial regulations allow the tobacco industry to circumvent the law and may facilitate low compliance
Additional Resources

Technical Reports: tinyurl.com/saborquemata
(English, Spanish, Portuguese)

E-cigarette Policies: https://tinyurl.com/eciglaws
A description of country-level laws that regulate e-cigarettes or other electronic nicotine delivery systems.