Tobacco Marketing Trends at the point-of-sale (POS) near schools in 9 middle and high-income countries

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Methods

• Customized checklists, mobile phones, captured geo-coordinates, uploaded data from the field, real-time access and review

• **3,964 retail outlets** located within 100-250 meters of **766 primary and secondary schools**

• 7 middle-income countries (Argentina, Bangladesh, Bolivia, Bosnia and Herzegovina, Georgia, Nicaragua, and Ukraine)

• 2 high-income countries (Slovenia and Switzerland)

• Data collectors followed a map to walk all streets located within the designated radius surrounding each school
• 74.8% (n=2,964) of all retailers in the sample **sold tobacco products**

• 86.5% (n=2,563) of tobacco retailers **displayed** tobacco products

• 48.9% (n=1,448) of tobacco retailers used tobacco product advertising signage
Among tobacco retailers:

- **61.8%** (n=1,831) displayed products near **candy or soda**
- **49.3%** (n=1,461) placed products in the **cashier zone**
- **39.0%** (n=1,157) placed products **behind** the cashier zone
- **27.7%** (n=821) placed products 1-meter or less from the floor

*Cigarettes on display with candy and cough drops, Buenos Aires, Argentina*
Conclusion

These data highlight the significance of the display of tobacco packs in prominent locations or near other products that attract the attention of children.

POS advertising signage is a prevalent tactic that has been shown to have the same effect as traditional marketing media.

Locally-customized TAPS monitoring is a useful approach to gather data that reveal such strategies and can inform effective policy development and implementation.

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