

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

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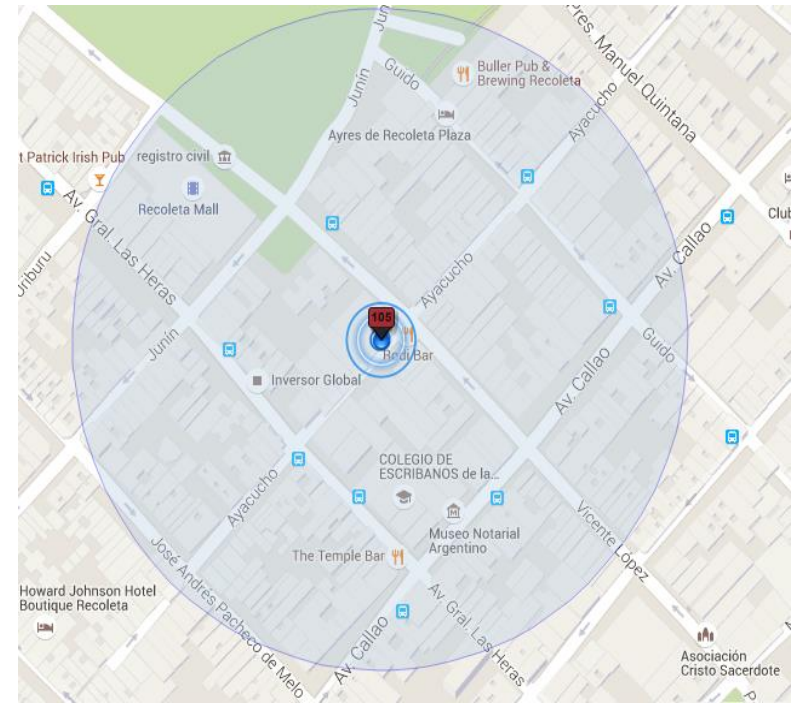


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Methods

- 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**



POS advertising signage, Buenos Aires, Argentina



POS display using lights, Tblisi, Georgia



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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