



Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives around Schools and Playgrounds

Introduction

The Government of Bangladesh (GoB) signed the Framework Convention on Tobacco Control (FCTC) in 2003 and ratified it in 2004. It accordingly enacted Smoking & Tobacco Products Usage (Control) Act in 2005 and amended in 2013 while the most recent rules were formulated in 2015. The law bans various types of Tobacco Advertising, Promotion and Sponsorship including point of sale advertising (section 5) and sales of tobacco products to and by minors (sections 6-Ka). Although the law may be interpreted as prohibiting point of sale product display, this prohibition is not clear. The law does not currently prohibit the sale of tobacco products around schools and playgrounds.

Bangladesh still remains one of the top 15 countries with tobacco-related health hazards, and youth are the major target of tobacco industry. Global Youth Tobacco Survey (GYTS) 2013, Bangladesh has shown that

- 52.3% students noticed tobacco promotions at points of sale;
- 6.3% students were offered free samples; and
- 9% students were given promotional products with tobacco brand logo.

Focusing on predatory and often illegal tobacco marketing practices targeting children and youth, the Campaign for Tobacco-Free Kids (CTFK) conducted this study countrywide for comprehending such tactics of Tobacco Industries. With support from CTFK, Dhaka Ahsania Mission conducted the study entitled "Big Tobacco Tiny Target in Bangladesh".

Objectives of the Study

1. To expose the strategies used by the tobacco industry for marketing the products to children & youth around schools & playgrounds.
2. To ensure tobacco-free learning environment by documenting, removing and monitoring tobacco marketing near schools & playgrounds.
3. To mobilize educators and students to take action.
4. To encourage the Government of Bangladesh (GoB) to pass new legislation and enforce the current tobacco control law to combat the marketing of tobacco products to children & youth.

Methodology

Selection of 180 schools & playgrounds (157 schools, 23 playgrounds) from eight divisional & four district cities, 11 upazilas and 11 rural areas purposively.

Data collectors conducted the study from 3-30 December 2017, within 100 meter radius of the selection schools & playgrounds.

Instances of tobacco companies advertising, selling, displaying within 100 meter radius of schools & playgrounds were recorded in digital mobile reporting form.

Digital mobile reporting form captured date, geographical location with information of each data collector and uploaded all data to the dataset.

Results

Tobacco Points of Sale (POS)

- Data collectors found 673 tobacco product point of sales around schools and playgrounds;
- 90.5% schools and playgrounds were found selling tobacco products within its 100 meter radius.

Tobacco Product Displays

- 81.87% POSs displayed tobacco products at a child's eye level (1m);
- 64.19% POSs displayed tobacco products beside candy, sweets or toys.



Tobacco Advertising¹

- 82.17% point of sales advertised the tobacco products around the schools & playgrounds;
- 67.39% POSs advertising were stickers/demo-packets/festoons/flyers;
- 29.60% were poster advertising.





Results

Tobacco Sales Tactics

Single Stick Sale

- 98.2% POSs sold single stick cigarettes as its sale tactic.

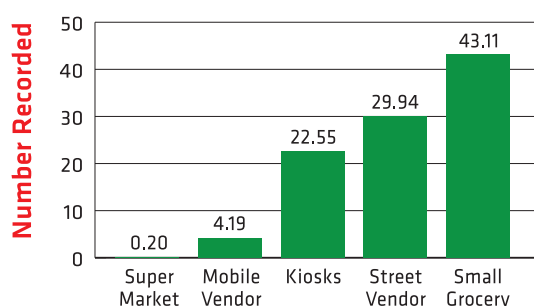
Tobacco Purchase Incentives

- 60.62% POSs used price discounts, and
- 26.94% used gifts as incentive for purchasing tobacco products.

Tobacco Products for Sale¹

- 98.22% POSs sold cigarettes;
- 74.0% POSs sold Smokeless Tobacco;
- 19.76% POSs sold bidis;
- 1.19% POSs sold flavored tobacco.

Types of Tobacco Point of Sale (%)



Types of Point of Sale Observed

Tobacco Brands Sold, Advertised, or Displayed

- Among the cigarettes brands, instances of advertising and product availability at the study areas were Gold Leaf (14.21%), Benson & Hedges (13.98%), Derby (13.07%), Star (12.98%) and Navy (11.71%);
- Among the bidis, such instances were Akij Bidi (37.41%), Sonali Bidi (20.86%), Abul Bidi (17.27%), Grameen Bidi (12.95%) and Gopal Bidi (4.32%);
- Among SLT, such instances were Surovi Jarda (15.08%), Monipuri Jarda (14.53%), Sova Jarda (8.94%), Kabir Jarda (8.38%) and Padmapuri Jarda (7.82%);
- British American Tobacco (BAT) had the highest advertising share (65.17%) followed by Dhaka Tobacco Industry (21.94%), Abul Khair Tobacco (5.46%), Philip Morris International (3.05%) and Japan Tobacco (1.41%).

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¹ Multiple Responses

Recommendations:

This report recommends the following:

- GoB should ban sales of tobacco products within a 100 meter radius of schools and playgrounds and amend the existing law in this regard.
- GoB should ban sales of single stick of tobacco products and needs to incorporate in the law.
- Local Govt. authorities should license tobacco vendors and provide that compliance with Bangladesh's tobacco control law and any prohibition on the sale of single stick of tobacco products are a condition of the license.
- GoB should improve enforcement of tobacco control law, especially the ban on point of sale advertising.
- GoB should make clear that the display of tobacco products at the point of sale is banned and communicate it effectively to vendors and retailers.
- Such bans constitute violation of the law itself.

