



Scenario of tobacco advertisement, promotion and product display at points of sale in Chattogram, Rajshahi and Rangpur city of Bangladesh

Background: Bangladesh banned all direct and indirect tobacco advertising and promotion at points of sale (POSs) in 2013¹, but there is an ambiguity on display of tobacco products at POSs. In South Asian Speakers' Summit 2016, Honorable Prime Minister declared Bangladesh would be tobacco free by 2040².

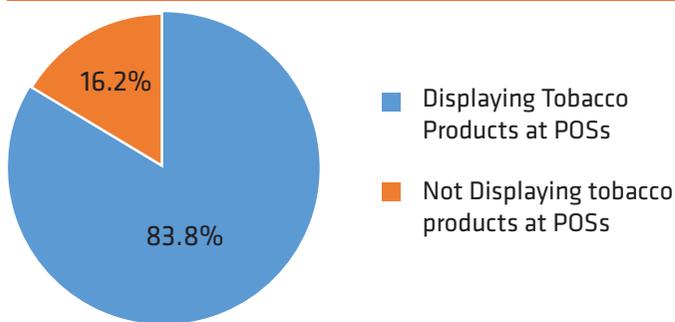
Objectives: To assess the scenario of tobacco advertisement, promotion and display of tobacco products at Points of Sale in Chattogram, Rajshahi and Rangpur city.

Methodology: A cross sectional observational study was conducted in Chattogram, Rajshahi and Rangpur city in 2019. A census of tobacco points of sale (Roadside tobacco vendor, tea stall, small grocery/ general store, super shop, tobacco specialty shop, and restaurant) in the three city were carried out. Representative sample size (points of sale) was calculated using standardize formula and required samples were selected using systematic sampling technique. Trained enumerators collected information using a standardized pre-tested checklist. Data were collected from a total of 1816 points of sale (Chattogram 1000, Rajshahi 424, and Rangpur 392).

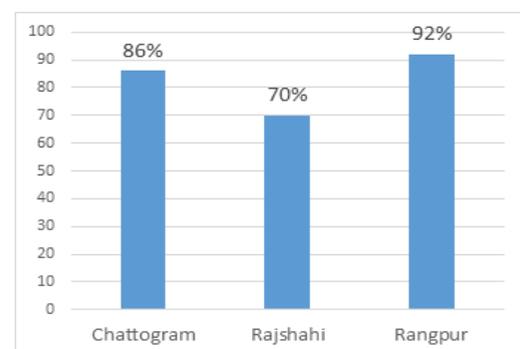
Key Findings

- 83.8% points of sale were found with display of tobacco products.
- 76.8% points of sale were found with tobacco advertisement or promotion.
- 94.6% points of sale were found with advertisement, promotion or display of tobacco products.

Display of Tobacco Products at Points of Sale (POSs)



Graph 1: Display of tobacco products at POSs in three cities (n=1816)



Graph 2: Display of tobacco products at POSs by city (n=1521)

Table 1: Types of tobacco product displaying at Points of Sale (n=1521)

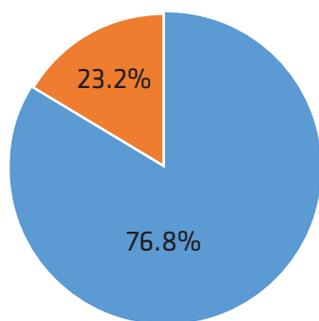
Types of Product Display	Percentage
Organized shelf (anywhere in venue)	83.9
Packs laid out on a tray, table, or other surface	56.9
Power wall (multiple packs displayed on the entire wall or large area of the wall behind the cash register)	7.2
Hanging display (e.g. packets hanging from ceiling or side of POS)	6.8
Illuminated/ light-up display	0.4

* Multiple Responses

¹. Smoking and Tobacco Product (control) uses (amended) act 2013.

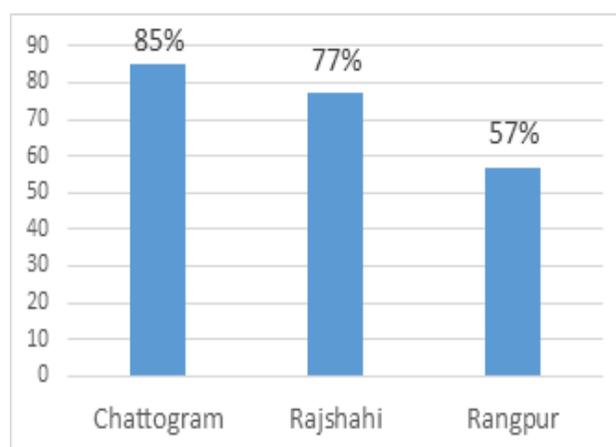
². South Asian Speakers' Summit 2016, achieving sustainable development goals.

Tobacco advertisement or promotion at Points of Sale (POSs)



- Advertisement or promotion found
- Advertisement or promotion not found

Graph 3: Tobacco advertisement or promotion at POSs in three cities (n=1816)



Graph 4: Tobacco advertisement or promotion found at POSs by city (n=1395)

Table 2: Types of tobacco advertisement or promotion (n=1395)

Type of advertisement or Promotion	%
Posters/ signs/ stickers/ banners	67.7
Mockup packs	66.3
Brand marking on physical structures (Paint, umbrellas, counter/decorated box, logo, or name of tobacco brand)	53.4
Fliers/ leaflets/ pamphlets	2.7
Discounts (e.g. reduced price products)	2.2
Free gift with purchase of tobacco product (e.g. free t-shirt, lighter, etc.)	0.6
Free samples of products (e.g. free single cigarettes)	0.4
Non-tobacco product for sale with tobacco brand name	0.2
Video screens	0.1
Illuminated ads	0.1

* Multiple Responses

Conclusion:

Tobacco advertisement or promotion and display of tobacco products is very high at tobacco points of sale in Chattogram city.

Recommendations:

- Government should **ban the display of tobacco products** at points of sale by amending the current tobacco control law.
- Government should ensure effective enforcement and implementation of the tobacco control law, especially the provisions of ban on tobacco advertisement and promotion at tobacco points of sale to protect youths and reduce tobacco menace in Bangladesh.

Acknowledgement



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