

## Croatia Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives around Primary, and Secondary Schools



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**Produced November 2019 by:**

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**Suggested Citation:** Report prepared for the Campaign for Tobacco-Free Kids by Grassriots Inc.

Croatia Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives around Primary, and Secondary Schools. Toronto, ON; November 2019

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## Executive Summary

### **Tiny Targets field agents observed 33 points of sale (POS) around 34 schools in Osijek, Croatia.**

Investigators monitored points of sale near schools for evidence of tobacco industry promotional tactics targeting youth that have been observed in dozens of countries in recent years where the world's biggest tobacco companies' (British American Tobacco, Imperial Brands, Japan Tobacco, and Philip Morris International) products are sold. The frequency with which these tactics have been observed around the world suggest a multinational marketing plan to addict the next generation to tobacco

#### **Main results:**

- 100% of POS sold cigarettes
- 45% of POS had colored attractive tobacco price-lists provided by tobacco companies
- 18.2% of POS has open tobacco display despite the law
- 21.2% of all tobacco displays were near candy or toys
- 15.2% of all tobacco displays were at a child's eye level
- 66.7% of POS are placed inside 100-metres radius from the schools
- 51.5% of POS sold cut tobacco for hand rolled cigarettes
- 18.2% of POS sold heated tobacco products, and 6.1% of POS sold Electronic cigarettes
- Tobacco products from the world's biggest tobacco companies were observed at all points of sale investigated: British American Tobacco (93.9% of POS investigated), Phillip Morris International (87.9% of POS investigated), Imperial Tobacco (66.7% of POS investigated), and Japan Tobacco (63.6% of POS investigated).

#### **Croatia must protect its children by strengthening enforcement of the law:**

- It is necessary to strength enforcement of TAPS ban in Croatia, and to increase the penalties for the violation of the law
- It is necessary to change requirements to the tobacco price-lists. Only neutral price information may be given, and the price lists must not include any pictures or other types of information. Price lists can be displayed next to the cash register or handed to the customer on request. One list per cash register should be allowed.

## Background

The Campaign for Tobacco-Free Kids is launching an international campaign focused on confronting predatory and often illegal tobacco marketing practices that target youth. This campaign will engage the broader public to become advocates and activists who are educated and activated on how to expose these practices. By contributing to a crowd-sourced knowledge base, they will help build future campaigns backed by evidence of these instances.

## Methodology

### Kobo Toolbox

Between April 3<sup>rd</sup>, 2019 and April 26<sup>th</sup>, 2019, Field Agents performed visual surveys of tobacco advertising, sale, displays, and purchase incentives located within a 10-minute walking distance radius of primary, and secondary schools in Osijek, Croatia. They were equipped with a cellular-based mobile reporting form hosted on the survey and data-collection software, Kobo Toolbox, to document instances. The mobile form included a survey where Field Agents could input their observations of tobacco points of sale, advertising, products for sale, displays, brands, sales tactics and purchase incentives. When uploading this data, the mobile form automatically captured the date, geographic coordinates, and data collector name for each record uploaded to the dataset. Field Agents were given the option to upload two pictures of their observations. The order of questions and format of response options were designed to facilitate rapid and discrete observation by data collectors.

### School Data

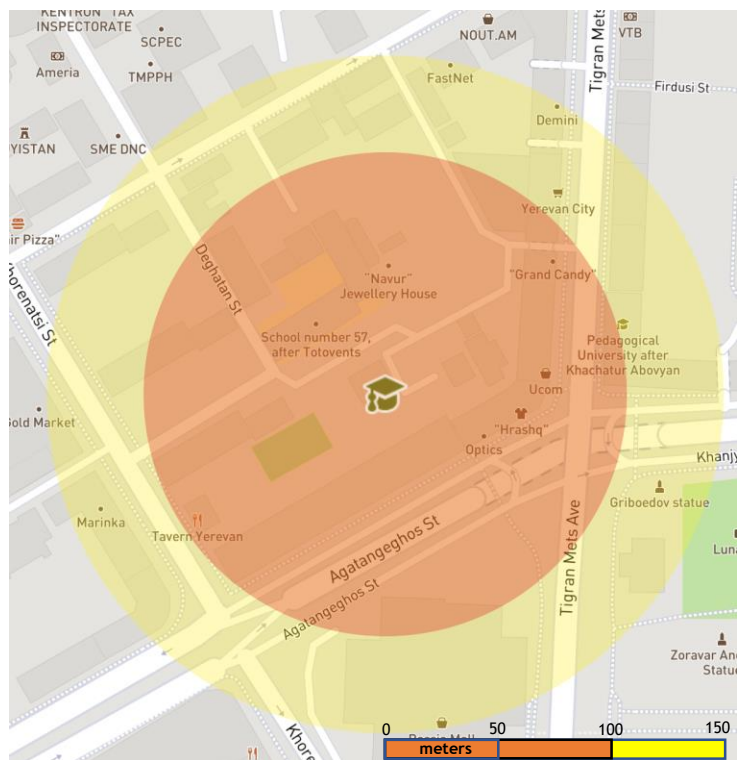
Tiny Targets Field Agents observed and recorded the geographic coordinates of 33 points of sale (POS) around 34 schools in Osijek, Croatia.

### Mapping

Data gathered by Field Agents was uploaded into the Kobo Toolbox form. Each data point (including longitude and latitude) was downloaded and mapped using MapBox, an open source mapping platform for custom designed maps. Using Mapbox we plotted out all educational institutions for minors. To view all maps, go to:

<http://map.takeapart.org/>

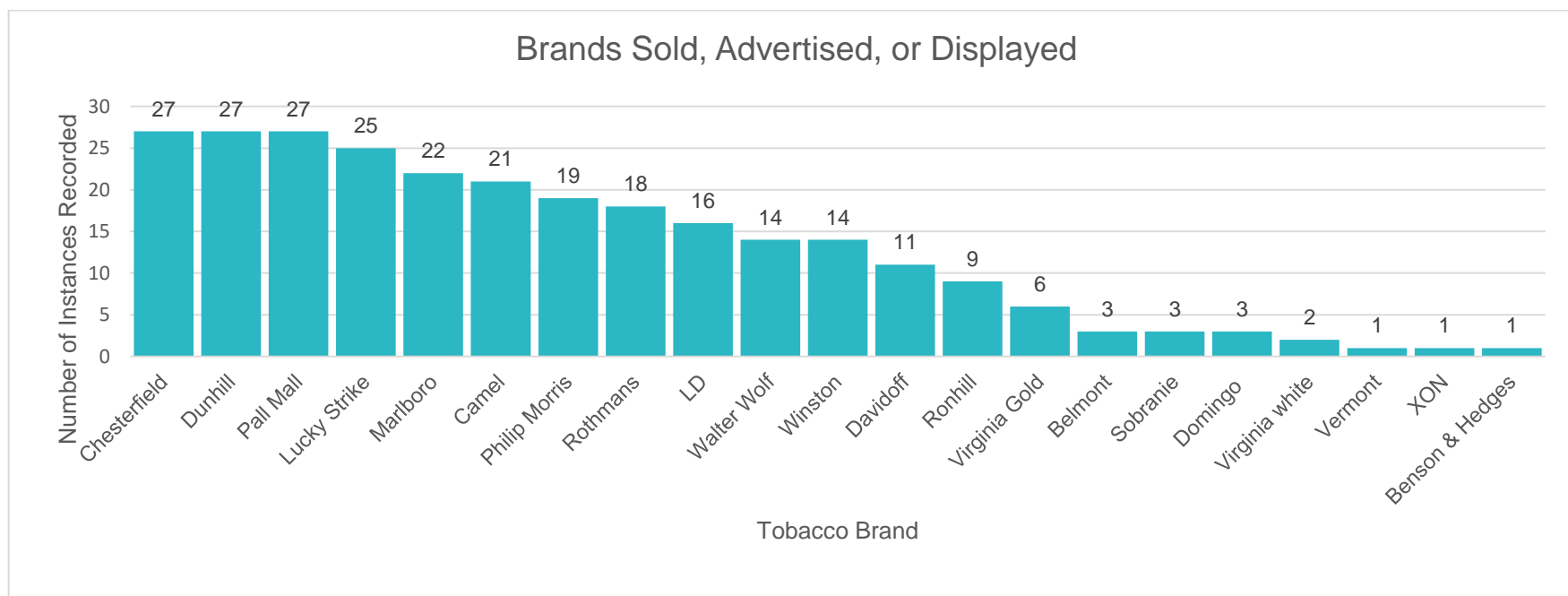
Each school then had two radii drawn to measure the school's distance from recorded tobacco advertising, sales, displays, and purchase incentives. Radii were drawn 100m (in orange) and 150m (in yellow) from schools. The scale of the maps is according to the following image:



## Results

### Tobacco Brands Sold, Advertised, or Displayed

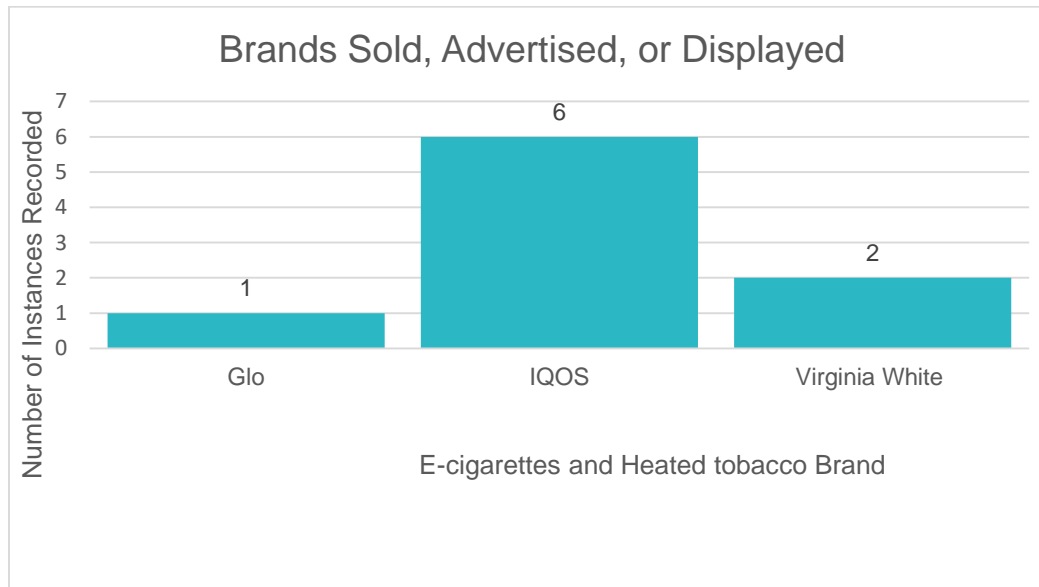
Tiny Targets Field Agents recorded 270 instances of 21 tobacco brands being sold, advertised, or displayed. Of these, the brands with the most instances were Chesterfield (27 instances, 10%), Dunhill (27 instances, 10%), Pall Mall (27 instances, 10%) and Lucky Strike (25 instances, 9.2%).



*Fig 1. Instances of tobacco brands sold, advertised, or displayed recorded in Croatia*

## E-cigarettes and Heated Tobacco Sold, Advertised, or Displayed

Tiny Targets Field Agents recorded 9 instances of 3 E-cigarettes and Heated tobacco brands being sold, advertised, or displayed. Of these, the brands were and IQOS (6 instances, 66.7%), Virginia White (2 instances, 22.2%), and Glo (1 instance, 11.1%)



*Fig 2. Instances of E-cigarettes and Heated tobacco brands sold, advertised, or displayed recorded in Croatia*

*Fig. 3 IQOS business cards in POS which sells IQOS in Croatia*

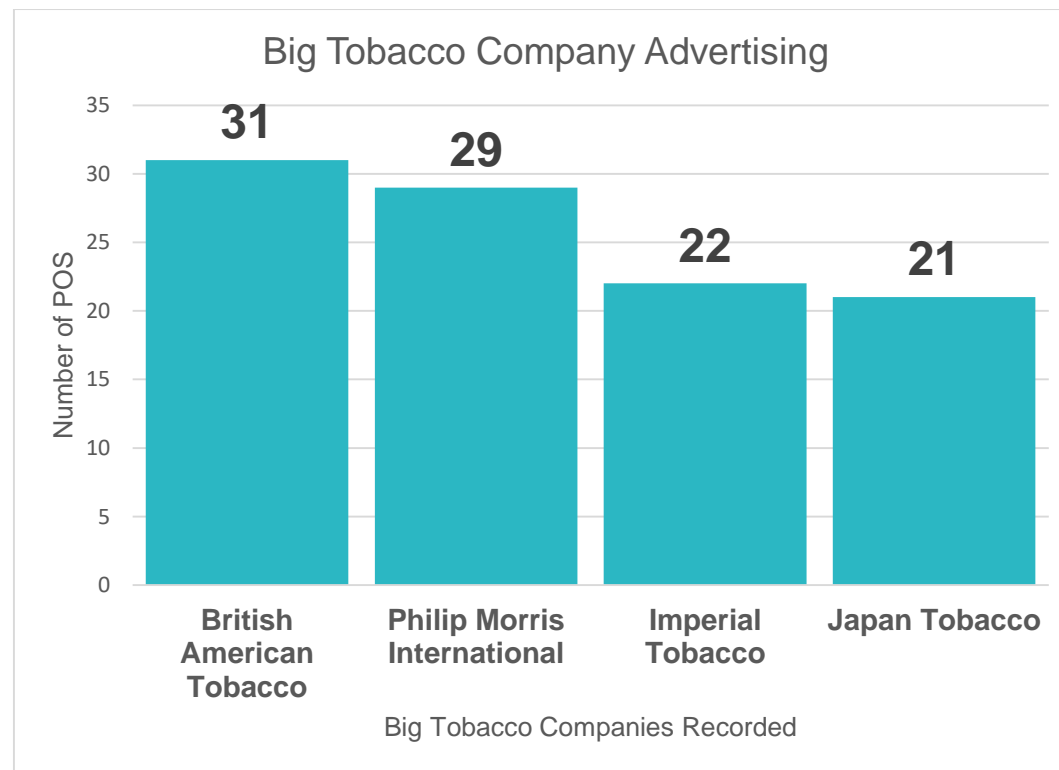




## Big Tobacco Company Brands Sold, Advertised, or Displayed by Points of Sale

Tiny Targets Field Agents recorded 33 points of sale where Big Tobacco parent company tobacco brands sold, advertised, or displayed.

The largest number of points of sale investigated near schools has British American Tobacco products for sale (31 POS, 93.9% of POS), followed by Phillip Morris International (29 POS, 87.9% of POS), Imperial Tobacco (22 POS, 66.7% of POS), and Japan Tobacco (21 POS, 63.6% of POS).

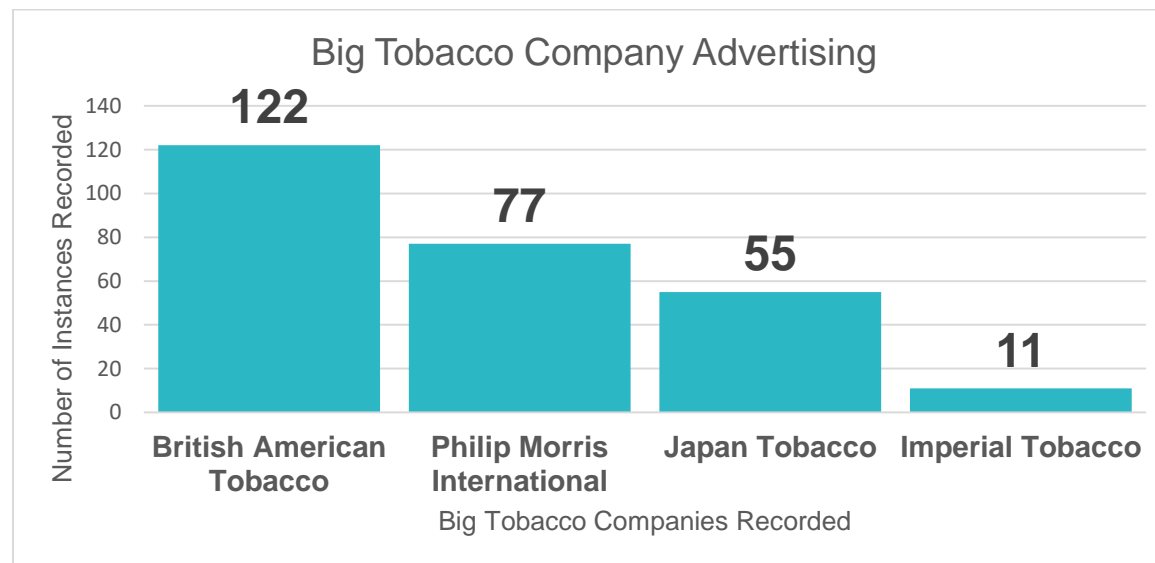


*Fig 4. Big Tobacco parent company tobacco brands sold, advertised, or displayed recorded by Field Agents in Croatia*

## Big Tobacco Companies with Most Brands Sold, Advertised, or Displayed at Points of Sale

Tiny Targets Field Agents recorded 265 instances of 19 tobacco brands being sold, advertised, or displayed. As many of the brands sold, advertised, or displayed around schools are subsidiaries of larger multinational tobacco companies, these were sorted into their respective parent company, the results of which are reported below.

The parent company with the most brands sold, advertised, or displayed around schools was British American Tobacco (122 instances, 46%) followed by Phillip Morris International (77 instances, 29% of instances), Japan Tobacco (55 instances, 20.8% of instances), Imperial Tobacco (11 instances, 4.2 % of instances)



*Fig 5. Big Tobacco parent company tobacco brands sold, advertised, or displayed recorded by Field Agents in Osjek, Croatia*

## Tobacco Advertising around Schools



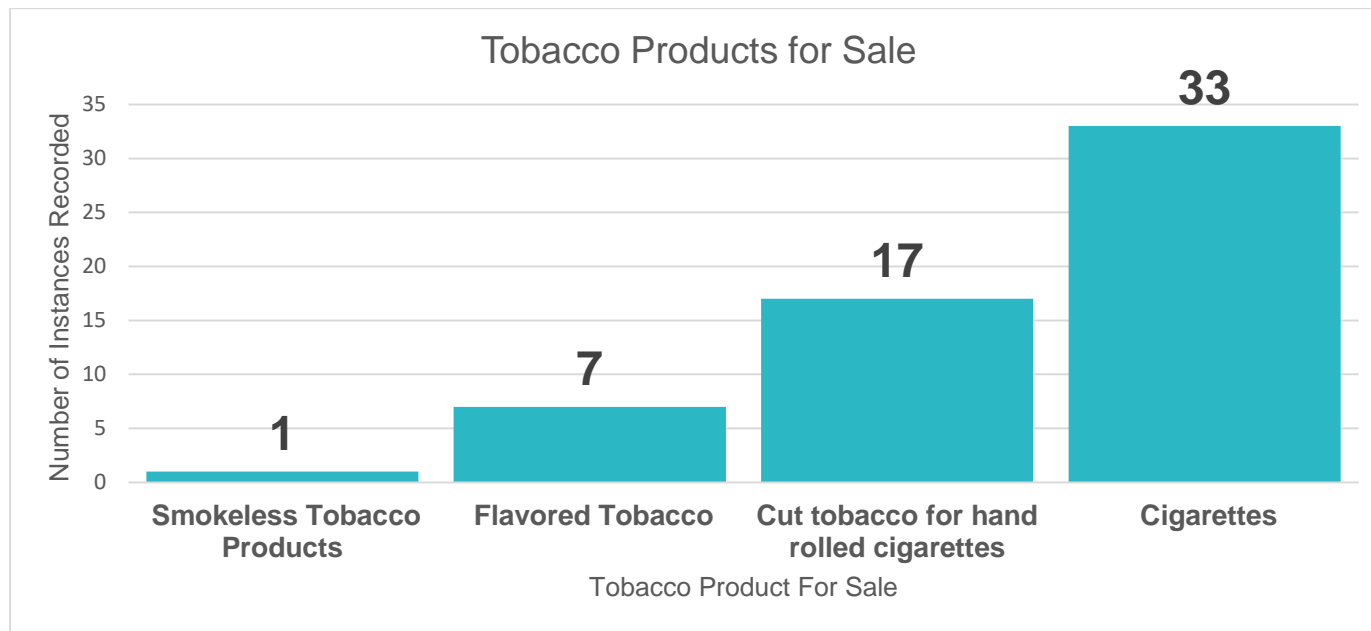
DUNHILL	31.00
LUCKY STRIKE	27.00
PALL MALL	26.00
ROTHMANS	25.00

45.5% of POS  
had tobacco  
price-lists  
provided by  
tobacco  
companies

Fig 6. Price list recorded by Field Agents in Osijek, Croatia in a kiosk 100m from a school

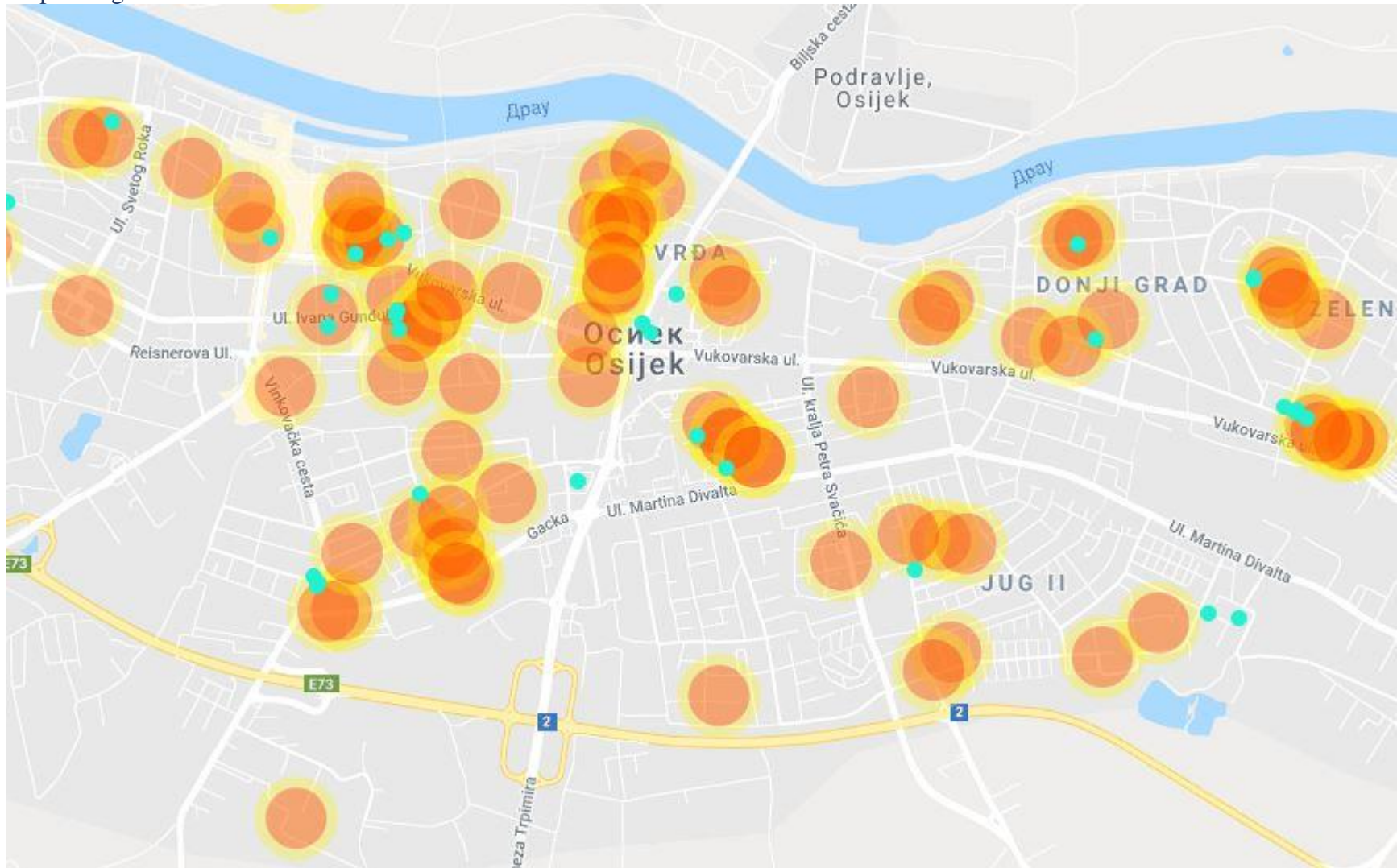
## Tobacco Products for Sale

Tiny Targets field agents recorded 58 instances of tobacco products for sale. These products were sorted into the following categories: cigarettes (all types of cigarettes including flavored), flavored tobacco products (e.g. flavored cigarettes), smokeless tobacco products, and Cut tobacco for hand rolled cigarettes. Of these, the most common tobacco product for sale was cigarettes (33 instances, sold in 100% of POS), followed by Cut tobacco for hand rolled cigarettes (17 instances in 51.5 % of POS), flavored tobacco products (7 instances, in 21.2% of POS), Smokeless tobacco products (1 instances in 3% of POS)



*Fig 7. Instances of tobacco products for sale recorded by Field Agents in Osjek, Croatia*

Map of Cigarettes for Sale



To view this map, navigate to: <http://map.takeapart.org/> and select “Cigarettes” for the city you wish to view.



## Images of Tobacco Products for Sale

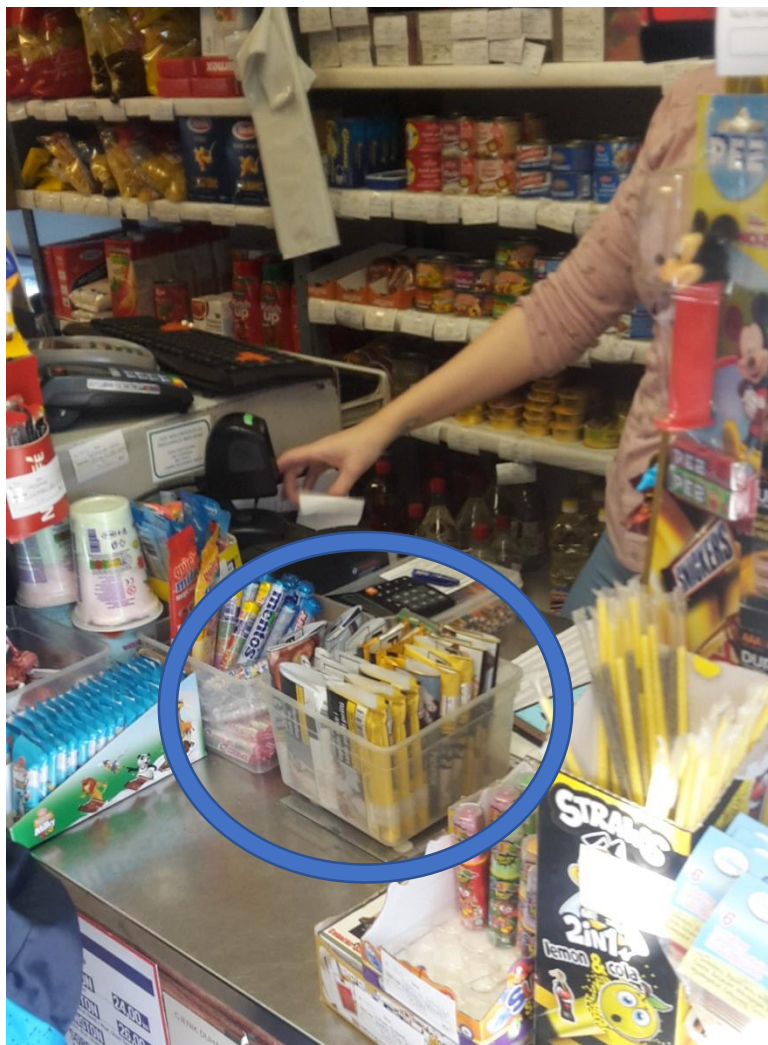
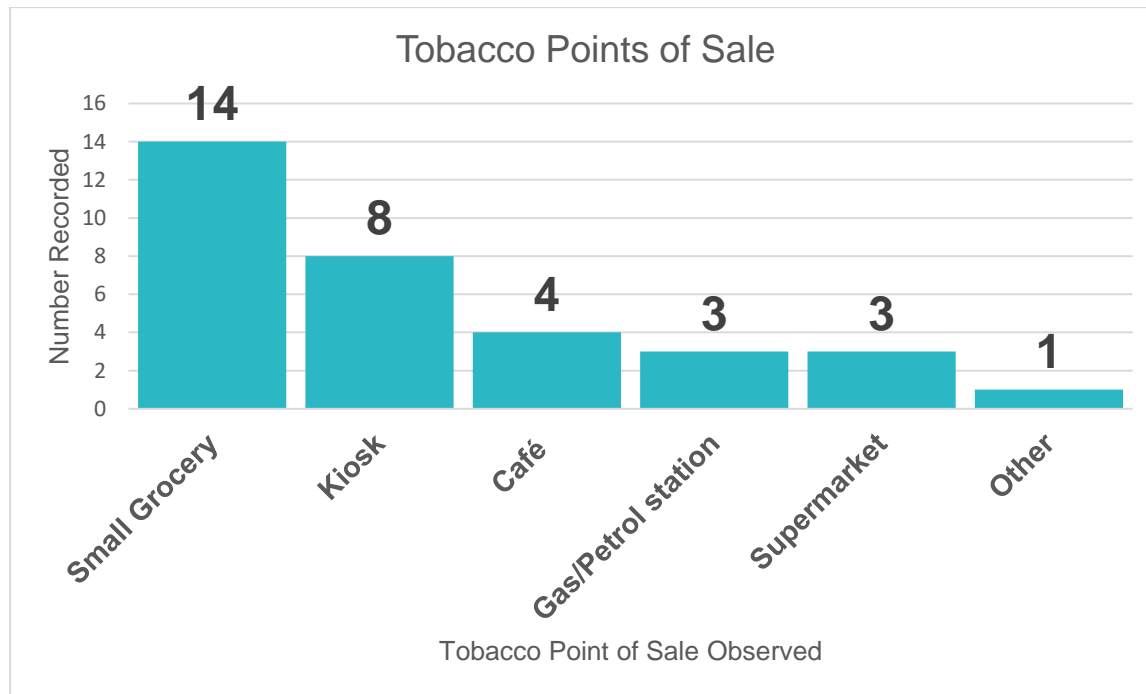


Fig. 8 Cut tobacco for hand rolled cigarettes in a cashier zone in small grocery store in Croatia.  
Fig. 9 Partially closed tobacco display in Small grocery store in Croatia.

## Tobacco Points of Sale

Tiny Targets field agents recorded 33 tobacco points of sale. These were distributed into the following categories: small grocery stores, kiosks, supermarkets, Cafes, Gas/Petrol stations, and other tobacco vendors. Of these, the most common point of sale for tobacco and tobacco products were Small grocery stores (14 instances, 42.4% of POS) followed by Kiosks (8 instances, 24.2% of POS), Cafés(4 instances, 12.1% of POS), Gas/petrol (3 instances, 9.1% of POS), Supermarkets (3 instances, 9.1% of POS), and Other (1 instance, 3% of POS),



*Fig. 10 Points of sale where tobacco products are sold, advertised, or displayed recorded by Field Agents in Osjek, Croatia*



## Images of Tobacco Points of Sale



Fig. 11 Closed tobacco display in Supermarket in Croatia



Fig. 12 Closed tobacco display in small grocery store in Croatia



100-meter radius from the schools



Approximately  
**22 POS - 66,7%**  
of POS were  
placed inside  
100-metres  
radius from the  
educational  
institutions

## Tobacco Displays

Within the 33 tobacco points of sale identified, Tiny Targets Field Agents recorded 6 tobacco product displays with visible cigarettes (18,2% on POS) - despite the law. Of these, 5 instances (15,2% of POS) were at a child's eye level of 1 meter, and 7 instances (21,2% of POS) of them were near candy or toys.

18.2%

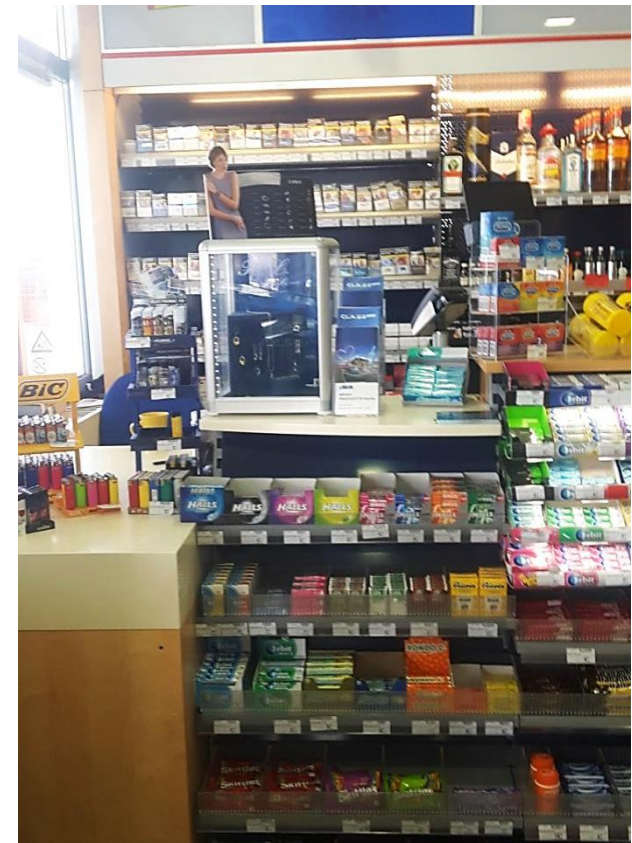
Of tobacco displays  
Was open despite  
the law

15.2%

Of tobacco displays  
Were at a child's  
eye level (1m)

21.2%

Of tobacco displays  
Were beside candy  
or toys



*Fig. 13 Open tobacco display in a gas station*

## Images of Tobacco Points of Sale



Fig. 14 Tobacco price lists in a kiosk

Fig. 15 Tobacco packs near sweets





## Discussion and Conclusion

Investigators monitored points of sale near schools for evidence of tobacco industry promotional tactics targeting youth that have been observed in dozens of countries in recent years where the world's biggest tobacco companies' (British American Tobacco, Imperial Brands, Japan Tobacco, and Philip Morris International) products are sold. The frequency with which these tactics have been observed around the world suggests a multinational marketing plan to addict the next generation to tobacco.

The data gathered by Tiny Targets Field Agents in Osijek, Croatia from April 10th, 2019 and May 22nd, 2019 has particular significance. While not all records fell directly within a 100-150-meter radius from a school, every instance of tobacco products being advertised, sold, displayed, or incentivized is well within a child's walking distance of the 100 schools. It is inevitable that a child walking to or from any of the reported schools would come across some form of tobacco product.

Research shows there is a link between the density of POS selling cigarettes, advertising and the level of tobacco use among minors.<sup>i</sup> The level of tobacco consumption among minors who attend school in areas with a high density of cigarette POS is significantly higher than that of peers who attend school in areas where tobacco is not for sale.<sup>ii</sup>

### Main results:

- 100% of POS sold cigarettes
- 45% of POS had colored attractive tobacco price-lists provided by tobacco companies
- 18.2% of POS has open tobacco display despite the law
- 21.2% of all tobacco displays were near candy or toys
- 15.2% of all tobacco displays were at a child's eye level
- 66.7% of POS are placed inside 100-metres radius from the schools
- 18.2% of POS sold heated tobacco products, and 6.1% of POS sold E-cigarettes
- 51.5% of POS sold cut tobacco for hand rolled cigarettes

### Recommendations:

Croatia must protect its children by strengthening enforcement of the law:

- It is necessary to strengthen enforcement of TAPS ban in Croatia, and need to increase the penalties for the violation of the law
- It is necessary to change requirements to the tobacco price-lists. Only neutral price information may be given, and the price lists must not include any pictures or other types of information. Price lists can be displayed next to the cash register or handed to the customer on request. One list per cash register should be allowed.

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<sup>i</sup> [2012 Surgeon General's Report—Preventing Tobacco Use Among Youth and Young Adults](#)

<sup>ii</sup> Henriksen, L, et al., [“Is adolescent smoking related to the density and proximity of tobacco outlets and retail cigarette advertising near schools?”](#) Preventive Medicine 47(2):210-4, 2008.