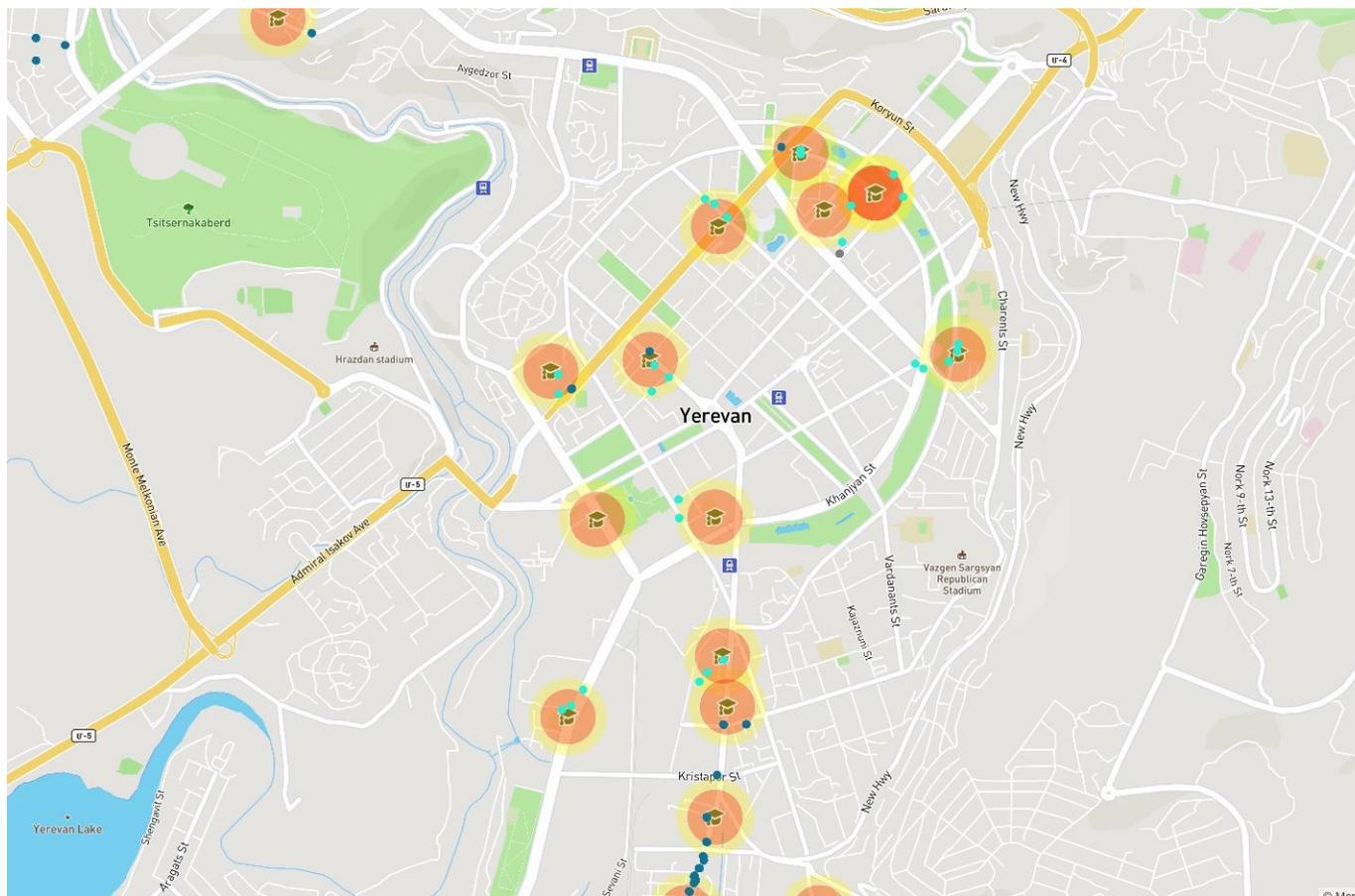


# Armenia Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives Around Primary, and Secondary Schools



**Prepared for the Campaign for Tobacco-Free Kids by:**

Aleksandra Skatova, writer

Anna Nahapetyan, National Association of Consumers of Armenia, coordinator  
Volunteers.

**Produced January 2018 by:**

Grassriots Inc

20 Maud St, Suite 302

Toronto, Ontario M5V 2M5

<http://www.grassriots.com/>

**Suggested Citation:** Report prepared for the Campaign for Tobacco-Free Kids by Grassriots Inc. Armenia Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives Around Primary, and Secondary Schools. Toronto, ON; January 2017

**For more information, please contact:**

[info@tobaccofreekids.org](mailto:info@tobaccofreekids.org)

## Table of Contents

<b>Executive Summary</b> .....	<b>4</b>
<b>Background</b> .....	<b>5</b>
<b>Methodology</b> .....	<b>5</b>
Kobo Toolbox.....	5
School Data .....	5
Mapping .....	5
<b>Results</b> .....	<b>7</b>
<b>Big Tobacco Company Brands Sold, Advertised, or Displayed</b> .....	<b>7</b>
<b>Tobacco Advertising Around Schools</b> .....	<b>8</b>
Map of Tobacco Posters.....	9
Images of Tobacco Advertising around schools.....	10
<b>Tobacco Products for Sale</b> .....	<b>12</b>
Map of Cigarettes for Sale.....	13
Map of Flavored Tobacco for Sale.....	14
Images of Tobacco Products for Sale .....	15
<b>Tobacco Points of Sale</b> .....	<b>16</b>
Images of Tobacco Points of Sale .....	17
<b>Tobacco Sales Tactics</b> .....	<b>1821</b>
Map of Single Cigarettes for Sale.....	22
<b>Tobacco Displays</b> .....	<b>23</b>
Map of Tobacco Displays at Child Height.....	26
Map of Tobacco Products Displayed Near Candy, Toys.....	27
<b>Tobacco Purchase Incentives</b> .....	<b>28</b>
Images of Tobacco Sponsors event .....	29
<b>Discussion and Conclusion</b> .....	<b>30</b>

## Executive Summary

Tiny Targets field agents observed 227 points of sale (POS) around 59 schools in Yerevan, Armenia.

### Main results:

- 98,2% of POS sold cigarettes
- 83.7% of all tobacco displays were at a child's eye level
- 80.2% of all tobacco displays were near candy or toys
- 27.3% of POS sold single cigarette sticks despite the ban by the law
- 69,2% of POS sold flavored tobacco products
- 33.4% of POS are placed inside 100-metres radius from the schools
- The most common purchase incentives were gifts recorded in 30,8% of POS
- The most common forms of advertising were posters in 71,36% of POS
- Digital monitors, kiosks covered by blocks of cigarettes etc. were recorded in 36,56% of POS
- Tobacco Branded items (e.g. cash trays) were recorded 34,8% of POS

### Conclusions:

- Need to increase penalties for single cigarette sticks sales because of noncomplying the law.
- Advertisement , display and purchase incentives of tobacco products at POS need to be banned, due to massive and obvious targeting teenagers and youth.
- Sale of cigarettes within 100-meters radius from the educational institutions needs to be banned due to high availability for kids
- Sale of flavored cigarettes needs to be banned due to flavored tobacco products appeal to younger consumers.

## 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 November 22<sup>nd</sup>, 2017 and November 27<sup>th</sup>, 2017, Field Agents performed visual surveys of tobacco advertising, sale, displays, and purchase incentives located within a 5-minute walking distance radius of primary, and secondary schools in Yerevan, Armenia. 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

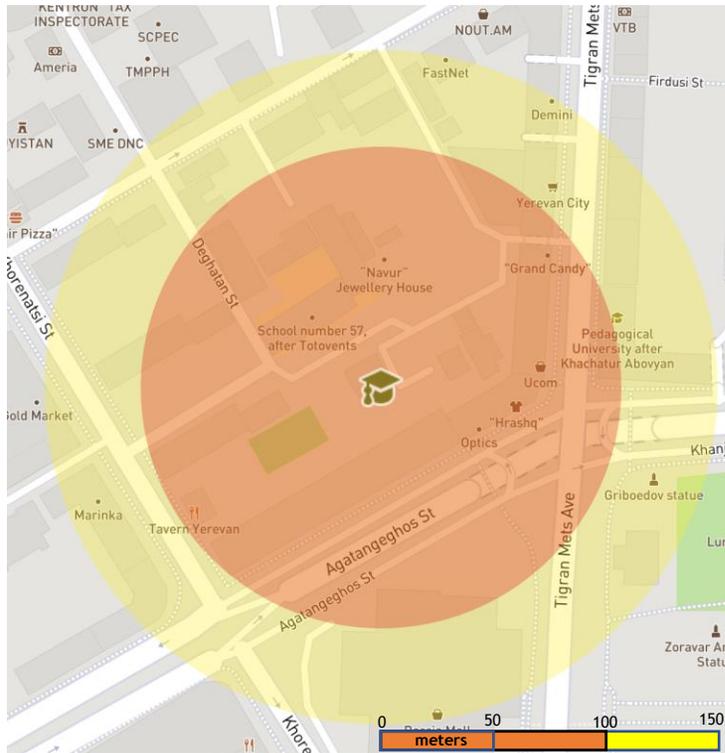
Tiny Targets Field Agents observed and recorded the geographic coordinates of 227 points of sale (POS) around 59 schools in Yerevan, Armenia.

### 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 schools and identified them using the following image:



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

### Big Tobacco Company Brands Sold, Advertised, or Displayed

Tiny Targets Field Agents recorded 1511 instances of 31 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 Phillip Morris International (479 instances, 31,7% of instances), followed by Japan Tobacco (295 instances, 19,5% of instances), Imperial Tobacco (279 instances, 18,5% of instances) British American Tobacco (216 instances, 14,3%) and Other tobacco companies (Local and other (242 instances, 16%)

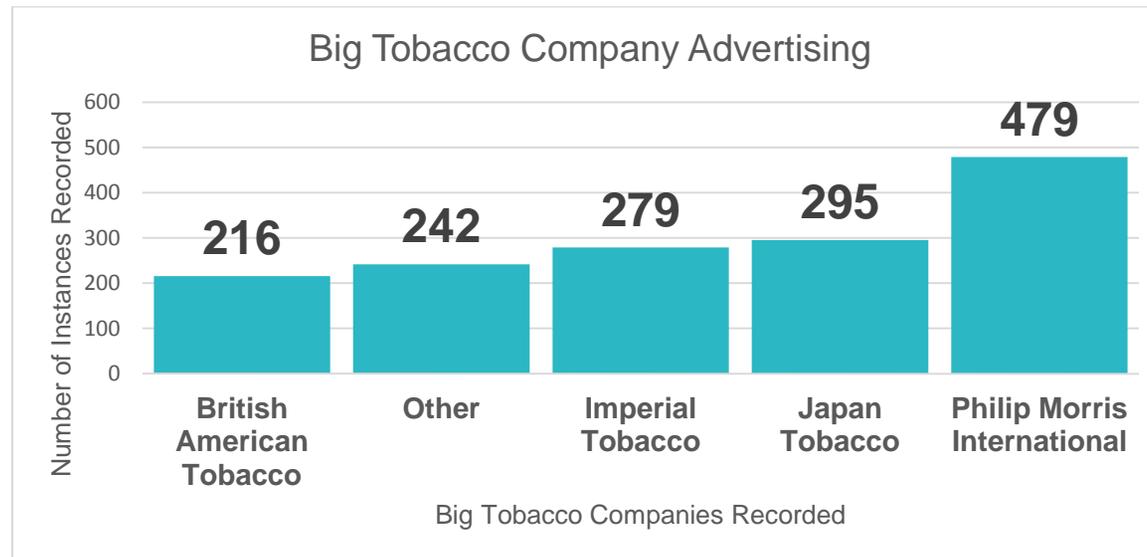


Fig 1. Big Tobacco parent company tobacco brands sold, advertised, or displayed recorded by Field Agents in Yerevan, Armenia

## Tobacco Advertising around Schools

Tiny Targets field agents recorded 227 tobacco branded advertisements. The most common forms of advertising were posters (162 instances, in 71,36% of POS), followed by Other Advertising (e.g. digital monitors and kiosks covered by blocks of cigarettes (83 instances, in 36,56% of POS), Tobacco Branded items (e.g. cash trays (79 instances, in 34,8% of POS)

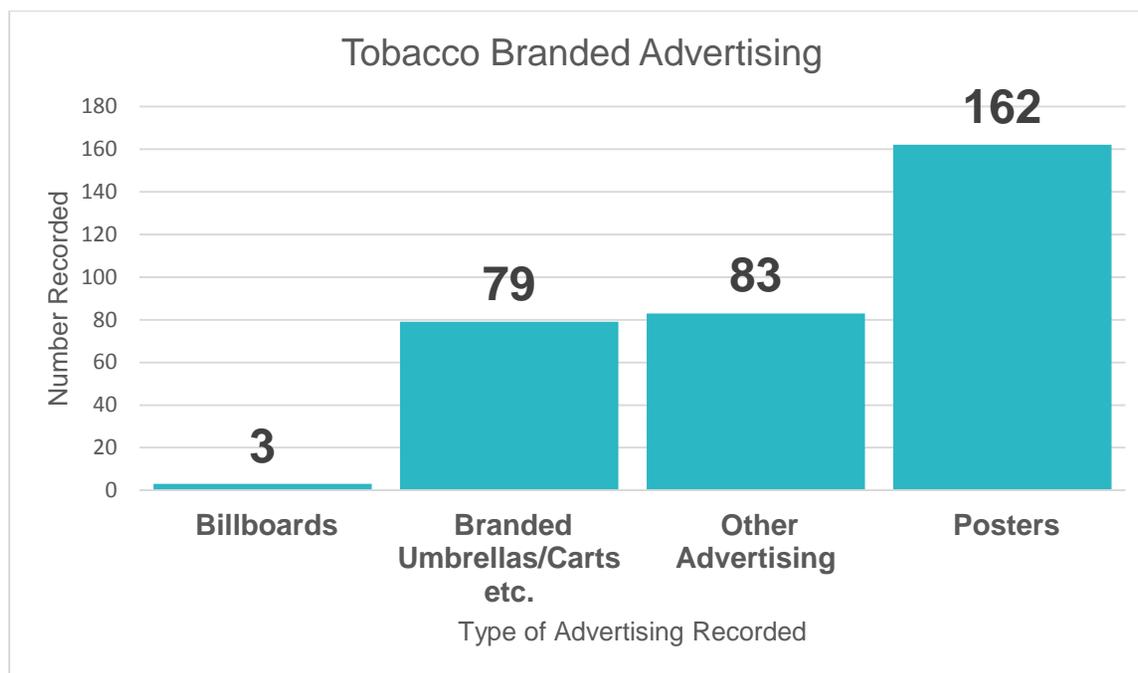
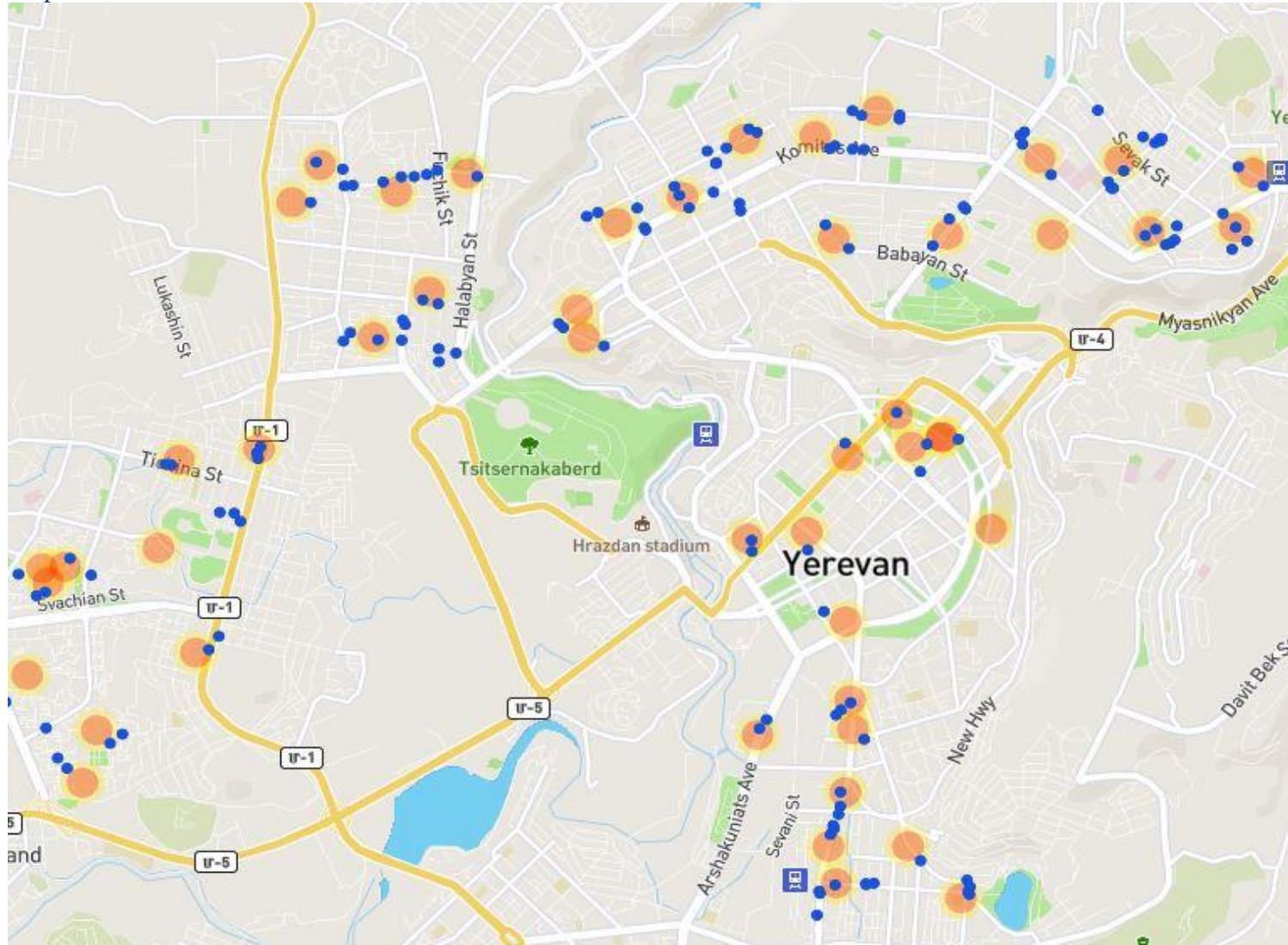


Fig 2. Tobacco branded advertising instances recorded by Field Agents in Yerevan, Armenia

## Map of Tobacco Posters



To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Posters” for the city you wish to view.

Images of Tobacco Advertising Around Schools



71,36% of  
POS had  
tobacco  
branded  
posters

*Fig 3. Image of a West and Akhtamar posters recorded by Field Agents in Yerevan, Armenia in a supermarket 100m from a school*



Fig. 4 Tobacco branded cash tray in small convenience store in Yerevan

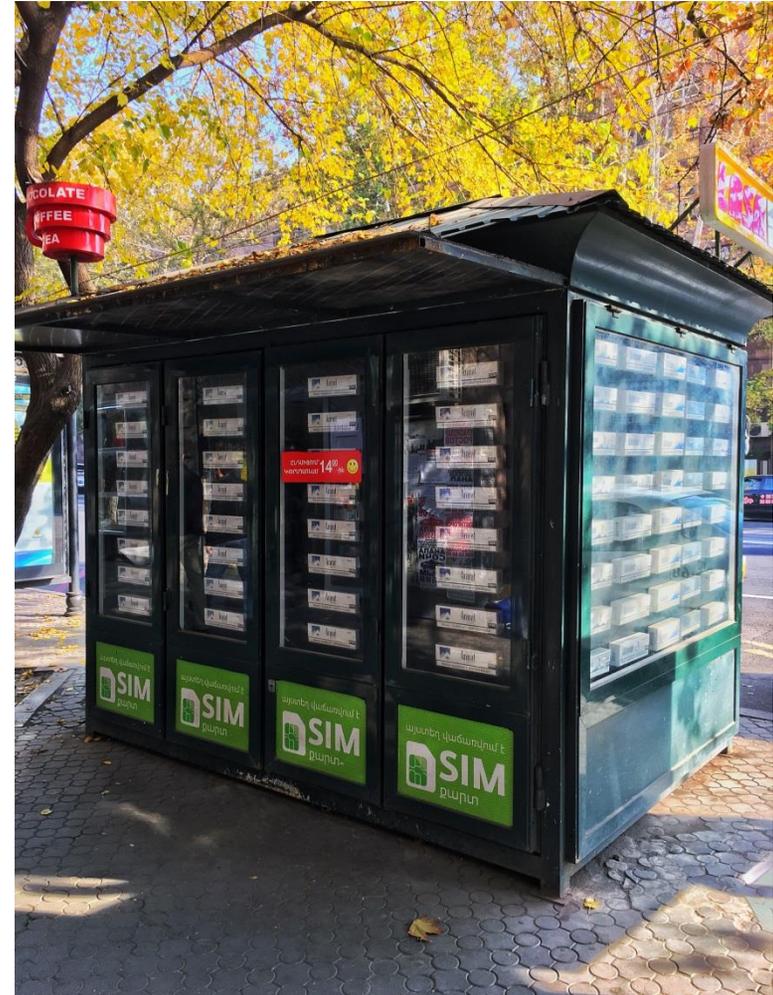
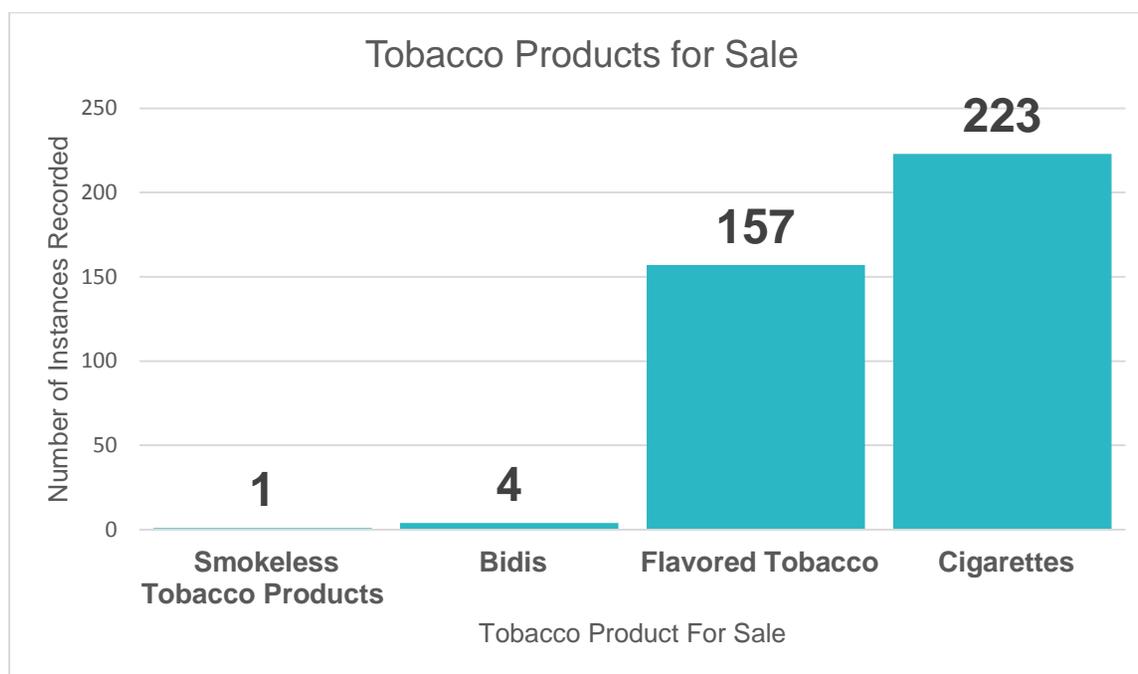


Fig. 5 Example of «other» advertisement - Kiosk covered blocks of cigarettes

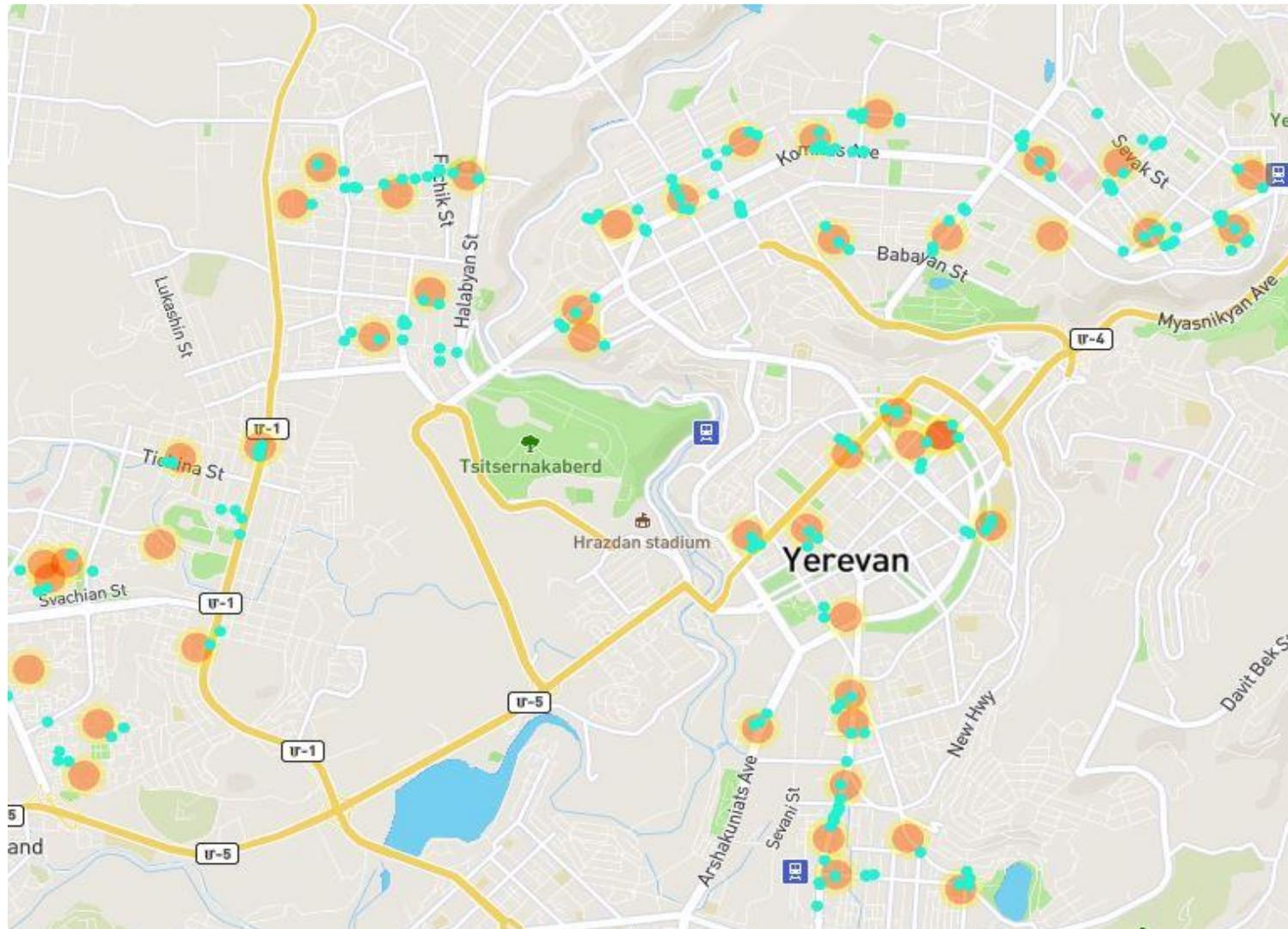
## Tobacco Products for Sale

Tiny Targets field agents recorded 385 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), bidis (clove cigarettes), and smokeless tobacco products. Of these, the most common tobacco product for sale was cigarettes (223 instances, sold in 98,2% of POS), followed by flavored tobacco products (157 instances, in 69,2% of POS).



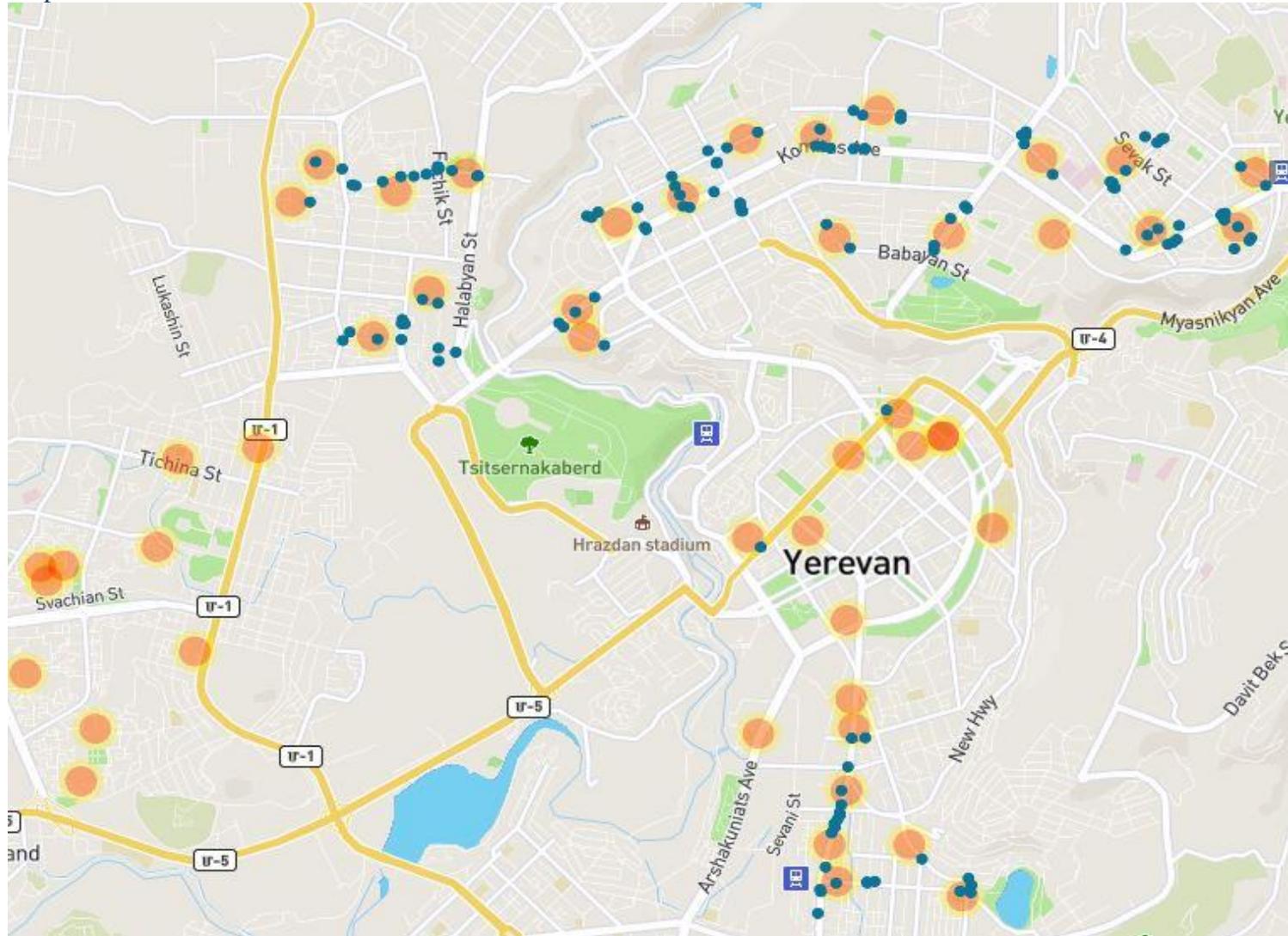
*Fig 6. Instances of tobacco products for sale recorded by Field Agents in Yerevan, Armenia*

## Map of Cigarettes for Sale



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

## Map of Flavored Tobacco for Sale



To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Flavored Tobacco” for the city you wish to view.

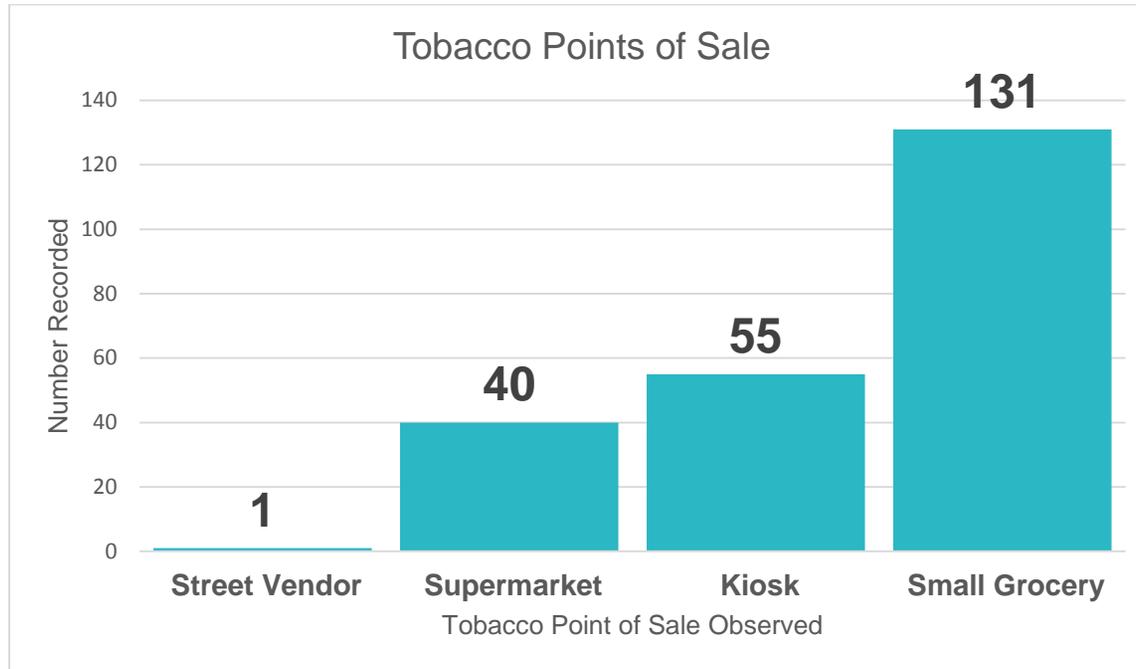
Images of Tobacco Products for Sale



*Fig. 7. Tobacco products displayed for sale near supermarket in shopping center. Yerevan, Armenia. Powerwalls with lightboxes and digital screens with video advertising.*

## Tobacco Points of Sale

Tiny Targets field agents recorded 227 tobacco points of sale. These were distributed into the following categories: small grocery stores, kiosks, supermarkets, street vendors, and other tobacco vendors. Of these, the most common point of sale for tobacco and tobacco products were small grocery stores (131 instances, 57.7% of POS), followed by kiosks (55 instances, 24.2%) and Kiosks (40 instances, 17.6% of POS).



*Fig 8. Points of sale where tobacco products are sold, advertised, or displayed recorded by Field Agents in Yerevan, Armenia*

Images of Tobacco Points of Sale



Fig. 9 Tobacco display in Small grocery store near candies

Fig. 10 Tobacco display with lightbox in shopping center at a child's eye level (1m)



Fig. 11 Tobacco display in kiosk near snacks candies, soda and magazines for kids

*Fig. 12 Kiosk which was placed across the street from the school*

Approximately

**76 POS - 33,5%**

**of POS were placed inside 100-metres radius from the schools.**





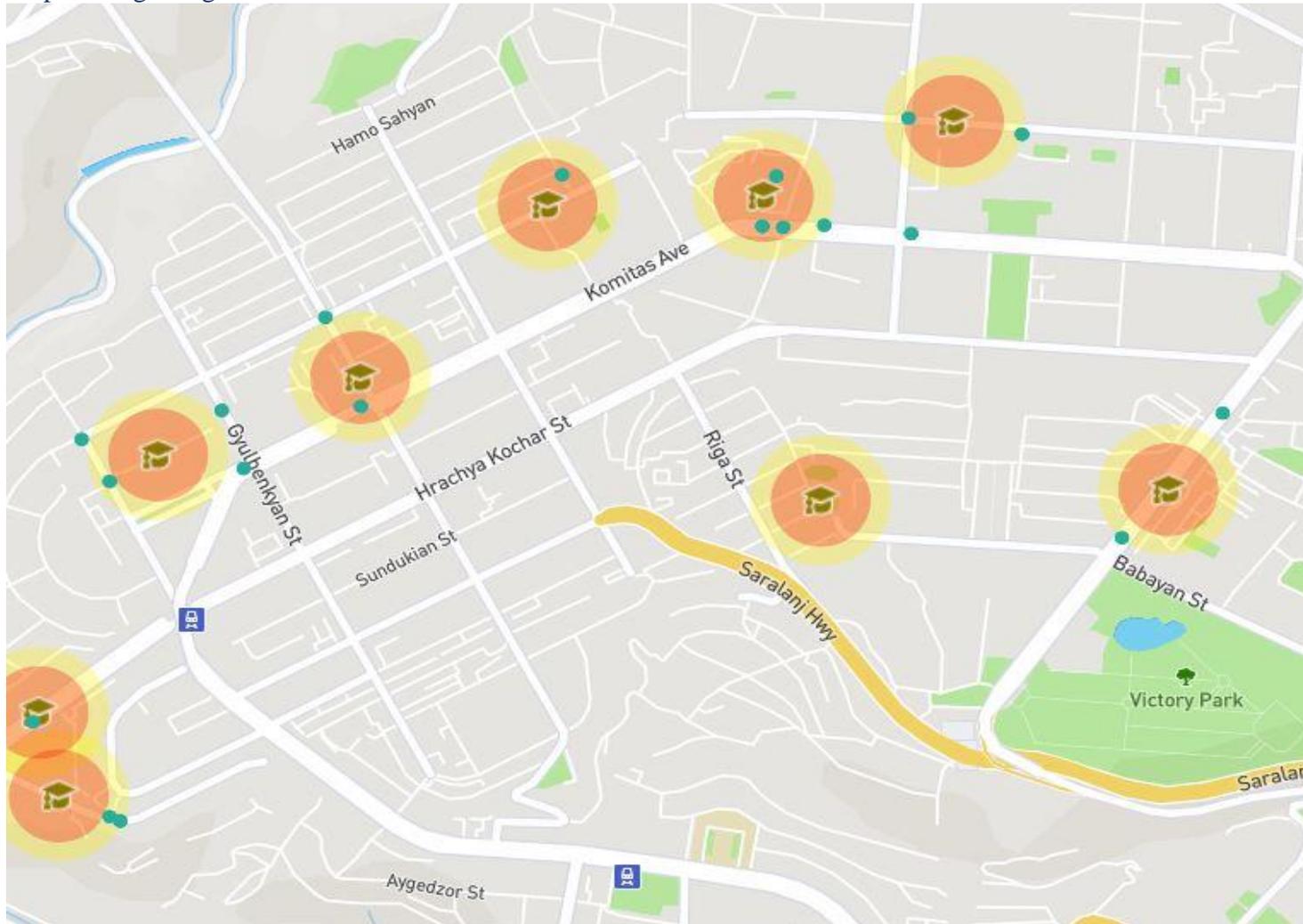
*Fig. 13 Small grocery next to the school*

## Tobacco Sales Tactics

Within the 227 tobacco points of sale recorded, multiple sales tactics were recorded, including tobacco product vending machines and single cigarette sticks for sale. Almost a third of all points of sale recorded sold single cigarette sticks (62 instances).

**27,3% of POS sold single cigarette sticks despite the ban by the law**

## Map of Single Cigarettes for Sale



To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Single Cigarettes” for the city you wish to view.

## Tobacco Displays

Within the 227 tobacco points of sale identified, Tiny Targets Field Agents recorded 206 tobacco product displays. Of these, only 19% (40 instances) had health warnings visible, 92% were at a child's eye level of 1 meter (190 instances), and 93% of them were near candy or toys (182 instances)

83.7%

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

82.3%

Of tobacco displays had no health warnings visible

80.2%

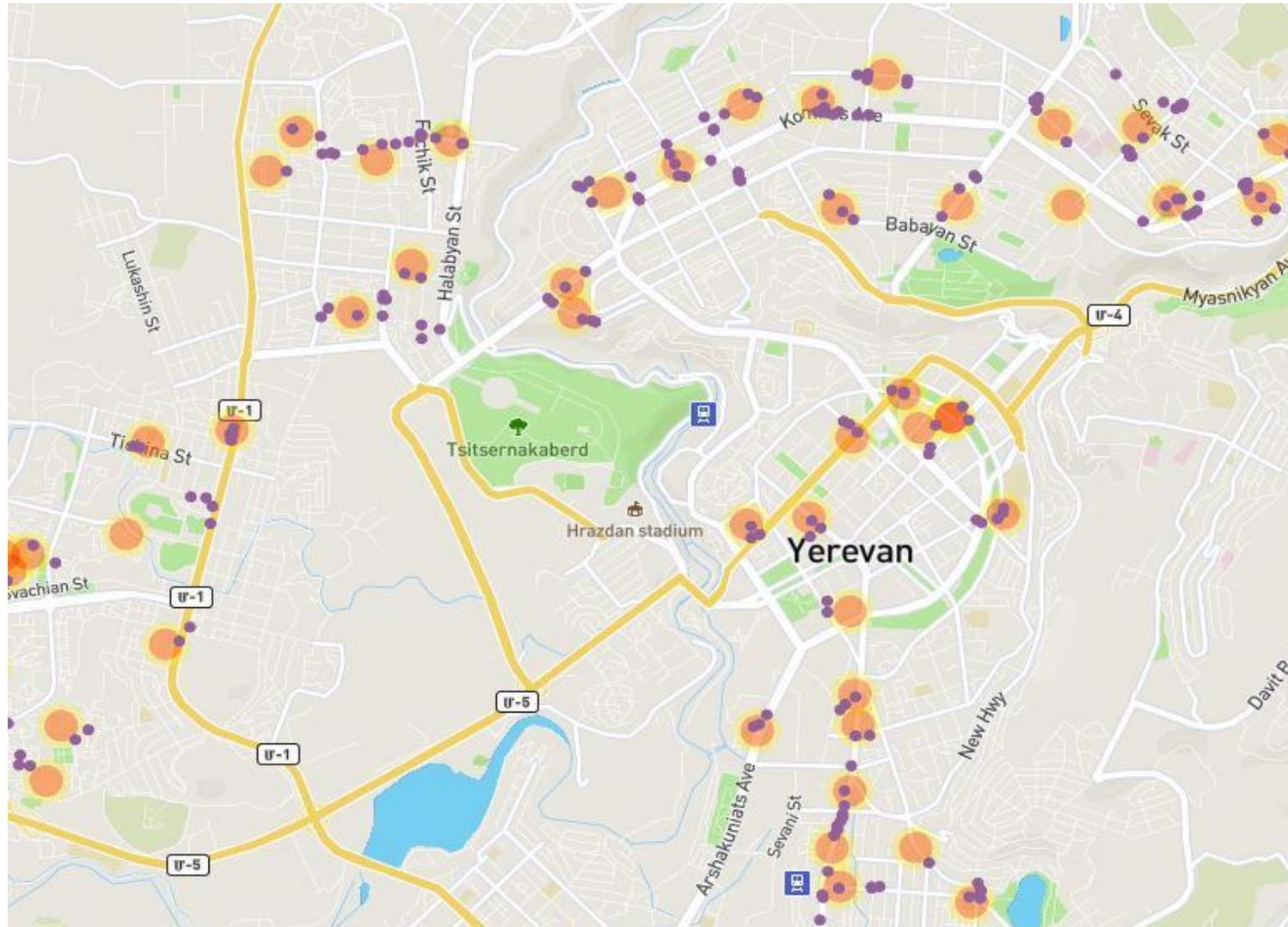
Of tobacco displays were beside candy or toys



Fig. 14 Display in kiosk at a child's eye level

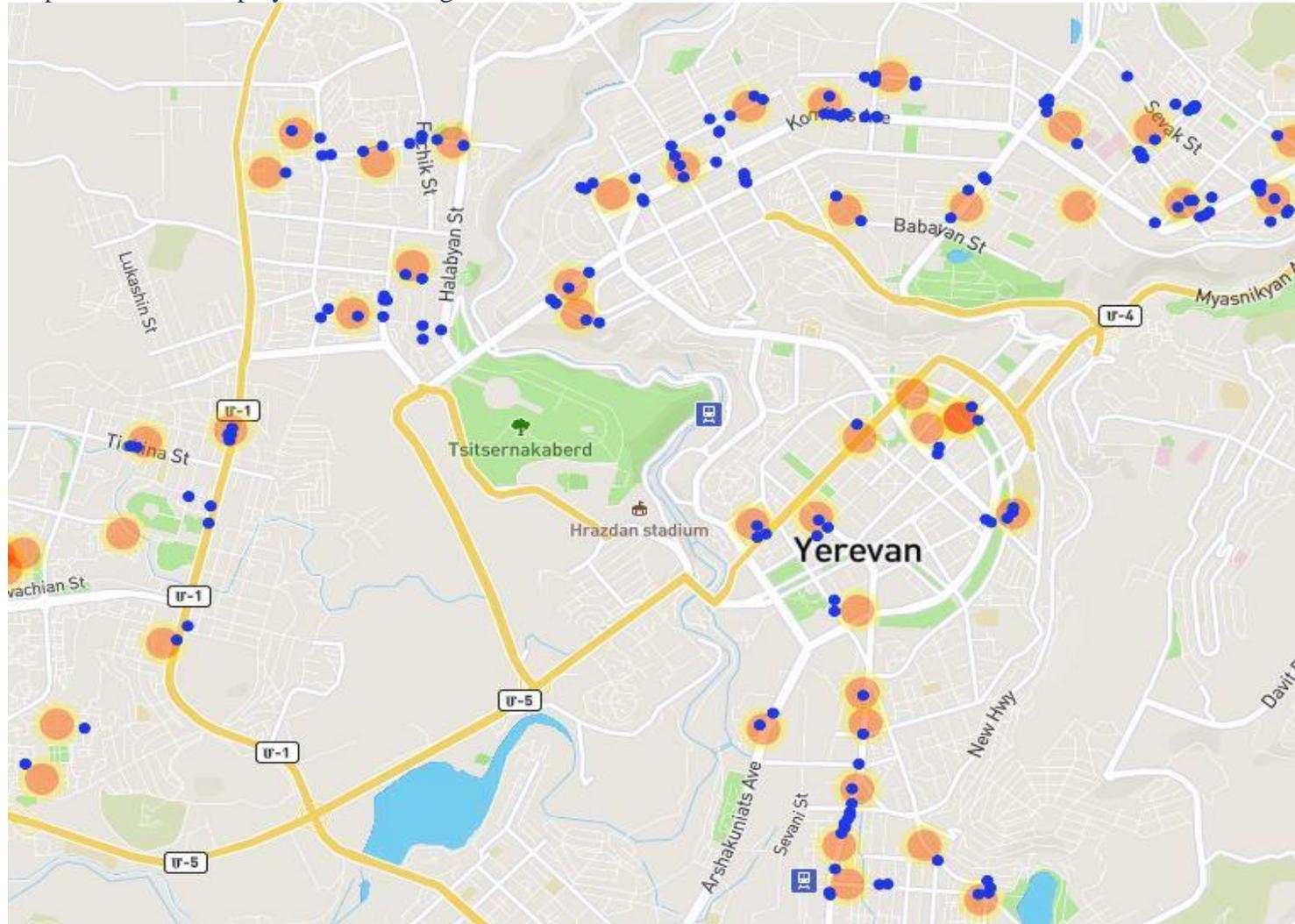


## Map of Tobacco Displays



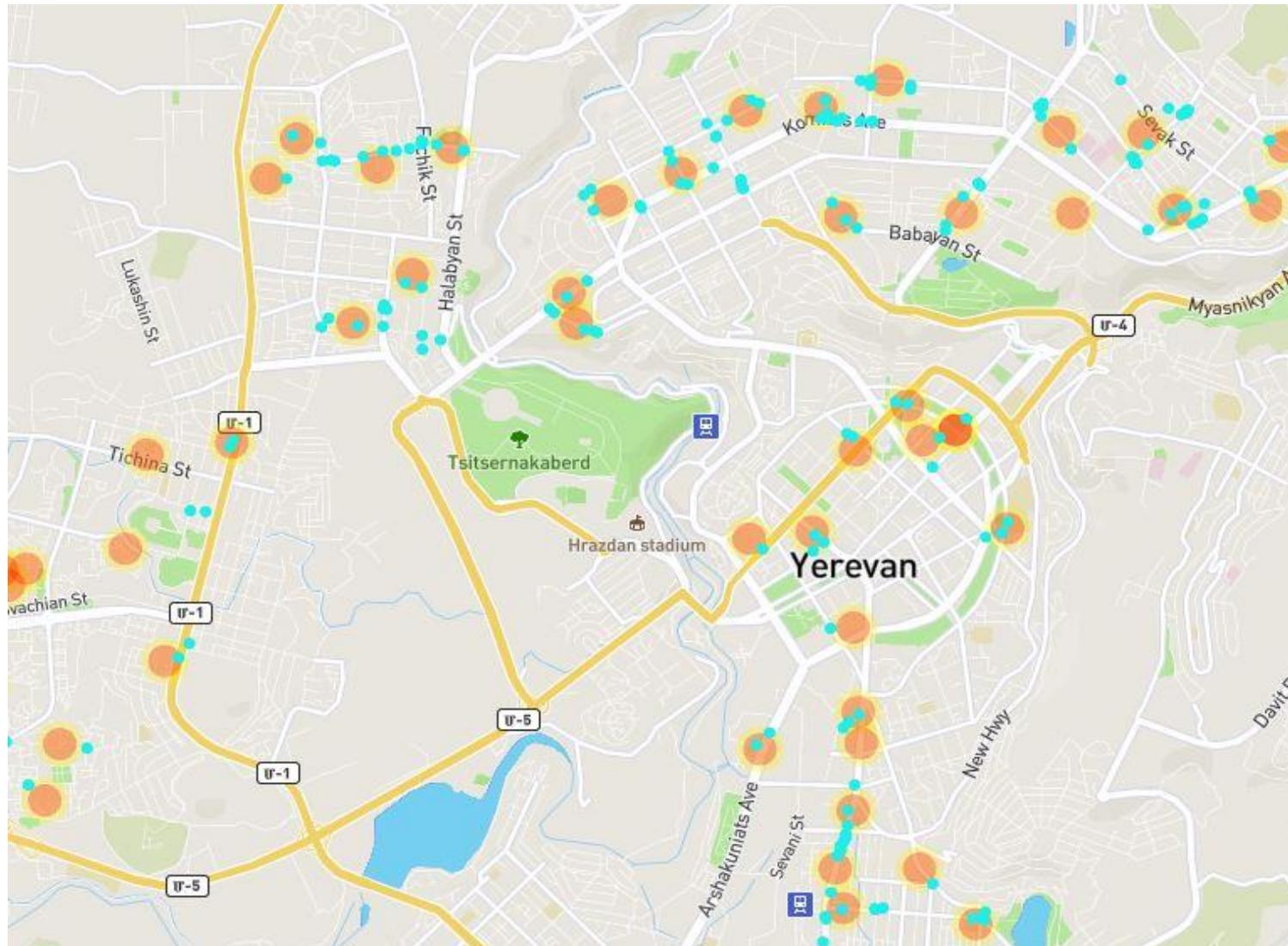
To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Displays” for the city you wish to view.

Map of Tobacco Displays at Child Height



To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Displays at Child Height” for the city you wish to view.

Map of Tobacco Products Displayed Near Candy, Toys



To view this map, navigate to: <http://tinytargets.grassriots.com/> and select “Displayed Near Candy, Toys” for the city you wish to view.

## Tobacco Purchase Incentives

Within the 227 tobacco points of sale, Tiny Targets Field Agents recorded multiple purchase incentives. These were categorized into: Gifts (Free or with purchase), price discounts, free tobacco products, special or limited-edition packs, imitation cigarette candies or toys, mentions of tobacco company-sponsored events (concerts, parties, festivals, etc.), contests or competitions, and the physical presence of a brand representative in store. The most common purchase incentives were gifts (70 instances, in 30,8% of POS), price discounts (13 instances, in 5,7% of POS), and free tobacco products (12 instances, in 5,3% of POS).



Fig. 17 Points of sale where tobacco purchase incentives were recorded by Field Agents in Yerevan, Armenia

Image of Tobacco Company-sponsored event

This is an example of Tobacco Company sponsored event which was held in huge shopping mall. There were competition among visitors, brand representatives, DJ, music and the ruffle of prizes.



Fig. 18 Tobacco Company sponsored event in shopping mall with DJ and prizes

## Discussion and Conclusion

The data gathered by Tiny Targets Field Agents in Yerevan, Armenia from November 22nd, 2017 until November 27th, 2017 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 59 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 schoolers who studies in areas with a high density of POS selling cigarettes is significantly higher than that of their peers, who studies in areas where tobacco is not for sale.<sup>ii</sup>

Research also shows that shows that flavored products - no matter what the tobacco product - appeal to youth and young adults. Data from the 2013-2014 Population Assessment of Tobacco and Health (PATH) study found that 80.8 percent of 12-17 year olds who had ever used a tobacco product initiated tobacco use with a flavored product, and that 79.8 percent of current tobacco users had used a flavored tobacco product in the past month. Moreover, for each tobacco product, at least two-thirds of youth report using these products "because they come in flavors I like."<sup>iii</sup>

### Main results:

83.7% of all tobacco displays were at a child's eye level, 80.2% of them were near candy or toys, 27.3% of POS sold single cigarette sticks despite the law, 69,2% of POS sold flavored tobacco products. 76 POS (33.5%) are placed inside 100-metres radius from the schools.

When we combine these factors with the significant penetration of tobacco advertising in multiple forms, it is easy to postulate that a child incentive to purchase a tobacco product is significant, and barriers to purchase are low.

According to the the results:

- Need to increase the penalties and to conduct quarterly reviews to control the complying with the Smoke-free law (Article 8 point 1(3)) which bans the sale of single cigarette sticks.
- Advertisement, display and purchase incentives of tobacco products at POS need to be banned, due to massive and obvious targeting teenagers and youth.
- Sale of cigarettes within 100-meters radius from the educational institutions needs to be banned due to high availability for kids. Besides needs to introduce a penalty system for violation of this measure.
- Need to increase the penalties for sale of cigarettes and tobacco products to minors. Penalties for legal entities and Individual Entrepreneurs need to be high.
- Sale of flavored cigarettes needs to be banned due to flavored tobacco products appeal to younger consumers.

---

<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.

<sup>iii</sup> Ambrose, BK, et al., [“Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014.”](#) *Journal of the American Medical Association*, published online October 26, 2015.