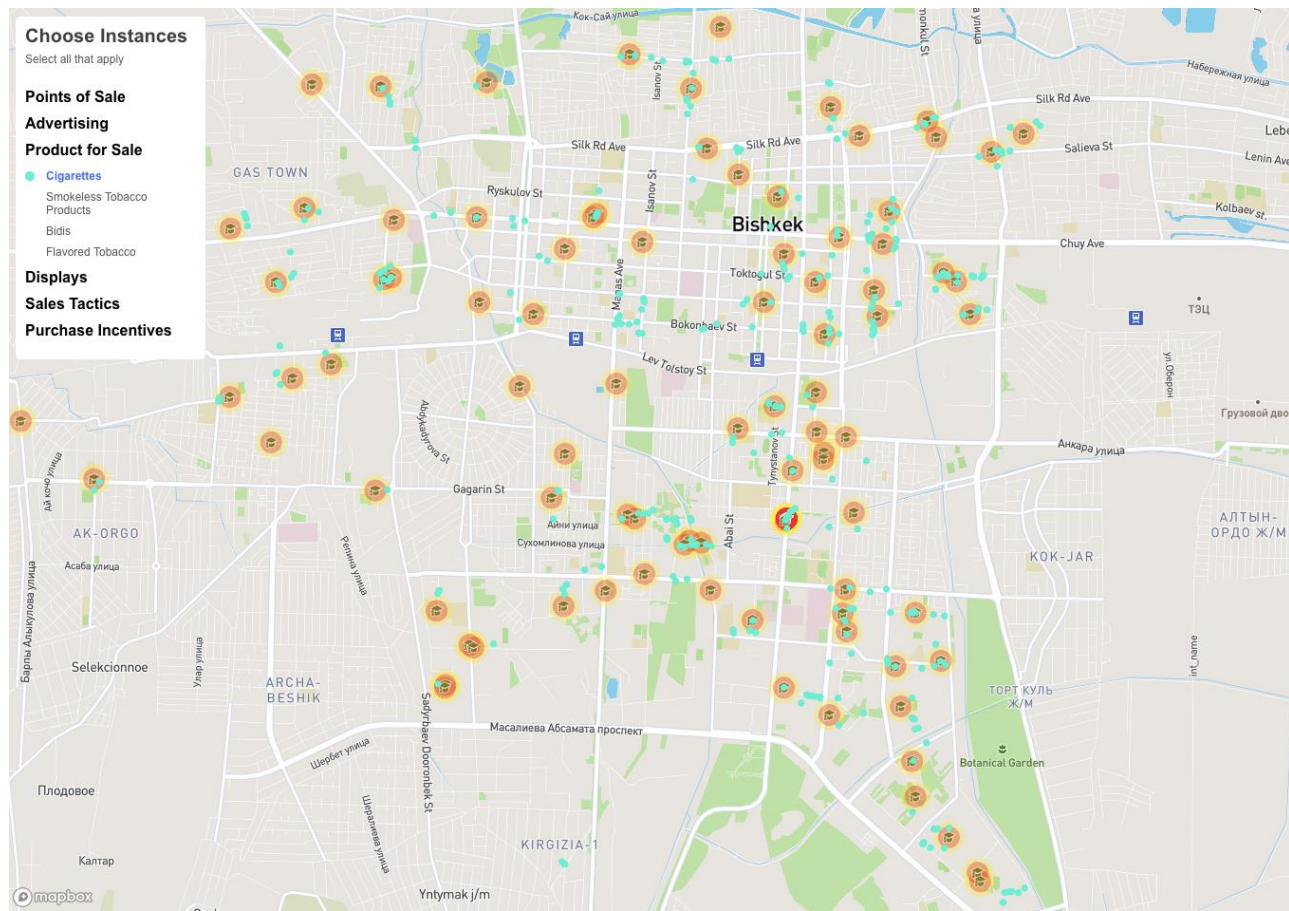


Kyrgyzstan Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives Around Primary, and Secondary Schools



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Executive Summary

Tiny Targets field agents observed 443 points of sale (POS) around 102 schools in Bishkek and Osh, Kyrgyzstan.

Main results:

- The most common forms of advertising were posters (276 instances in 62.3% of POS).
- Cigarettes were sold in 98.8% of POS
- Flavored tobacco were sold in 65,2% of POS
- 88.9% of all tobacco displays were at a child's eye level
- 61.1% of all tobacco displays were near candy or toys
- 87.3% of POS sold single cigarette sticks despite the law
- 62,7% of POS had the smokeless tobacco products (nasvai) for sale.
- 122 POS (27,5%) are placed inside 100-metres radius from the schools despite the ban on tobacco products sales within a radius of 100 meters from schools.

Conclusions:

- Smokeless tobacco products need to be regulated as cigarettes because of their high availability.
- Need to increase penalties for single cigarette sticks sales because the law is not respected.
- Advertisement and display in POS need to be banned.
- 100-meters sales ban needs to be regulated more strictly, and penalties need to be increased

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

Six field agents were trained on December 12 in Bishkek.

During the data collection each field agent equipped with a mobile reporting form to document instances of tobacco companies advertising, selling, displaying, or incentivizing the sale of tobacco products within a 5-minute walking distance from a school in Bishkek and Osh, Kyrgyzstan.

The mobile form automatically captured the date, geographic coordinates, and data collector name for each record uploaded to the dataset. The order of questions and format of response options were designed to facilitate rapid and discrete observation by data collectors. The data reported in this study reflects the reports they submitted from December 13th, 2017 until December 21st, 2017.

School Data

The schools in this study were reported by Tiny Targets field agent data collection. Data collectors observed and recorded 443 points of sale (POS) around 102 schools in Bishkek and Osh (367 POS around 81 schools in Bishkek, 75 POS around 21 schools in OSH)

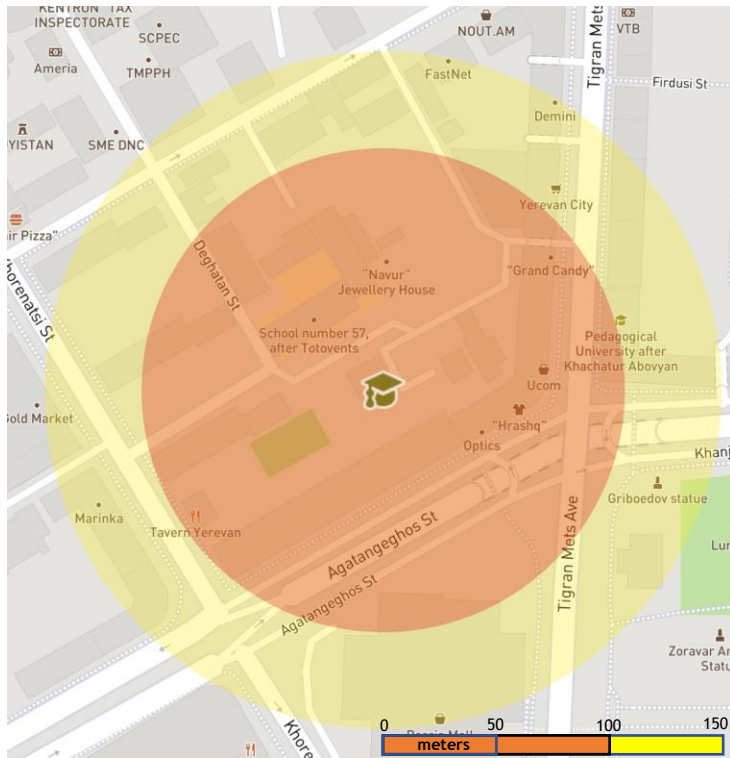
Mapping

Data gathered from the Kobo Toolbox was then mapped using MapBox, an open source mapping platform for custom designed maps. Mapbox, was used to define the sampling area radius of 100 meters surrounding each school (the legal boundary for tobacco publicity, promotion, sponsorship or display or tobacco products visible from outside, as well as on shelves, kiosks, or streets sales). Circles were drawn to represent the radius 100 and 150-meters from a school.

To view all maps, go to <http://tinytargets.grassriots.com/>



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 3933 instances of 44 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 Japan Tobacco (1618 instances, 41.1% of instances), followed by Philip Morris International (965 instances, 24.6% of instances), Imperial tobacco (563 instances, 14.% of instances), and BAT (483 instances, 12.3% of instances) and other tobacco companies (304 instances, 7.7% of instances)

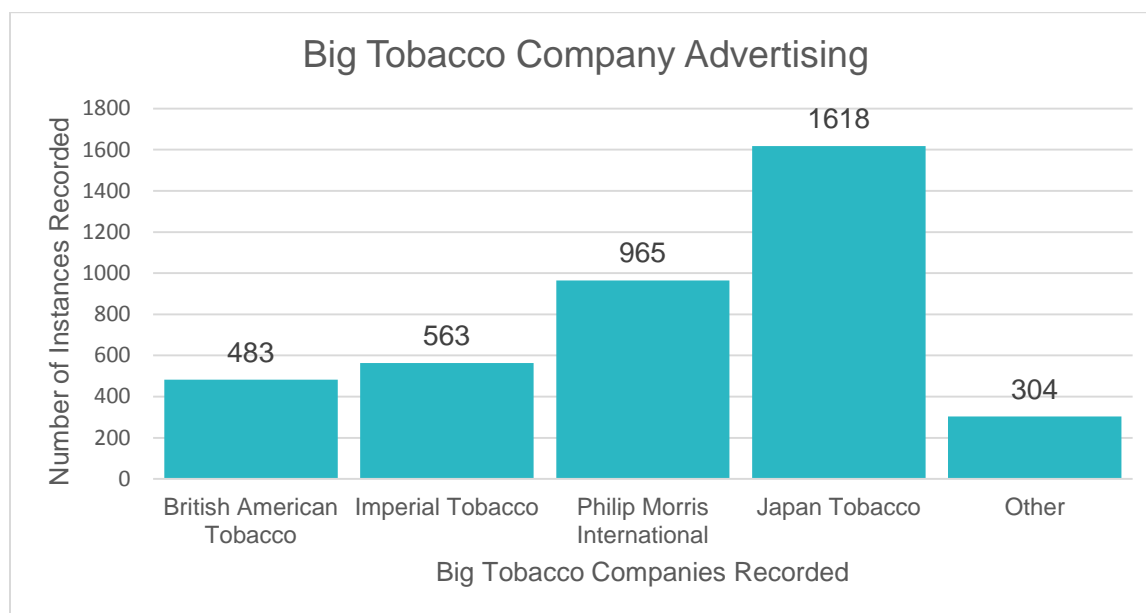


Fig 2. Big Tobacco parent company tobacco brands sold, advertised, or displayed in Kyrgyzstan

Tobacco Advertising around Schools

Tiny Targets field agents recorded 279 tobacco branded advertisements. The most common forms of advertising were posters (276 instances in 62.3% of POS).

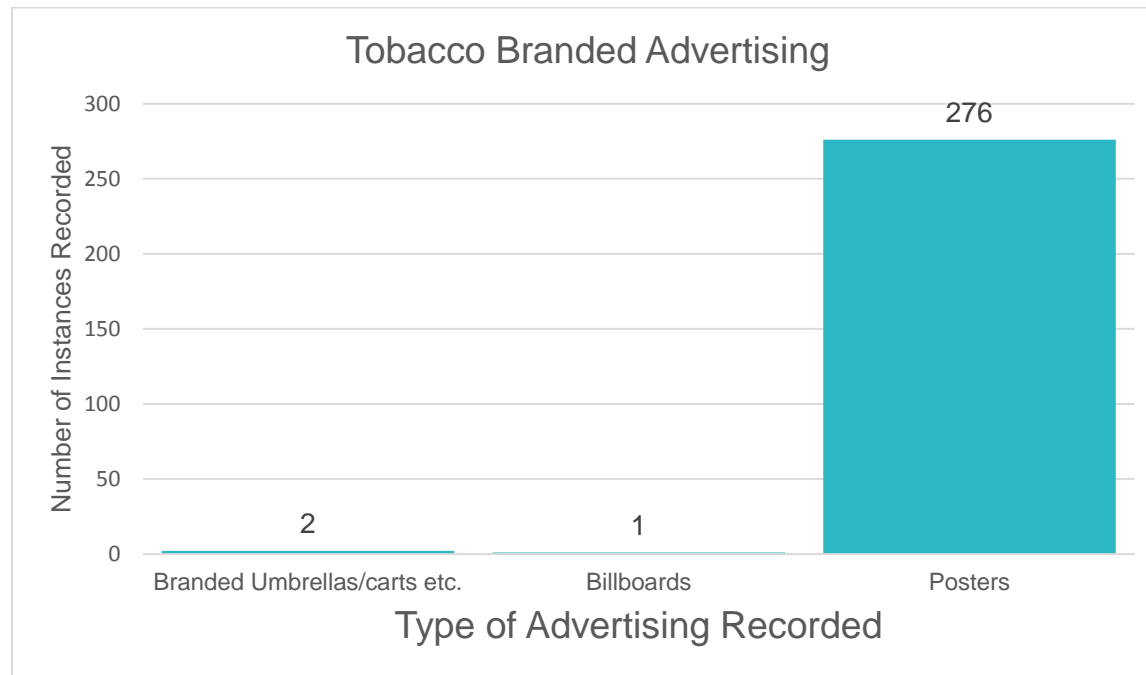
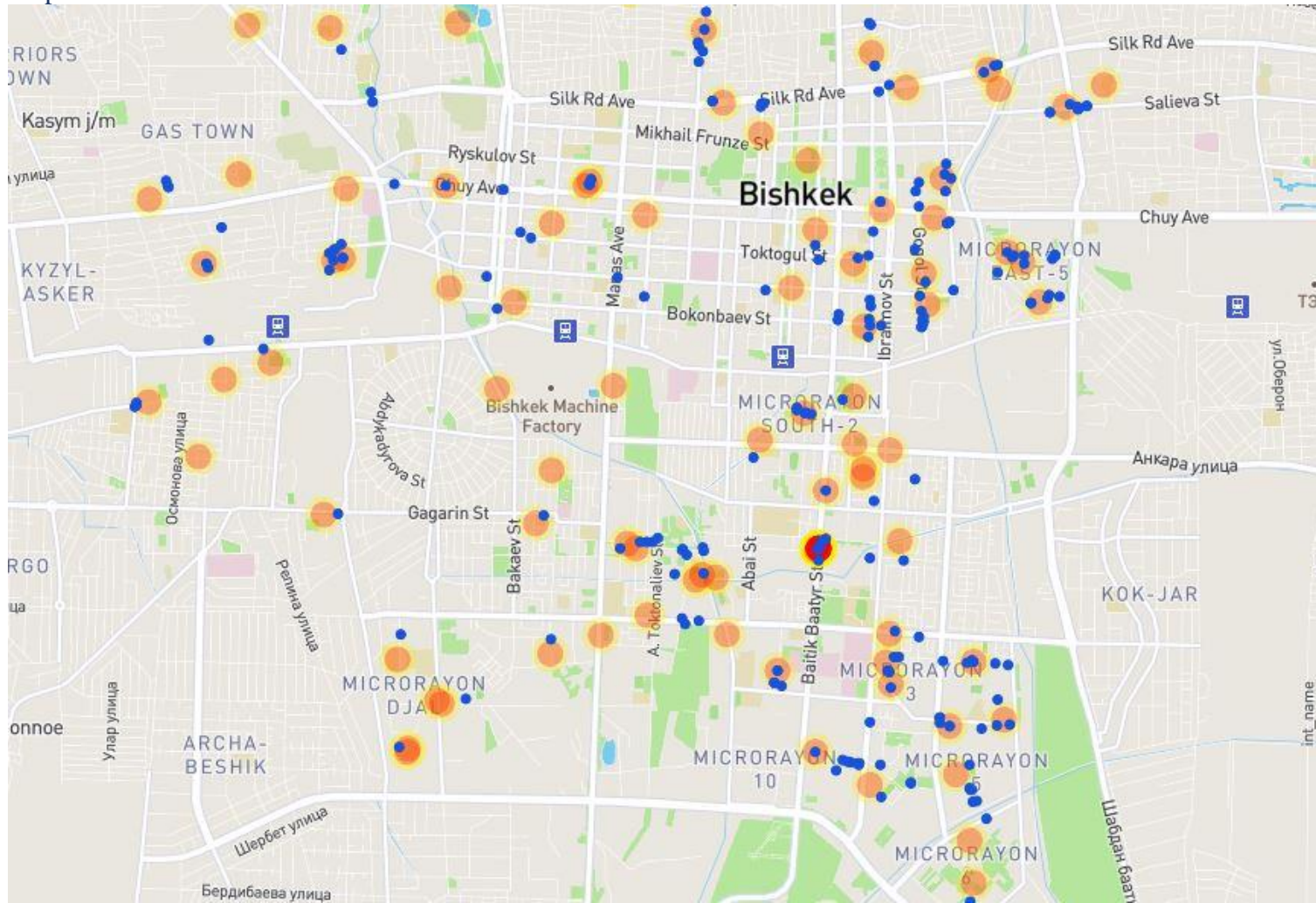


Fig 3. Tobacco branded advertising instances recorded in Kyrgyzstan

Map of Tobacco Posters Bishkek



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

Images of Tobacco Advertising around Schools



Fig 4.

Fig 4. Tobacco branded signboard 100m from a school in Kyrgyzstan.

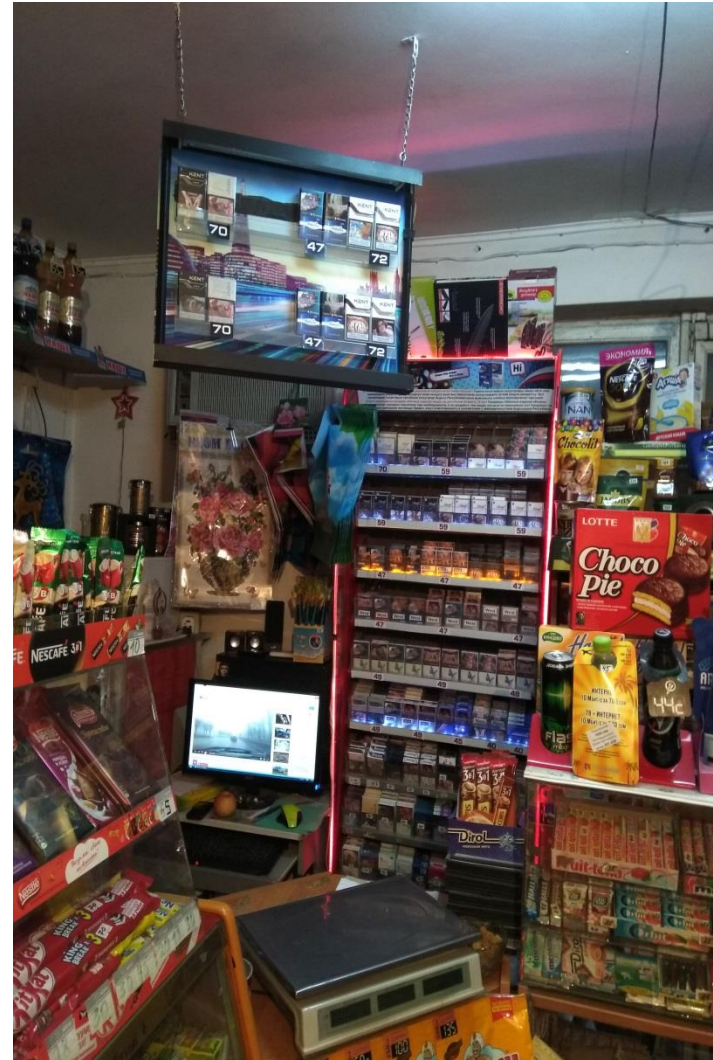


Fig 5.

Fig 5. Poster with tobacco advertising and display with candies near a school in Kyrgyzstan



Fig.6 Tobacco branded old billboard, opposite the school in Bishkek, Kyrgyzstan, This type of advertisement was banned 15 years ago by the law.

Tobacco Products for Sale

Tiny Targets field agents recorded 1005 instances of tobacco products for sale. These products were sorted into the following categories: cigarettes, flavored tobacco products and smokeless tobacco products (e.g. nasvai). Of these, the most common tobacco product for sale was cigarettes (438 instances, were sold in 98.8% of POS), followed by flavored tobacco products (289 instances, in 65,2% POS %), and Smokeless tobacco products (e.g. nasvai) (278 instances, in 62.7% of POS)

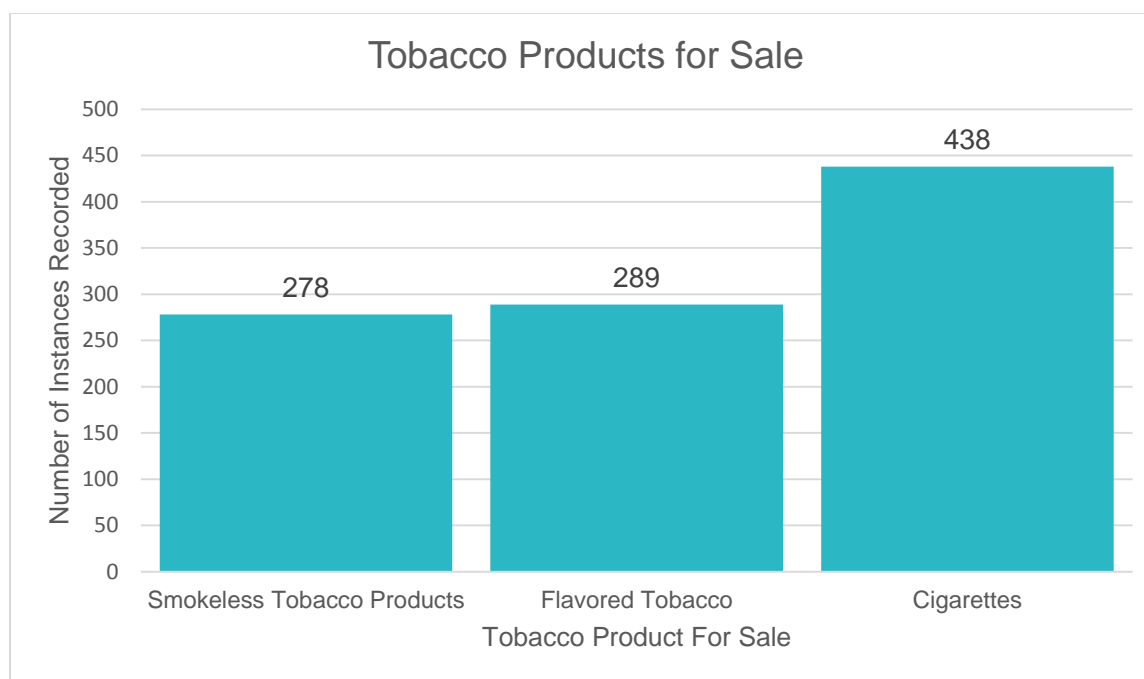
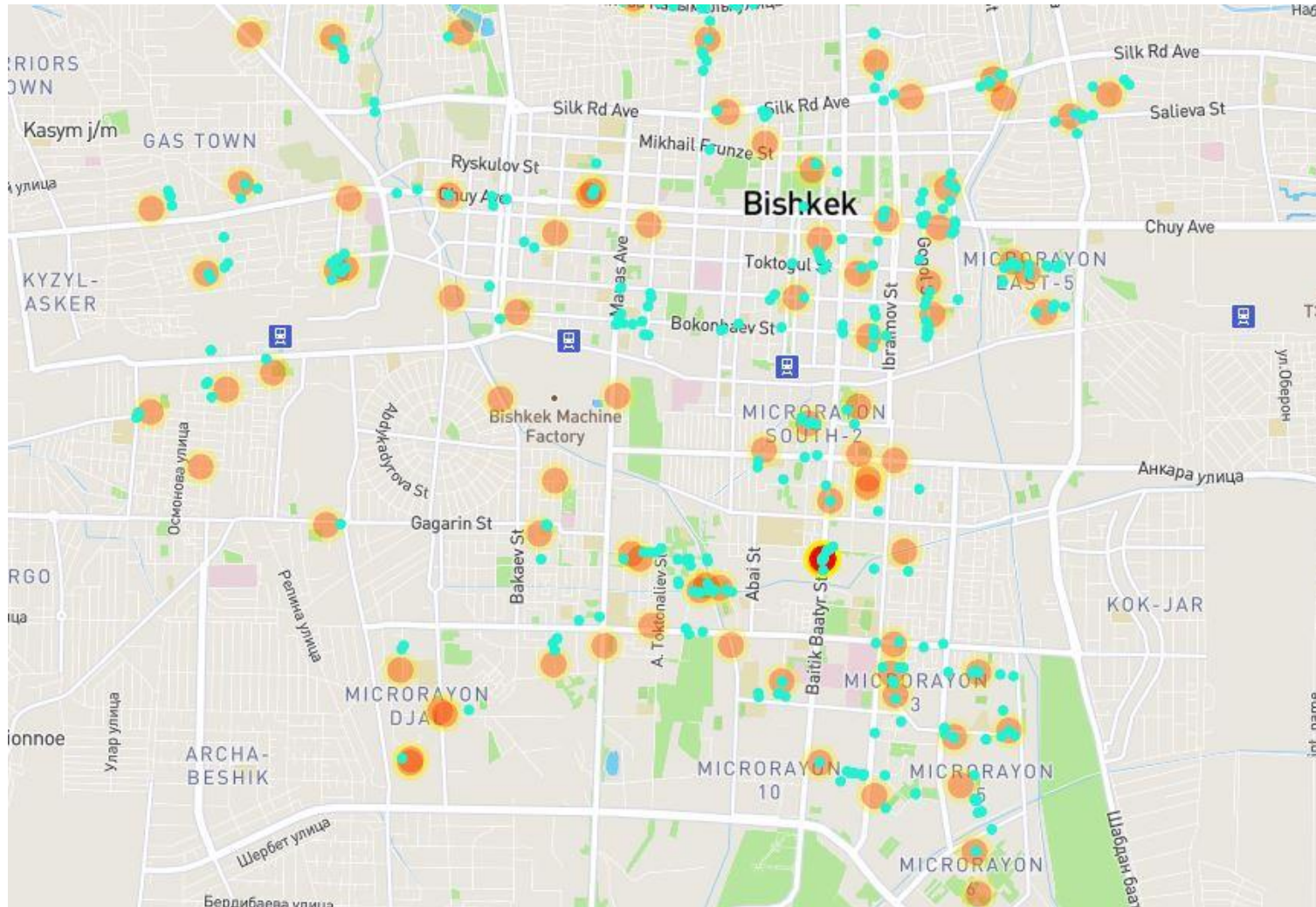
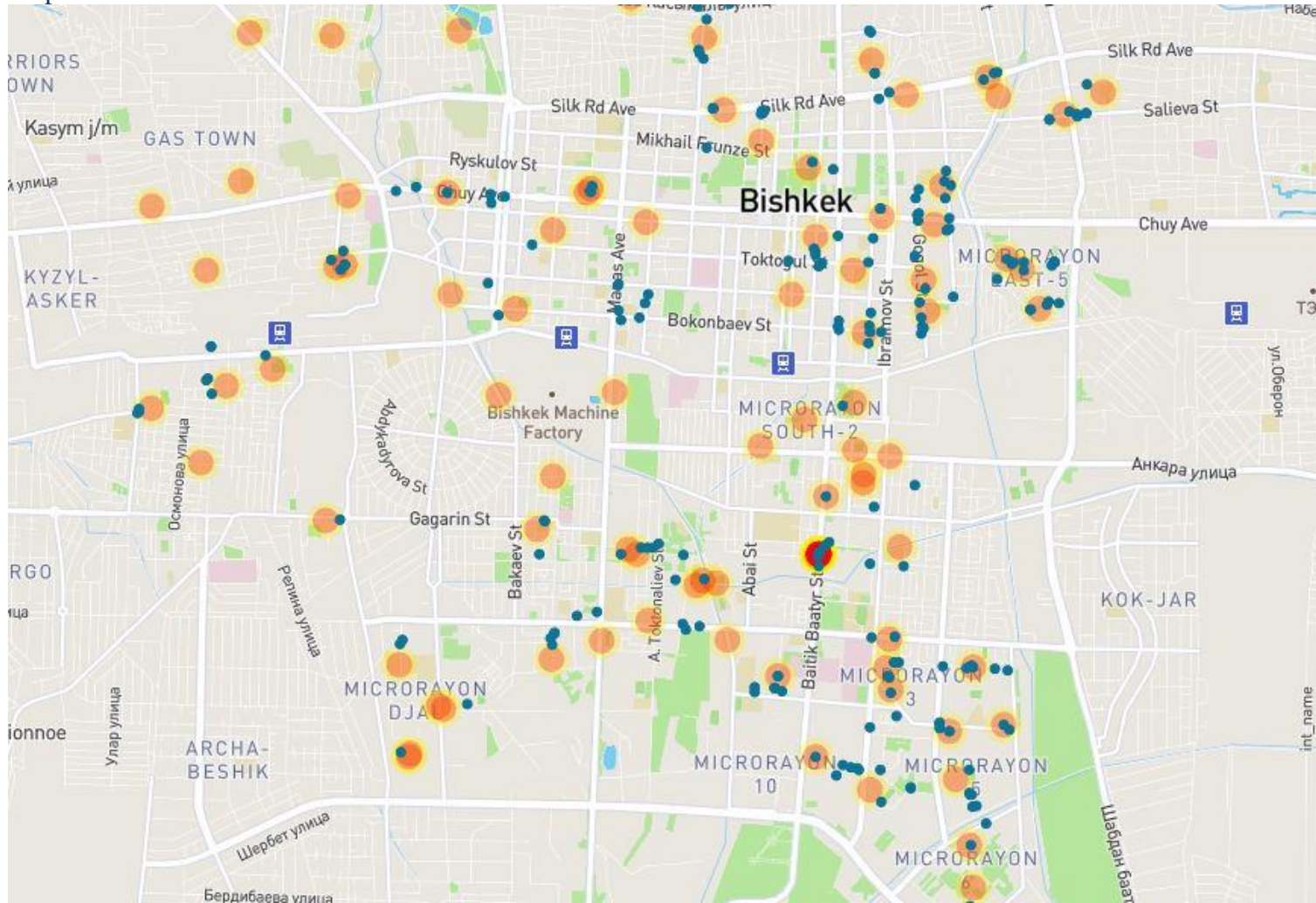


Fig 7. Instances of tobacco products for sale recorded in Kyrgyzstan

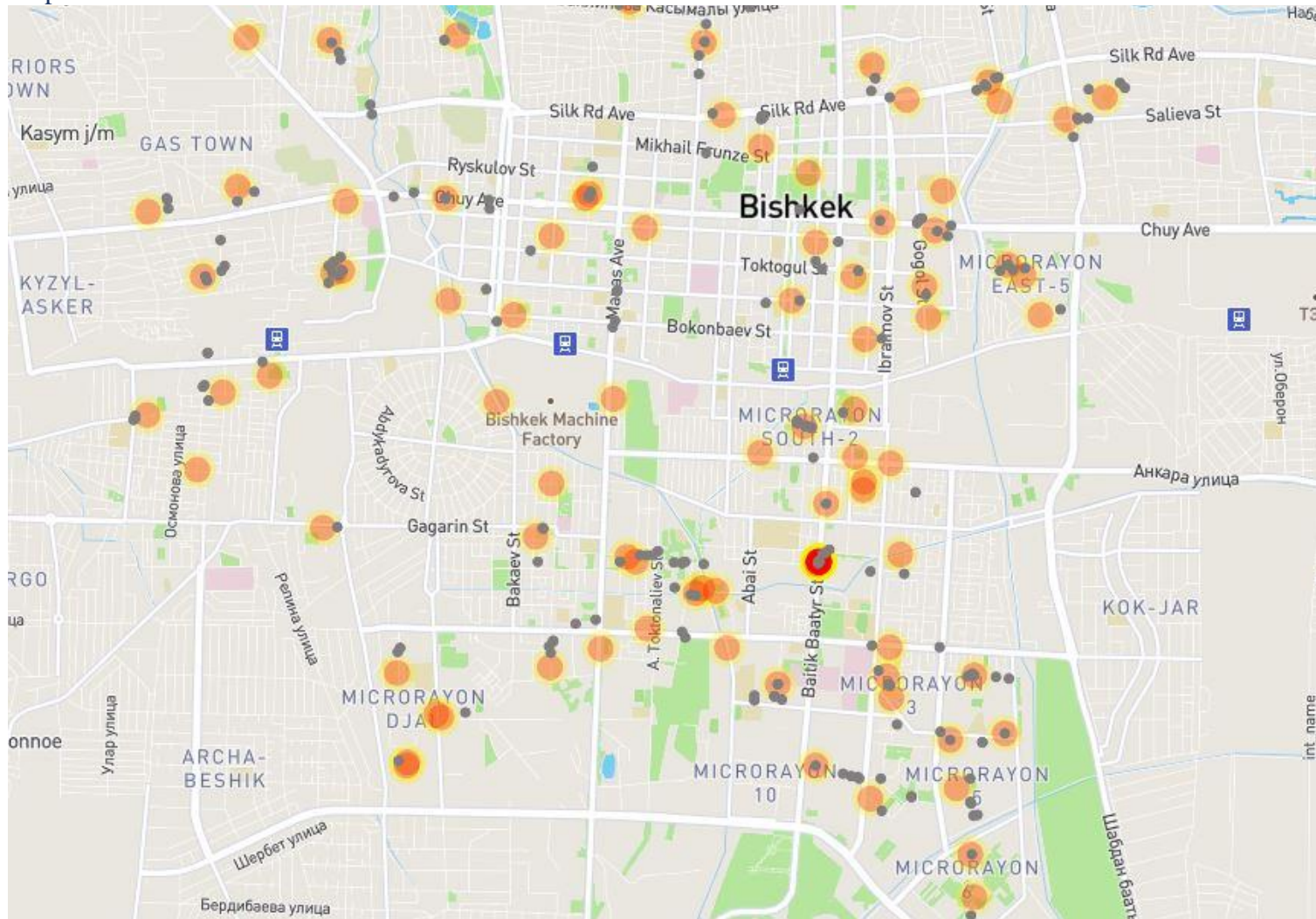
Map of Cigarettes for Sale Bishkek



Map of Flavored Tobacco for Sale Bishkek



Map of Smokeless Tobacco Products for Sale Bishkek



Tobacco Points of Sale

Tiny Targets field agents recorded 443 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 (336 instances, 75.8%), followed by kiosks (46 instances, 10.4%).

Approximately 122 POS (27,5%) are placed inside 100-metres radius from the schools despite the ban on tobacco products sales within a radius of 100 meters from schools.

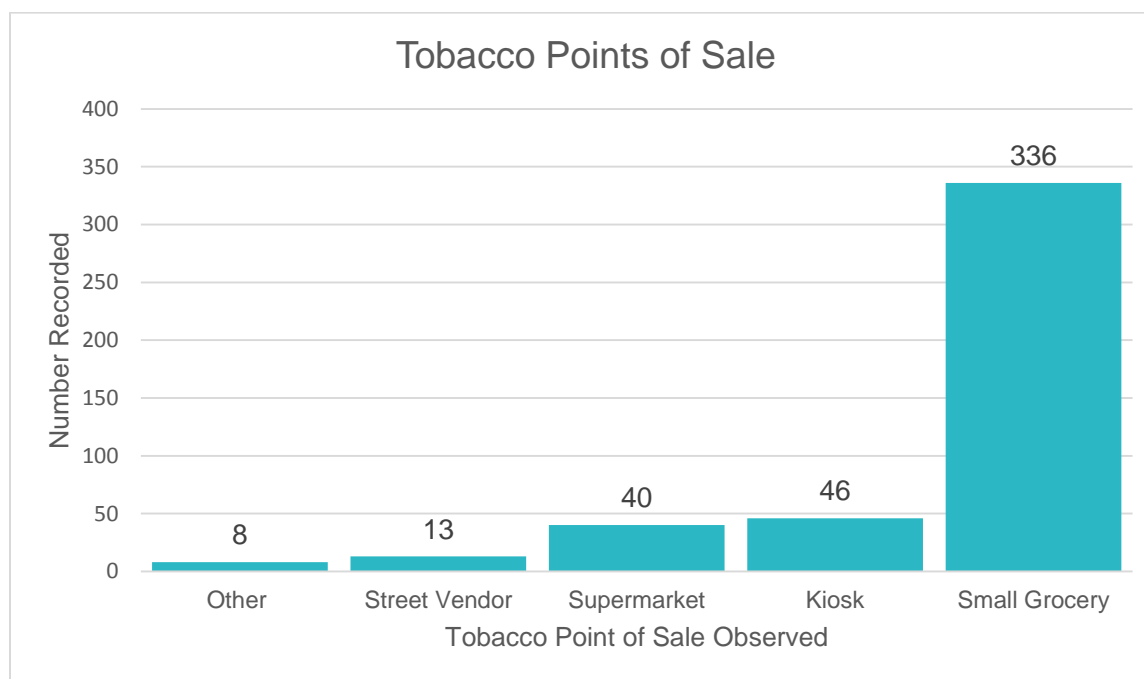
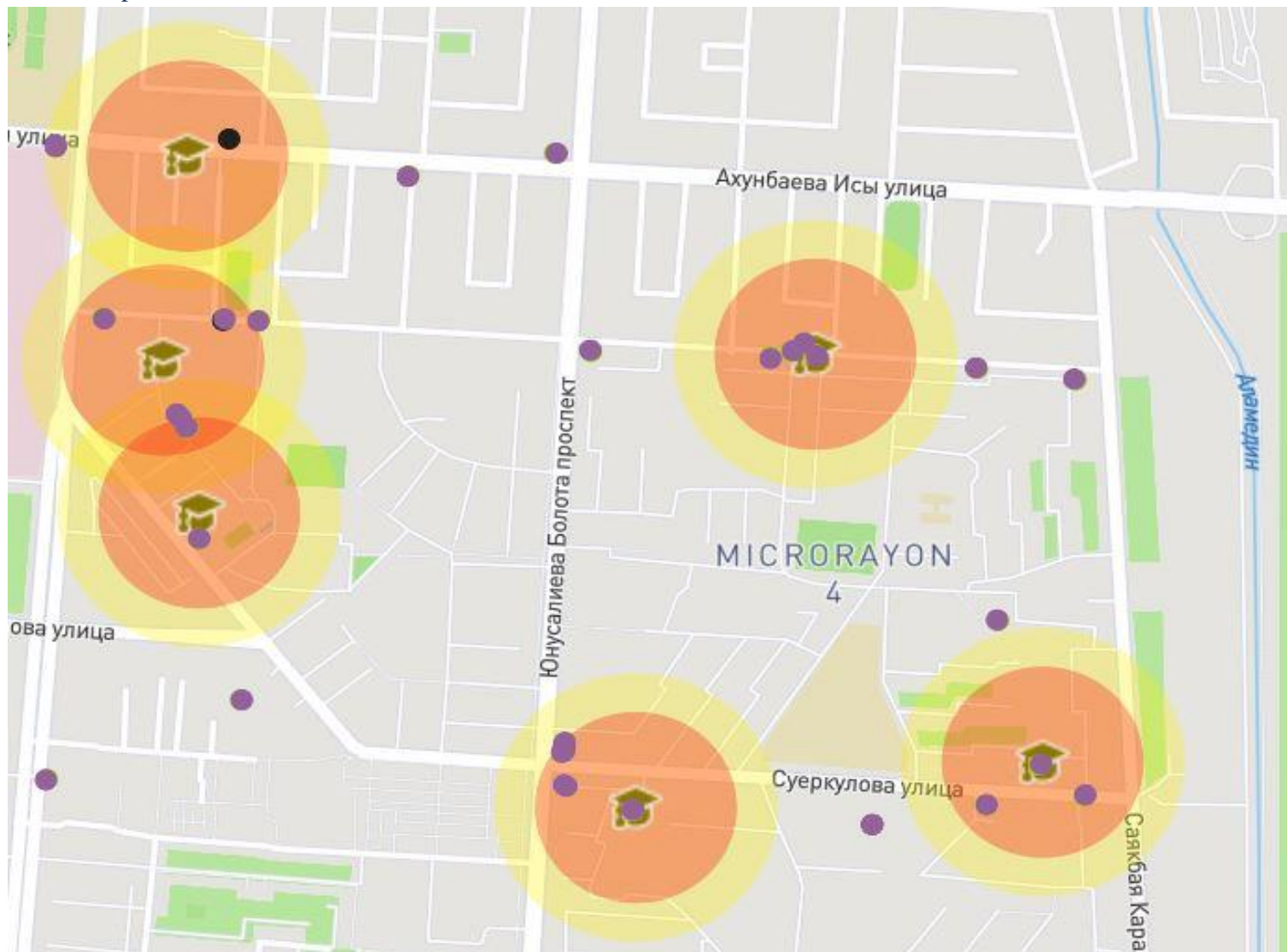


Fig 8. Points of sale where tobacco products are sold, advertised, or displayed recorded in Kyrgyzstan

Part of map with POS inside the 100-meters radius from the school.



Images of Tobacco Points of Sale



Fig 9. Tobacco products displayed in supermarket



Fig 10. Street vendor. Display of tobacco products (single cigarette sticks and nasvai) near candies and snacks



Fig 11. Tobacco products displayed in small grocery store



Fig 12. Tobacco products displayed in Kiosk near toys

Tobacco Sales Tactics

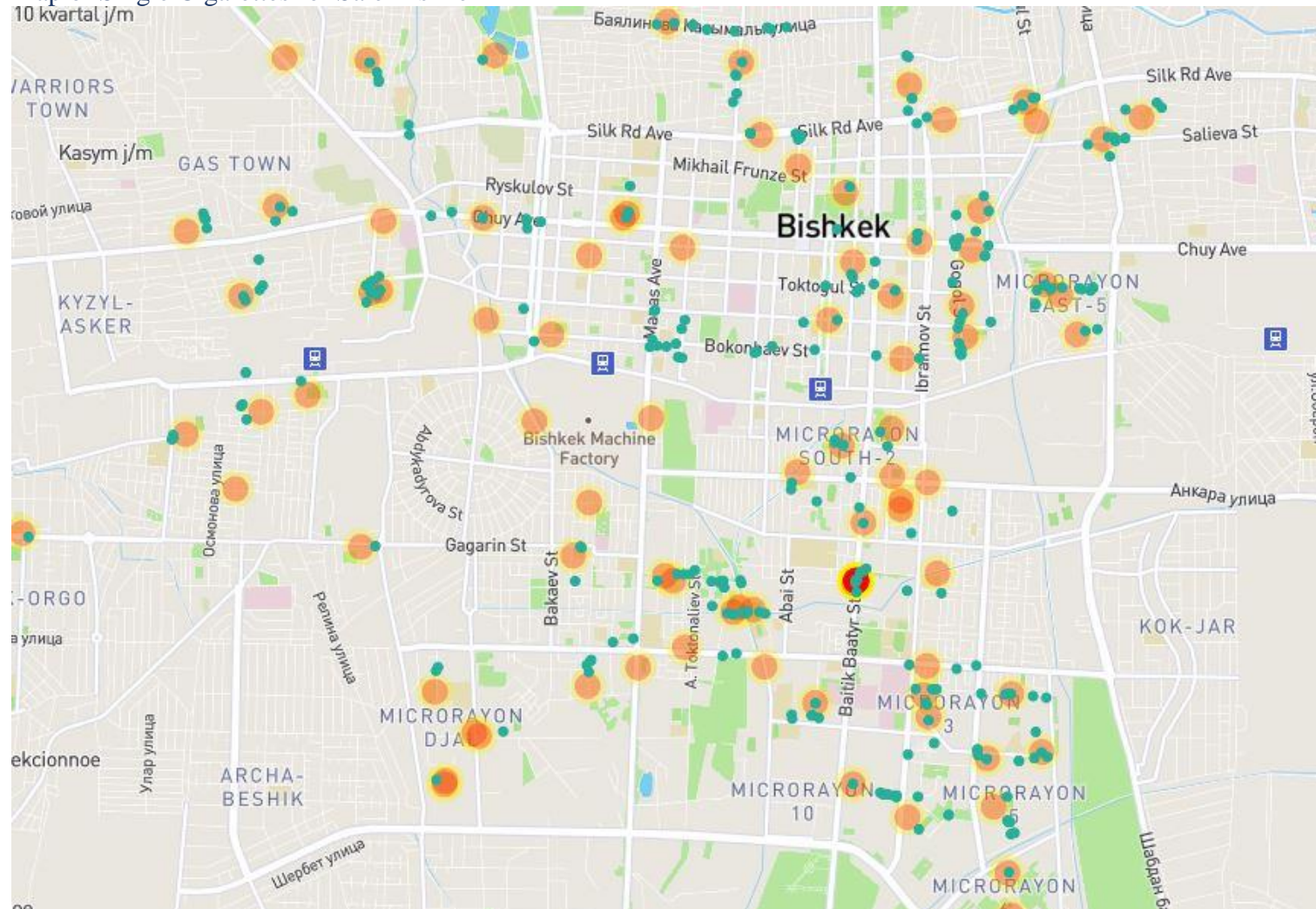
Within the 443 tobacco points of sale recorded 87.3% of all points of sale recorded sold single cigarette sticks (386 instances) despite the single sticks sales ban by the law

87,3% of POS
Sold single
Cigarette sticks



Fig 13. Single cigarette sticks and nasvai in Kyrgyzstan

Map of Single Cigarettes for Sale Bishkek



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

Tobacco Displays

Within the 443 tobacco points of sale identified, Tiny Targets Field Agents recorded 414 tobacco product displays. Of these, 88.9% (394 instances) had health warnings visible, 67.7% were at a child's eye level of 1 meter (300 instances), and 61.1% of them were near candy or toys (284 instances)

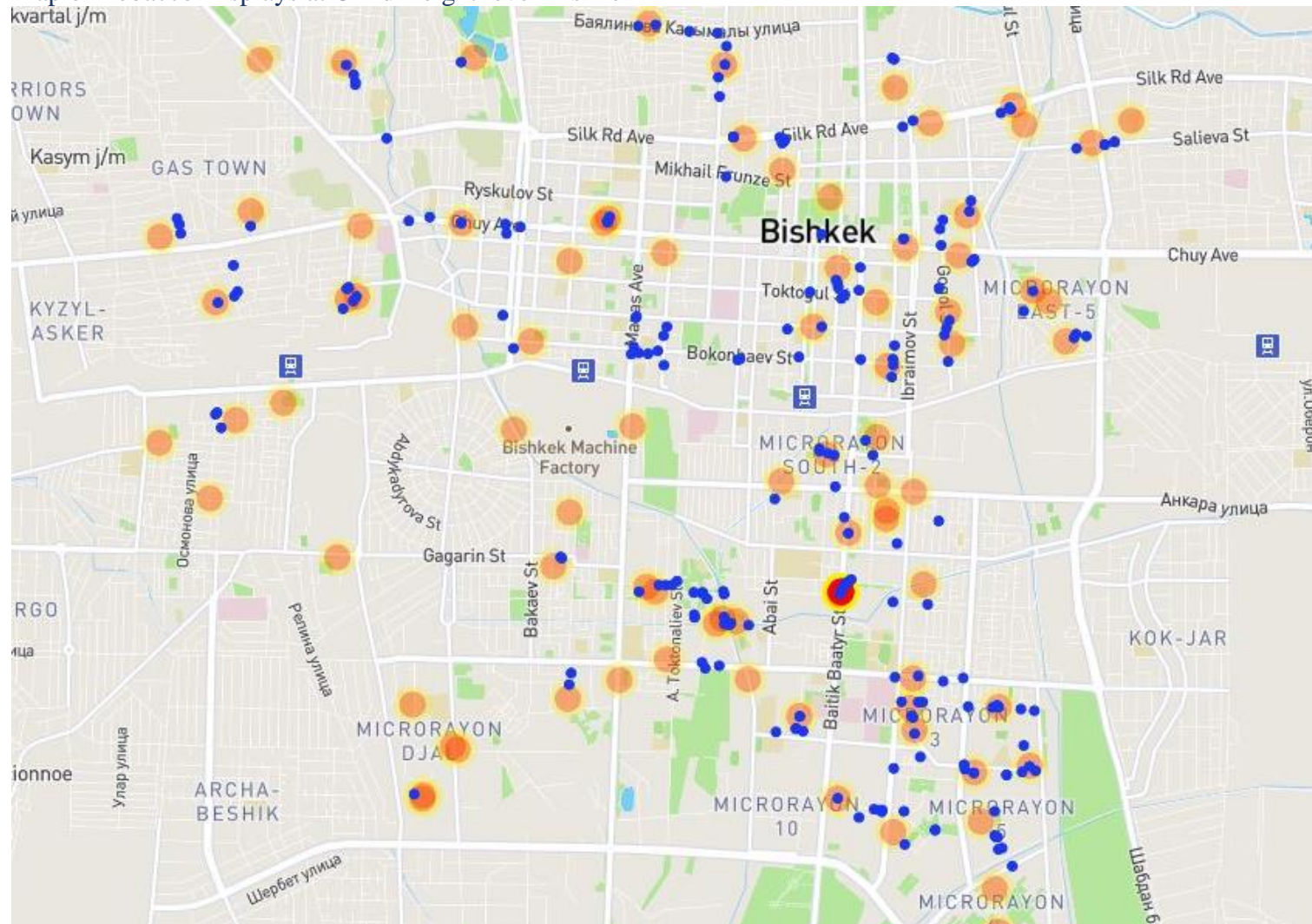


Fig 14. A boy buying single cigarettes and candy from street vendor.

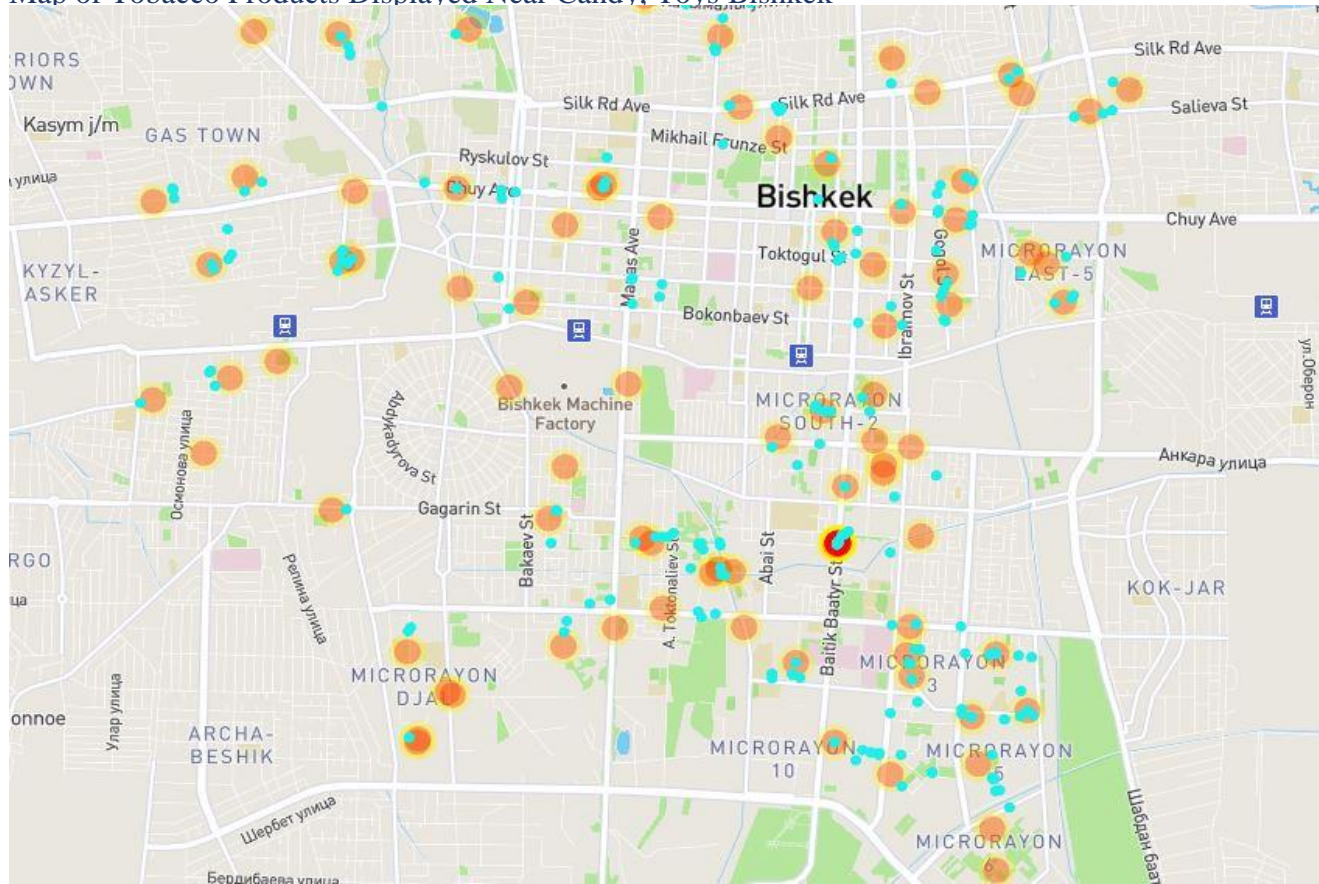
88,9% Of tobacco displays were at a child's eye level

61,1% Of tobacco displays were displayed beside candy, sweets or toys

Map of Tobacco Displays at Child Height level Bishkek kvartal j/m



Map of Tobacco Products Displayed Near Candy, Toys Bishkek



Tobacco Purchase Incentives

Within the 443 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, imitation cigarette candies or toys, mentions of tobacco company-sponsored events (concerts, parties, festivals, etc). The most common purchase incentives were imitation Cigarette Candies or Toys.

Discussion and Conclusion

The data gathered by Tiny Targets Field Agents in Bishkek and Osh, Kyrgyzstan from December 13th, 2017 until December 21st, 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 102 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. ⁱThe 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. ⁱⁱ

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." ⁱⁱⁱ

Main results:

88.9% of all tobacco displays were at a child's eye level, 61.1% of them were near candy or toys, 87.3% of POS sold single cigarette sticks despite the law, 62,7% of POS had the smokeless tobacco products (nasvai) for sale. 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.

122 POS (27,5%) are placed inside 100-metres radius from the schools despite the ban on tobacco products sales within a radius of 100 meters from schools.

According to the the results:

- Smokeless tobacco products need to be regulated as cigarettes because of their high availability.
- Need to increase the penalties and to conduct quarterly reviews to control the complying with the Smoke-free law which bans the sale of single cigarette sticks.
- Advertisement and display of tobacco products at POS need to be banned, due to massive and obvious targeting teenagers and youth.
- 100-meters sales ban needs to be regulated more strictly, and penalties need to be increased
- 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.

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

ⁱⁱ 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.

ⁱⁱⁱ 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.