BIG TOBACCO
TINY TARGETS

TOBACCO INDUSTRY
TARGETS SCHOOLS IN ZAMBIA
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There is unequivocal evidence that the tobacco industry deliberately and systematically targets children in order to encourage smoking and the use of other tobacco products among them.

This is carried out using multiple strategies, including marketing, advertising and promotion, very often around schools, leading to experimentation with and addiction to tobacco among children. They are thus more likely to become addicted long-time tobacco users and suffer from tobacco-related diseases later in life and/or premature death.

Tobacco use is known to cause death among up to 50% of its long-term users. The tobacco industry, although aware of the devastating consequences of tobacco use, continues to target young people as it is more concerned with profits than public health.\(^1\)

Zambia is no exception to the marketing strategy of the tobacco industry. In the country, advertising and sale of tobacco products increasingly target children and youth. Among youth aged 13-15 years\(^2\), 6.2% currently smoke cigarettes and 24% currently use other tobacco products. This survey was conducted with a view to understanding the practices of the tobacco industry to market, promote and sell tobacco products around schools in Lusaka, Zambia.

**Methodology**

The following methodology was adopted to conduct the survey:

- **Observation**: The methodology was based on the observation of points of sale and advertising of cigarettes and other tobacco products within 100 meters around schools.
- **Tools**: Observation forms were developed by a team of experts to serve as data collection tools.
- **Random school selection**: 30 primary and secondary schools in Lusaka were randomly selected (refer appendix).
- **Mapping**: A mapping was done for each school to assess the level and location of sale and advertising points.
- **Images**: Pictures were taken to illustrate the sale and advertising of tobacco products around the schools surveyed.
- **Training and data collection**: A team was trained for the systematic collection of data.

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\(^2\) Global Youth Tobacco Survey Zambia, 2011
Findings

Sale of tobacco products around schools

672 points of sale of tobacco products were found around the 30 schools surveyed.

School children in Lusaka can buy tobacco products from the following points of sale around schools:

requent kiosks

Permanent kiosks are the most popular form of tobacco sale outlets. There was a total of 274 permanent kiosks selling tobacco products around the 30 schools surveyed, that is, an average of 9 kiosks per school.

Convenience stores/groceries

There was a total of 220 convenience stores/groceries around the 30 schools surveyed, with an average of more than seven convenience stores for each school.

Mobile vendors

Mobile vendors were another popular type of sale outlet with a total of 178 found around the 30 schools surveyed, that is, an average of almost 6 mobile vendors per school.

A total of 672 tobacco sale outlets were observed around the 30 schools surveyed.

Types of tobacco sale points accessible to children around schools

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Vendor</td>
<td>26%</td>
</tr>
<tr>
<td>Convenience store/Grocery</td>
<td>33%</td>
</tr>
<tr>
<td>Permanent Kiosk</td>
<td>41%</td>
</tr>
</tbody>
</table>

ACCOUNTABILITY PROJECT
TOBACCO INDUSTRY
ATCA
EXPOSE - DENOUNCE
TOBACCO INDUSTRY

ACCOUNTABILITY PROJECT
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EXPOSE - DENOUNCE
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Mobile vendor with a poster advertising cigarettes near Chawama Primary School in the Chawama neighbourhood.

Temporary kiosks lined up few meters from Chinika Secondary School in the Kanyama neighbourhood.
Mode of sale of tobacco products

- **Sale of single sticks**
  100% of schools surveyed had stores in the vicinity selling single sticks of cigarettes.

- **Sale of cigarettes in packs of less than 20**
  100% of schools surveyed had stores around them selling packs of less than 20 cigarettes.

- **Sale of smokeless tobacco**
  80% of the schools surveyed had stores around them selling smokeless tobacco products.

- **Sale of fruit-flavoured tobacco products**
  30% of the schools surveyed had stores around them selling fruit-flavoured tobacco products.

A branded kiosk promoting the sale of single sticks of cigarettes near Linda Open Community Primary School in the Linda neighbourhood.
On windows or doors
100% of the schools surveyed had tobacco advertisements on windows or doors of stores in their surroundings. A total of 198 tobacco advertisements were seen on the windows or doors of stores in the vicinity of these schools. These advertisements were mainly in the form of posters.

On sidewalks
100% of the schools surveyed had tobacco advertisements on sidewalks of stores in their surroundings. A total of 433 tobacco advertisements in the form of posters were seen on the sidewalks of these stores.

On public transport
Tobacco advertisements were also seen on public transport vehicles serving the areas around the schools surveyed.

Stores in the vicinity of schools advertise and promote tobacco products to school children in several ways:

- **Cigarette advertising**
  100% of the schools surveyed had points of sale around them that advertise cigarettes using posters. In addition, 90% of the schools had points of sale around them advertising smokeless or flavoured tobacco products.

- **Display on the counter**
  100% of the schools surveyed had points of sale around them selling cigarettes on the counter.

- **Display behind the counter**
  100% of schools surveyed had points of sale around them selling cigarettes behind the counter.

- **Presence of non-tobacco objects with tobacco logo/brand**
  50% of the schools surveyed had points of sale around them with non-tobacco objects carrying the logos, or brand names of tobacco products.
A poster advertisement displayed at a convenience store near Chinika Secondary School in the Kanyama neighborhood.

Tobacco products displayed behind the counter in a convenience store near White Robes Education Center in the Chawama neighborhood.
Free distribution of cigarettes or other tobacco products
4 of the schools surveyed had points of sale around them promoting cigarettes and other tobacco products through free distribution campaign.

Buy one, get one free campaign
2 schools had points of sale around them promoting cigarettes through a “buy one, get one free” campaign.

Gift voucher
1 school had around it a point of sale promoting tobacco products through gift vouchers.

Presence of signage at point of sale
Of the 672 sale points found around the 30 schools surveyed, only 61% displayed “No sale to minors” signs.

At a point of sale near Richard and Hellen Community School in the Bauleni neighbourhood, tobacco products are mixed with non-tobacco products without a “No sale to minors” signage.
School children can easily buy tobacco products from different sales points around their schools. The tobacco industry deliberately promotes the sale of its products around schools so as to increase accessibility to young people and encourage initiation and consumption.

Tobacco sales outlets are often very close to the school gate. The proximity of tobacco points of sale to schools (less than 100 meters) makes it easier for school children to buy cigarettes and other tobacco products.

Cigarette advertising and promotion are very common in stores around schools. The tobacco industry uses multiple channels to advertise tobacco products around schools in order to capture the attention of school children and make the use of tobacco look like a normal behaviour when it kills one out of every two smokers.

Cigarettes are widely sold in single sticks and in packs of less than 20 around schools. The sale of cigarettes in single sticks and in packs of less than 20 increases the affordability of cigarettes to young people, and encourages smoking and dependence on tobacco from an early age.

Smokeless tobacco is widely available around schools. The use of smokeless tobacco is as dangerous to health as cigarettes. They should therefore not be promoted as an alternative to cigarettes.

School children can easily buy fruit-flavoured tobacco products around their schools. The appealing aromas of flavoured tobacco products mask the harsh taste of raw tobacco and are deliberately used by tobacco companies to entice children to tobacco initiation and eventual addiction.

Promotional activities for tobacco products are widely carried out around schools. Promotional activities aim at encouraging tobacco initiation and consumption among children by informing them of the availability and affordability of tobacco products in the vicinity of their schools.

Tobacco sale outlets around schools in Lusaka display “No sale to minors” sign. Although a good number of tobacco sale points display these signs, tobacco products are still easily available to children around their schools.
A mobile point of sale on the sidewalk of Regina Pacis Catholic School in Chawama neighborhood.

A tobacco sale outlet facing Kamulanga Secondary School in Chawama neighborhood.

Branded kiosks selling single sticks of cigarettes near Linda Open Community Primary School in Linda neighborhood.
A temporary kiosk with a poster advertising tobacco products near Kapoche Primary and Secondary School in the Chawama neighborhood.

Tobacco products displayed behind the counter and mixed with non-tobacco products liked by children at a convenience store near Lantana Camara School in the Bauleni neighborhood.
In the light of the findings of the survey, the following recommendations are made in order to eliminate the sale and advertising of tobacco products to school children in Zambia:

- Ban the sale of tobacco products to minors.
- Ban the sale of tobacco products in the vicinity of educational institutions.
- Ban all forms of tobacco advertising, promotion and sponsorship.
- Ban the sale of cigarettes in single sticks and in packs of less than 20.
- Ban the sale of smokeless tobacco.
- Ban the sale of fruit-flavoured tobacco products.
- Prevent the interference of the tobacco industry in tobacco control policies and programme implementation.
- Adopt a tobacco control legislation compliant to the WHO-FCTC.
- Support the work of civil society so that it could contribute in the adoption and implementation of strong tobacco control policies.

In Zambia, the malicious practices of the tobacco industry with regards to the sale, advertising and promotion of tobacco products around schools are real and visible.

However, the tobacco industry denies such practices. Relying on acts carried out by British American Tobacco and other tobacco companies, a U.S. Court found in 2006 that the companies falsely denied that they marketed to youth:

“The evidence is clear and convincing - and beyond any reasonable doubt - that Defendants [tobacco companies] have marketed to young people... while consistently, publicly, and falsely, denying they do so.”

The results of this survey show that the tobacco industry continues to target young people, including the most impressionable and vulnerable youth: school-aged children.

Zambia ratified the WHO FCTC in 2008. However, the country is yet to adopt a comprehensive tobacco control law that is compliant with the FCTC. Urgent actions are required to protect tobacco control in Zambia from the interferences of the tobacco industry and the population, particularly the youth, from the health, social, economic and environmental consequences of tobacco use.

### List of Schools Surveyed

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of School</th>
<th>School Level</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ASK Education Center</td>
<td>Nursery and Primary</td>
<td>03 to 14</td>
</tr>
<tr>
<td>2</td>
<td>Bakoni Primary/Secondary School</td>
<td>Primary and Secondary</td>
<td>07 to 24</td>
</tr>
<tr>
<td>3</td>
<td>Bauteti Special Needs School</td>
<td>Primary</td>
<td>07 to 16</td>
</tr>
<tr>
<td>4</td>
<td>Bien Briga School</td>
<td>Primary</td>
<td>07 to 16</td>
</tr>
<tr>
<td>5</td>
<td>Chawama Primary School</td>
<td>Primary</td>
<td>07 to 14</td>
</tr>
<tr>
<td>6</td>
<td>Chawama Christian School</td>
<td>Primary and Secondary</td>
<td>07 to 18</td>
</tr>
<tr>
<td>7</td>
<td>Chilonda Community School</td>
<td>Primary</td>
<td>07 to 14</td>
</tr>
<tr>
<td>8</td>
<td>Chirwa Secondary School</td>
<td>Secondary</td>
<td>15 to 24</td>
</tr>
<tr>
<td>9</td>
<td>Chipata Community School</td>
<td>Nursery and Primary</td>
<td>03 to 15</td>
</tr>
<tr>
<td>10</td>
<td>Chipata Primary School</td>
<td>Primary</td>
<td>07 to 14</td>
</tr>
<tr>
<td>11</td>
<td>Chiyo School</td>
<td>Nursery, Primary and Secondary</td>
<td>03 to 23</td>
</tr>
<tr>
<td>12</td>
<td>Field of Light Day Care Center</td>
<td>Primary and Secondary</td>
<td>07 to 18</td>
</tr>
<tr>
<td>13</td>
<td>Happy Friends Primary School</td>
<td>Primary</td>
<td>07 to 15</td>
</tr>
<tr>
<td>14</td>
<td>Kanalanga Secondary School</td>
<td>Secondary</td>
<td>16 to 25</td>
</tr>
<tr>
<td>15</td>
<td>Kapoche Primary and Secondary School</td>
<td>Primary and Secondary</td>
<td>07 to 25</td>
</tr>
<tr>
<td>16</td>
<td>Lady Diana School</td>
<td>Primary and Secondary</td>
<td>07 to 23</td>
</tr>
<tr>
<td>17</td>
<td>Lantana Camara School</td>
<td>Nursery and Primary</td>
<td>03 to 14</td>
</tr>
<tr>
<td>18</td>
<td>Linda Open Community School</td>
<td>Primary</td>
<td>01 to 14</td>
</tr>
<tr>
<td>19</td>
<td>Little Luke School</td>
<td>Nursery and Primary</td>
<td>03 to 12</td>
</tr>
</tbody>
</table>

Cigarette brands on sale around the schools surveyed:
Monte Carlo, Peter, Chelsea, Dunhill, Wish, Pall Mall, Pacific Blue, Sweet Menthol, Life, Guards, Safari.

This survey was conducted in the context of the Tobacco Industry Accountability (TIA) Project. It was funded by the Campaign for Tobacco Free Kids (CTFK) and implemented by the African Tobacco Control Alliance (ATCA) and its country partner, Tobacco-Free Association of Zambia (TOFAZA).