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Institute for Global Tobacco Control

Technical Report on Tobacco Marketing at the Point of Sale in Lima, Peru

Product Display, Advertising and Promotion around Secondary Schools



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Background and Introduction

Tobacco use is the leading cause of preventable death and disease across the globe.¹ It is estimated that the tobacco industry spends tens of billions of US dollars per year on worldwide tobacco advertising, promotion, and sponsorship (TAPS) strategies². The industry uses deceptive and predatory marketing practices to increase consumption of their products, and to make tobacco use appear glamorous or socially acceptable while dismissing the products' adverse health effects. Article 14 of the World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC) calls for a comprehensive ban on all forms of TAPS, including the retail display of tobacco products³. Evidence shows that the tobacco industry responds to partial TAPS bans that regulate only certain types of TAPS strategies (such as television or radio) by re-directing their resources to market their brands on unregulated channels such as the point-of-sale (POS)⁴. Numerous longitudinal studies have demonstrated that exposure to tobacco product advertising and promotion increases the likelihood that youth will start to smoke⁵. The display of tobacco products at the POS has the same effect and influence on behavior as traditional media advertising⁶. Marketing in retail environments specifically has been shown to increase the likelihood of smoking initiation among youth⁷. One study found that stores where adolescents frequently shop may contain nearly three-times as many marketing materials and shelf space for popular tobacco brands.⁸

The country of Peru became a party to the FCTC on February 28, 2005⁹. Among Peru's population of nearly 31 million people¹⁰, an estimated 13.3% of adults and 9.1% of youth use tobacco products on a regular basis¹¹. In April of 2006, Peru issued law number 28705, or the "General Law for the Prevention and Control of Tobacco Use Risks"¹². Article 2 of this law states that tobacco advertising, promotion and sales should only be aimed at adults who are informed about the risks of tobacco use. Although the General Law and the regulations of the law (issued in July of 2008) restrict many forms of TAPS - product display and indoor advertising are still permitted in retail establishments. Euromonitor reports that the tobacco industry is responding to this partial ban in Peru by investing in POS posters, branded display cabinets, and television screens, especially in independent small grocers and forecourt markets (such as bodegas or grifos) where over 90% of tobacco sales take place. Euromonitor also reports that the industry is providing incentives or prizes (such as household appliances) to retailers for reaching sales quotas, in order to strengthen their relationship with the country's most important distribution channel of tobacco products.¹³

Methods

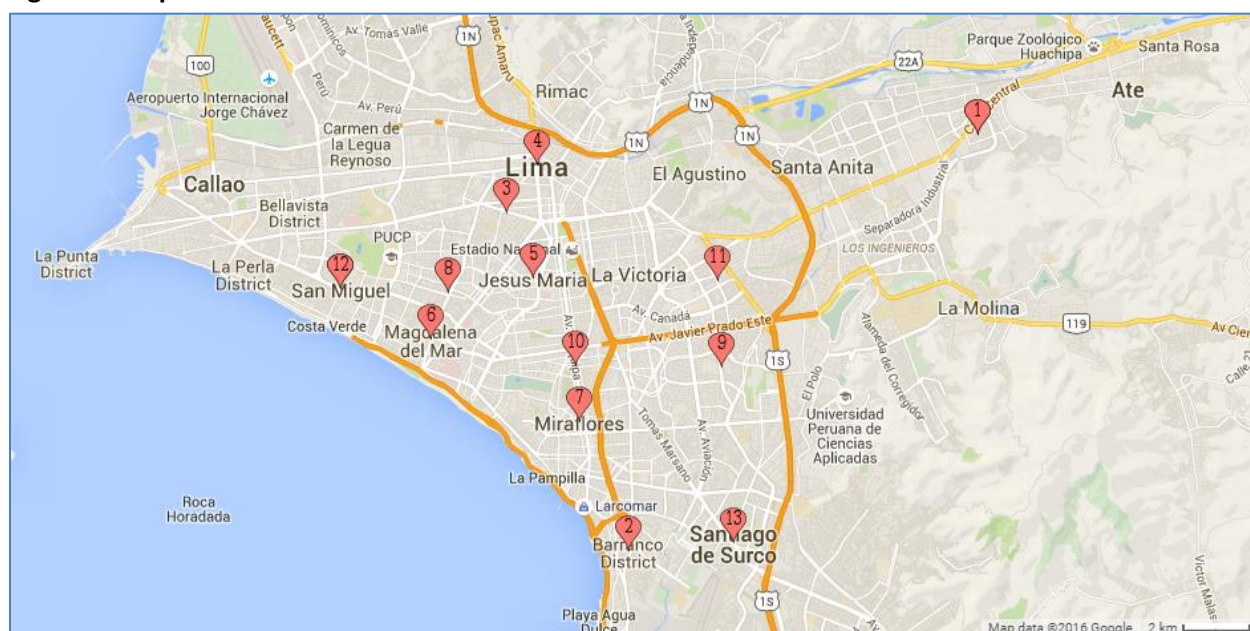
This report describes a study about tobacco marketing at the point of sale in Lima, Peru. The work was led by the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health (JHSPH). IGTC partnered with the Campaign for Tobacco Free Kids (CTFK), an international public health NGO, and the Comisión Nacional Permanente de Lucha Antitabáquica (COLAT), a network of tobacco control advocacy organizations. CTFK and COLAT provided guidance and context about the sampling framework, and IGTC designed the survey instrument and data collection protocol. Investigators from IGTC trained 20 paid university students to conduct the fieldwork and submit daily reports for review in real-time. The IGTC study team was in Lima for training and data collection to

troubleshoot any logistical or technical issues. Data cleaning, validation, and analysis was carried out by IGTC.

Sampling Approach

This study surveyed tobacco retailers in the city of Lima, Peru's capital and largest city with a population of 8.5 million people¹⁴. Thirteen districts were selected within the city, with consideration for the district's (1) appeal to key policymakers, and; (2) ease of accessibility for data collectors traversing the city via public transportation. Using the Ministry of Education's database, Estadística de Calidad de la Educación (ESCALE)¹⁵, 103 secondary schools within the districts were selected and assigned unique identification codes. An online mapping and distance tool was used to define a sampling area radius of 250 meters surrounding each school, ensuring that none of the sampling areas overlapped. The study surveyed a convenience sample of bodegas and grifos within each sampling area that displayed or advertised tobacco products.

Figure 1. Map of Selected Districts



- | | | |
|--------------------|-----------------|-----------------------|
| 1. Ate-Vitarte | 6. Magdalena | 11. San Luis |
| 2. Barranco | 7. Miraflores | 12. San Miguel |
| 3. Brena | 8. Pueblo Libre | 13. Santiago de Surco |
| 4. Cercado de Lima | 9. San Borja | |
| 5. Jesus Maria | 10. San Isidro | |

Survey Instrument

The survey instrument was designed to address key components of Peru's tobacco control law that allow or regulate different types of tobacco product placement, promotion, health warnings, and sales restrictions, as well as known trends in POS marketing that may target youth (see Figure 2). The survey also asked whether the store was within eyesight of the school and provided fields for data collectors to

enter the sampling area code, retailer address, name brands of tobacco products displayed or advertised, and other notes or comments about the retailer.

Figure 2. Survey Instrument Content

UNREGULATED DISPLAY AND ADVERTISING	REQUIRED SIGNAGE AND VISIBILITY OF HEALTH WARNINGS
<i>Product Placement</i>	Signage with clear warning labels
Cashier zone	Signage that sales are prohibited to youth under 18 years
Behind the cashier zone	Visible pack warning labels
Hanging from the ceiling	PROHIBITED ADVERTISING AND PROMOTION
Eye-level of children	Text in English
On a power wall	Claims of lower harm or toxicity
Near sweets, snacks or soda	Claims of success or popularity
On a branded cabinet or shelf	Discounts
<i>Display or Ad Characteristic</i>	Promotional gifts
Signage	Free tobacco product
Mention of flavors	Imitation cigarette products
Use of lights	Brand stretching
Use of videos	-

Data Collection Protocol

Observations and photos were collected from retailers during normal business hours from February 24-26, 2016. Each data collector received a packet of sampling area maps including the unique school identification code and space to record the addresses of retailers in that area (See Appendix A). Street names and radii boundaries were clearly visible on all sampling area maps. Data collectors began identifying bodegas and grifos within the sampling area by using the maps to follow a spiral-walking pattern, observing all streets within the 250-meter radius. Retailers with at least one instance of tobacco product display or advertising were selected for observation, and locations that did not sell and display or advertise tobacco were not recorded. Data collectors wrote the address of each retailer they observed on the corresponding sampling area map. Observational data and photos of tobacco product displays or ads were recorded and uploaded to a cloud-based database in real-time within Magpi, a mobile data collection application installed on smartphones. The mobile app 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. Data collectors also carried paper copies of the survey to use as an alternative to the mobile app in the event of any technical issue. At the end of each day, data collectors reported the address and sampling area code of each retailer they observed by entering information into a spreadsheet hosted on Google Drive. The IGTC study team reviewed these reports daily in order to check the uploaded dataset and ensure that the mobile software application was functioning properly.

Training

A group of 20 paid university students attended a full day of training to use the study protocol on February 23, 2016 – immediately before the data collection period. The IGTC study team explained the purpose of the study, the current tobacco control law, the survey content, key terms and definitions, the Mapgi software application, and data collection procedures in detail. Data collectors were instructed to behave as customers in order to discretely observe the retail environment and capture photos. In order to estimate the placement of products at the eye-level of children, each data collector used a measuring tape to identify a 1-meter reference point on their body. The data collection team was trained to recognize required health warnings, signage announcing sales restrictions, claims of lower harm or toxicity, and claims that tobacco use promotes popularity or success. During the training, data collectors participated in a field test of the study protocol to practice using the survey, mobile app, and data collection procedures in nearby bodegas.

Results

Data collectors observed 347 bodegas or grifos within a 250-meter radius of schools – 84 of which were located within eyesight of the school. Retailers that displayed or advertised tobacco products were identified within 79 of the 103 school sampling areas (see Figure 3). Of the 103 school sampling areas selected, 24 areas either did not contain bodegas or grifos or retail establishments did not display or advertise tobacco.

Figure 3. School Sampling Zones and Retailers Observed by District

District	School Sampling Zones Selected	School Sampling Zones Observed	Retailers Observed
1. Ate-Vitarte	3	2	2
2. Barranco	8	8	25
3. Brena	7	7	53
4. Cercado de Lima	13	11	53
5. Jesus María	6	6	24
6. Magdalena	4	4	11
7. Miraflores	10	9	34
8. Pueblo Libre	6	2	3
9. San Borja	10	8	24
10. San Isidro	7	4	15
11. San Luis	9	7	51
12. San Miguel	12	11	32
13. Santiago de Surco	8	5	20
Total	103	79	347

Although most advertising signage included the required health warnings, some tobacco product displays did not present the face of the pack containing the graphic warning label, as required by law. Many retailers also did not post the required signage that tobacco products are not sold to minors under the age of 18.

Figure 4. POS Signage and Visibility of Health Warnings

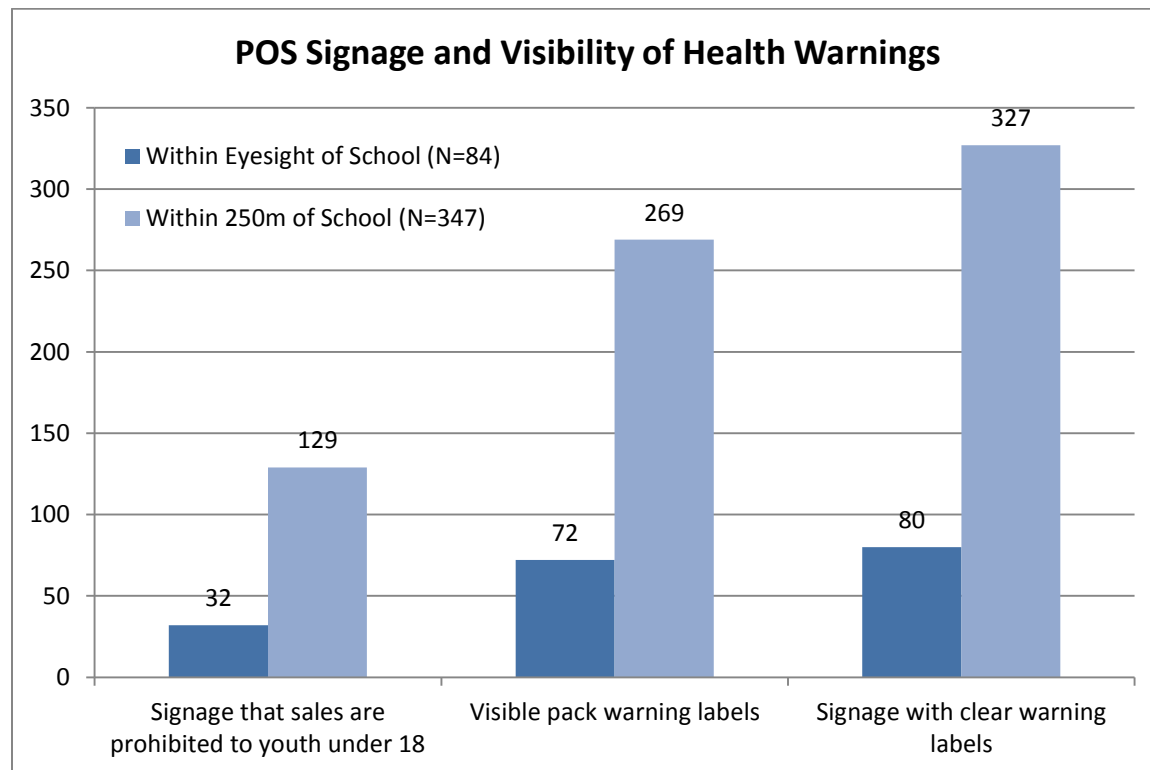


Figure 5. Branded cabinet advertising flavored cigarettes with the use of lights and English language



Compliance with existing regulations of tobacco product advertising and promotion (such as discounts or gifts) was high, with the exception of text displayed in English-language.

Figure 6. Prohibited Forms of Tobacco Product Advertising & Promotion

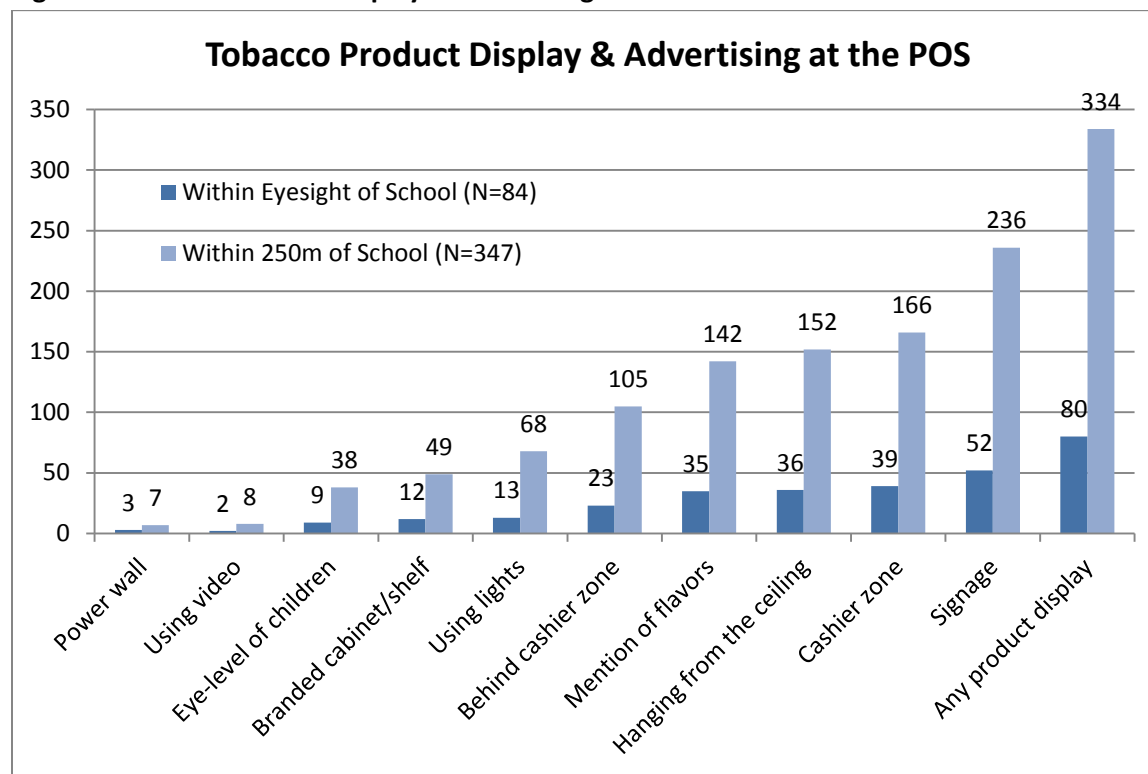
	Within Eyesight of School (N=84)	Within 250m of School (N=347)
Claims of lower harm or toxicity	1	1
Promotional gifts	0	1
Brand stretching	0	2
Free tobacco product	0	2
Claims of success or popularity	0	4
Imitation cigarette products	4	8
Discounts	1	14
Text in English	12	45

Tobacco products were often displayed in or near the cashier zone, and were frequently advertised using signage that mentioned flavors (see Figure 8). Some retailers displayed tobacco products at the eye-level of children.

Figure 7. A sign advertising flavored cigarettes at the point of sale



Figure 8. Tobacco Product Display & Advertising at the POS



Lucky Strike and Hamilton were the most frequently displayed brands of tobacco products in bodegas and grifos, followed by Marlboro and Pall Mall.

Figure 9. Tobacco Brands Displayed at the POS

Brands Displayed at the POS	# of Retailers
LM	1
Golden Beach	1
Modern	3
Premier	6
Winston	18
Pall Mall	85
Marlboro	87
Hamilton	168
Lucky Strike	244

Of the 334 retailers that displayed tobacco products, 237 placed products in the same location as sweets, snacks, or soda – usually in the cashier zone (See Figure 11). Some of these displays were also located at the eye-level of children.

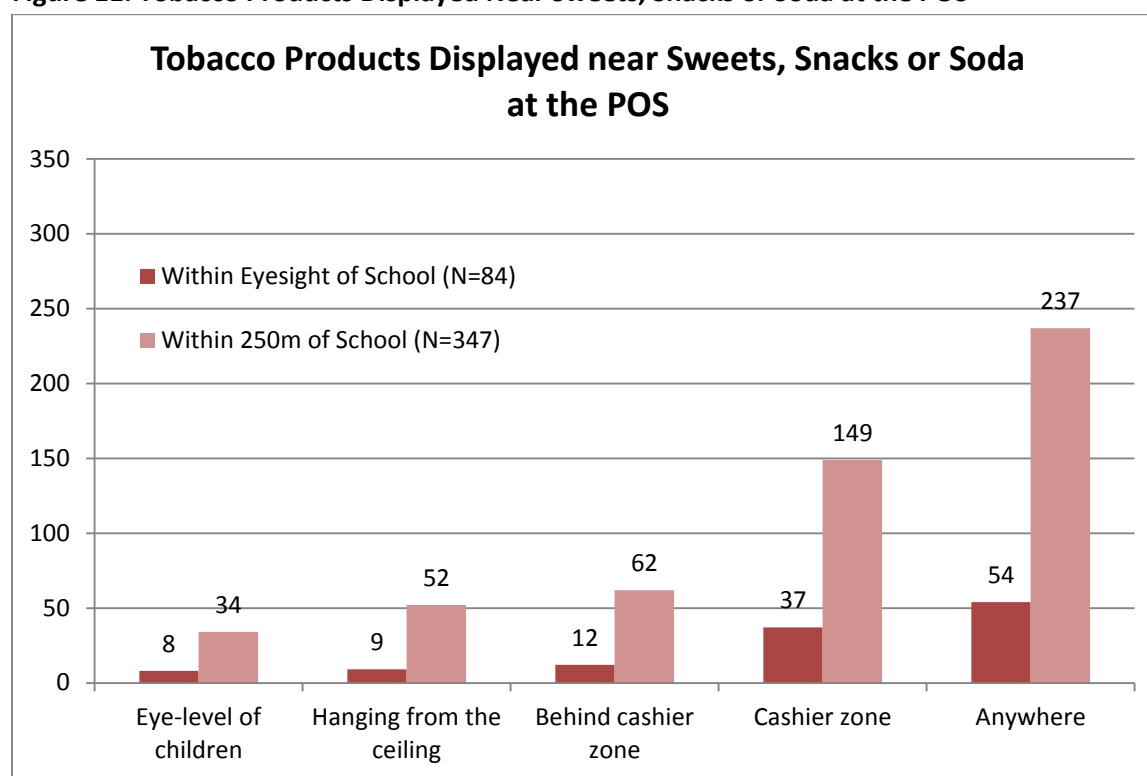
Figure 9. Cigarette advertisement near snacks and soda in the cashier zone



Figure 10. Cigarette packs displayed near candy at the eye-level of children



Figure 11. Tobacco Products Displayed Near Sweets, Snacks or Soda at the POS



Discussion

This study identified numerous examples of bodegas or grifos that display or advertise tobacco in close proximity to schools and thus are easily accessible by students. Many stores did not properly display the graphic warning labels on product packaging, which contravenes the current law by allowing the tobacco industry to utilize their product packaging as a form of advertising when displayed to the public. In many stores near schools these tobacco products were displayed at the point of sale alongside products that appeal to children, such as candy.

Limitations

This study is limited by the strategic selection of districts, and convenience sample of schools and the retail locations surrounding them. The results do not are not representative of all types of tobacco retailers or generalizable to other areas of Peru.

Conclusions

Partial bans of tobacco product marketing allow the industry to exploit deficiencies or loopholes in the law by redirecting their resources to mediums that are not regulated – thereby violating the spirit of the Peruvian tobacco control law to “protect the health of persons, families and the community against the health, social, environmental and economic consequences of tobacco use and the exposure to tobacco smoke”, to “regulate the sale of tobacco products”¹⁶. This study clearly demonstrates that the tobacco industry places their harmful products and ads in areas that are visible and accessible to minors. A

complete ban of tobacco product display, advertising, and promotion in retail locations would comply with FCTC recommendations and more effectively achieve the goal of protecting the public from the harms of tobacco use.

Key Terms and Definitions

Cashier zone: directly on top of, in front of, or to the side of the counter or cash register where consumers make a purchase

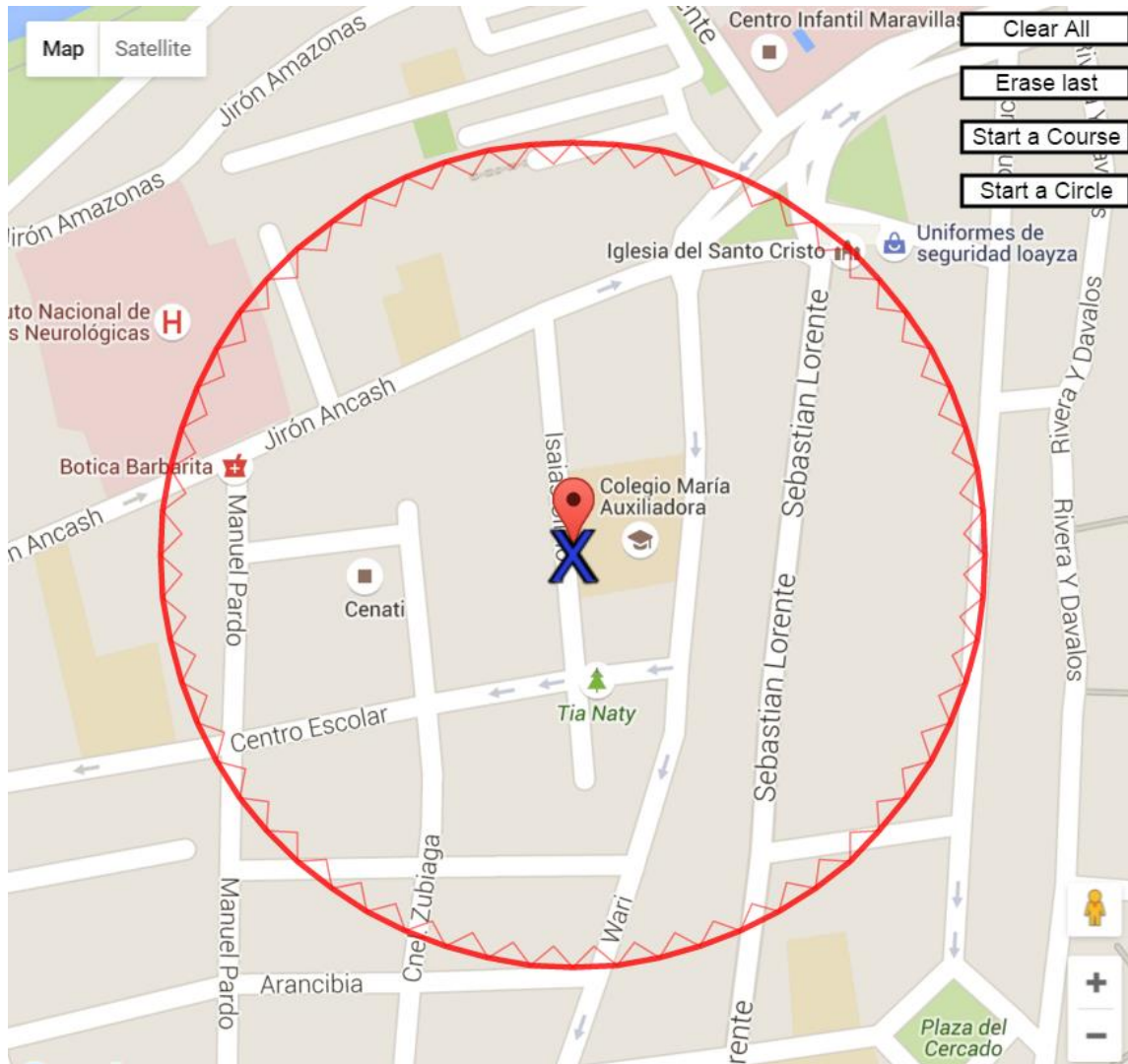
Eye-level of children: placement of products 1 meter or less from the ground

Power wall: an excessive display of tobacco products showing multiple brands on multiple shelves

Signage: posters, banners, panels, or stands that advertise a tobacco brand or product
Brand stretching: the presence of non-tobacco items that carry a tobacco brand name

Appendix A. School Sampling Area Map

G5. Maria Auxiliadora - Jr. Isaias Clivio 237



Bodegas/Grifos Observados (favor de anotar su dirección):

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

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