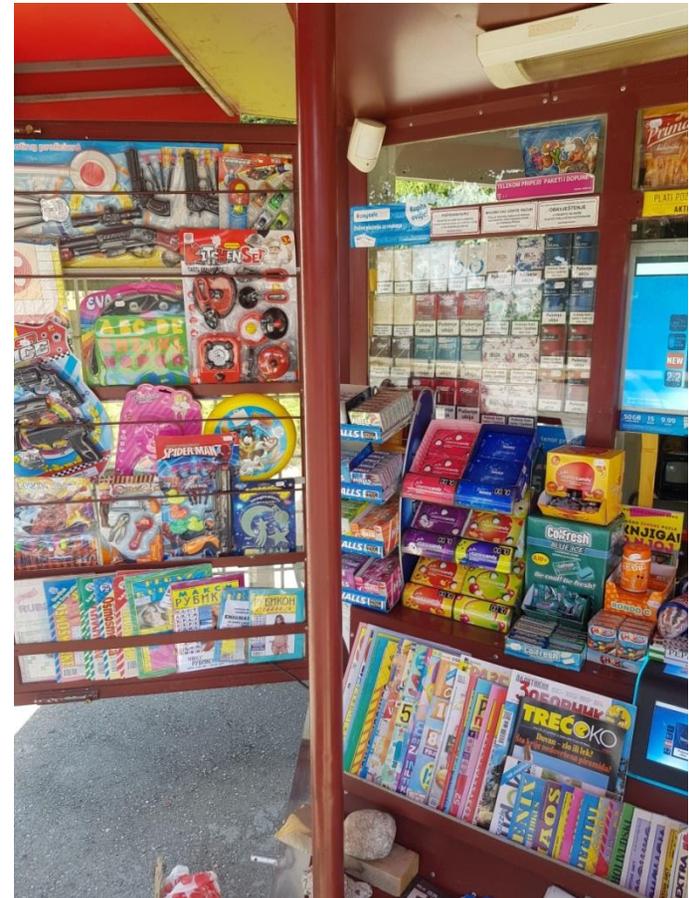


Montenegro Tiny Targets Report: Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives around Primary, and Secondary Schools



Prepared for the Campaign for Tobacco-Free Kids by:

Aleksandra Skatova, writer

In country partners:

Uliana Bakh, Executive Director at Progressive Reinforcement of Organizations and Individuals (PROI)

Ediba Čutuna, Communication Manager at PROI

Jovan Dašić, Public Health Advisor at Juventas

Volunteers.

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

For more information, please contact:

info@tobaccofreekids.org

Table of Contents

Executive Summary	4
Background	5
Methodology	5
Kobo Toolbox.....	5
School Data	5
Mapping	5
Results	7
Tobacco Brands Sold, Advertised, or Displayed	7
Big Tobacco Company Brands Sold, Advertised, or Displayed by Points of Sale	8
Big Tobacco Companies with Most Brands Sold, Advertised, or Displayed at Points of Sale	9
Tobacco Advertising around Schools	10
Map of Tobacco Posters.....	11
Images of Tobacco Advertising Around Schools	12
Tobacco Products for Sale	15
Map of Cigarettes for Sale.....	16
Images of Tobacco Products for Sale	17
Tobacco Points of Sale	18
Images of Tobacco Points of Sale	19
100-meter from the school	20
Tobacco Displays	21
Images of Tobacco displays	22
Map of Tobacco Displays.....	23
Map of Tobacco Products Displayed Near Candy, Toys.....	24
Tobacco Purchase Incentives	25
Discussion and Conclusion	26

Executive Summary

Tiny Targets field agents observed 101 points of sale (POS) around 71 schools in Montenegro.

41 schools in Podgorica and 30 in Nikšić.

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
- 92.1% of POS has a tobacco display
- The most common forms of advertising were posters in 87.1% of POS
- 65.3% of all tobacco displays were near sweets or toys
- 9.9% of all tobacco displays were at a child's eye level
- Approximately 44% of POS are placed inside 100-metres radius from the schools
- 3% of POS sold flavored tobacco products
- Special or limited edition packs were recorded in 15.8% of POS
- Price discounts were observed in 5% of POS
- Tobacco products from the world's biggest tobacco companies were observed at all points of sale investigated: Phillip Morris International (85.1% of POS investigated), British American Tobacco (82.2% of POS investigated), Imperial Tobacco (81.2% of POS investigated), and Japan Tobacco (81.2% of POS investigated).

Conclusions:

Montenegro must protect its children by passing comprehensive legislation and strengthening enforcement of the law:

- Adopt comprehensive TAPS ban: Advertisement, display of tobacco products at POS need to be banned, due to massive and obvious targeting of teenagers and youth.
- Ban of purchase incentives need to be regulated more strictly
- Sale of cigarettes within a 100-meters radius of educational institutions need to be banned due to high availability for kids
- It is necessary to monitor the level of implementation of the law

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 to create awareness of these practices.

Methodology

Kobo Toolbox

Between April 15th, 2019 and July 7th, 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 Podgorica and Nikšić, Montenegro. They were equipped with a cellular-based mobile reporting form hosted on the survey and data-collection software Kobo Toolbox, to document findings. 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

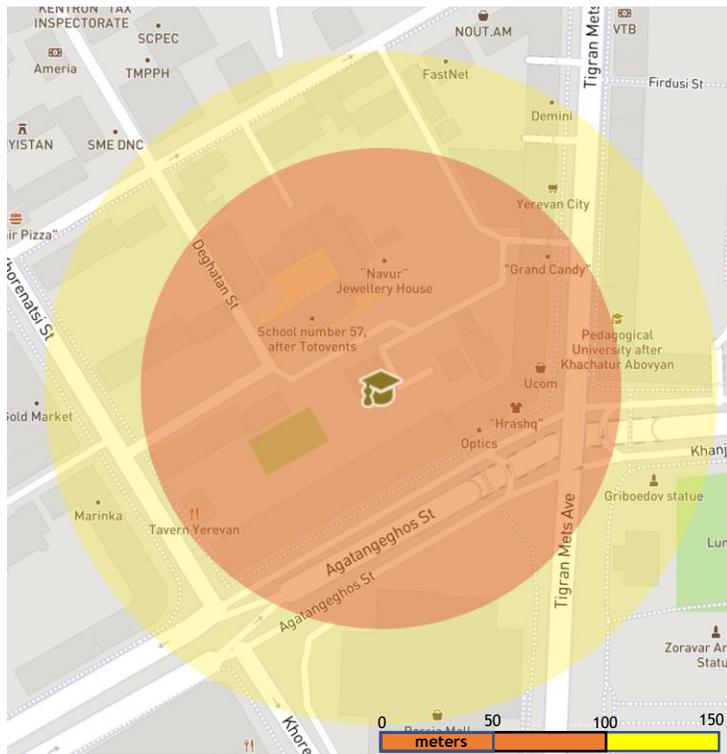
Tiny Targets Field Agents observed and recorded the geographic coordinates of 101 points of sale (POS) around 71 schools in Montenegro. 41 schools in Podgorica and 30 in Nikšić.

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 1015 instances of 90 tobacco brands being sold, advertised, or displayed. Of these, the brands with the most instances were L&M (76 instances, 7,5%), Winston (75 instances, 7,04%), Lucky Strike (72 instances, 7%) and Marlboro (66 instances, 6.5%).

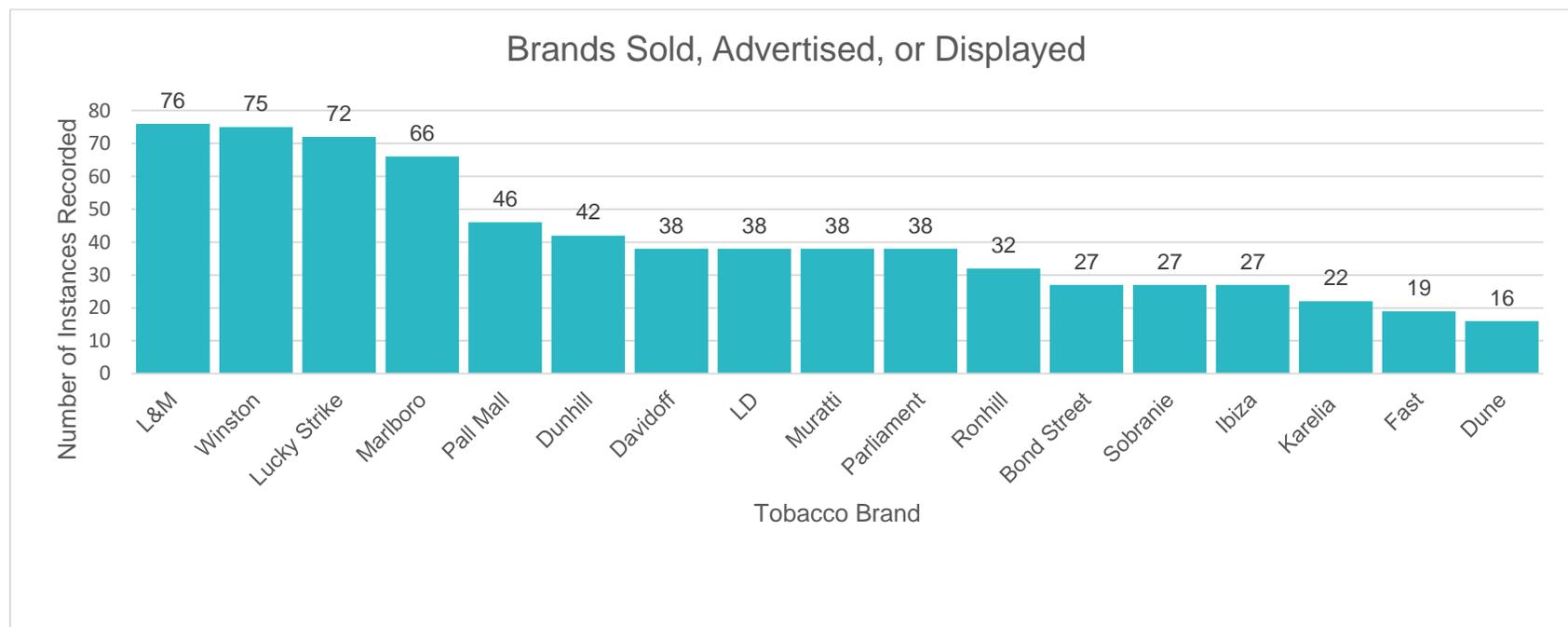


Fig 1. Instances of tobacco brands sold, advertised, or displayed recorded in Montenegro

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

Tiny Targets Field Agents recorded 101 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 Phillip Morris International products for sale (86 POS, 85.1% of POS), followed by British American Tobacco (83 POS, 82.2% of POS), Imperial Tobacco (82 POS, 81.2% of POS), and Japan Tobacco (82 POS, 81.2% of POS). Other tobacco companies were represented in 56 POS, 55.4 of POS)

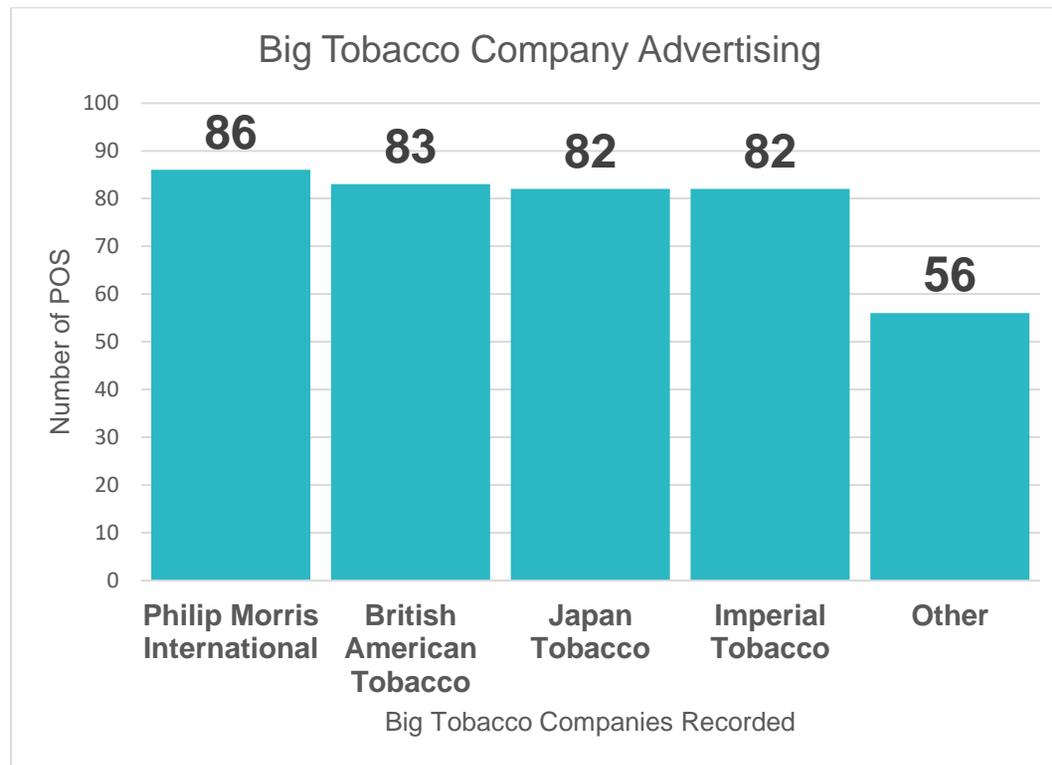


Fig 2. Big Tobacco parent company tobacco brands sold, advertised, or displayed recorded by Field Agents in Montenegro

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

Tiny Targets Field Agents recorded 1015 instances of 90 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 (314 instances, 30.9%) followed by Phillip Morris International (292 instances, 28.7% of instances), Japan Tobacco (203 instances, 20% of instances), Imperial Tobacco (99 instances, 9.7% of instances) and Other tobacco companies (Local and other (107 instances, 10.5%))

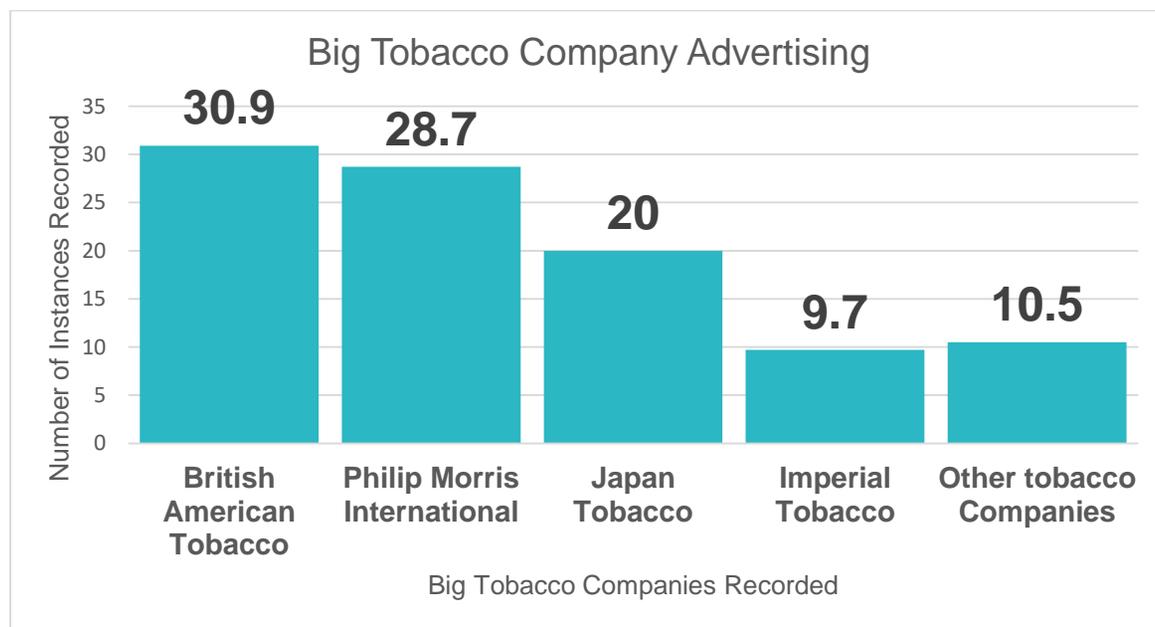


Fig 3. Big Tobacco parent company tobacco brands sold, advertised, or displayed recorded by Field Agents in Podgorica and Nikšić, Montenegro

Tobacco Advertising around Schools

Tiny Targets field agents recorded 92 tobacco branded advertisements. The most common forms of advertising were posters (88 instances, in 87.1% of POS), followed by Other Advertising (3 instances, in 3% of POS), Tobacco Branded items (1 instance, in 1% of POS).

Montenegro also widely common Tobacco branded light boxes and branded lighted cash trays. By law, it is prohibited to advertise tobacco through illuminated advertising, but it is allowed to advertise tobacco in POSs - so Tobacco companies use this loophole to promote their products.

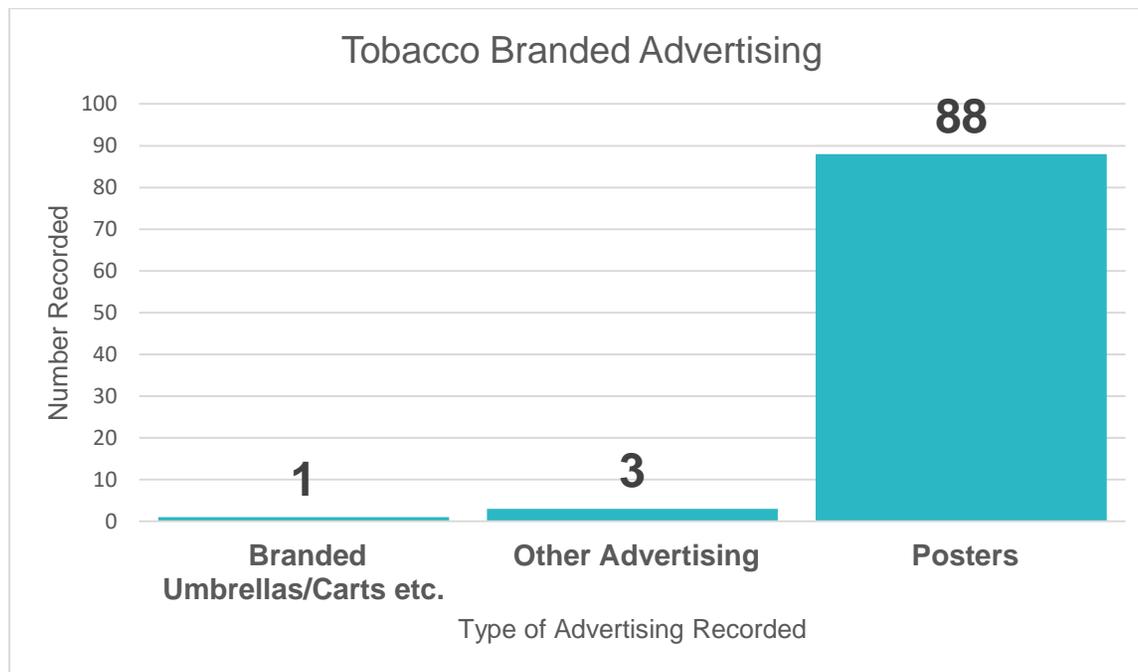
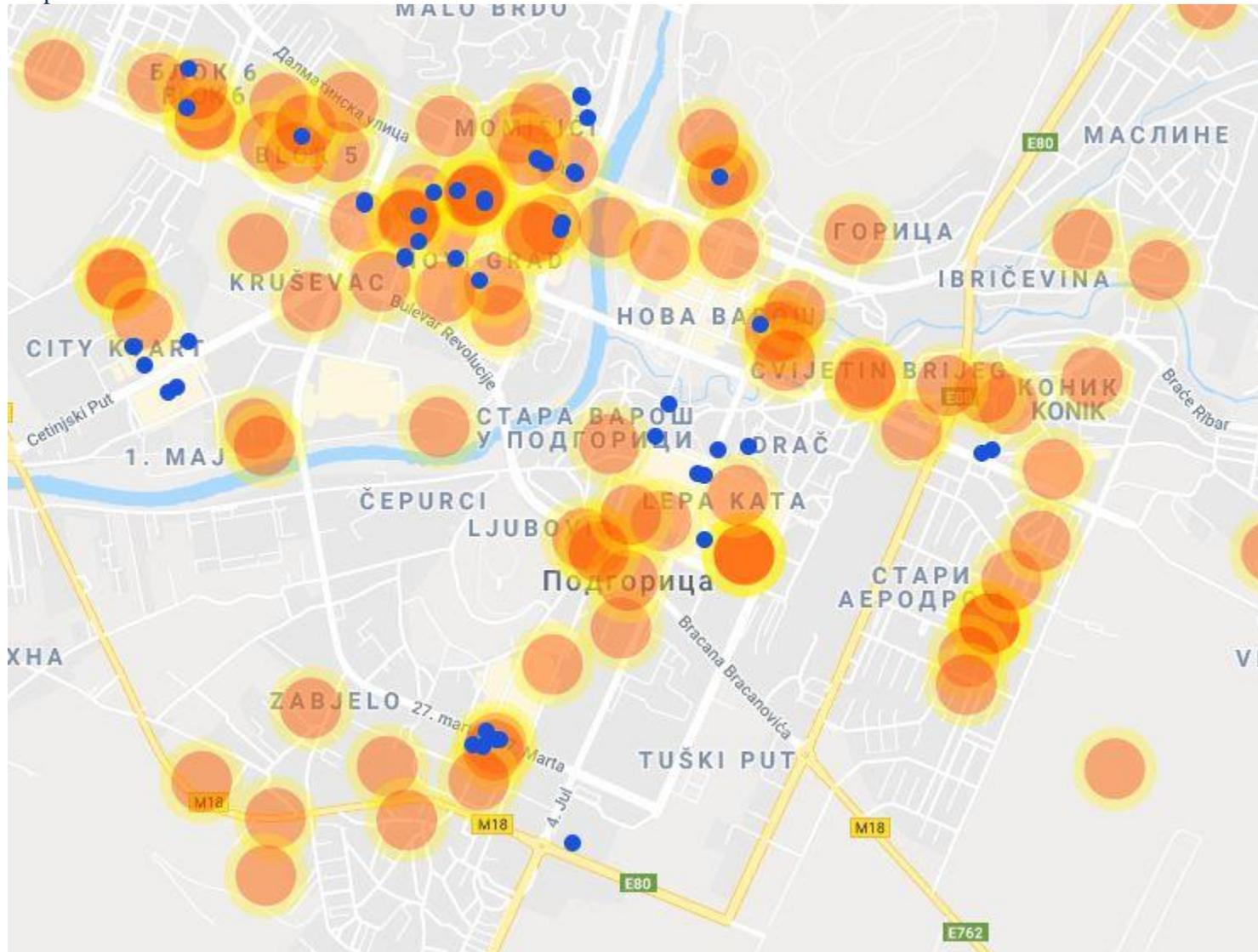


Fig 4. Tobacco branded advertising instances recorded by Field Agents in Podgorica and Nikšić, Montenegro

Map of Tobacco Posters



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



**87.1% of POS
had tobacco
branded
posters**

Fig 5. Image of L&M posters recorded by Field Agents in Podgorica, Montenegro in a supermarket 100 m from a school



Fig. 6 Lucky Strike poster and Winston branded cash tray and poster near toys and sweets in Kiosk in Montenegro. The posters and cash tray are illuminated at the dark time of the day.

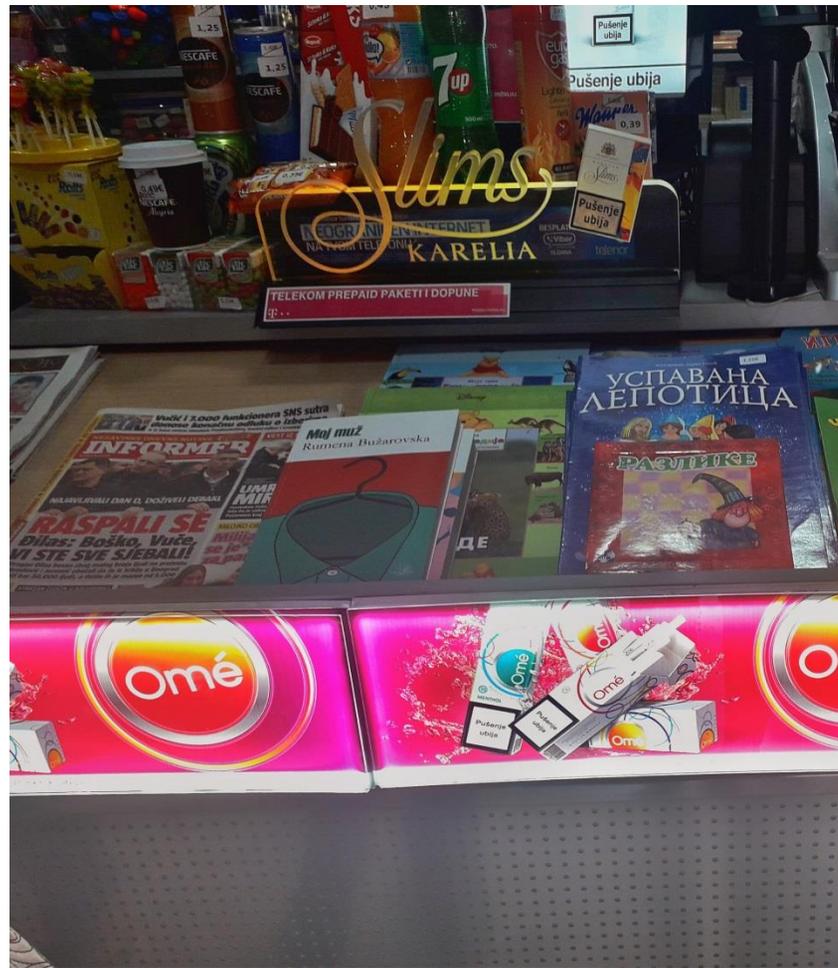
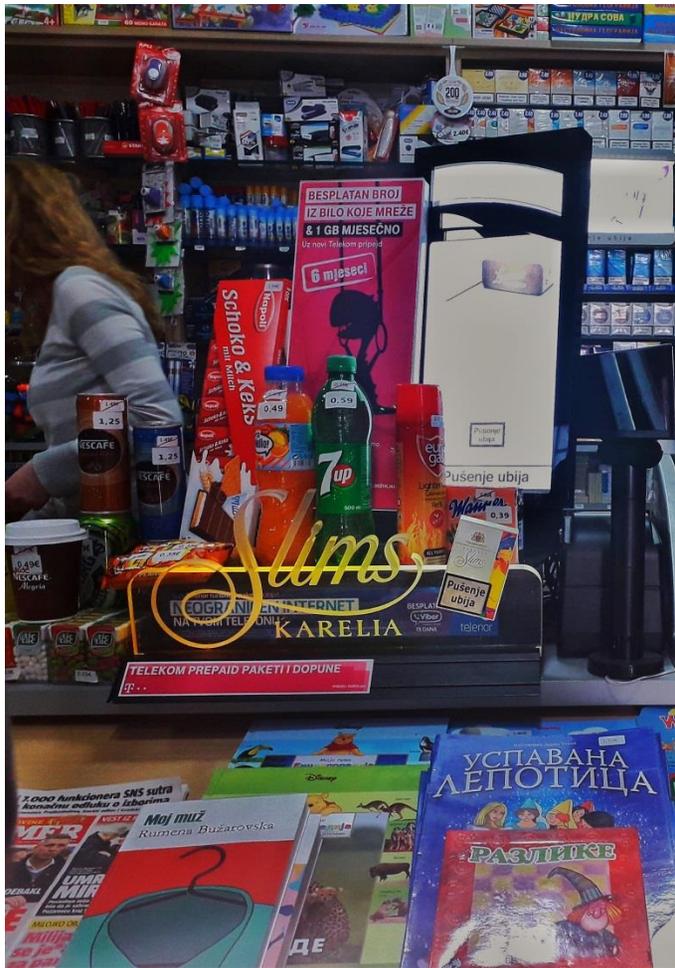


Fig 7,8 Lucky Strike, OME, and Slims Karelia illuminated advertisement near books for kids, soda and snacks in small grocery store.

Tobacco Products for Sale

Tiny Targets field agents recorded 127 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), cut tobacco for hand rolled cigarettes. Of these, the most common tobacco product for sale was cigarettes (101 instances, sold in 100% of POS), followed by cut tobacco for hand rolled cigarettes (23 instances, in 22.8% of POS) and Flavored tobacco (3 instances in 3% of POS)

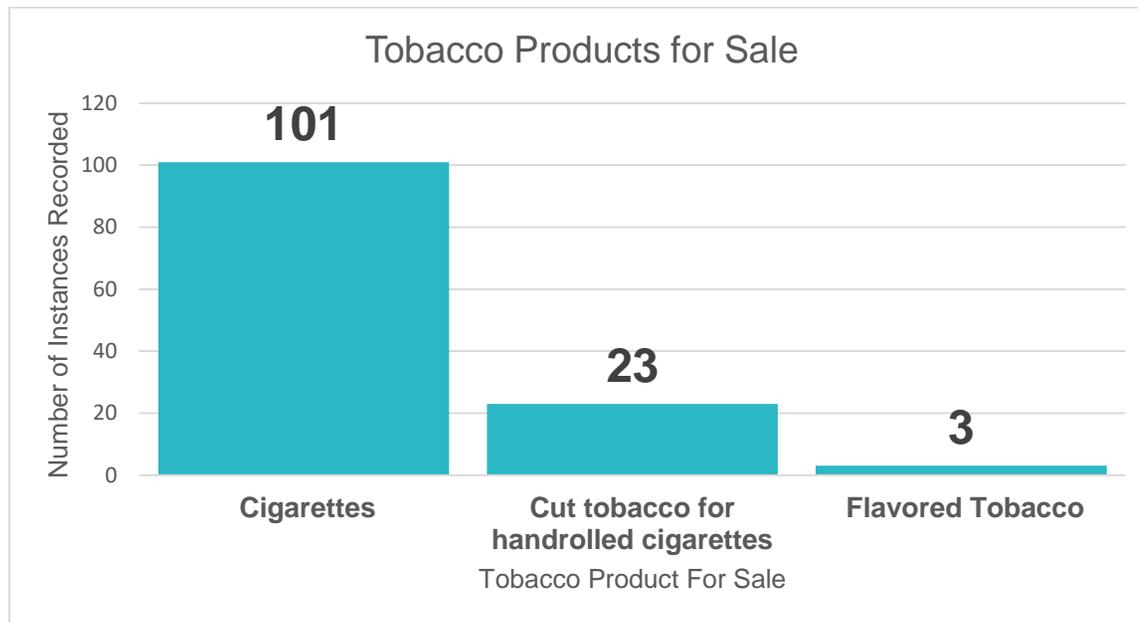
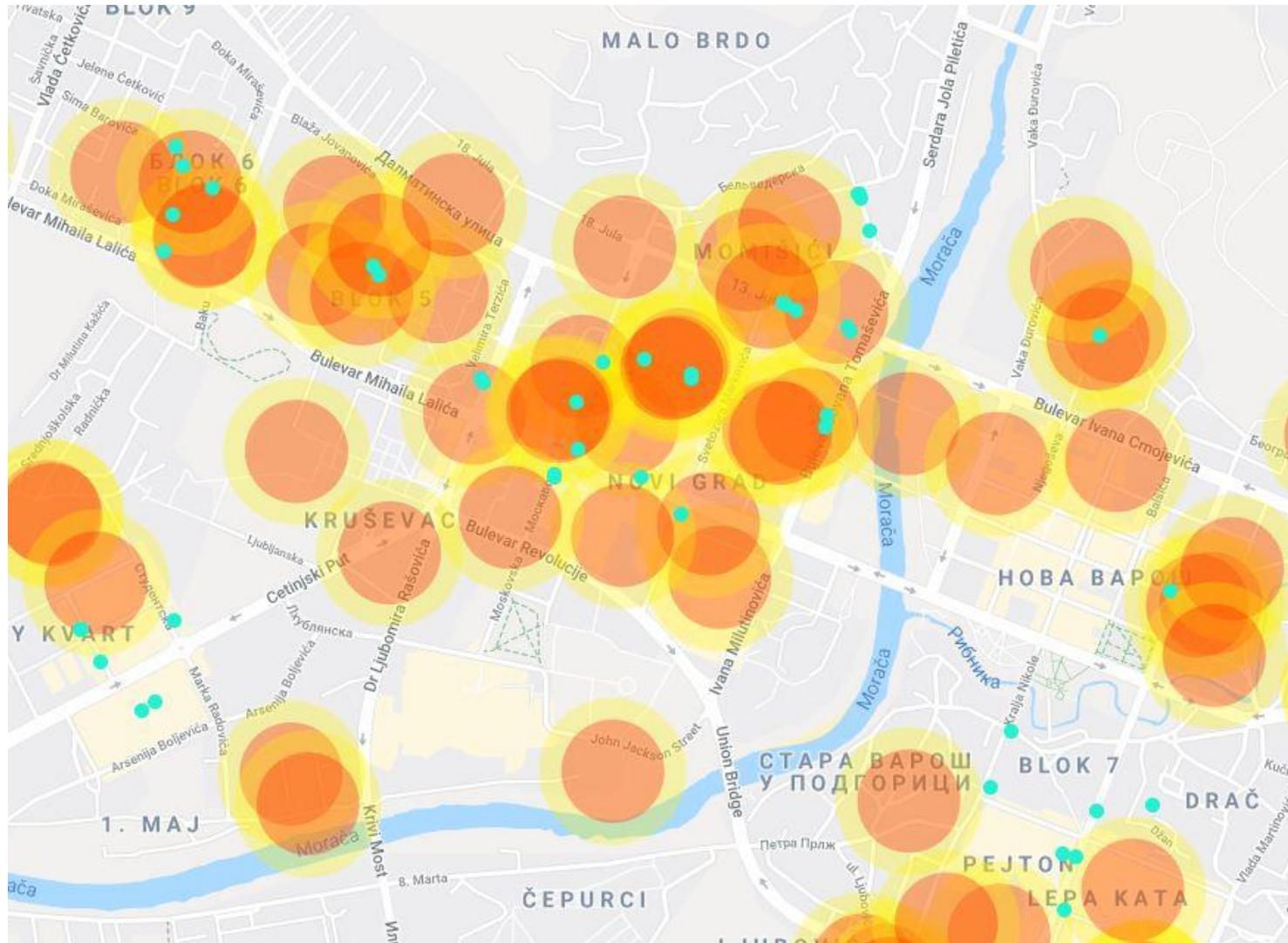


Fig 9. Instances of tobacco products for sale recorded by Field Agents in Podgorica and Nikšić, Montenegro

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

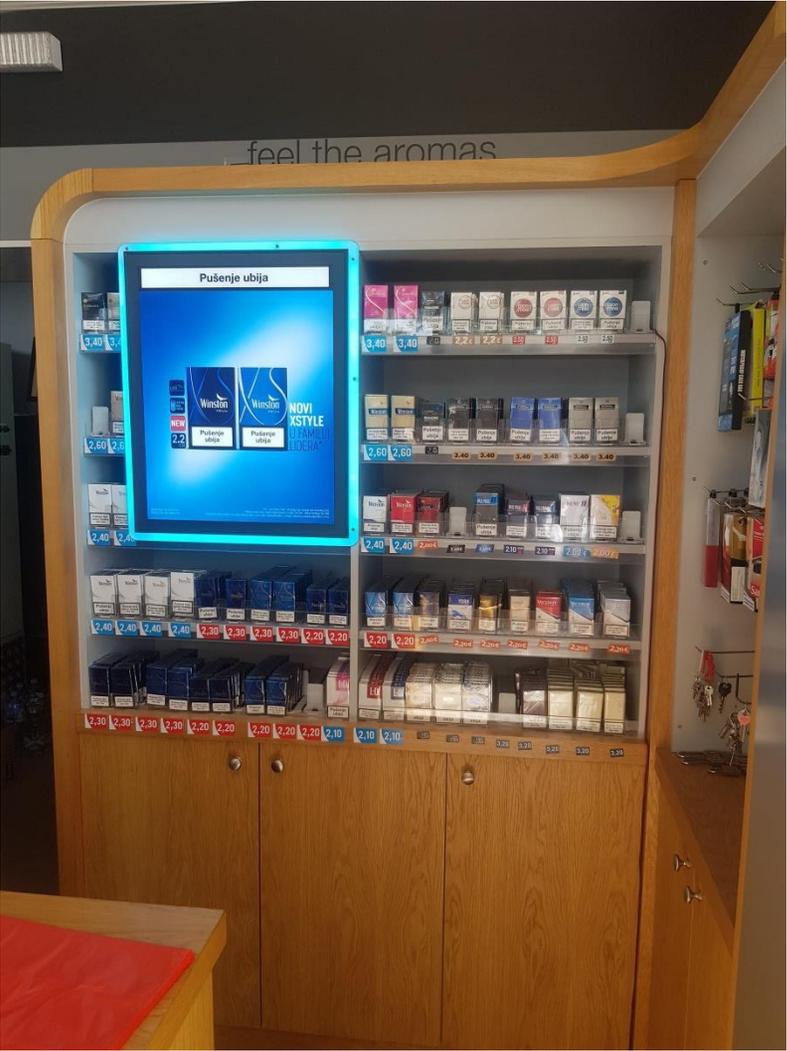


Fig. 10, 11 Tobacco products displayed for sale with poster and lights in Gas station and Supermarket.

Tobacco Points of Sale

Tiny Targets field agents recorded 101 tobacco points of sale. These were distributed into the following categories: small grocery stores, kiosks, supermarkets, tobacco stores, Gas/petrol stations, and mobile vendors. Of these, the most common point of sale for tobacco and tobacco products were kiosks (45 instances, 44.6% of POS), followed by Supermarkets (39 instances, 38.6% of POS), Tobacco stores (7 instances, 6.9% of POS), small grocery stores (6 instances, 5.9% of POS), Gas/petrol (3 instances, 3% of POS), and Mobile vendor (1 instance, 1% of POS)

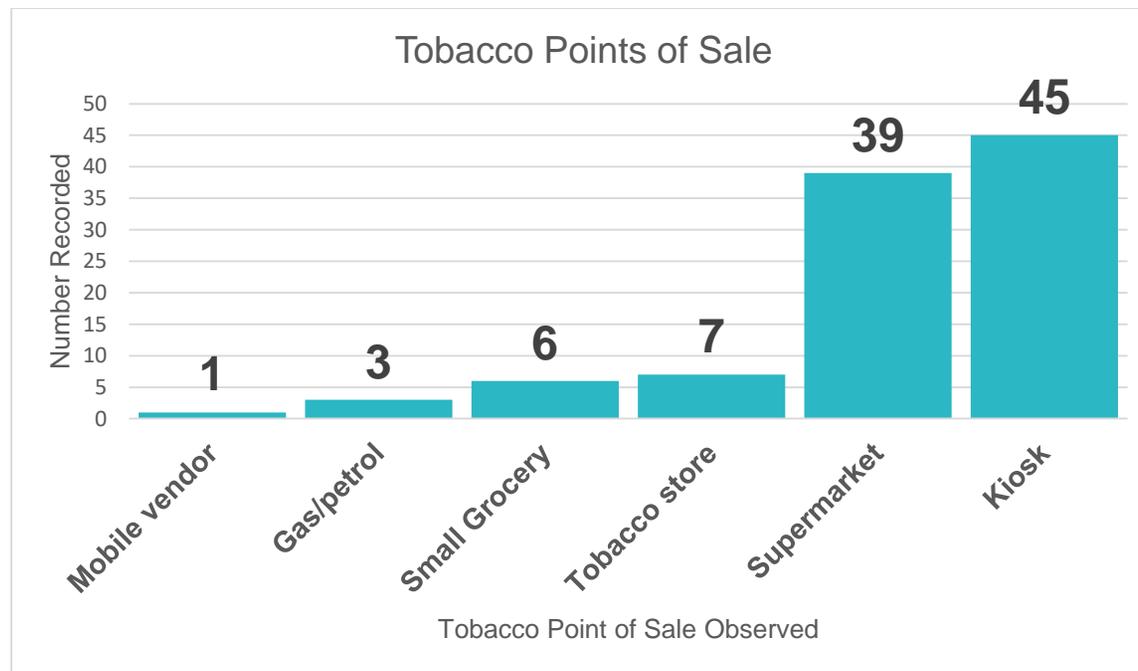


Fig 12. Points of sale where tobacco products are sold, advertised, or displayed recorded by Field Agents in Podgorica and Nikšić, Montenegro

Images of Tobacco Points of Sale



Fig. 13 Mobile vendor (Man who walk on the street and sale tobacco to pedestrians)

Fig. 14 Tobacco display in kiosk near snacks candies, soda, toys and magazines for kids

Tobacco Displays

Within the 101 tobacco points of sale identified, Tiny Targets Field Agents recorded 93 tobacco product displays (92.1% of POS). Of these, 91.1% (92 instances) had health warnings visible, 9.9% were at a child's eye level of 1 meter (9 instances), and 65.3% of them were near candy or toys (66 instances)

65.3%

Of tobacco displays were beside candy or toys

8.9%

Of tobacco displays had no health warnings visible

9.9%

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



Fig. 15. Display in kiosk near sweets at a child's eye level

Images of Tobacco displays



Fig. 16 Tobacco display in gas station with toys

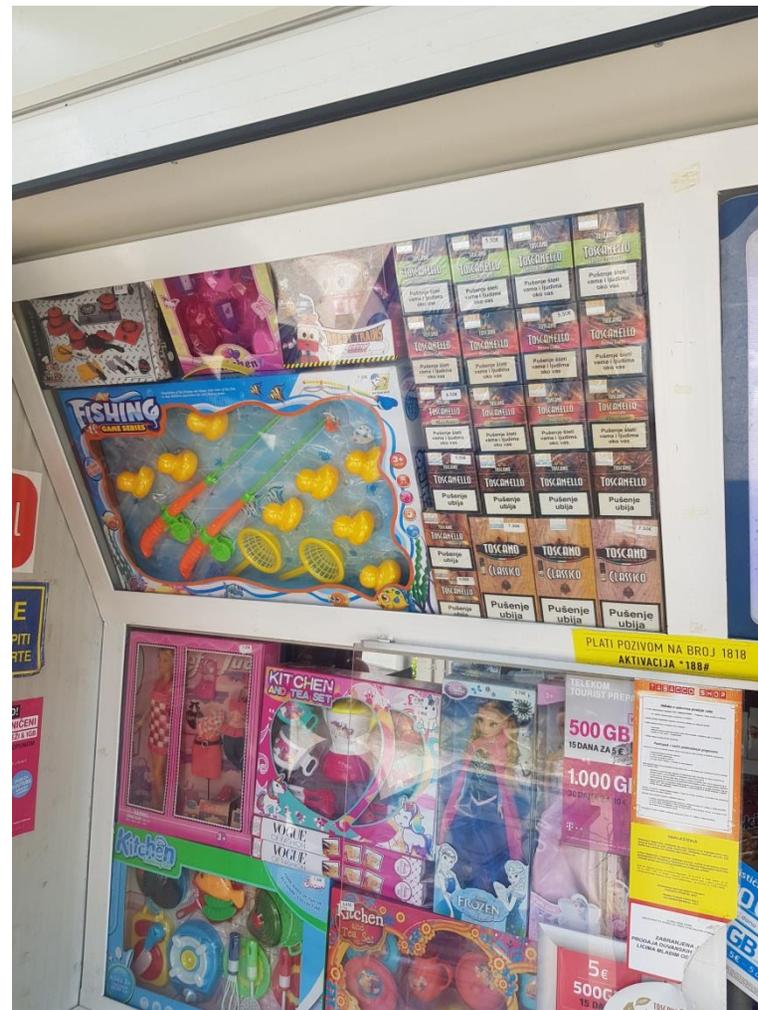
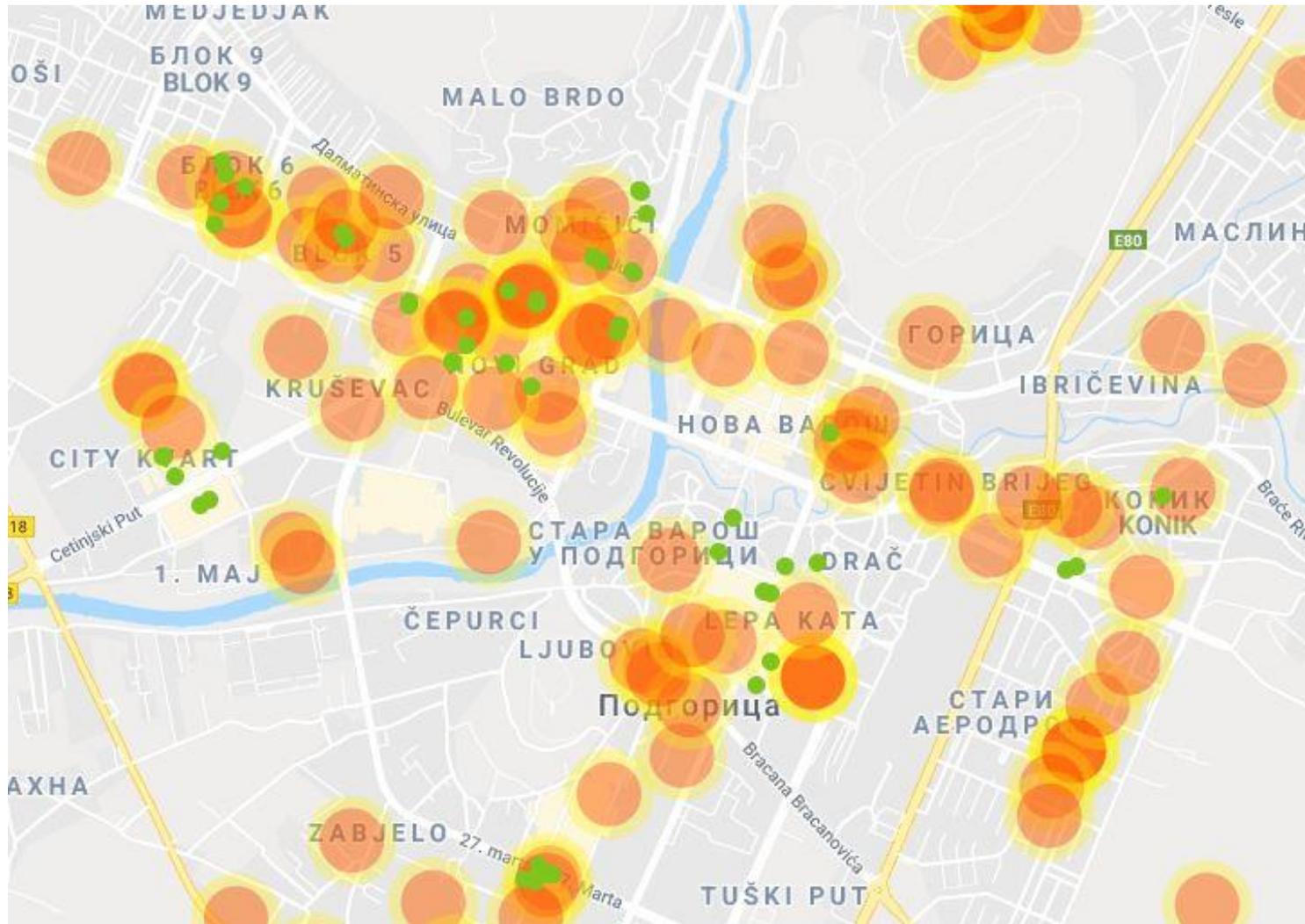


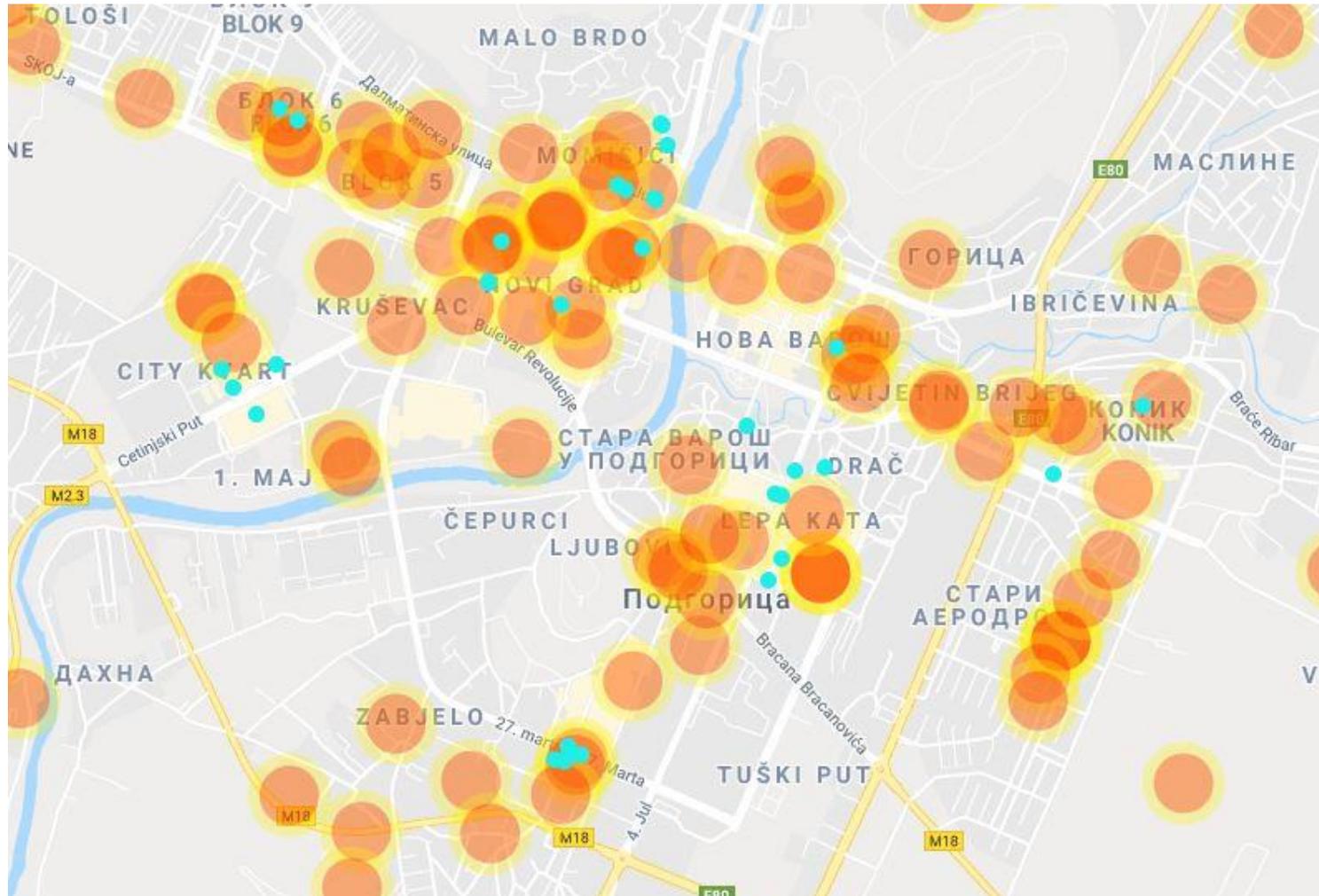
Fig. 17 Tobacco display in kiosk near toys

Map of Tobacco Displays



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

Map of Tobacco Products Displayed Near Candy, Toys



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

Tobacco Purchase Incentives

Within the 101 tobacco points of sale, Tiny Targets Field Agents recorded multiple purchase incentives. These were categorized into: Price discounts, special or limited-edition packs, loyalty/rewards, and the physical presence of a brand representative in store. The most common purchase incentives were Special or limited-edition packs (16 instances, in 15.8% of POS), followed by price discounts (5 instances, in 5% of POS) - despite the legal ban.

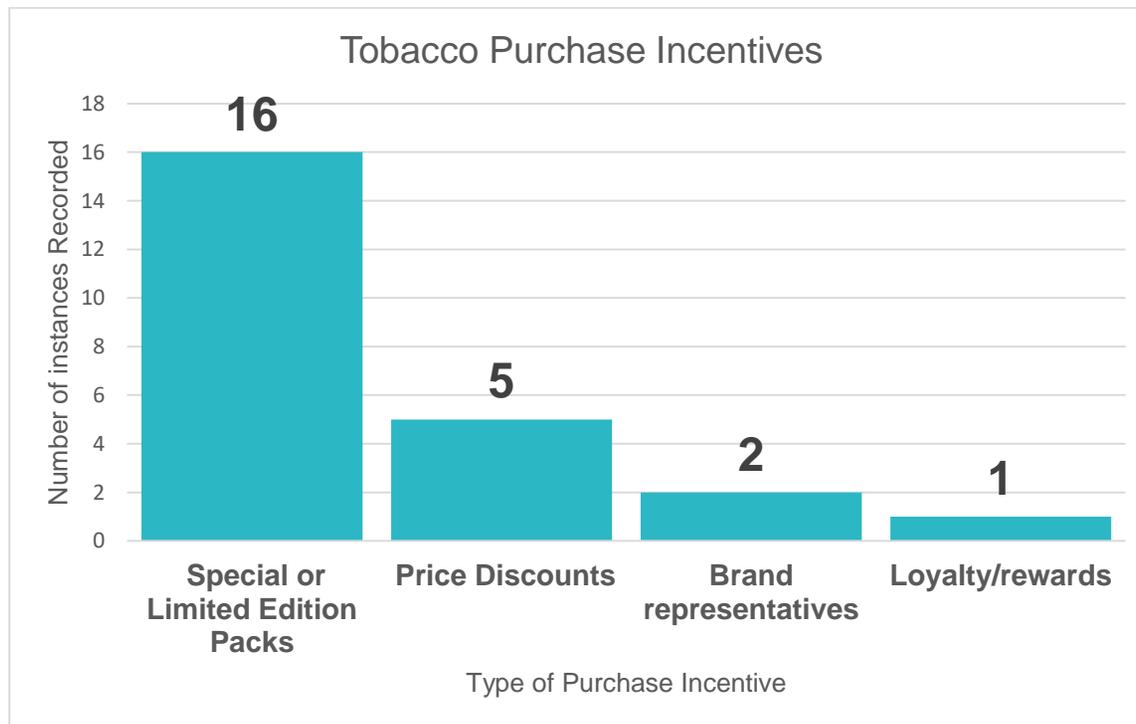


Fig. 18 Points of sale where tobacco purchase incentives were recorded by Field Agents in Podgorica and Nikšić, Montenegro

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 suggest a multinational marketing plan to addict the next generation to tobacco

The data gathered by Tiny Targets Field Agents in Podgorica and Nikšić, Montenegro from April 15th, 2019 and July 7th, 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 71 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.ⁱ 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.ⁱⁱ

Research also 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:

92% of POS has a tobacco display, the most common forms of advertising were posters in 87% of POS, 65% of all tobacco displays were near candy or toys, 10% of all tobacco displays were at a child's eye level. Approximately 44% of POS are placed inside 100-metres radius from the schools, 3% of POS sold flavored tobacco products, 16% of POS has Special or limited edition packs for sale, Price discounts were observed in 5% of POS - despite the law.

Tobacco products from the world's biggest tobacco companies were observed at all points of sale investigated: Phillip Morris International (85.1% of POS investigated), British American Tobacco (82.2% of POS investigated), Imperial Tobacco (81.2% of POS investigated), and Japan Tobacco (81.2% of POS investigated).

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.

Recommendations:

Montenegro must protect its children by passing comprehensive legislation and strengthening enforcement of the law:

- Need to Adopt comprehensive TAPS ban: Advertisement and display of tobacco products at POS need to be banned, due to massive and obvious targeting teenagers and youth.
- Purchase incentives ban needs to be regulated more strictly.
- 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.

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.