

EXECUTIVE SUMMARY

RESEARCH ON TOBACCO SALES, ADVERTISEMENT, AND PRODUCT DISPLAY AROUND SCHOOLS

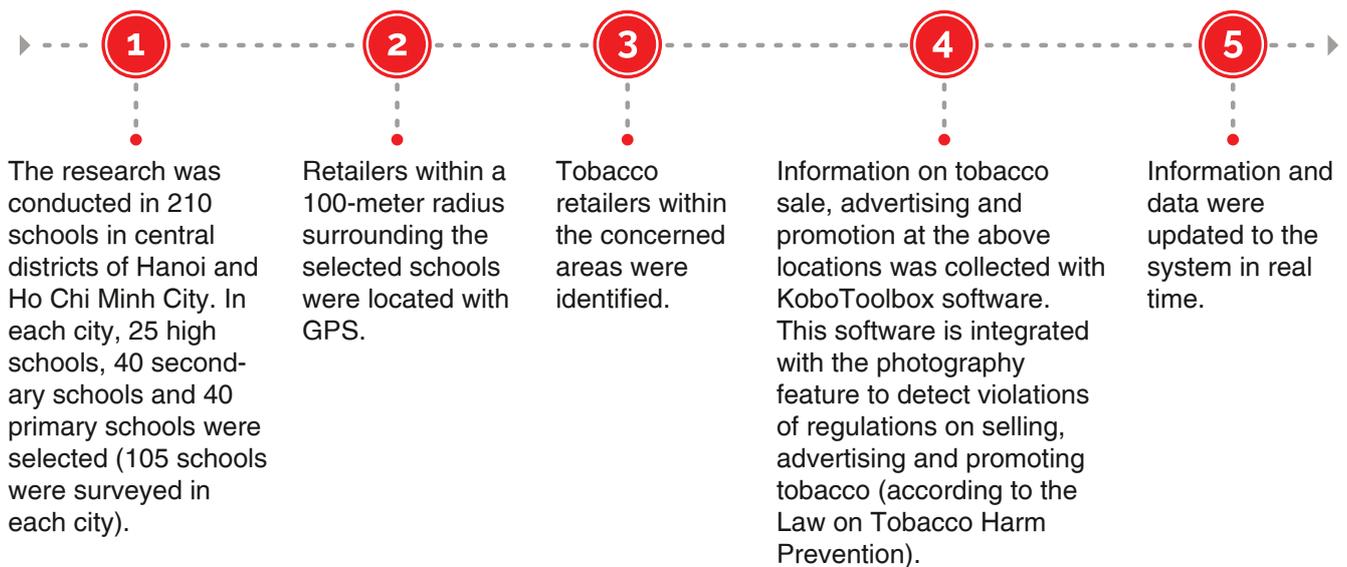
i Introduction

Tobacco Control Law Prevention regulated for the ban of selling tobacco within 100 meters from the campus of kindergartens, primary, secondary and high schools. The Law also stipulates that tobacco advertising in any form is prohibited.

Development and Policies Research Center (DEPOCEN) conducts this research with following objectives

- 1.** Track and provide evidence on the violations of tobacco sales around the schools.
- 2.** Track and provide evidence on the violations of tobacco advertisement and promotion around schools.

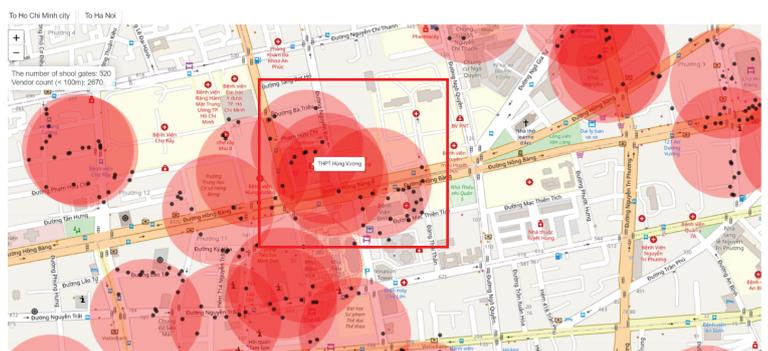
✕ Research Methodology and Process



✓ Key findings

1. Very high volume of points of sale around schools: On average, there were 12.7 points of sale for tobacco products within a 100 meter radius of schools in Hanoi and Ho Chi Minh)

- There were **2,670** tobacco points of sale (POS) within 100m around the schools studied.
- The most popular tobacco points of sale were street vendors, grocery stores, and cafes.



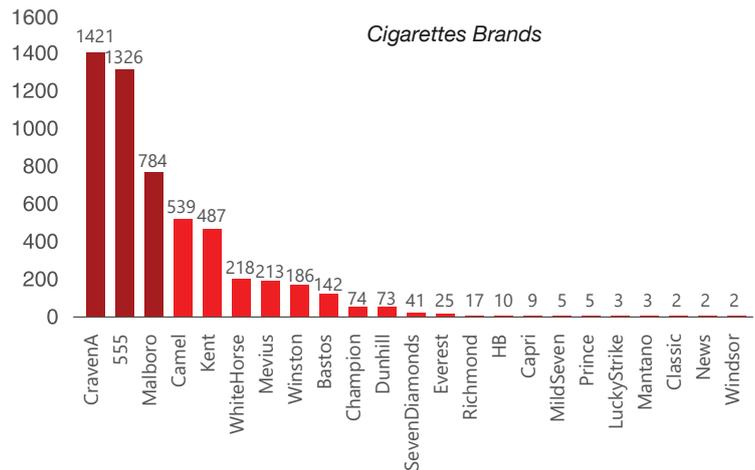
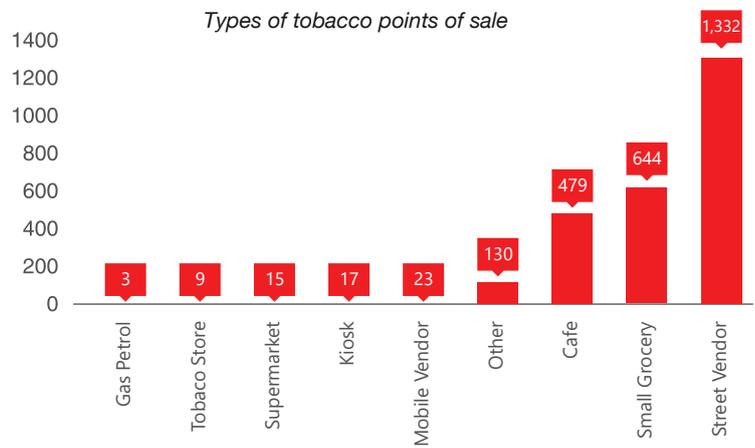
An example of violation (Hung Vuong high school)

2. Various types of displayed tobacco products by 99% POS sold cigarette

• Cigarette was the most popular tobacco products, sold by 99% POS. Hand-rolled and flavored tobacco appeared in 4.7% and 0.1% of tobacco flavor tobacco products, respectively.

• The most popular products marketed by POS was British American Tobacco (67.3%), followed by those selling products of Philip Morris International (29.8% POS), RJ Reynolds Tobacco (20.3% POS), Imperial Tobacco (10.8% POS), Japan Tobacco (8.2% POS) and SEITA (0.1% POS).

• Craven A was the most popular tobacco cigarettes, displayed in 53% of identified POS. Figures for tobacco points of sale selling 555, Marlboro, Camel and Kent were 50%, 29%, 20% and 18%, respectively.



3. Youth focused tobacco industry tactics was primary observed within 100 meters of children's schools:

65,0% POS sold single cigarettes.



33,5% POS advertised tobacco.



57,6% of POS displayed tobacco products within eye level of a child (whose height is around 1 meter), mainly at street vendors and grocery stores.



27,9% POS displayed tobacco products near sweets and candy.



Recommendation

1. Conduct periodic monitoring of tobacco advertising, promotion and sponsorship activities, especially in the area around the school.
2. Increasing stronger fines and penalties for tobacco points of sale who do not have either permits or sell cigarettes within 100 meters from the campus of kindergartens, primary schools, secondary schools and high schools.
3. Consider and evaluate the regulatios for icensing for tobacco retailer. In fact, according to the Decree 67 /ND-CP 2013 on the tobaco sale & management, points of sale which are convenience stores, grocery stores and street vendors are not considered as tobacco retailers. This consequence of legal loophole are the increase of accessibility for this harmful products to the children. Thus, a stronger enforcement must be applicable to thee form of tobacco retailer.