



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Institute for Global Tobacco Control

Technical Report on Tobacco Marketing at the Point-of-Sale in Kiev, Ukraine

Product Display, Advertising, and Promotion around Primary and Secondary Schools



Written by:

Caitlin Weiger, BS
Ashley Grant, MPH
Joanna Cohen, PhD

Produced August 2016 by:

Institute for Global Tobacco Control
Johns Hopkins Bloomberg School of Public Health
2213 McElderry St., Fourth Floor
Baltimore, MD 21205 USA
www.jhsph.edu/igtc
www.globaltobaccocontrol.org

This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (www.bloomberg.org) and in-country support from LIFE Regional Advocacy Center.

Copyright 2016 Institute for Global Tobacco Control

Suggested Citation:

Institute for Global Tobacco Control. Technical Report on Tobacco Marketing at the Point-of-Sale in Kiev, Ukraine: Product Display, Advertising, and Promotion around Primary and Secondary Schools. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health; August 2016.

For more information, please contact:

igtc@jhu.edu

Background and Introduction

Tobacco use is the leading cause of preventable death and disease across the globe.¹ Although global estimates of tobacco marketing expenditures are not available, US cigarette manufacturers alone are estimated to have spent over 26 billion US dollars between 2011 and 2013 on advertising and promotion.² Tobacco companies use 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.³ Article 13 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 products.⁴ 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).⁵ Numerous longitudinal studies have demonstrated that exposure to tobacco product advertising and promotion increases the likelihood that youth will start to smoke.⁶ The display of tobacco products at the POS has the same effect and influence on behavior as traditional media advertising.⁷ Marketing in retail environments specifically has been shown to increase the likelihood of smoking initiation among youth.⁸ 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.⁹

The country of Ukraine became a party to the FCTC on June 25, 2004 and ratified the treaty on June 6, 2006.¹⁰ Among Ukraine's population of over 45 million people,¹¹ an estimated 26.3% of adults smoke tobacco products and 19.3% of youth use tobacco products on a regular basis.¹² In September 2012, amendments to the Law of Ukraine Number 2899-IV on "Measures to Prevent and Reduce the Consumption of Tobacco Products and their Harmful influence on the Population's Health"¹³ came into force. This law prohibits all types of advertising, promotion and sponsorship of tobacco products. The law provides a definition of advertising and promotion of the sale of tobacco as – "any type of transfer of commercial information, recommendation or actions, the goal and result or the likely result of which is the promotion of the sale of a tobacco product or use of tobacco, directly or indirectly." Additionally, it prohibits the "placement of information on the manufacturer of tobacco products and/or tobacco products in places where these products are sold or provided to the consumer with the exclusion of one poster no larger than 40 x 30 cm on one trading venue site, in which text information is provided on tobacco products offered for sale and their prices."

Such a provision prohibits all point-of-sale advertising and promotion and retailers may only display limited information about their products and prices; however, there is no direct prohibition on point-of-sale displays as a whole. Packs continue to be displayed on colorful boards that include brand elements such as slogans and color schemes. Lights are also frequently employed to attract attention to these displays. Enforcement agencies have taken varying interpretations of the law, resulting in incomplete enforcement of the law.

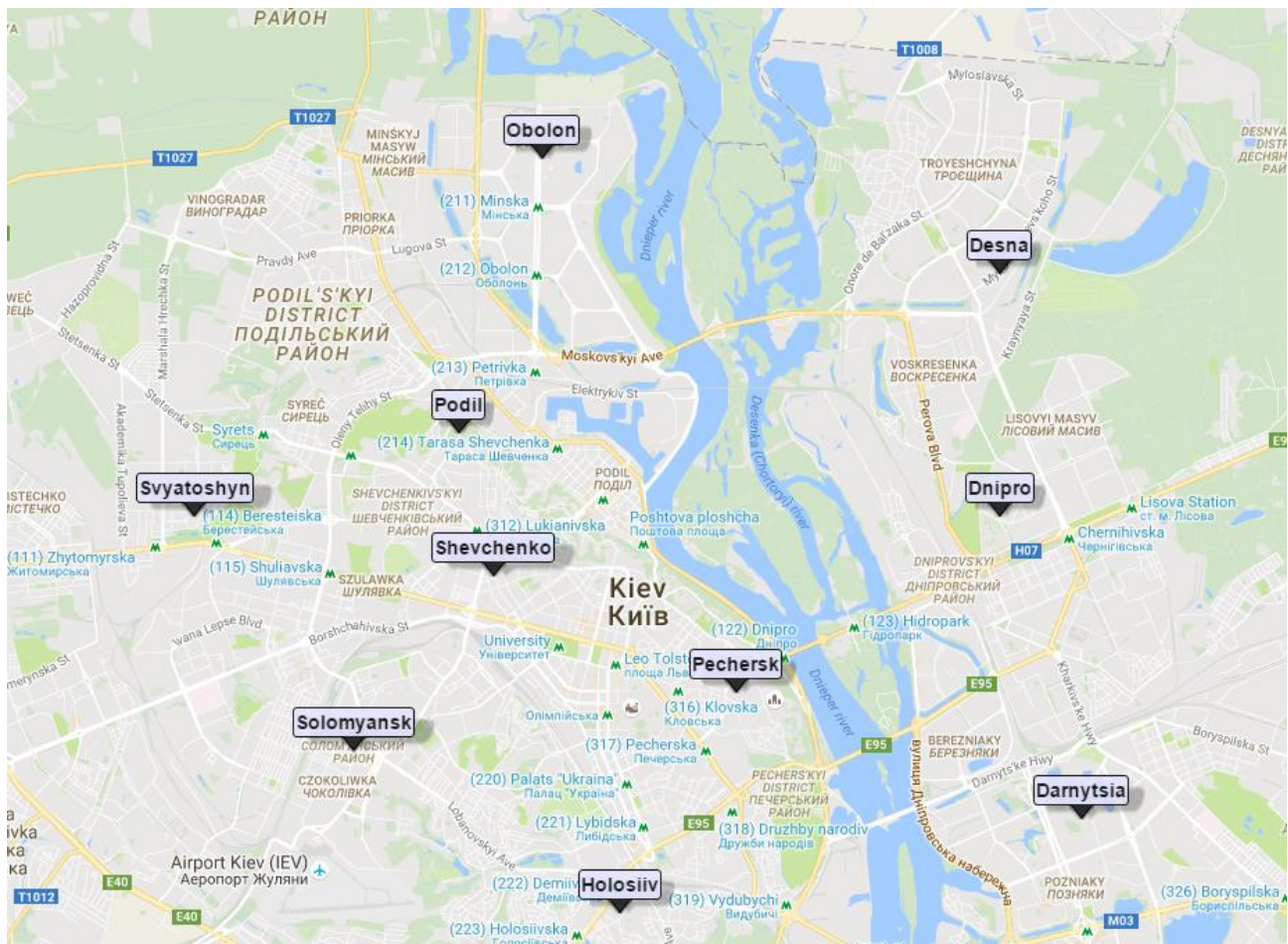
Methods

This report describes a study about tobacco marketing at the point-of-sale in Kiev, Ukraine. The work was led by the Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health (JHSPH). Investigators from IGTC trained 6 paid data collectors to conduct the fieldwork and submit daily reports for review in real-time. The IGTC study team was in Kiev for training and data collection to troubleshoot any logistical or technical issues. Data cleaning, validation, and analysis were carried out by IGTC.

Sampling Approach

This study surveyed tobacco retailers in the city of Kiev, Ukraine’s capital and largest city with a population of 2.8 million people.¹⁴ Ten neighborhoods were selected within the city (Figure 1), with consideration for the neighborhoods’ (1) retail density, (2) school density, and (3) ease of accessibility for data collectors traversing the city via public transportation. Using an online database of schools in Kiev, Education.us,¹⁵ 138 schools within these neighborhoods 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 supermarkets, convenience stores, and kiosks within each sampling area that sold tobacco products.

Figure 1. Selected Neighborhoods (n=10)



Survey Instrument

The survey instrument was designed to address key components of Ukraine’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 attract youth (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. Data collectors were also

asked to document the presence of tobacco marketing that was visible from outside of the tobacco retailer.

Figure 2. Survey Instrument Content

Product Placement and Characteristics	Advertising Signage and Display Characteristics	Type of Promotion
Cashier zone	Presence of English words	Loyalty scheme
Behind the cashier zone	Use of digital signage	Presence of brand representative
On a branded stand or cabinet	Oversized packs of tobacco products	Sponsorship of any event or activity
Eye level of children	Use of lights	Imitation tobacco products
On a power wall	Use of movement	Contests or competitions
Near sweets, snacks, or soda	Mention of flavor	Free gifts
Hanging from the ceiling	Mention of menthol	Free tobacco products
Near toys	Images of tobacco products or people smoking	Discounts
Mention of menthol on packs	Images of medical professionals	Sale of single cigarettes
Mention of flavors on packs	Images of celebrities	
	Brand stretching	
Signage and Visibility of Health Warnings		
Signage that sales are prohibited to youth under 18		
Visible warning labels on all tobacco packs		
All warning labels in Ukrainian		

Data Collection Protocol

Observations and photos were collected from retailers during normal business hours from July 27-29, 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 (Appendix A). Street names and radii boundaries were clearly visible on all sampling area maps, and data collectors were instructed to use nearest intersections and landmarks to stay within the confines of the radii boundaries. Data collectors identified supermarkets, convenience stores, and kiosks within the sampling area by using the maps to follow a spiral-like walking pattern, observing all streets within the 250-meter radius. All supermarkets, convenience stores, and kiosks were selected for observation. The school code, address, school visibility, and store type were still recorded at locations that did not sell tobacco products. Data collectors wrote the address of each tobacco retailer they observed on the corresponding sampling area map. Observational data and photos of tobacco product displays or advertisements 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, including for retailers that did not sell tobacco. 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

Data collectors attended a full day of training on how to implement the study protocol on July 26, 2016 – immediately before the data collection period. The IGTC study team explained in detail the purpose of the study, the current tobacco control law, the survey content, key terms and definitions, the Magpi software application, and data collection procedures. Data collectors were instructed to behave as customers in order to discretely observe the retail environment and capture photos. 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, brand stretching, types of promotion, and advertising signage. 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 retailers.

Results

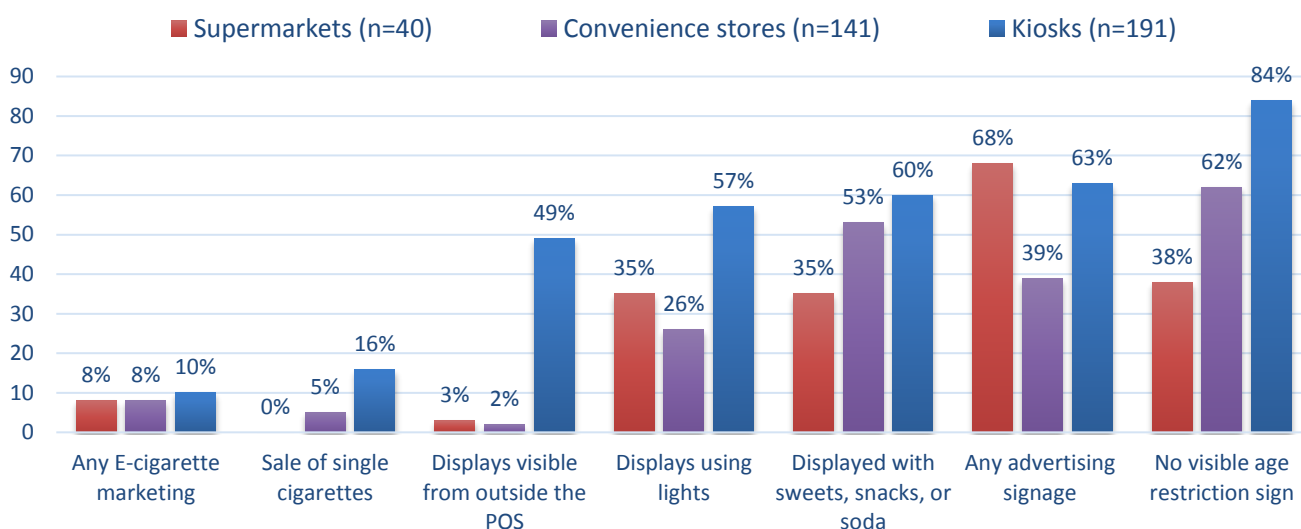
Of the 138 school sampling areas selected, 34 were not surveyed due to time limitations. On July 27-29, data collectors observed 460 supermarkets, convenience stores, kiosks, and mobile tobacco vendors within a 250-meter radius of schools – 376 of which sold tobacco products.

Four of these retailers were mobile tobacco retailers and were analyzed separately based on the limited number of observations possible at this type of vendor. One mobile tobacco vendor also sold sweets near tobacco products and all 4 had single cigarettes available for purchase.

Out of the 372 supermarkets, convenience stores, and kiosks that sold tobacco products, 84 were located within eyesight of a school.

A greater proportion of kiosks used aggressive tobacco marketing than the other types of observed retailers. Sixty percent of kiosks displayed tobacco products near sweets, snacks, or soda and over half of kiosks used lighted displays to draw attention to tobacco products. Kiosks were also far more likely to have tobacco marketing that was visible from outside of the POS than supermarkets or convenience stores (Figure 3).

Figure 3. Percent of Tobacco Retailers With Marketing by Point-of-Sale Type



Tobacco retailers were identified in 97 of 102 school sampling areas surveyed (Figure 4).

Figure 4. School Sampling Areas and Retailers Observed by Neighborhood

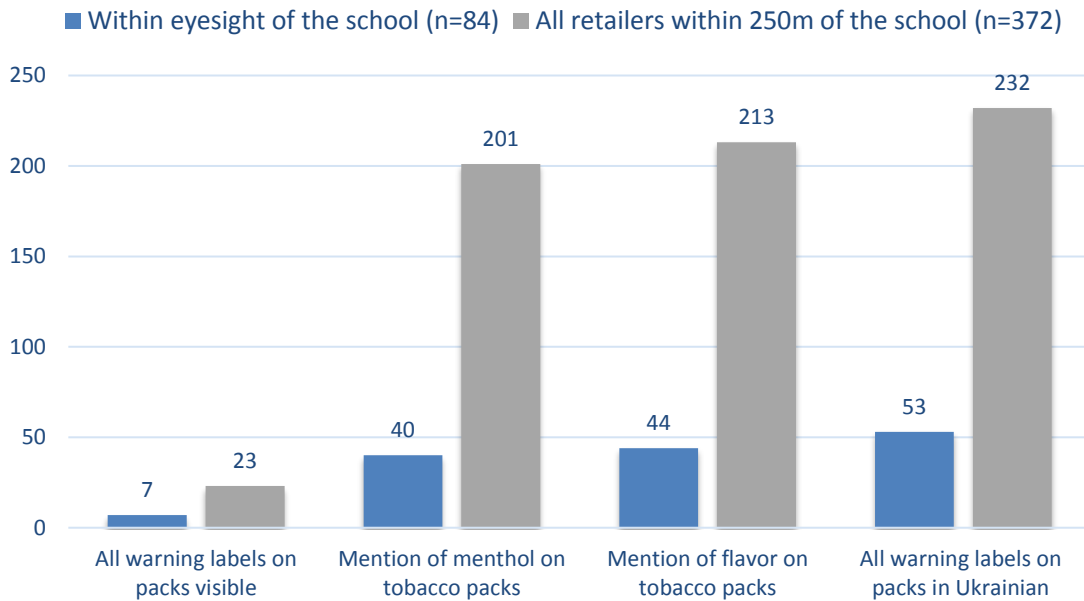
Neighborhood	School Sampling Areas Selected	School Sampling Areas Observed	Tobacco Retailers Observed
1. Desna	19	19	99
2. Darnytsia	17	13	64
3. Obolon	12	8	38
4. Pechersk	12	4	8
5. Shevchenko	14	9	37
6. Podil	13	9	26
7. Holosiiv	10	6	16
8. Svyztoshyn	16	12	29
9. Dnipro	6	5	24
10. Solomyansk	19	17	31
Total	138	102	372

Many retailers displaying tobacco products within eyesight of schools displayed packs where data collectors could not tell if the warning label was in Ukrainian. Moreover, very few retailers fully displayed the health warning labels on packs. In many cases where a warning label was not fully visible, it was because the warning was obscured by a price tag (Figure 5). Over half of observed retailers displayed menthol and flavored tobacco products (Figure 6), which are appealing to children.

Figure 5. Cigarettes Posted on a Display Board with Warning Labels Obscured by Price Tags



Figure 6. Number of Tobacco Retailers with Visible Health Warning Labels and Flavor Descriptors on Packs



Thirty-eight tobacco retailers sold single cigarettes, 7 of which were within eyesight of a school (Figure 7). Few retailers used other promotional tactics.

Figure 7. Number of Retailers with Tobacco Product Promotion

	Within Eyesight of the School (n=84)	All Retailers Within 250m of the school (n=372)
Sale of single cigarettes	7	38
Discounts	0	3
Sponsorship	0	1
Contests or competitions	0	1
Loyalty scheme	0	1
Brand representative	0	1
Promotional gifts	0	0
Free tobacco products	0	0
Imitation tobacco products	0	0

Thirty-five retailers within eyesight of a school posted advertising signage (Figure 8). Packs of tobacco products were often posted on display boards with brand elements, serving as advertisements (Figure 9). Illuminated advertisements and oversized packages of tobacco products were observed in almost a third of surveyed retailers within 250-meters of a school.

Figure 8. Number of Tobacco Retailers using Advertising Signage

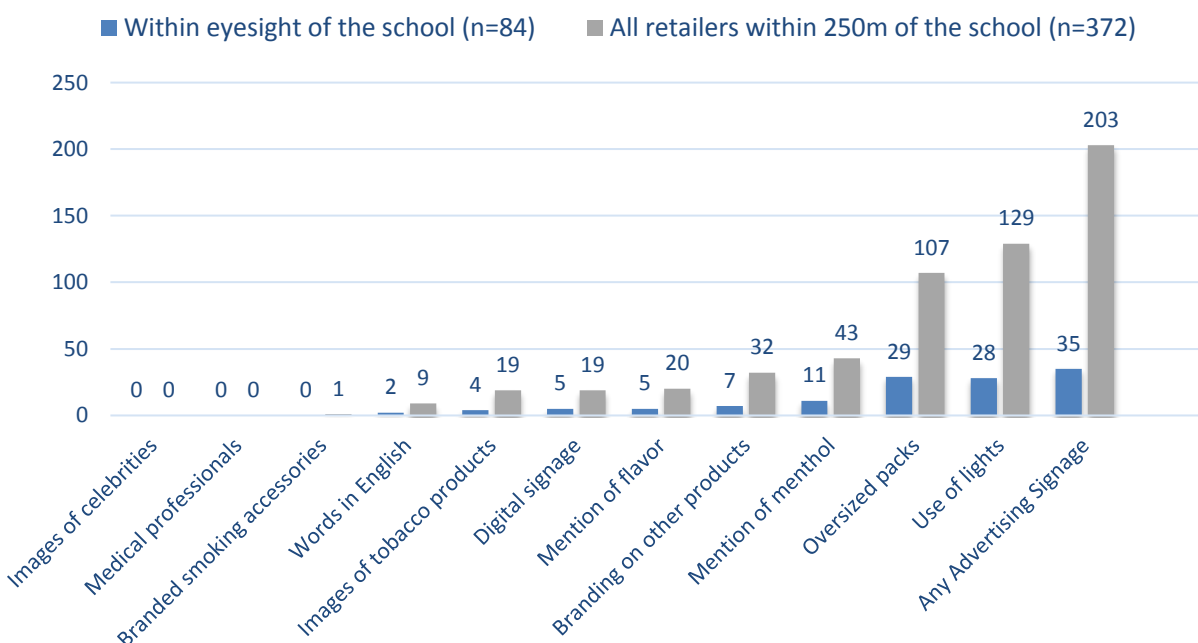


Figure 9. Cigarette Packs Displayed on a Colorful Backboard

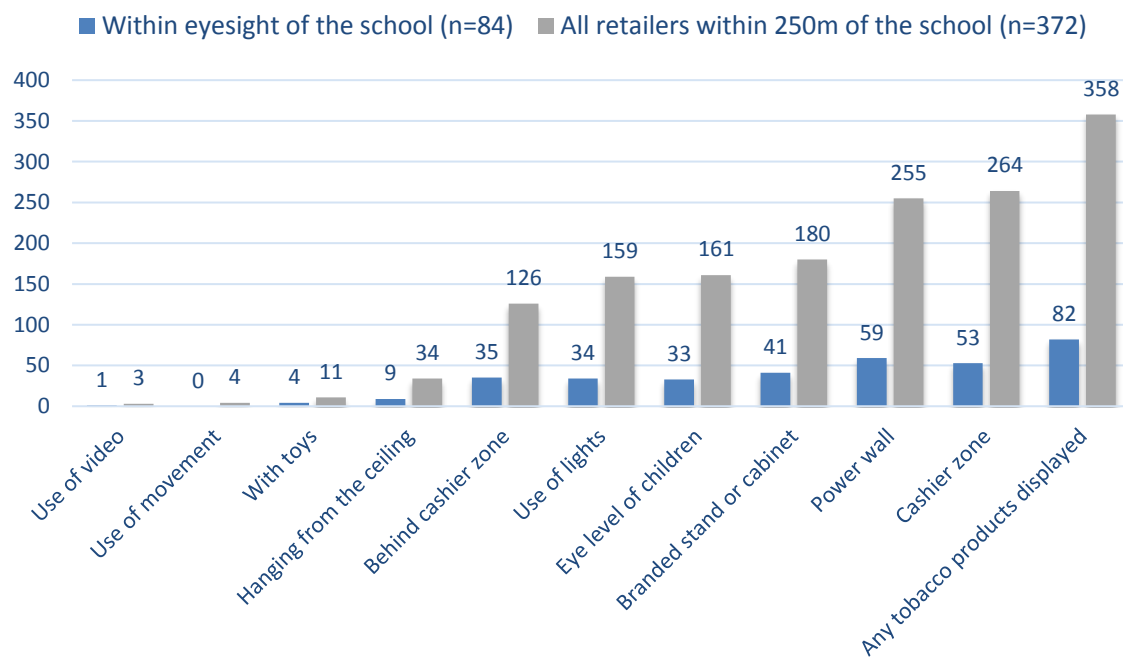


Tobacco products were often displayed in or near the cashier zone, on power walls, and on branded stands or cabinets (Figure 10). Displays were frequently at the eye level of children and use of lights to draw attention to displayed products was also common (Figure 11).

Figure 10. A Power Wall of Tobacco Products with Oversized Packs Displayed on a Branded Cabinet



Figure 11. Number of Tobacco Retailers with Tobacco Product Displays



L&M and Winston were the most frequently displayed brands of tobacco products in supermarkets, convenience stores, and kiosks, followed by Marlboro and Kent (Figure 12).

Figure 12. Tobacco Brands Displayed at the Point-of-Sale

Brands Displayed at the POS	# of Retailers
L&M	255
Winston	241
Marlboro	214
Kent	200
Parliament	184
Prima	167
Rothmans	154
Bond St	153
Pryluky	146
Camel	142

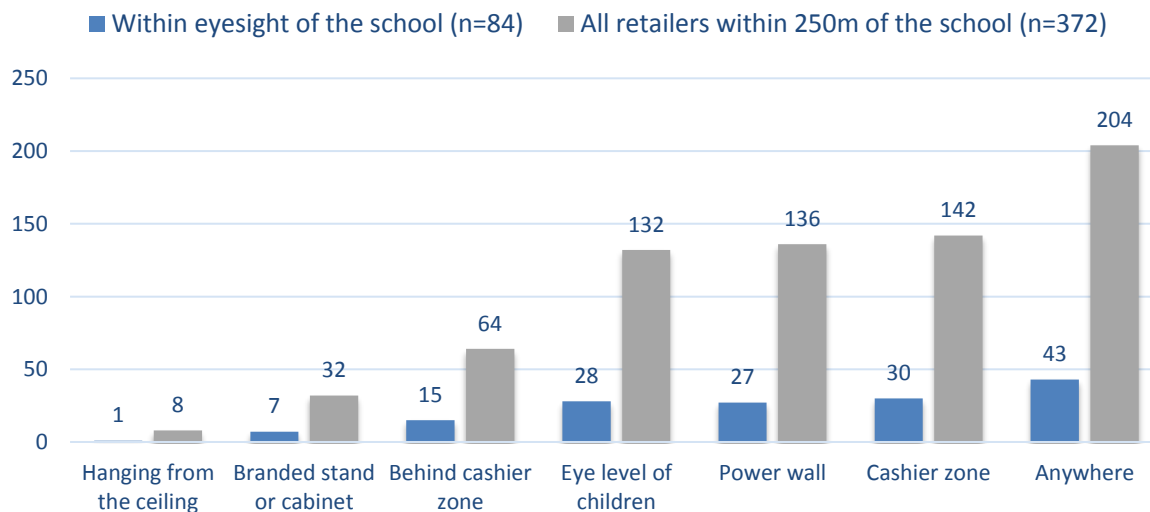
Tobacco products were often displayed alongside sweets, which may be especially appealing to children (Figure 13).

Figure 13. Tobacco Products Displayed Near Ice Cream and Candy



Of the 358 retailers that displayed tobacco products, 204 placed products in the same location as sweets, snacks, or soda – often in the cashier zone, on power walls of tobacco products, and at the eye level of children (Figure 14).

Figure 14. Number of Tobacco Retailers with Tobacco Products Displayed Near Sweets, Snacks or Soda



One hundred and six tobacco retailers in 51 school areas had tobacco product marketing visible from outside the POS. Display of tobacco products (98 retailers) and advertising for tobacco products (83 retailers) were the most common types of marketing visible from outside the POS.

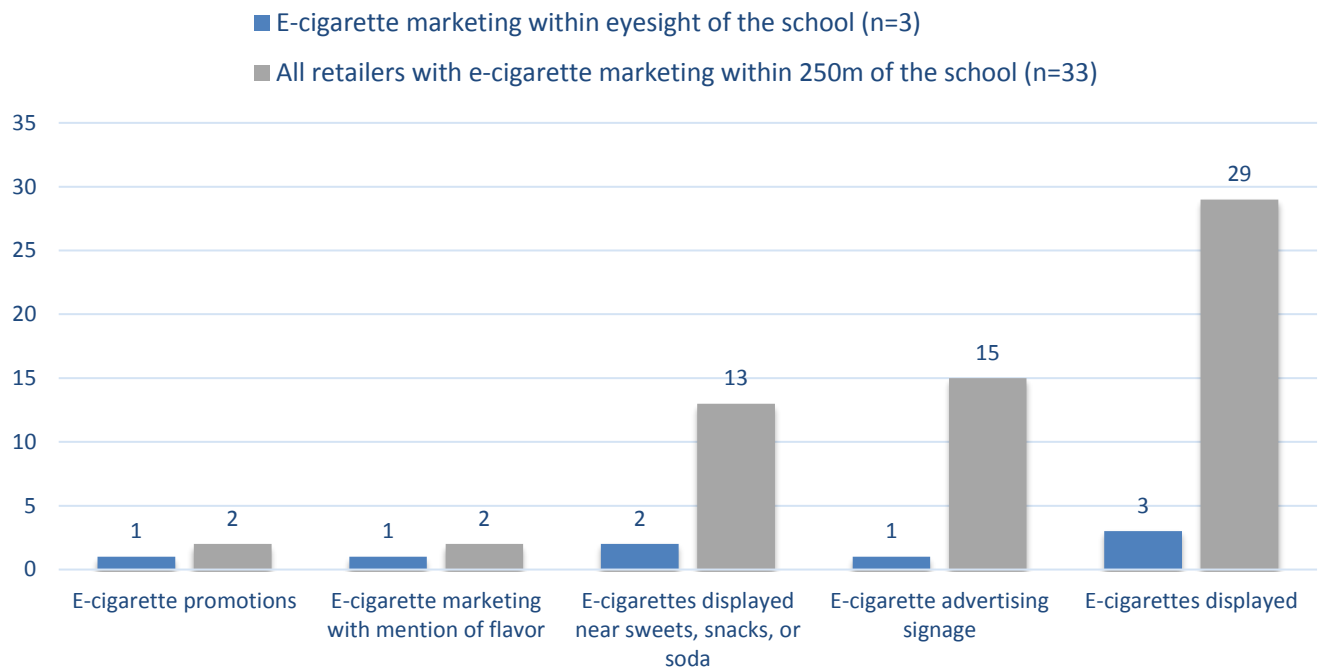
Only 101 out of 372 retailers posted a sign that tobacco products are not sold to minors under the age of 18. Twenty-seven out of 84 retailers within eyesight of a school had an age restriction sign posted.

Thirty-three tobacco retailers in 28 surveyed school areas displayed, advertised, or promoted e-cigarettes. Display of e-cigarettes was the most common type of e-cigarette marketing in the retailers sampled, with 29 retailers displaying e-cigarettes. Fifteen retailers also posted advertisements for e-cigarettes. Thirteen retailers displayed e-cigarettes with sweets and 2 retailers mentioned flavor in the marketing of e-cigarettes (Figures 15 and 16).

Figure 15. E-cigarette Advertising at the Point-of-Sale



Figure 16. Number of E-cigarette Retailers with Different Types of Marketing at the Point-of-Sale



Discussion

This study identified numerous examples of supermarkets, convenience stores, and kiosks that sell tobacco in close proximity to schools and thus are easily accessible by students. Kiosks have the most prominent tobacco marketing of the three types of retailers observed. Tobacco companies continue to provide advertisements that are posted at the POS. Using illuminated display boards with packs of tobacco products attached to them, often at the eye level of children, is another continuation of advertising without using traditional signage. Warning labels were often covered by price stickers or were intentionally displayed so the graphic health warning was not visible. Tobacco products were frequently displayed at the eye level of children with sweets, snacks, and sodas, products that are especially appealing to children. Single cigarettes continue to be sold, even within eyesight of schools.

Limitations

This study uses a strategic selection of neighborhoods, and a convenience sample of schools and the retail locations surrounding them. Therefore, the results may not be representative of all types of tobacco retailers or generalizable to all areas of Ukraine.

Conclusions

Varying interpretations of the advertising and promotion ban at the point-of-sale have resulted in incomplete enforcement of the law, allowing the tobacco industry to continually expose children to marketing. The Ukrainian tobacco control law aims to limit the access children have to tobacco products and to protect the “health of the population from the harm that is caused to their health as a result of diseases, disability and also mortality caused by smoking and other use of tobacco products.”¹⁶ By not specifically banning all tobacco product displays and by the continued presence

of advertising signage, adults and children are still exposed to tobacco marketing. This study demonstrates that harmful tobacco products and advertisements are present in areas that are visible and accessible to minors. A complete and fully enforced ban on tobacco product displays, 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 products.

Key Terms and Definitions

Advertising signage: branded print or digital/electronic media such as posters, banners, flyers, or shelf liners that are intended to promote awareness and favorable opinions of a tobacco brand or product

Brand stretching: the presence of non-tobacco items that carry a tobacco brand name

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

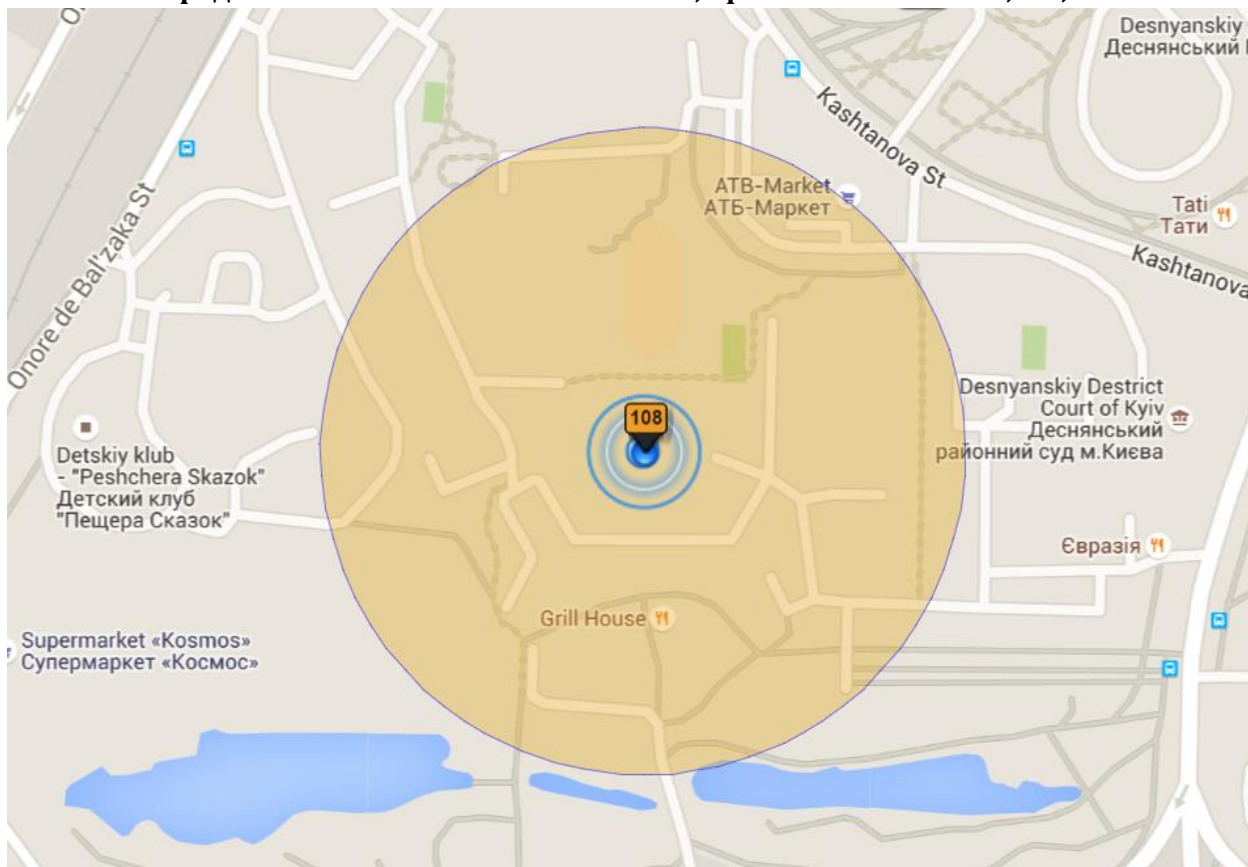
Eye level of children: placement of products 1 meter or less from the ground

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

Product display: physical packs of tobacco products that are visible to potential consumers

Appendix A. School Sampling Area Map

108. Середня загальноосвітня школа №275, просп. Маяковського, 3-г, Desna



Please record the address of each store you observe. If needed, continue lettering and addresses on next page.

A.	F.
B.	G.
C.	H.
D.	I.
E.	J.

References

- ¹ WHO. WHO report on the global tobacco epidemic, 2015 Raising taxes on tobacco. [Accessed 2016 Aug 17] Available at: http://www.who.int/tobacco/global_report/2015/en/
- ² Federal Trade Commission. Cigarette Report for 2013. Issued 2016. [Accessed 2016 Aug 17] Available at <https://www.ftc.gov/system/files/documents/reports/federal-trade-commission-cigarette-report-2013/2013cigaretterpt.pdf>
- ³ Davis RM, Gilpin EA, Loken B, Viswanath K, Wakefield MA. The role of the media in promoting and reducing tobacco use. Tobacco control monograph No. 19. (2008); 359-428.
- ⁴ WHO. Framework Convention on Tobacco Control, 2003 [Accessed 2016 Mar 11] Available at http://www.who.int/fctc/text_download/en/
- ⁵ Dewhirst T. POP goes the power wall? Taking aim at tobacco promotional strategies utilized at retail. Tobacco Control 2004; 13(3): 209-10.
- ⁶ Lovato C, Watts A, Stead LF. Impact of tobacco advertising and promotion on increasing adolescent smoking. American Journal of Public Health 2004;94(12):2081-3.
- ⁷ Thomson G, Hoek J, Edwards R, Gifford H. Evidence and arguments on tobacco retail displays: marketing an addictive drug to children? New Zealand Medical Journal 2008; 121(1276):87-98.
- ⁸ Slater SJ, Chaloupka FJ, Wakefield M, Johnston LD, O'Malley PM. The impact of retail cigarette marketing practices on youth smoking uptake. Archives of Pediatric Adolescent Medicine 2007; 161(5):440-5.
- ⁹ Henriksen L, Feighery EC, Schleicher NC, Haladjian HH, Fortmann SP. Reaching youth at the point-of-sale: cigarette marketing is more prevalent in stores where adolescents shop frequently. Tobacco Control 2004; 13(3):315-8.
- ¹⁰ WHO. FCTC implementation database. [Accessed 2016 Aug 3] Available at: <http://apps.who.int/fctc/implementation/database/parties/Ukraine>
- ¹¹ The World Bank. Data: Population, total. [Accessed 2016 Aug 3] Available at: <http://data.worldbank.org/indicator/SP.POP.TOTL>
- ¹² WHO. Report on the global tobacco epidemic, 2015; Country profile: Ukraine. [Accessed Aug 3] Available at: http://www.who.int/tobacco/surveillance/policy/country_profile/ukr.pdf?ua=1
- ¹³ Yushchenko V. Law No. 5164: Law of Ukraine on the Introduction of Changes to Some Legislative Acts of Ukraine on the Prohibition of the Advertising, Sponsorship and Promotion of the Sale of Tobacco Products (22 September 2011). [Accessed 2016 Aug 3] Available at: <http://tobaccocontrollaws.org/files/live/Ukraine/Ukraine%20-%20Law%205164.pdf>
- ¹⁴ United Nations Statistics Division. City population by sex, city and city type. [Accessed 2016 Aug 3] Available at: <http://data.un.org/Data.aspx?d=POP&f=tableCode%3A240>
- ¹⁵ Education.ua. Education in Ukraine. [Accessed 5 July 2016] Available at: <http://www.education.ua/schools/kiiev/>
- ¹⁶ Verkhovna Rada. Law of Ukraine on Measures for the Prevention and Reduction of the Use of Tobacco Products and their Harmful Impact on the Health of the Population. (2010 January 21). [Accessed 2016 Aug 4] Available at: <http://tobaccocontrollaws.org/files/live/Ukraine/Ukraine%20-%20Law%20on%20Tobacco%20Control.pdf>