

Availability and Marketing of Tobacco Products and E-Cigarettes in Two Russian Cities Following a TAPS Ban

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Background

- E-cigarettes are gaining popularity worldwide
- Point-of-sale (POS) advertising and promotion as well as product display play an important role in shaping product adoption and usage patterns
- Russia implemented a comprehensive tobacco control law which banned most forms of POS advertising and promotion (effective November 2013), and displays of tobacco products (effective June 2014)
- Advertising, promotions and the display of e-cigarettes are not currently regulated in Russia



Figure 1. Kiosk with cigarettes on display in Moscow, Russia (April 2014)

Methods

- This study collected observational data to measure availability of cigarettes and other tobacco products (tobacco products), and e-cigarettes in retail venues in Moscow and St. Petersburg; observations were conducted at different types of retail venues including supermarkets, independent grocers, and kiosks; data were collected at retail venues in 2014 (N=302) after most forms of POS advertising and promotion were banned; retail venues were re-visited for a second time in 2016 (N=244) (58 retail venues had closed between waves)
- Two trained data collectors used mobile devices to record information about (1) the availability of tobacco products and e-cigarettes; (2) the presence of POS product displays for tobacco products and e-cigarettes; and (3) POS advertising and promotion for e-cigarettes in 2016
- Descriptive statistics are reported from each wave for the remaining open venues with complete data (n=238)

Results

- The availability of tobacco products and e-cigarettes by retail venue store type is shown in Figure 2; in 2014, 87.4% (n=208) of retail venues visited sold tobacco products while in 2016, 87.8% (n=209) of retail venues re-visited sold tobacco products
 - In 2014, availability of e-cigarettes increased from 27.3% (n=65) to 52.1% (n=124) of retail venues in 2016
- There was little change in retail venues with tobacco product display, while e-cigarettes product display increased from 19.7% (n=47) to 41.2% (n=98) (Figure 3)
- Advertising and promotion of e-cigarettes were found in 30.7% (n=73) of retail venues in 2016, typically in the form of signage (n=71) and were predominantly found in supermarkets and kiosks

Figure 2. Availability of tobacco products and e-cigarettes in retail venues (2014 and 2016)

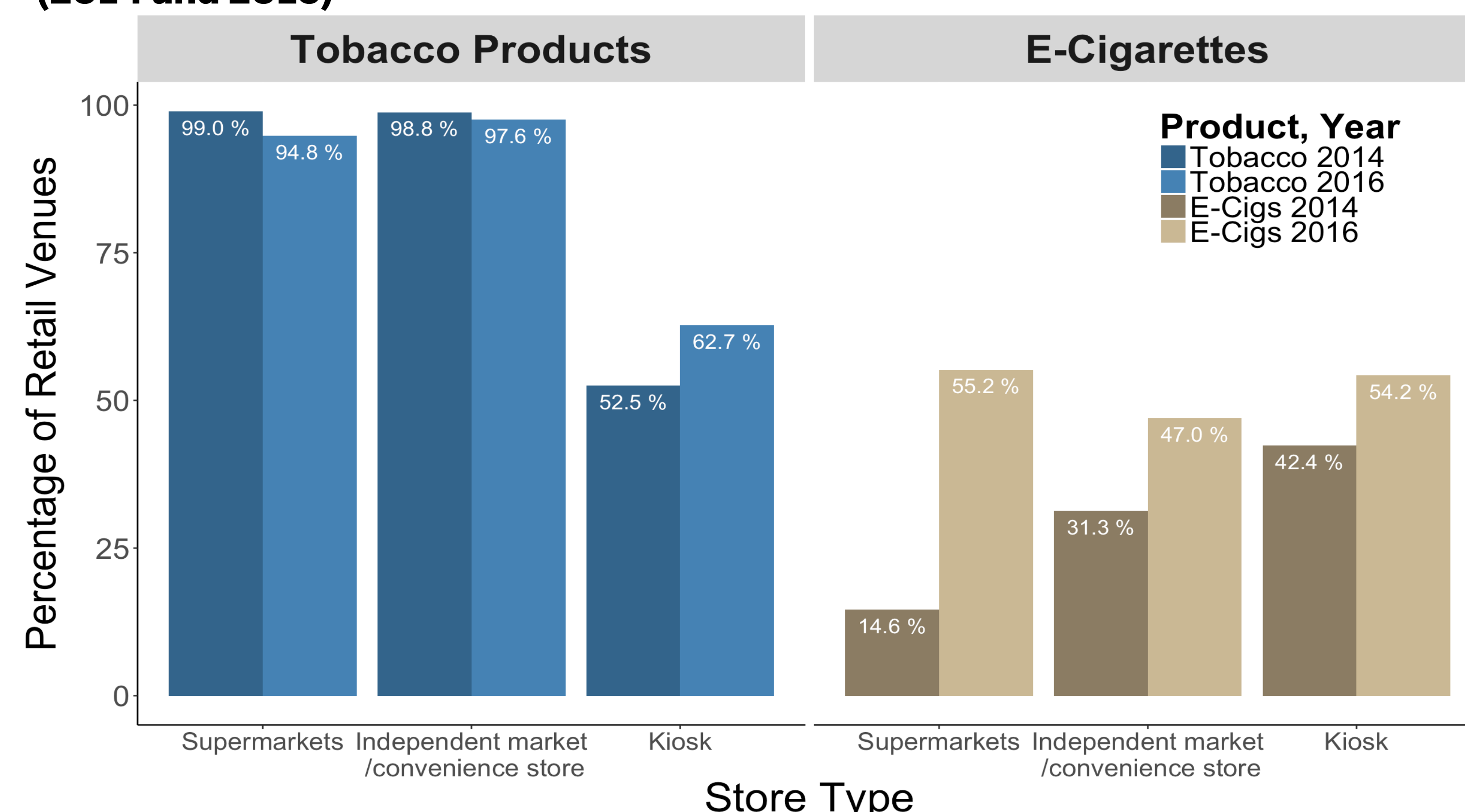
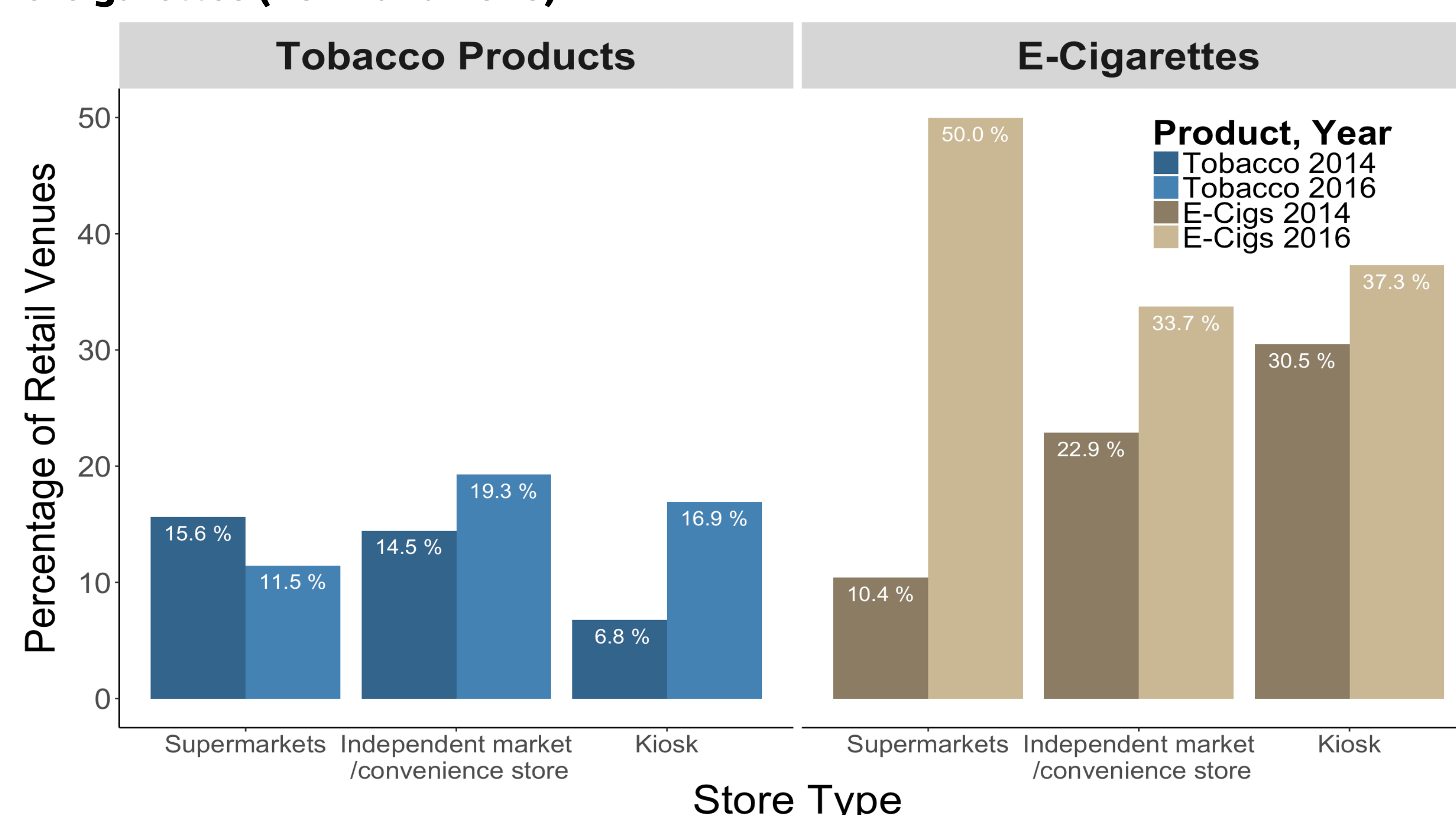


Figure 3. Retail venues with POS product display of tobacco products and e-cigarettes (2014 and 2016)



Conclusions

- The availability of tobacco products remains largely unchanged following implementation of a national tobacco control law in Russia; a greater proportion of retail venues were selling e-cigarettes most notably in supermarkets
- Few retail venues have tobacco products on display; less than half of the retail venues visited had e-cigarette products on display
- The majority of retail venues selling e-cigarettes did not have any advertising or promotion

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