

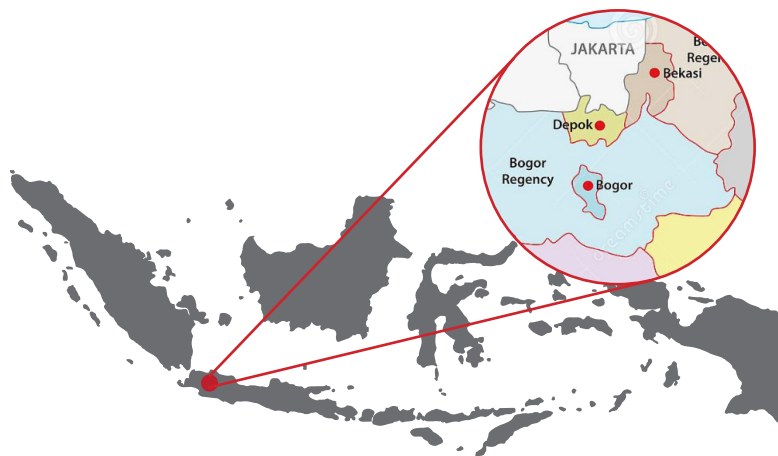
Tobacco Product Display and Point-of-Sale Tobacco Advertising and Promotions Depok, Indonesia Fact Sheet

Background

Depok, a city in West Java, implemented City Law No. 3/2014 which bans advertising and promotion of tobacco products in public places, including modern and traditional markets. In 2018, regulation requiring retailers to cover cigarette displays was implemented by the Depok Government. This study assessed compliance with the tobacco product display and point-of-sale advertising and promotion ban in different retail settings from February to March 2019.

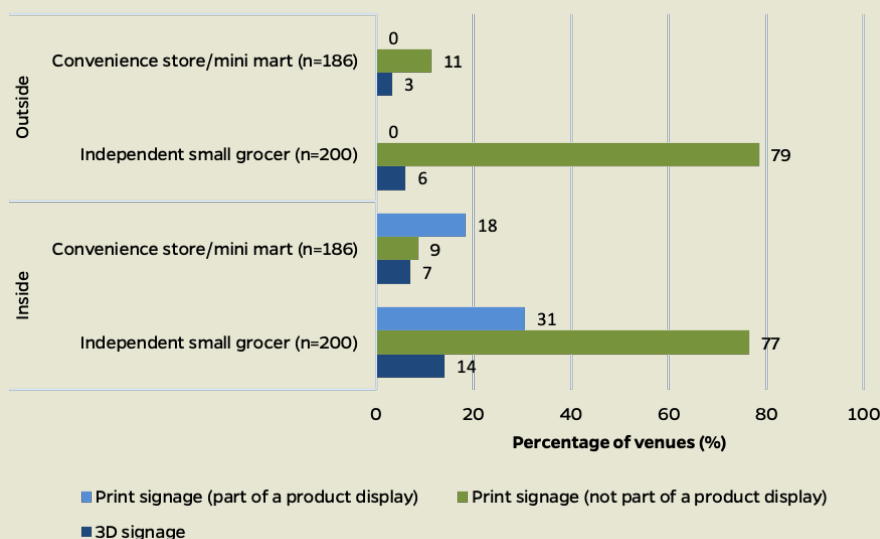


Tobacco product display in Depok, March 2019



Findings

Figure 1. Types of advertising observed outside and inside retail venues – by retailer type



Print signage refers to posters, banners, flyers.

Print signage may be part of a product display (placed in front of shelf liners or a tobacco product stand or background), or independent of a product display.

- The majority of independent small grocers had print signage, which was not part of a product display, posted outside (79%) and inside (77%) the retailer
- Print signage, which was part of a product display, was observed inside 18% of convenience stores and 31% of independent small grocers
- 3D signage was observed inside 7% of convenience stores and 14% of independent small grocers:

*Convenience store/mini mart: nationally distributed chain store that stocks household items

**Independent small grocer: locally owned retailer selling only food products in a traditional market (in a stall)

Figure 2. Percentage of convenience stores/mini marts (n=186) with tobacco product display covered

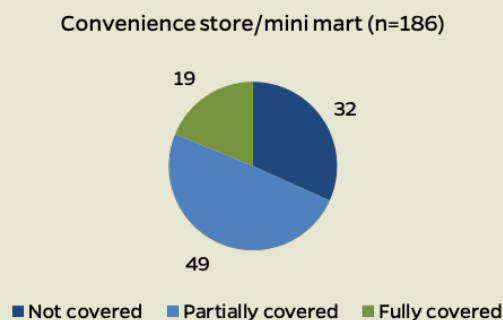
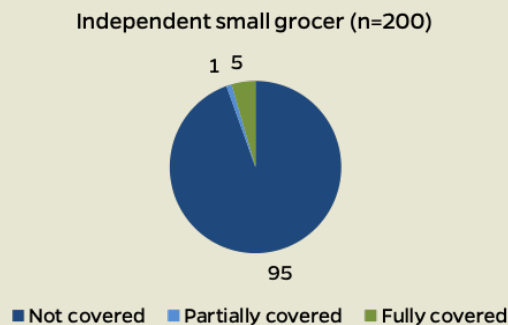
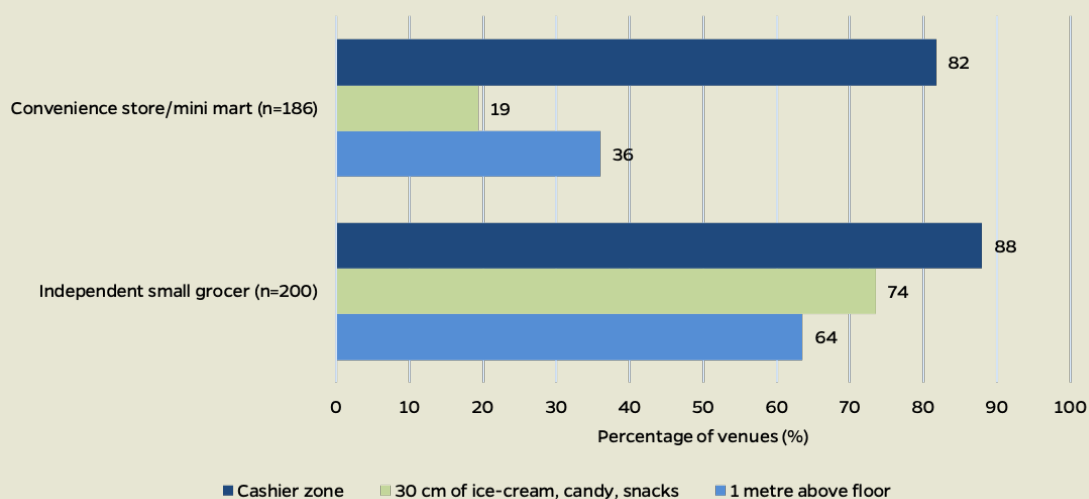


Figure 3. Percentage of independent small grocers (n=200) with tobacco product display covered



- Convenience stores and small grocers differed with regards to the coverage of tobacco product displays
- The majority (95%) of independent small grocers had product displays which were not covered

Figure 4. Location of tobacco product display - by retailer type



- 82% and 88% of convenience stores and independent small grocers, respectively, had tobacco product displays located in the cashier zone
- Products displays were located roughly 1 meter above the floor at 64% of independent small grocers

Methods

Staff and faculty from the Johns Hopkins Bloomberg School of Public Health's Institute for Global Tobacco Control (IGTC), with partners from International Union Against Tuberculosis and Lung Disease, worked with tobacco control/public health experts from Udayana University (Bali, Indonesia) and trained teams of local data collectors to follow set protocols and conduct observations in each of the identified venues. Data collectors used mobile phones equipped with software to support the observational data collection. Comprehensive lists and a walking protocol were used to identify 400 retailers to be sampled: supermarkets (n=2), hypermarkets (n=6), convenience stores/mini marts (n=192), and independent small grocers (n=200).

Discussion

There is considerable opportunity to improve compliance with tobacco product display and point-of-sale advertising and promotion policies in Depok. Achieving compliance with tobacco control policies is crucial due to the serious health risks associated with tobacco use; regional authorities must work with retailer owners to improve compliance. Banning tobacco advertisements and restricting the visibility of and access to tobacco products at the point-of-sale are effective strategies for reducing tobacco use or initiation among youth.