



BACKGROUND

Big Tobacco, Tiny Targets is a global campaign that monitors tobacco industry marketing that targets young people by conducting observations of tobacco and nicotine products (TNPs) and advertising among youth and near primary and secondary schools.

The Tobacco Products and Electronic Delivery Systems Control Bill of 2022 addresses the tobacco industry's efforts to recruit young people to their harmful products by limiting the exposure of young people to marketing of TNPs. These measures would reduce youth access to TNPs and related TNP marketing.

METHODOLOGY

This study observed points-of-sale (POS) that sold TNPs within a 300-meter radius of primary and secondary schools. A total of 409 POS were observed in six cities in South Africa: Cape Town, Durban, Johannesburg, Pietermaritzburg, Pretoria, and Stellenbosch.







Selection criteria for cities included the presence of tobacco industry offices, the density of schools, the province's capital city, economic activity, and urban and informal settlement variation.

The Big Tobacco, Tiny Targets observation survey tool was developed in 2015 with support from the Campaign for the Tobacco-Free Kids and John Hopkins Bloomberg School of Public Health. The survey tool consists of an observational checklist to systematically capture data on the types of TNPs available and the types of marketing tactics observed at POS and has been used in dozens of countries.



HIGHLIGHTS

Tobacco and nicotine products available at POS

-  Of the 409 POS observed, an overwhelming majority sold cigarettes (92.2%)
-  37.7% sold snuff, 30.3% sold hookah, 18.6% sold cigars, 14.7% sold pipe tobacco, and 7.1% sold snus.
-  Almost half (45.2%) of POS selling and advertising TNPs were spaza shops and small grocery shops.
-  Over half (68.2%) of POS sold flavored cigarettes.
-  Products of both Japan Tobacco International and Imperial Tobacco were the most popular among products found at observed POS, with their products observed at rates of 67.9% and 67.2%, respectively.
-  Additionally, products of British American Tobacco and Philip Morris International were found at 61.6% and 58.7%, respectively, of the POS observed near schools.

Emerging tobacco and nicotine products at POS

- E-cigarettes were the most popular emerging product sold and found in 24.9% of POS observed.
- E-cigarette flavors observed included, "Blueberry Ice", "Cool Mint", "UNIDew", "Butter Brew", "Berry Blend", "Creamy Tobacco", "Coke Ice", "Lemon Mint Ice", and popcorn flavor.
- 15.9% of the POS sold heated tobacco products (HTPs) while 5.9% sold oral nicotine pouches (ONPs).

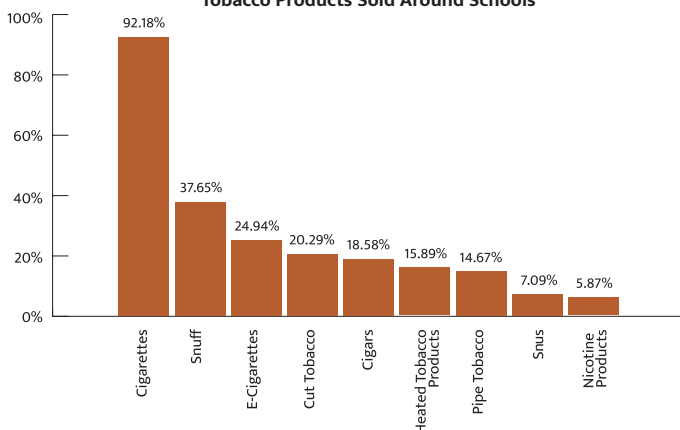


Advertising and promotional tactics at POS

- Out of all POS observed, 24.5% had illuminated displays of tobacco products (displays with flashy and fluorescent LED lighting) and 15.7% had posters advertising TNPs.
- 68.2% of POS displayed TNPs at the eye level of a child.
- 53.6% of POS displayed TNPs near sweets or chips.
- 19.3% of all POS displayed TNPs at levels in which customers can reach and take the cigarette packs themselves.
- 4.2% of POS had price discounts and limited-edition promotions.
- 66.5% of POS sold single cigarettes



Tobacco Products Sold Around Schools

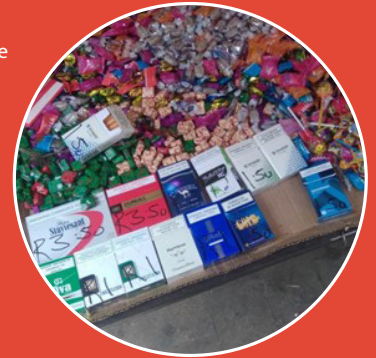


City highlights

- Johannesburg (29.3%) had the most tobacco vendors near schools, followed by Cape Town (17.6%).
- Emerging TNPs including e-cigarettes, heated tobacco products, and oral nicotine pouches were commonly observed in the Western Cape.
- 84.7% and 21.9% of POS sold e-cigarettes in Cape Town and Stellenbosch, respectively.
- BAT TPs were concentrated in the Western Cape (98.6% in Cape Town and 96.9% in Stellenbosch). Of note, BAT's Head Office in South Africa, is located in Cape Town.
- The sale of single sticks is a common practice in Cape Town (84.7%) and Johannesburg (81.7%)

WHY DO THESE FINDINGS MATTER?

- There are lots of vendors near schools that sell tobacco products, making their use accessible, attractive, and normal.
- The tobacco industry uses placement of tobacco products near candy and sweets, back-lit product displays, the sale of single cigarettes, and the sale of appealing flavored TNPs at POS near schools to target youth.¹
- The display of tobacco and nicotine products at POS has been shown to increase smoking initiation among youth.²
- The invention and the sale of flavored cigarettes is a deliberate marketing strategy to entice children to start smoking.³
- Flavors, like those found in e-cigarettes, are particularly enticing to youth. Further, e-cigarettes have been designed to mask the harsh nicotine taste and maximize the concentration of nicotine consumed during use, increasing the rate of addiction.⁴
- Although e-cigarettes are the most commonly observed emerging TNP, and have been found to be a gateway to cigarette smoking,⁵ they are not regulated in South Africa.
- Some POS display their products at levels where they can be reached and handled by potential buyers. This goes against the current tobacco control law in South Africa.⁶
- The sale of single stick cigarettes has been found to increase affordability of cigarettes⁷ and consequently, accessibility, especially among youth.⁸



RECOMMENDATIONS

- Ban the sale of TNPs within a 300m radius from primary and secondary schools.
- Ban the display of TNPs at the POS to reduce exposure, normalization, and youth initiation of TNPs.
- Adopt comprehensive and collaborative approaches between government and civil society organizations to develop community-based awareness programmes that specifically focus on tobacco control measures. This will distribute the responsibility of implementation and compliance between the government and community structures that are already in place.
- Adopt a complete ban on advertising, promotion, and sponsorship of tobacco and nicotine products at POS, including emerging products such as oral nicotine pouches, HTPs, and e-cigarettes.
- Adopt plain packaging and large pictorial health warning labels to warn current users and potential TNP users of the negative health effects associated with use.
- Ban the sale of single stick cigarettes.

The results from this study demonstrate that tobacco products are being sold, displayed, and marketed in ways that attract kids. The Tobacco Products and Electronic Delivery Systems Control Bill, 2022 should be passed to protect young people from a lifelong addiction to tobacco and nicotine.



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