



National Council Against Smoking^{NPC}

Banning Point of Sale Displays and Advertising Reduces Smoking

Why the Point of Sale is important for the Tobacco Industry?

The Tobacco Industry uses the point-of-sale (Pos) displays to advertise and promote tobacco products. Pos has become one of the most important remaining tools for the industry to communicate with current and potential customers.

1. Through the Pos they showcase their products and communicate with consumers,
2. Increase consumption among current users,
3. Attract new consumers,
4. Encourage former customers to resume tobacco use,
5. Through price discount promotions they attract attention, increase consumer interest, and cue action to the purchase.
6. Tobacco displays also encourage spontaneous purchases.

What is the Effect of Banning Point of Sale Displays ?

By banning Pos

1. We reduce the susceptibility of the youth to Pos advertising.
2. Spontaneous buying of tobacco is reduced – out of sight out of mind
3. We shift public perception about tobacco use
4. We provide a supportive and enabling environment for smokers trying to quit.

“the evidence shows that selling cigarettes alongside sweets and crisps makes them seem like a normal, everyday product rather than a deadly and addictive drug.”

What does the World Health Organizations’ Framework Convention on Tobacco Control say?

In Article 13 the FCTC provides that members should implement a comprehensive ban of tobacco advertising including A total ban on any display and on the visibility of tobacco products at points of sale, including fixed retail outlets and street vendors. With textual listing of products and their prices only available at Pos.

The FCTC recognises that the display of tobacco products at Pos is advertising and promotion. It is key in promoting tobacco use, stimulating impulse purchases, giving impressions that tobacco use is socially acceptable and making it harder to quit.

What will The Control of Tobacco Products and Electronic Delivery Systems Bill provide for?

The Tobacco Bill will be compliant with the FCTC.

Currently, the law prohibits the display that enables customers to handle the tobacco product prior to purchase. But, does not prohibit the visibility of products behind the counter. Children can still see the tobacco products. Furthermore, multiple signs within shops indicating the availability different tobacco products are being used.

The Tobacco Bill will only allow a plain sign with product name and prices at the Pos. It will also ensure that tobacco products are shelved under the counter or in any other place not visible to the public.

The Tobacco Bill will also apply to Electronic Cigarettes, Water Pipes or Shisha and all new tobacco products and substitutes. These are currently being displayed, advertised and promoted in retail shops and in kiosks around South African Malls; making them easily accessible to children and increasing their use.

Which countries ban Pos Displays and Advertising?

Kenya - Prohibits display that permits a person to handle the tobacco product before paying for it thereby requiring that products held behind the counter. ii

Ethiopia – Banned, the law products in retail shops to be behind or under the counter customers should not see or grasp the product. A black and white price list are made available.iii

Togo, New Zealand and Namibia also prohibit Point of sale displays and advertising.iv

What is the Evidence to show that banning Pos Displays and Advertising will reduce tobacco prevalence?

There is a variety of studies which support the conclusion that banning Point of Sale display and advertising will be beneficial for public health. Below are some of the studies to show this:

Research shows that exposure to POS tobacco displays is associated with impulse tobacco purchasing among adult smokers and smoking susceptibility among never smoking youth, higher brand awareness. The interviewees felt that having the products out of sight reduced appeal (73%) and build perceptions that it was not ok to smoke (83%).v

Data from the Global Youth Tobacco Survey of 130 countries found that **Pos bans** were significantly associated with a **reduction in experimental smoking in young people** of both gendersvi

Research shows that banning Pos helps smokers who want to quit. Banning POS retail displays shows promise as an additional tool to prevent relapse.vii

National Council Against Smoking, November 2019/ Sharon Nyatsanza

i Jane Kirby, "Tobacco Firms Drop Law Challenge", *Press Association*, 22 December 2011 accessed through https://www.tobaccotactics.org/index.php/Display_Ban#cite_note-5

ii Tobacco Control Laws accessed through <https://www.tobaccocontrolaws.org/legislation>

iii See note above – Ibid.

iv See note above – Ibid.

v Ford A, Mackintosh A M, Moodie C, Hastings G, Bauld L. The impact of a tobacco point-of-sale display ban on youth in the United Kingdom: findings from a repeat cross-sectional survey pre-, mid- and post implementation. *Tobacco Induced Diseases*. 2018;16(1):539. doi:10.18332/tid/84517.

vi Shang C, Huang J, Li Q, Chaloupka FJ. The association between point-of-sale advertising bans and youth experimental smoking: findings from the Global Youth Tobacco Survey (GYTS). *AIMS Public Health* 2015;2(4):832–44.

vii Fleischer NL, Lozano P, Wu Y, *et al* Disentangling the roles of point-of-sale ban, tobacco retailer density and proximity on cessation and relapse among a cohort of smokers: findings from ITC Canada *Survey Tobacco Control* 2019; **28**:81-87.