

TOBACCO COMPANIES TARGET PRIMARY SCHOOL CHILDREN WITH TOBACCO

A study in Nairobi, conducted by the Johns Hopkins Bloomberg School of Public Health, in collaboration with the Consumer Information Network [CIN], Kenya, reveals British American Tobacco [BAT] and Mastermind Tobacco Kenya [MTK]'s damning tactics in targeting and marketing cigarettes and other equally deadly products to primary school children. This violates provisions of the Kenya Tobacco Control Act [2007] which prohibits, among other things, the sale of tobacco products to minors, and the sale of single sticks of cigarette.

BAT/MTK marketing tactics discovered:

- Sale of cigarettes along walkways to and from primary schools
- Sale of cheap single sticks of cigarettes making them easily affordable
- Display of cigarettes next to snacks, sweets, and soft drinks, making them easily available
- Display of tobacco products at children eye-level making them easily accessible

KEY FINDINGS

100% of the primary schools surveyed have a store selling cigarettes within the 250m study radius.

92% of tobacco vendors around primary schools sell affordable single stick cigarettes most of which are cheaper than sweets.

84% of tobacco vendors display cigarettes next to children-friendly snacks, sweets, and soft drinks.

80% of outlets selling cigarettes around primary schools do not show signs warning against sale of tobacco to minors.

FACTS:

- Studies have shown that sale and promotion of tobacco products around schools encourage children to take up smoking and use of other forms of tobacco.
- Tobacco companies' internal documents have revealed that they are purposefully targeting young children by promoting and selling tobacco products in outlets near schools.

CALL TO ACTION:

- Enforce provisions prohibiting tobacco advertising promotion and sponsorships.
- Prosecute tobacco companies contravening provisions of the Tobacco Control Act [2007].

Major cigarette brands on sale around primary schools surveyed

BRITISH AMERICAN TOBACCO(K)

- × Sportsman
- × SM
- × Safari
- × Embassy
- × Dunhill
- × Horseman
- × Rooster

MASTERMIND TOBACCO (K)

- × Supermatch
- × Rocket



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