

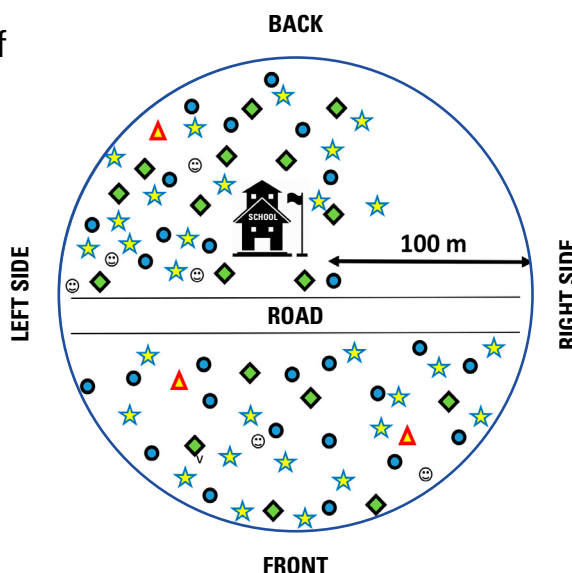
STUDY SHOWS TOBACCO COMPANIES TARGET SCHOOL CHILDREN IN AFRICA

Tobacco companies, such as British American Tobacco (BAT) and Philip Morris International (PMI) are aggressively marketing cigarettes to children as young as 6 years old in Africa. An ATCA survey* shows that school children are continually exposed to cigarette sales and advertisements near their schools.



Tobacco companies' school marketing strategies include:

- Advertising and promotion of cigarettes
- Sale of single sticks of cigarettes
- Sale of child-friendly flavoured cigarettes
- Non-compliance with existing tobacco control laws.



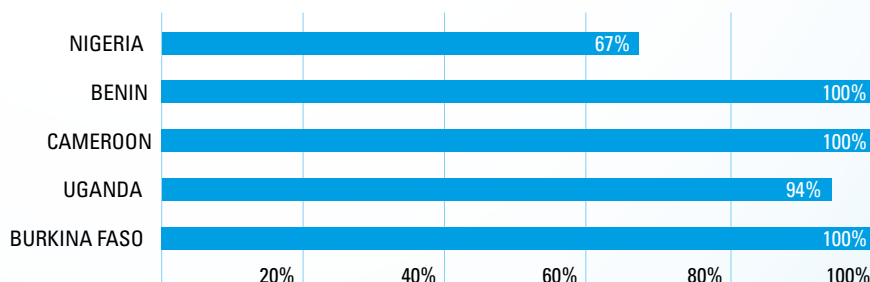
- Push cart
- ▲ Convenience store
- ◆ Kiosk
- ★ Poster
- ☺ Ads on structures

Map shows Charles Guillot Public Primary School in Cotonou, with as many as 27 push carts, 3 convenience stores, 17 kiosks, 30 posters, and 6 advertisements promoting and selling BAT and PMI cigarettes.

KEY FINDINGS

- The majority of the schools surveyed have stores around selling cigarettes displayed next to sweets and snacks
- In some of the countries, 100% of the schools surveyed have stores around selling affordable single sticks of cigarettes

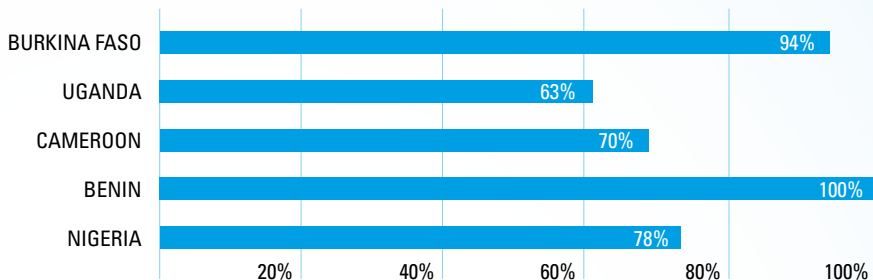
SALE OF SINGLE CIGARETTES AROUND SCHOOLS SURVEYED



● The majority of schools surveyed are within 100 meters of kiosks that sell cigarettes

● Many of the stores around the schools surveyed have cigarette advertisements

SCHOOLS SURROUNDED BY KIOSKS SELLING CIGARETTES



KEY FACTS

● Studies show that tobacco advertising and sales around schools encourage children to smoke

● Previously secret internal tobacco industry documents publicly released as a result of U.S. litigation settlements show that tobacco companies have purposefully targeted students and directed their advertising and promotions to stores near schools.¹

The Codes of Conduct of BAT and PMI promise not to market tobacco products to minors

CALL TO ACTION

African government authorities must protect our children from the tactics of the tobacco companies. We are calling on our governments and policymakers to:

1. Enforce existing legislation governing tobacco advertising, promotion and sale.
2. Enact laws that are compliant to the World Health Organisation Framework Convention on Tobacco Control*

MAJOR CIGARETTE BRANDS ON SALE AROUND SCHOOLS SURVEYED



ATCA
AFRICAN TOBACCO CONTROL ALLIANCE

www.atca-africa.org

¹ U.S. District Court. U.S. vs. Philip Morris USA, Inc., et. al., 99-CV-02396GK, Final Opinion (2006).
Para. 3296. Available from : http://www.library.ucsf.edu/sites/all/files/ucsf_assets/FinalOpinion_full_version.pdf
* <http://www.who.int/fctc/en/>