



BIG TOBACCO TINY TARGETS

TOBACCO INDUSTRY
TARGETS SCHOOLS
IN UGANDA



August 2016







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Introduction

There is unequivocal evidence that the tobacco industry deliberately and systematically targets children in order to encourage smoking and the use of other tobacco products among them.

This is carried out using multiple strategies, including marketing, advertising and promotion, very often around schools, leading to experimentation with and addiction to tobacco among children. They are thus more likely to become addicted long-time tobacco users and suffer from tobacco-related diseases later in life and /or premature death.

Tobacco use is known to cause death among up to **50%** of its long-term users. The tobacco industry, although

aware of the devastating consequences of tobacco use, continues to target young people as it is more concerned with profits than public health.¹

Uganda is no exception to the marketing strategy of the tobacco industry. Advertising and sale of tobacco products increasingly target children and youth. Among youth aged 13-15 years, **10.9%** of ever smokers were initiated to smoking, **4.8%** currently smoke cigarettes and **15.6%** currently use other tobacco products.²

This survey was conducted with a view to understanding the practices of the tobacco industry to market, promote and sell tobacco products around schools in Kampala, Uganda.

¹ Report on the Global Tobacco Epidemic, 2008 : The MPOWER package. Geneva: World Health Organization.

² Source : Global Youth Tobacco Survey Uganda, 2011

Methodology

The following methodology was adopted to conduct the survey :

→ Observation

The methodology was based on the observation of points of sale and advertising of cigarettes and other tobacco products within 100 meters around schools.

→ Tools

Observation forms were developed by a team of experts to serve as data collection tools.

→ Random school selection

Sixteen primary and secondary schools in Kampala were randomly selected (refer appendix).

→ Training and data collection

A team was trained for the systematic collection of data.

→ Mapping

A mapping was done for each school to assess the level and location of sale and advertising points.

→ Images

Pictures were taken to illustrate the sale and advertising of tobacco products around the schools surveyed.





Findings

Sale of tobacco products around schools

School children in Kampala could buy tobacco products from the following points of sale around schools:

☉ Convenience stores/groceries

The convenience stores/groceries were the most popular form of tobacco sale outlet with a total of 15 around 10 of the 16 schools surveyed. In addition, there were 7 supermarkets selling tobacco around 5 of the 16 schools surveyed.

☉ Permanent Kiosks

There was a total of 15 permanent kiosks selling tobacco products around 10 of the 16 schools surveyed.

☉ Temporary kiosks

A total of 10 temporary kiosks selling tobacco products was seen around 4 of the 16 schools surveyed.

☉ *There was a total of 50 tobacco sale outlets in a radius of 100 meters around the 16 schools covered by the survey that is an average of 3 outlets per school.*

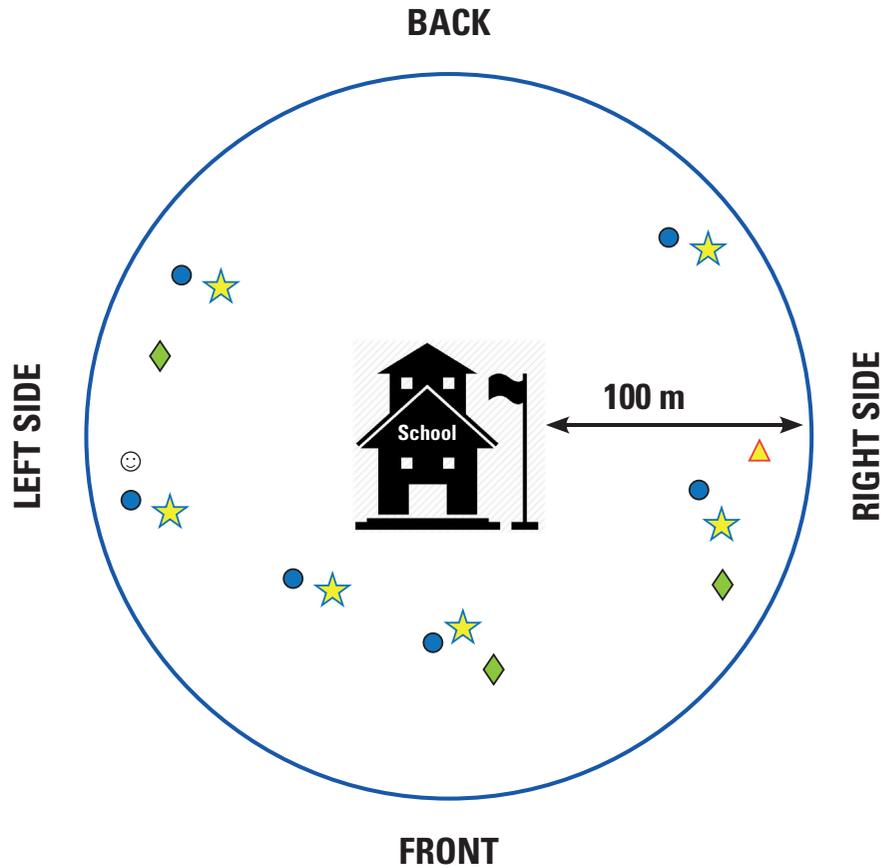
☉ *56% of the schools surveyed have points of sale very close and visible from the school gate.*

☉ *5 convenience stores selling tobacco products were seen around Modern infant nursery and primary school at the time of the survey.*





-  Temporary kiosk
-  Convenience store
-  Billboard
-  Poster
-  Ads on Structure



This map shows that around KCCA Kamwokya Primary school there are 6 temporary kiosks , 1 convenience store selling tobacco products, 6 posters, 1 advertisement on building and 3 billboards.





Mode of sale of tobacco products in stores

☉ **Sale of single sticks**

94% of schools surveyed have stores in the vicinity selling single stick cigarettes.

☉ **Sale of cigarettes in packs of less than 20**

31% of the schools surveyed have stores around them selling packs of less than 20 cigarettes.

☉ **Sale of flavoured tobacco products**

25% of the schools surveyed have stores around them selling flavoured tobacco products.

*Single sticks
and cigarettes
in packs of less
than 20 are also
sold in kiosks.*





A point of sale of tobacco products directly in front of Sir Apollo Kaggwa Nursery and Primary School.

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Advertisement around schools and stores

Tobacco products are advertised in the following ways around schools and stores situated near schools :

⦿ On windows or doors

44% of the schools surveyed have tobacco advertisements on windows and doors of stores in their surroundings. A total of 20 tobacco advertisements were seen on the windows or doors of the stores in the vicinity of these schools.

⦿ On Fascia board

25% of the schools surveyed have stores in the vicinity with tobacco advertisements on Fascia boards.



Tobacco advertisements displayed on fascia board near Modern Infant Nursery and Primary School





A tobacco advertisement together with products liked by school children near KCCA Kamwokya Primary School

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Advertisement and promotion in stores

Stores in the vicinity of schools advertise and promote tobacco products to school children in several ways as indicated below :

⦿ **Cigarette advertising**

75 % of the schools surveyed have stores around them that advertise cigarettes.

⦿ **Display on the counter**

81% of the schools surveyed have stores in the vicinity that display tobacco products on the counter.

⦿ **Display behind the counter**

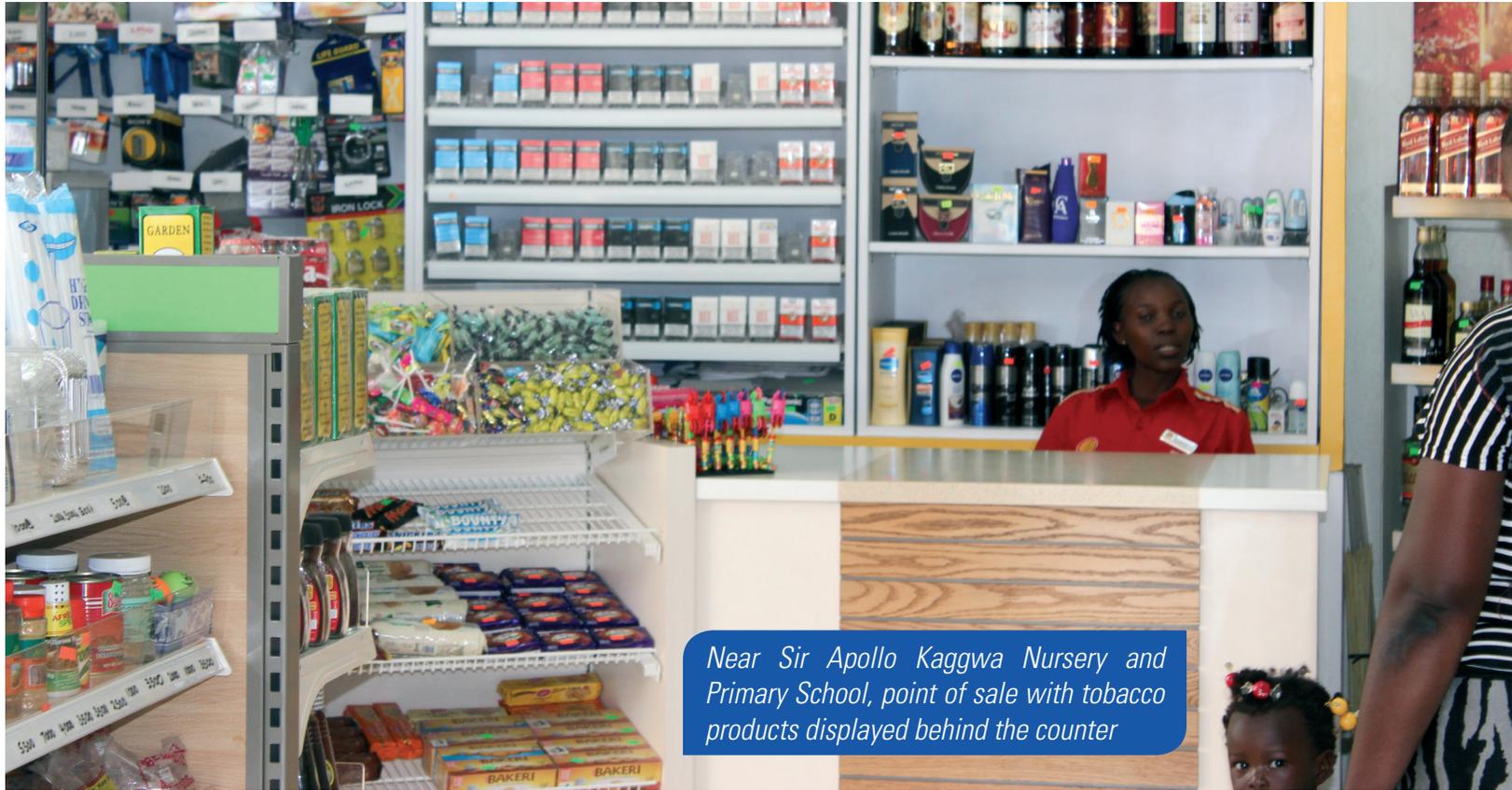
100% of the schools surveyed have stores in the vicinity that display tobacco products behind the counter.

Presence of signage in stores

⦿ **No sale to minors' signs**

None of the stores and other sale outlets surveyed displayed 'No sale to minors' signs.





Near Sir Apollo Kaggwa Nursery and Primary School, point of sale with tobacco products displayed behind the counter

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Observations

The results of the survey around schools in Kampala lead to the following observations :

◎ **School children can easily buy tobacco products from the different sale points around their schools**

The tobacco industry deliberately encourages sale points around schools so as to increase accessibility of tobacco products to young people and encourage initiation and consumption.

◎ **The tobacco sale outlets are often very close to school gates**

The proximity of tobacco points of sale to schools make it easier for school children to buy cigarettes and other tobacco products.

◎ **Cigarette advertising and promotion are very common in stores around schools**

The tobacco industry uses multiple channels to advertise tobacco products around schools in order to capture the attention of school children and make the use of tobacco look like a normal behaviour when it kills one out of every two smokers.

◎ **Cigarettes in single sticks are widely available around schools**

Sale of single cigarettes increases the affordability of cigarettes to young people, encourages smoking and dependence on tobacco from an early age.





⊙ **Flavoured tobacco products are sold around schools**

This is another well-known strategy of the tobacco industry to attract children towards tobacco experimentation and use.

⊙ **No store around schools in Kampala display the 'No sale to minors' sign**

Although the display of such signs in stores is not prescribed in the Tobacco Control Act 2015, the Framework Convention on Tobacco Control of the World Health Organization urges countries to require all sellers of tobacco products to post clear and prominent indicator about the prohibition of tobacco sales to minors.



Near Sir Apollo Kaggwa Nursery and Primary School, tobacco products displayed with non tobacco products liked by the children





Near Namutebi Memorial Nursery and Primary school and Sir Apollo Kaggwa Nursery and Primary School left to right respectively, tobacco products displayed on the counters and on top of other goods like bread, sweets etc.



Recommendations

In the light of the findings of the survey, the following recommendations are made in order to eliminate the sale and advertising of tobacco products to school youths in Uganda:

- ➔ **Ban the sale of tobacco products in the vicinity of educational institutions and ensure effective and timely enforcement of the Fourth Schedule of the Tobacco Control Act 2015**
- ➔ **Ban all forms of tobacco advertising, promotion and sponsorship in Uganda and ensure effective and timely enforcement of Section 14 (1) of the Tobacco Control Act 2015**
- ➔ **Enforce the ban on the sale of cigarette in single sticks in accordance with the Section 16 (5) of the Tobacco Control Act 2015**
- ➔ **Ban the manufacture, importation and sale of flavoured tobacco products in accordance with the Section 16.2.c of the Tobacco Control Act 2015**

- ➔ **Amend the Tobacco Control Act 2015 to prescribe the display of 'No sale to minors' signage in all retail outlets in Uganda**
- ➔ **Prevent the interference of the tobacco industry in tobacco control policies and programme implementation**
- ➔ **Support the work of civil society so that it could contribute in the adoption and implementation of strong tobacco control policies.**





Conclusion

In Uganda, the malicious practices of the tobacco industry with regards to the sale, advertising and promotion of tobacco products around schools are real and perceptible.

The tobacco industry denies such practices. Relying on acts carried out by British American Tobacco and other tobacco companies, a U.S. Court found in 2006 that the companies falsely denied that they marketed to youth :

“The evidence is clear and convincing - and beyond any reasonable doubt - that Defendants [tobacco companies] have marketed to young people... while consistently, publicly, and falsely, denying they do so.”³

The results of this survey show that the tobacco industry continues to target young people, including the most impressionable and vulnerable youth: school-aged children.

Uganda ratified the WHO-FCTC in 2007. The convention has come into force since 18 September 2007. Uganda also initiated a tobacco control law in July 2015. In view of the above, Uganda should take urgent actions to prevent the tobacco industry from targeting children and protect them from the devastating health and other consequences of tobacco use.

³Source : 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



Appendix

List of schools surveyed

1	Bukoto High School
2	Daffodils Kindergaten
3	Dehli Public School International
4	East High School
5	Hormisdallen Primary School
6	Kampala Parents School
7	KCCA Kamwokya Primary School
8	Kisugu High School
9	Kiswa Primary School
10	Lubiri Secondary School
11	Makerere University Primary School
12	Mengo Secondary School
13	Modern Infant Nursey and Primary School
14	Namutebi Memorial Nursey and Primary School
15	Sir Apollo Kaggwa Nursey and Primary School
16	Yudesi Nursey and Primary School

This survey was conducted in the framework of the Tobacco Industry Accountability Project (TIA). It was funded by Campaign for Tobacco Free Kids (CTFK) and implemented by the African Tobacco Control Alliance (ATCA) and its country partner, Uganda National Health Consumers' Organisation (UNHCO).

Cigarette brands on sale around the schools surveyed

- Petersfield • Sportsman • Yes • Supermatch • Safari • Rex • Dunhill



