Background
Depok, a city in West Java, implemented City Law No. 3/2014 which bans advertising and promotion of tobacco products in public places, including modern and traditional markets. In 2018, regulation requiring retailers to cover cigarette displays was implemented by the Depok Government. This study assessed compliance with the tobacco product display and point-of-sale advertising and promotion ban in different retail settings from February to March 2019.

Findings

Figure 1. Types of advertising observed outside and inside retail venues – by retailer type

- The majority of independent small grocers had print signage, which was not part of a product display, posted outside (79%) and inside (77%) the retailer.
- Print signage, which was part of a product display, was observed inside 18% of convenience stores and 31% of independent small grocers.
- 3D signage was observed inside 7% of convenience stores and 14% of independent small grocers.

Print signage refers to posters, banners, flyers.
Print signage may be part of a product display (placed in front of shelf liners or a tobacco product stand or background), or independent of a product display.

Convenience store/mini mart: nationally distributed chain store that stocks household items
Independent small grocer: locally owned retailer selling only food products in a traditional market (in a stall)
Methods
Staff and faculty from the Johns Hopkins Bloomberg School of Public Health’s Institute for Global Tobacco Control (IGTC), with partners from International Union Against Tuberculosis and Lung Disease, worked with tobacco control/public health experts from Udayana University (Bali, Indonesia) and trained teams of local data collectors to follow set protocols and conduct observations in each of the identified venues. Data collectors used mobile phones equipped with software to support the observational data collection. Comprehensive lists and a walking protocol were used to identify 400 retailers to be sampled: supermarkets (n=2), hypermarkets (n=6), convenience stores/mini marts (n=192), and independent small grocers (n=200).

Discussion
There is considerable opportunity to improve compliance with tobacco product display and point-of-sale advertising and promotion policies in Depok. Achieving compliance with tobacco control policies is crucial due to the serious health risks associated with tobacco use; regional authorities must work with retailer owners to improve compliance. Banning tobacco advertisements and restricting the visibility of and access to tobacco products at the point-of-sale are effective strategies for reducing tobacco use or initiation among youth.

This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use (www.bloomberg.org)

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