BIG TOBACCO
TINY TARGETS

TOBACCO INDUSTRY TARGETS SCHOOLS IN AFRICA

ATCA
AFRICAN TOBACCO CONTROL ALLIANCE

www.atca-africa.org

TOBACCO INDUSTRY ACCOUNTABILITY PROJECT

BIG TOBACCO
TINY TARGETS

TOBACCO INDUSTRY TARGETS SCHOOLS IN AFRICA

REGIONAL REPORT

African Tobacco Control Alliance (ATCA)

November 2016

ACKNOWLEDGEMENT

ATCA wishes to place on record the assistance of the Campaign for Tobacco Free Kids (CTFK) in conducting the Tobacco Industry Accountability (TIA) project. We also extend our heartful thanks to the following organizations which implemented the project in their respective countries :

- Afrique Contre le Tabac - ACONTA (Burkina Faso)
- Coalition Camerounaise Contre le Tabac - C3T (Cameroon)
- Initiative pour l'Education et le Contrôle du Tabac - IECT (Benin)
- Nigeria Tobacco Control Alliance - NTCA
- Uganda National Health Consumers' Organisation - UNHCO

TABLE OF CONTENTS

EXECUTIVE SUMMARY 7
INTRODUCTION 10
FINDINGS 11
DISCUSSION 29
RECOMMENDATIONS 43
CONCLUSION 46
APPENDIX 1 : Methodology 47
APPENDIX 2 : List of schools surveyed 48
APPENDIX 3 : Some cigarette brands on sale around schools surveyed 51
REFERENCES 52

EXECUTIVE SUMMARY

Tobacco use causes around 6 million deaths every year, nearly 80% of which occur in low and middle-income countries.[1] In Africa, smoking prevalence is estimated to be 21% among adult males and 3% among adult females.[1] Among young Africans, tobacco consumption is increasing and estimates show that 21% of boys and 13% of girls use any kind of tobacco products.[1] Although prevalence is relatively low in Africa compared to other regions of the world, it is expected that, in the absence of tobacco control measures, it will increase by nearly 39% by 2030, the largest expected regional increase globally.[2] Undoubtedly, the aggressive sale and marketing strategies of the tobacco industry targeting young people will be among the key contributing factors to the growing epidemic of tobacco use in Africa.

This survey was carried out in the context of the Tobacco Industry Accountability project* with a view to exposing the strategies being used by the tobacco industry to market its products to children around schools in Africa.

The results show that international and local tobacco companies, such as British American Tobacco (BAT) and Philip Morris International (PMI), carry out intensive marketing strategies around schools that encourage tobacco use among children in countries like Benin, Burkina Faso, Cameroon, Nigeria and Uganda. They use four key strategies to target school children:

1- Advertising and promotion ;

2- Sale of single cigarettes ;

3- Sale of child-friendly flavoured cigarettes; and

4- Non-compliance with existing tobacco control laws.

Lagos, Nigeria: A temporay kiosk visible from Apapa Senior High School gate, displaying BAT cigarettes on the counter next to sweets and snacks

*The Tobacco Industry Accountability Project (TIA) aims at exposing, denouncing and countering the tobacco industry tactics of advertising, promotion and sale of tobacco products.

Yaounde, Cameroon: A kiosk with BAT cigarette advertisement right outside Les Libellules Nursery and Primary School in Mballa 2 neighbourhood

Advertising and promotion

The tobacco industry makes extensive use of advertising and promotion to encourage school children to experiment with tobacco and increase consumption. Tobacco advertising is carried out around schools using posters, structures or buildings, sidewalks, umbrellas, sale girls and windows and doors of convenience stores or groceries. In Burkina Faso, 100% of the schools surveyed have stores in the surroundings that advertise cigarettes. The sale of tobacco products on or behind the counter is very common around schools. In Cameroon, 85% of the schools have stores in the vicinity that promote cigarettes on the counter. In Uganda, 100% of the schools have stores in the vicinity that promote cigarettes behind the counter.

Sale of single cigarettes

The sale of single cigarettes is widespread around the schools surveyed in the five target countries. Sale outlets for single sticks around schools include push carts, kiosks, supermarkets, convenience stores, groceries and coffee shops. Very often the tobacco sale outlets are so close to schools that they are visible from their gates.

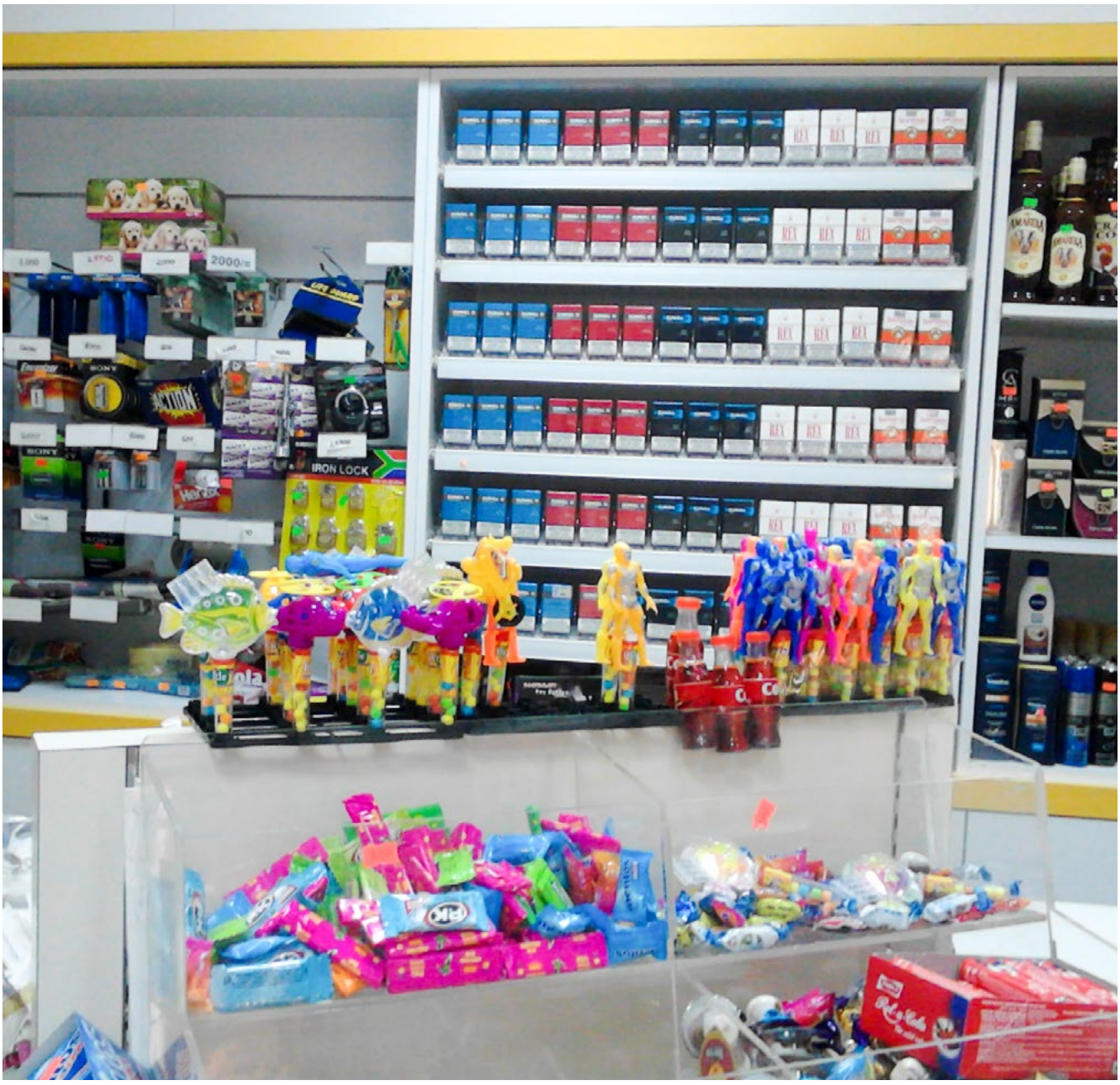
Sale of child-friendly flavoured cigarettes

In Benin, 100% of the schools surveyed have stores around selling flavoured cigarettes. Similar products are being sold respectively around 55% and 25% of schools in Cameroon and Uganda. Flavoured cigarettes encourage initiation among youth and could facilitate the development of tobacco dependence.[3]

Non-compliance with existing tobacco control laws

The marketing activities of the tobacco companies, such as BAT and PMI, around schools are being carried out in violation of existing national laws. For example, in Nigeria and Uganda, despite the prohibition on tobacco advertising and promotion, BAT continues with the practice around schools. In Benin and Nigeria, the law is flouted by making single cigarettes easily available, especially around schools.

If unchecked, the aggressive marketing strategy of these companies among children will contribute to a major epidemic of tobacco use in Africa, causing unprecedented health, economic, social and environmental consequences. Urgent legislative and enforcement measures, in conformity with the Framework Convention on Tobacco Control of the World Health Organization (WHO FCTC), are required to ban the marketing of tobacco products to children and protect their health.



Kampala, Uganda: A convenience store selling BAT cigarettes in front of Sir Apollo Kaggwa Nursery and Primary School

INTRODUCTION

There is unequivocal evidence that international and local tobacco companies deliberately and systematically target children near their schools in order to encourage smoking and the use of other tobacco products among them. This is carried out using multiple strategies, including the advertising, promotion and sale of cigarettes around primary and secondary schools, leading to experimentation with and eventual addiction to tobacco from an early age.

BAT and PMI have long targeted young people with their products. Children represent a huge reservoir of "replacement smokers" [4] which properly tapped, guarantees a market for tobacco products. It is, therefore, not surprising that the tobacco companies want to optimize the opportunities that children represent for increased sale and profits. This explains the elaborate advertising, promotion and sale strategies they have put in place around schools in Africa to attract children to tobacco use. Research shows that exposure to cigarette advertising and promotion from a young age creates a positive image of the smoker and the desire to smoke; it also encourages young people to continue smoking after initially attempting to quit.

BAT and other tobacco companies view Africa as a key potential market for their products, especially at a time when tobacco sales and consumption are decreasing in developed countries. If the aggressive marketing strategies of the tobacco companies are left unchecked, especially among children, it is highly likely that the continent will witness a major epidemic in the years to come, leading to unprecedented health and socio-economic consequences.

This survey was conducted with a view to understanding the practices of BAT, PMI and other tobacco companies to market, promote and sell tobacco products around schools in five African countries, namely, Benin, Burkina Faso, Cameroon, Nigeria and Uganda. The survey assesses the magnitude of the problem in the target countries and makes recommendations to decision-makers for the adoption of appropriate policies, in line with the WHO FCTC, in order to protect children from the marketing tactics of the tobacco companies and promote their health and well-being.

FINDINGS

WHERE CIGARETTES ARE SOLD AROUND SCHOOLS

HOW CIGARETTES ARE SOLD IN STORES AROUND SCHOOLS

HOW CIGARETTES ARE ADVERTISED AROUND SCHOOLS AND STORES

HOW CIGARETTES ARE ADVERTISED AND PROMOTED IN STORES

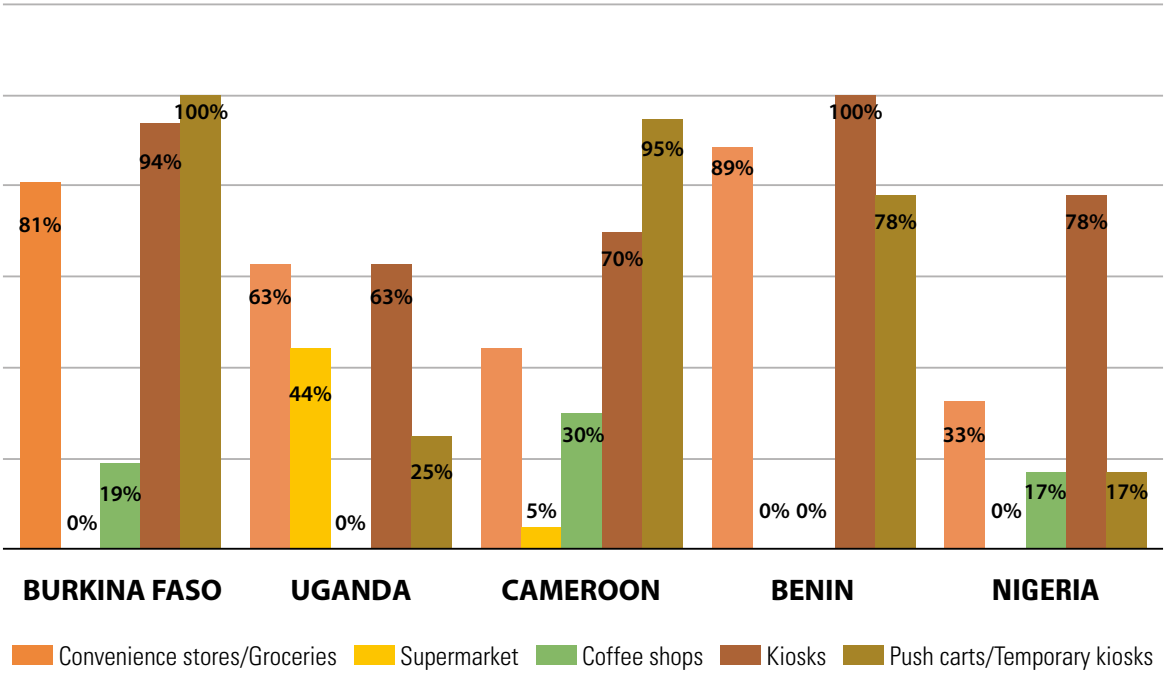
PRESENCE OF "NO SALE TO MINORS" SIGNAGE IN STORES

Major cigarette brands on sale around schools surveyed

BAT and PMI cigarette brands sold near the schools surveyed

WHERE CIGARETTES ARE SOLD AROUND SCHOOLS

There are several types of tobacco sale outlets in a radius of 100 meters around the schools surveyed in the 5 target countries, including convenience stores/groceries, supermarkets, coffee shops, permanent or temporary kiosks and push carts.



PUSH CARTS

In Benin, Burkina Faso, and Cameroon, a large majority of the schools surveyed had push carts in the vicinity selling PMI global brands such as Marlboro and Bond.

Cotonou, Benin : A push cart selling cigarettes right outside Wenser Primary and Secondary School in Fidjrossè plage neighbourhood

In Burkina Faso, 86 push carts were seen around the 16 schools surveyed, an average of more than 5 push carts per school.

In Cameroon, the average was almost 6 push carts per school surveyed.

In Benin it was 5 push carts per school surveyed.

In Uganda, 7 push carts were seen selling BAT cigarettes such as Dunhill, Sportsman and Safari, around KCCA.

In Benin, 27 push carts selling both BAT and PMI cigarettes, were seen around Charles Guillot Public Primary School (Zongo) alone.

COFFEE SHOPS

Ouagadougou, Burkina Faso: A coffee shop selling cigarettes in front of Lycée de la Jeunesse (Rue des Archives nationales)

Coffee shops selling BAT and PMI cigarettes are found around schools in Burkina Faso and Cameroon.

In Burkina Faso, **19%** of the schools surveyed had coffee shops in the vicinity that sell cigarettes.

In Cameroon it was **30 %**.

SUPERMARKETS

In Uganda, 44% of the schools surveyed had supermarkets in the vicinity selling **BAT and PMI branded cigarettes.**

CONVENIENCE/GROCERY STORES

Convenience/grocery stores selling cigarettes are found around schools in all the 5 target countries, namely, Benin, Burkina Faso, Uganda, Cameroon and Nigeria.

In Benin, **89%** of the schools surveyed had convenience/grocery stores in the vicinity that sell BAT and PMI cigarettes; the percentage in Burkina Faso, Uganda, Cameroon and Nigeria was respectively **81%**, **63%**, **45%** and **33%**.

In Benin, each school surveyed had an average of almost 2 convenience/grocery stores selling cigarettes in its vicinity.

In the other countries, the average was around one convenience/grocery store per school surveyed.

Cotonou, Benin: School kids in a convenience store near their school where cigarettes are displayed and sold

KIOSKS

Permanent or temporary kiosks are a very popular form of tobacco sale outlets around schools. These kiosks are often designed and built according to the specifications provided by tobacco companies such as BAT. [5]

In Benin, **100%** of the schools surveyed had kiosks in the vicinity selling cigarettes. **In Burkina Faso**, **Cameroon**, **Uganda** and **Nigeria**, the percentage was **94%**, **70%**, **63%** and **78%** respectively.

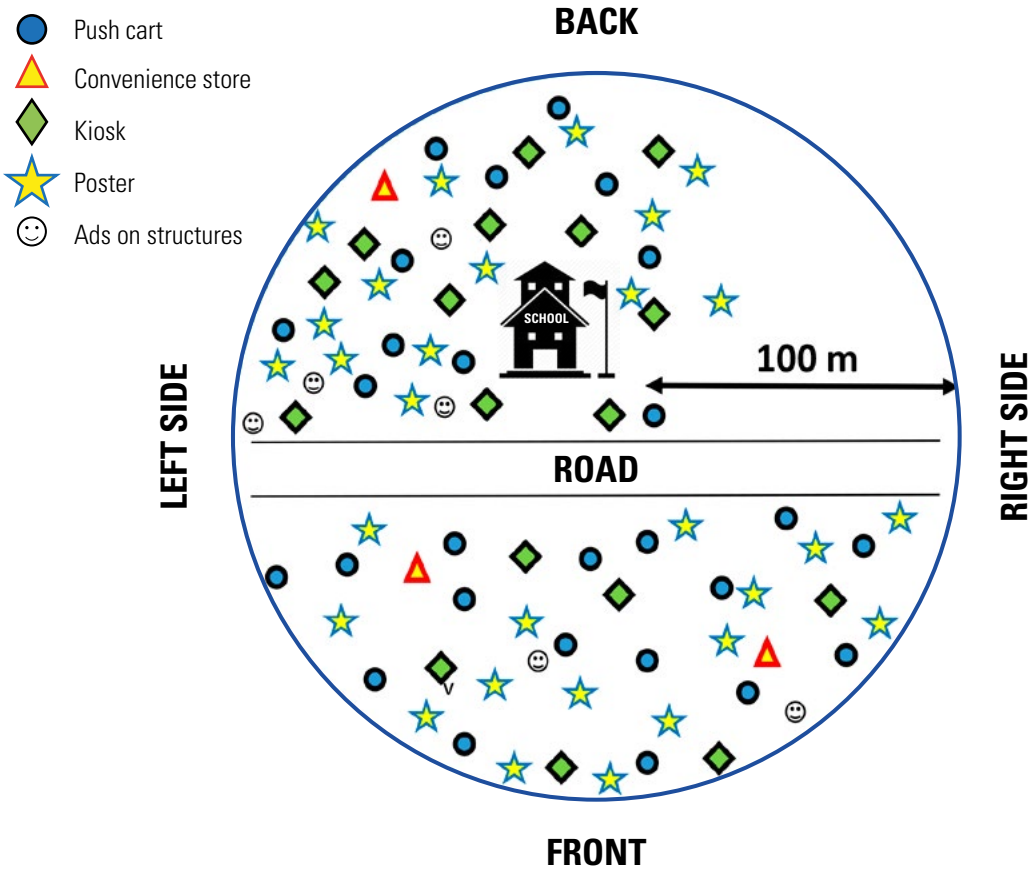
In Benin, there was an average of almost 5 kiosks selling cigarettes per school surveyed.

In Burkina Faso there was more than 2 kiosks per school surveyed.

In Benin, 17 kiosks prominently selling cigarettes were seen around Charles Guillot Public Primary School (Zongo) alone.

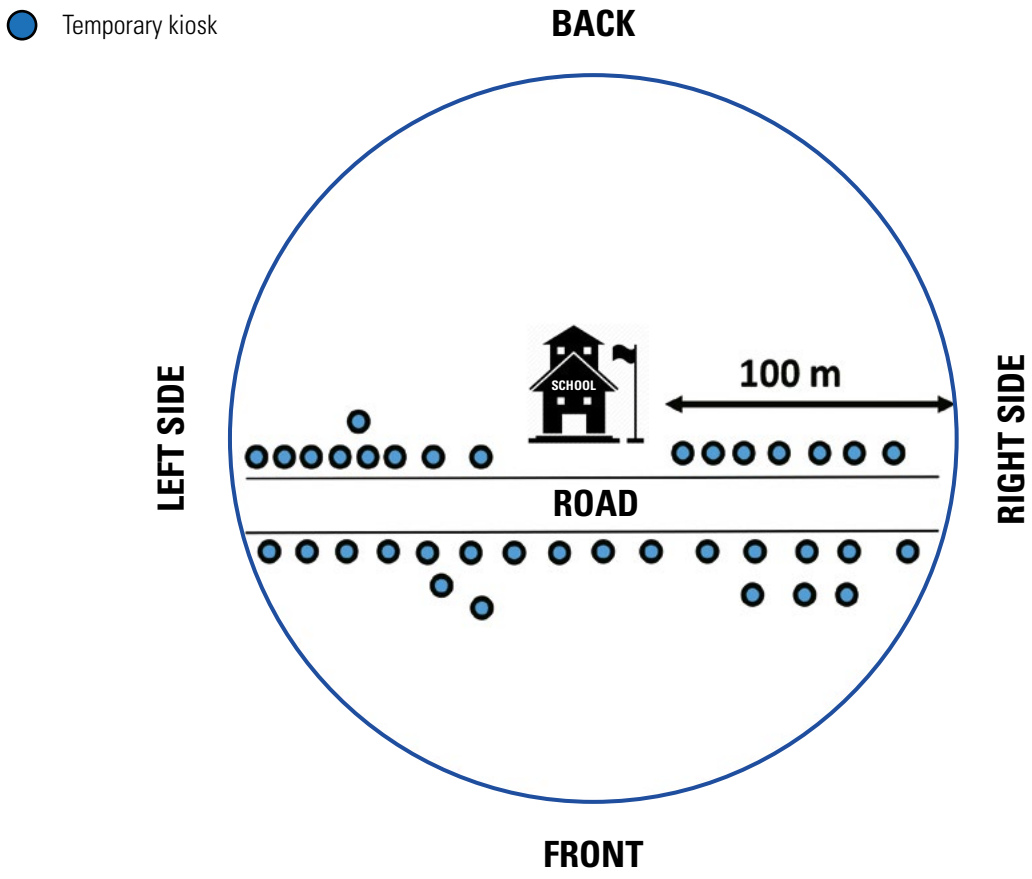
Lagos, Nigeria : BAT's display kiosk, featured in their Investor's Report as an "innovation at the core" of their business growth in the region. This kiosk is near Ogba Primary School, Opposite Oluwole Housing Estate, Ogba - Ikeja

Mapping of tobacco sale outlets around Charles Guillot Public Primary School in Cotonou, Benin



This map shows Charles Guillot Public Primary School in Cotonou, with as many as 27 push carts selling BAT and PMI branded cigarettes. It also shows 3 convenience stores, 17 kiosks, 30 posters, and 6 advertisements on buildings around the school.

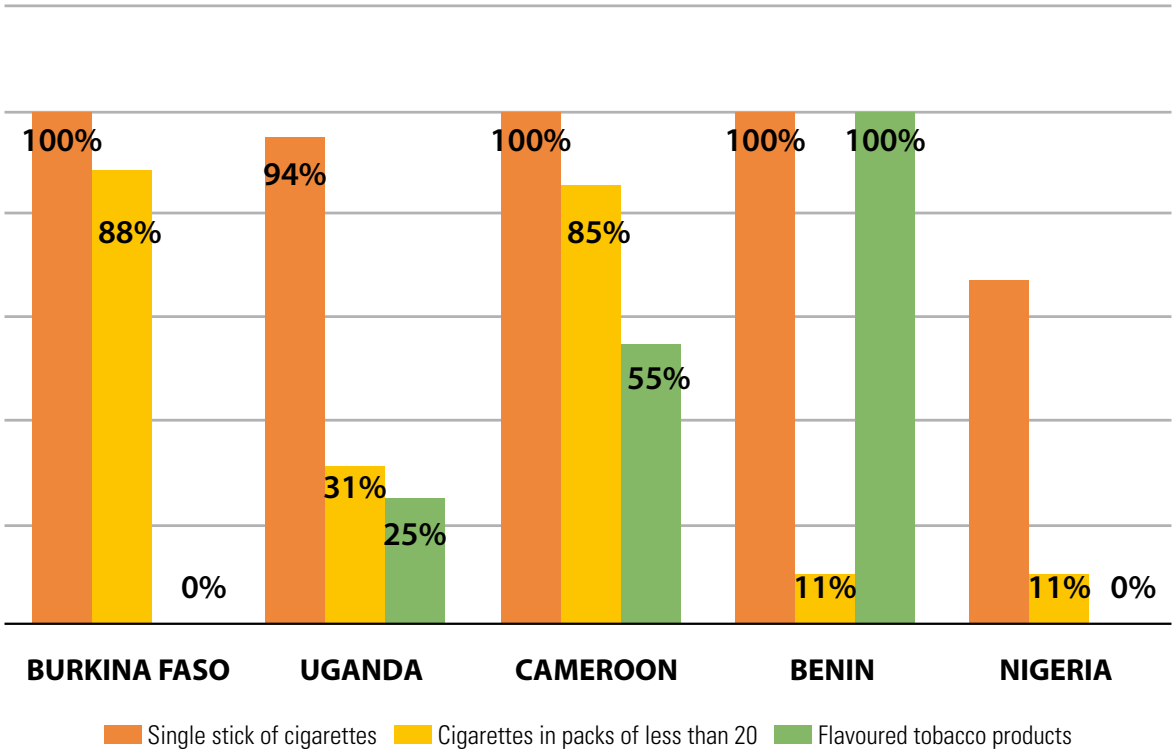
Mapping of tobacco sale outlets around Mvan Public Primary School in Yaounde, Cameroon



This map shows as many as 36 temporary kiosks selling cigarettes around Mvan Public Primary School, Yaounde, Cameroon.

HOW CIGARETTES ARE SOLD IN STORES AROUND SCHOOLS

Cigarettes are sold around schools mostly in the form of single cigarettes. They are also available in packs of less than 20. Flavoured cigarettes are sold around schools in 3 out of the 5 targeted countries.



SINGLE STICKS OF CIGARETTES

The sale of single sticks of cigarettes around schools encourages experimenting with smoking among youth non-users by making them affordable and accessible.

In Burkina Faso, **Cameroon** and **Benin**, **100%** of the schools surveyed had stores in the surroundings selling single sticks of cigarettes.

In Uganda and **Nigeria**, it was **94%** and **67%** respectively.

CIGARETTES IN PACKS OF LESS THAN 20

In Burkina Faso, **88%** of the schools surveyed had stores in the vicinity selling cigarettes in packs of less than 20 sticks.

In Cameroon and **Uganda**, the percentage was respectively **85%** and **31%** of the schools surveyed.

Affordability and accessibility of cigarettes around schools facilitates initiation and smoking among children.

FLAVOURED CIGARETTES

In Benin, 100% of the schools surveyed had stores around selling flavoured cigarettes.

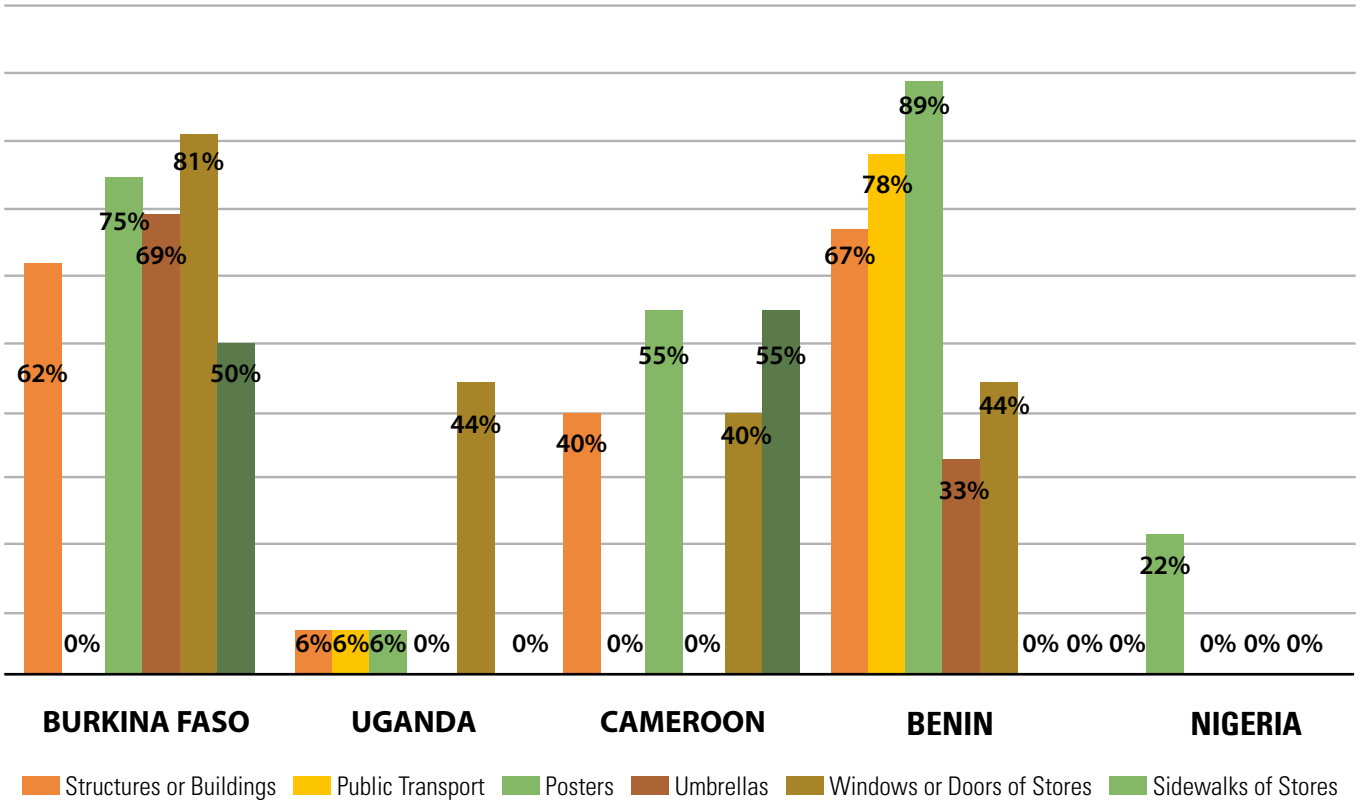
In Cameroon and **Uganda**, the percentage was respectively **55%** and **25%** of the schools surveyed.

Adding flavors to cigarettes is intended to make them appealing to children and convey the perception that such products are safer to use.

Ouagadougou, Burkina Faso : Children in their school uniform buying single sticks of cigarettes in a convenience store near Sainte Colette Secondary School

HOW CIGARETTES ARE ADVERTISED AROUND SCHOOLS AND STORES

BAT, PMI and other tobacco companies use a multi-channel approach to advertise cigarettes around schools. These include posters, advertisements on structures or buildings, umbrellas, windows and doors of stores and their sidewalks.



ON POSTERS

In Benin, 8 of the 9 schools surveyed **(89%)** had posters advertising tobacco in their surroundings. A total of 71 posters were seen around the 8 schools, that is, an average of 9 posters per school.

In Cameroon, 35 posters with cigarette advertisements were seen around the 20 schools surveyed.

Tobacco advertising on posters is common around schools surveyed in most of the 5 countries.

Tobacco companies are well aware that tobacco advertising influences initiation to smoking among children.

ON STRUCTURES OR BUILDINGS

Tobacco advertising on structures or buildings around schools is carried out in all the countries surveyed

In Benin, **67%** of the schools had structures or buildings around with cigarette advertisements; in **Burkina Faso** and **Cameroon**, the percentage was **62%** and **40%** respectively.

In Cameroon, 44 cigarette advertisements were seen on structures or buildings outside stores in the vicinity of 8 out of the 20 schools surveyed.

In Burkina Faso, 28 cigarette advertisements were seen on structures or buildings around 10 of the 16 schools surveyed.

In Uganda, 4 of the 16 schools surveyed had around them cigarette advertisements on Fascia boards.

Lagos, Nigeria: Japan Tobacco International and Gallaher Group PLC cigarette advertisements on structure near Normal College, Ogba neighbourhood

ON WINDOWS OR DOORS OF STORES

Tobacco companies were seen advertising their cigarettes on windows or doors of stores around schools, in most of the countries surveyed.

Ouagadougou, Burkina Faso : Cigarette brand advertisement displayed on door of a convenience store near Complexe Scolaire Naaba Yamdé in Nioko 1 neighbourhood

In Burkina Faso, **21** tobacco advertisements were present on windows or doors of stores in the vicinity of 12 out of the 16 **(75%)** schools surveyed.

In Uganda, **20** tobacco advertisements were present on windows or doors of stores in the vicinity of 7 out of the 16 **(43%)** schools surveyed.

In Cameron and **Benin** also the percentage of schools having stores in their vicinity with tobacco advertisements on windows or doors was more than **40%**.

ON UMBRELLAS

In Burkina Faso, 69% of the schools surveyed had umbrellas around advertising cigarettes to school children. The percentage was 33% in **Benin**.

BAT and PMI branded umbrellas are used to advertise cigarettes to children.

Cotonou, Benin: Tobacco company branded umbrella outside a store near Morija school in Fidjrossè neighbourhood

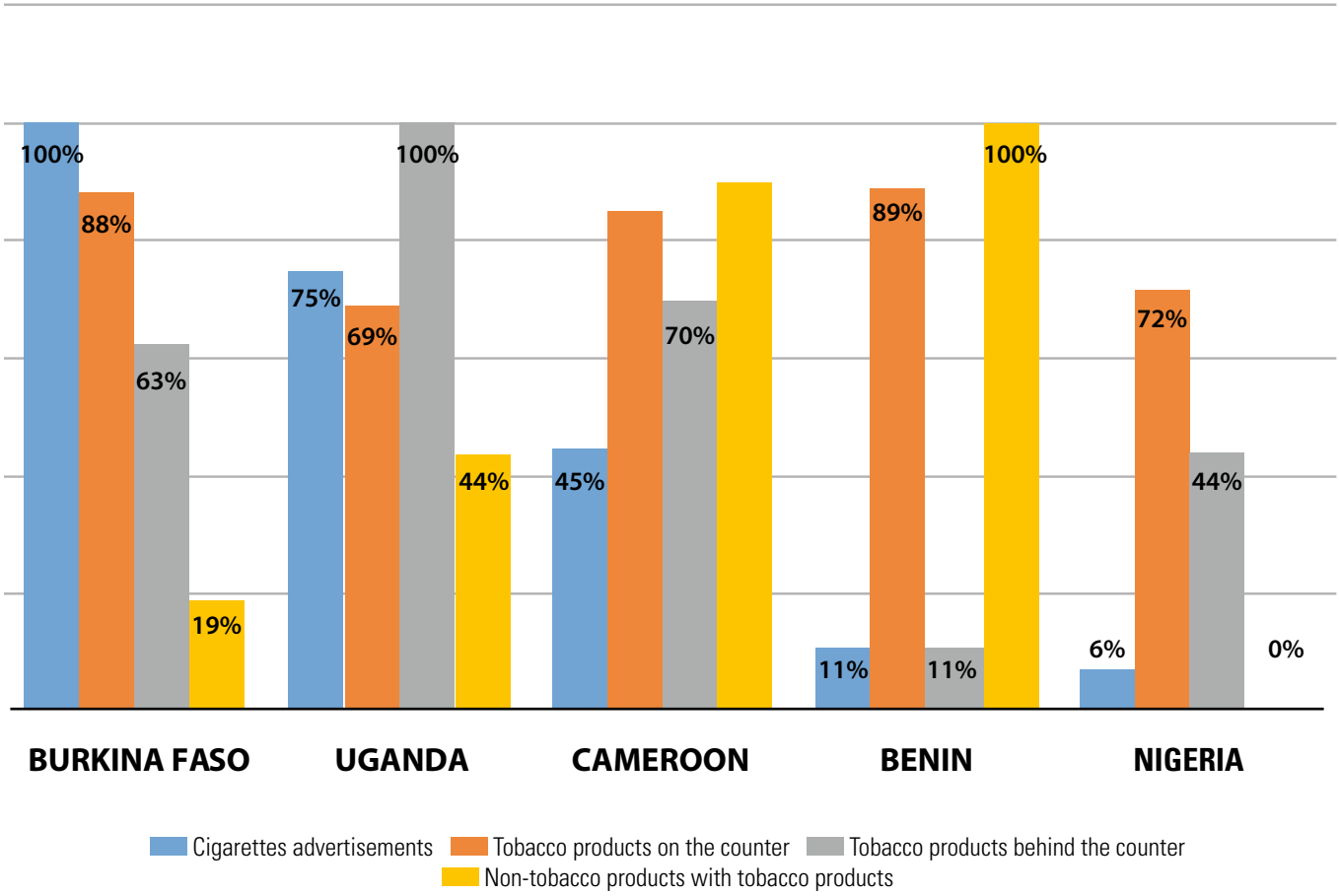
ON SIDEWALKS

In Cameroon, 55% of the schools surveyed and in **Burkina Faso** 50% of the schools surveyed had cigarette advertisements on sidewalks of stores around them.

"Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while still in their teens."
PMI Internal Document-1981

HOW CIGARETTES ARE ADVERTISED AND PROMOTED IN STORES

In all the 5 target countries, advertising and promotion of cigarettes are carried out in stores around the schools surveyed. Promotional activities include the display of tobacco products on and behind the counter and display of non-tobacco products such as sweets and snacks together with cigarettes.



CIGARETTE ADVERTISING

Cigarette advertising in stores is very common in Burkina Faso and Uganda

In Burkina Faso, cigarette advertising was seen in **100%** of the stores around schools; in **Uganda**, it was **75%**.

In Cameroon, **Benin** and **Nigeria**, cigarette advertising was seen respectively in **45%**, **11%** and **6%** of stores around the schools surveyed.

DISPLAY OF CIGARETTES ON THE COUNTER

Display of cigarette products on the counter is very common in stores around schools.

In Benin, **89%** of schools had stores around displaying cigarettes on the counter.

In Burkina Faso, **Cameroon**, **Nigeria** and **Uganda**, the percentage of schools having stores around displaying cigarettes on the counter was **88%**, **85%**, **72%** and **69%** respectively.

Ouagadougou, Burkina Faso: BAT branded cigarettes Craven A displayed on the counter with other products liked by school children near Lycée Sana Hyppolyte

DISPLAY OF CIGARETTES BEHIND THE COUNTER

Kampala, Uganda: Display of cigarette packs at point of sale near Sir Apollo Kaggwa Nursery and Primary School. The display follows BAT's guidelines for "ease of navigation" to ensure "product information" and "range management." Source : http://www.bat.com/group/sites/UK_9ZTFCM.nsf/vwPagesWebLive/DOA26JV7/$FILE/04_Marketing_Strategy.pdf?openelement

Display of tobacco products behind the counter of stores around schools occurs in ALL the countries surveyed.

In Uganda, **100%** of the schools surveyed had stores around displaying cigarettes behind the counter.

In Burkina Faso, **Cameroon**, **Nigeria** and **Benin**, the percentage of schools having stores around displaying cigarettes behind the counter was **63%**, **60%**, **44%** and **11%** respectively.

DISPLAY OF NON-TOBACCO PRODUCTS TOGETHER WITH CIGARETTES

Yaounde, Cameroon : BAT and PMI branded cigarettes displayed with sweets and snacks liked by school children near Queens Way Primary School

In Benin, **ALL** of the schools surveyed had stores around displaying non-tobacco products together with cigarettes.

In Cameroon, **Uganda** and **Burkina Faso**, the percentage of schools having stores around displaying non-tobacco products with cigarettes was **90%**, **44%** and **19%** respectively.

Display of non-tobacco products with tobacco products occurs in 4 of the 5 countries surveyed. It is very common in Benin and Cameroon.

PRESENCE OF "NO SALE TO MINORS" SIGNAGE IN STORES

With the exception of Nigeria, none of the target countries' retail outlets around schools displayed signs prohibiting the sale of tobacco products to minors. Despite this signage at Tripple Cross Secondary School, cigarettes are still sold to students who are minors.

Lagos, Nigeria: Sign prohibiting the sale of cigarettes to minors mostly ignored

ADVERTISING AND PROMOTION

SALE OF SINGLE CIGARETTES

DISCUSSION

Tobacco industry strategies targeting school children

SALE OF CHILD-FRIENDLY FLAVOURED CIGARETTES

NON-COMPLIANCE WITH EXISTING TOBACCO CONTROL LAWS

ADVERTISING AND PROMOTION

Different forms of tobacco advertising and promotion are seen around the schools surveyed in the five countries.

These include :

- **Advertising on structures and/or buildings;**
- **Point of sale advertising using posters;**
- **Point of sale promotion of tobacco products by displaying cigarettes on the counter and behind the counter and displaying sweets and snacks together with cigarettes;**
- **Brand stretching around schools by using tobacco companies' logo branded umbrellas; and**
- **Other marketing communications such as using sale girls and Fascia boards.**

The survey provides strong evidence that BAT, PMI and other tobacco companies use aggressive advertising and promotional activities targeting young impressionable school children in close proximity to primary and secondary schools.

Kampala, Uganda: A BAT cigarette advertisement together with sweets liked by school children near KCCA Kamwokya Primary School

As indicated :

- **in Benin**, **67%** of the schools surveyed had cigarette advertisements on structures and/or buildings around them;
- **in Burkina Faso**, **100%** of the schools surveyed had stores in the surroundings advertising cigarettes;
- **in Nigeria**, **72%** of the schools surveyed had stores in the vicinity promoting cigarettes on the counter;
- **in Uganda**, **100%** of the schools surveyed had stores in the vicinity promoting cigarettes behind the counter;
- **in Benin**, **100%** of the schools surveyed had stores in the vicinity promoting cigarettes by displaying them together with sweets, snacks and other non-tobacco products;
- **in Burkina Faso**, **69%** of the schools surveyed had umbrellas in their vicinity with tobacco companies' logos such as BAT;
- **in Cameroon**, sales girls were seen advertising cigarettes in stores around schools;
- **in Nigeria**, **78%** of the schools surveyed had kiosks in the vicinity selling cigarettes;

Advertising has long been recognized to have a significant influence on the behavior of people and their choice and adoption of consumer products. Repeated promotional messages and brand identity using diverse channels leads to familiarity and effectiveness of advertising campaigns.[7] Among children, advertising is known to influence smoking initiation. Cigarette packs are an important form of promotion.

Ouagadougou, Burkina Faso: A BAT branded cigarette poster at a point of sale near Sainte Collette Secondary School

Lagos, Nigeria : A Philip Morris International poster advertising their global Marlboro brand, near Ogba Primary School opp. Oluwole Est, Ogba neighbourhood

The 2012 US Surgeon General Report on Preventing Tobacco Use Among Youth and Young Adults, concludes that there is a causal relationship between tobacco industry advertising and promotional efforts, and the initiation and progression of tobacco use among young people. [8]

It is, therefore, not surprising that BAT and other tobacco companies make extensive use of advertising and promotion in all forms to encourage children to experiment with and smoke cigarettes. As far back as 1981, Philip Morris wrote: "Today's teenager is tomorrow's potential regular customer and the overwhelming majority of smokers first begin to smoke while still in their teens." [9]

Yaounde , Cameroon: a point of sale with cigarette advertising near Bilingual School of Yaounde

Hence, the advertising and promotional activities of PMI and their Marlboro cigarettes, for example, around primary and secondary schools should not be viewed as an innocent activity but rather as a well-calculated strategy aimed at promoting the sale of cigarettes to teenagers. Tobacco companies are also known to use age segmentation to market their products to different groups, including youth. [7]

However, the tobacco industry claims that "no tobacco advertising is concerned with encouraging non-smokers to start or existing smokers to smoke more and it seems blindingly obvious that, unless you are a smoker, tobacco advertising or sponsorship has absolutely no influence whatsoever in persuading or motivating a purchase". [9]

Tobacco companies also claim that their advertising activities are meant to promote their brands only among smokers and not among non-smokers. These statements are in sharp contrast with the findings of this survey which reveals a well-orchestrated strategy by the tobacco companies to target young children through advertising and promotional activities with a view to shaping their behaviour in favour of tobacco use.

This survey also shows that in most of the target countries, BAT, PMI and other tobacco companies carry out advertising and promotional activities in contravention with existing laws.

In Nigeria, Uganda and **Burkina Faso**, advertising and promotion of cigarettes is legally prohibited.

In Benin and **Burkina Faso**, advertising of tobacco products is not allowed on billboards.

In Cameroon, no outdoor advertising is allowed.

Besides breaking national laws by advertising and promoting cigarettes to children near their schools, British American Tobacco (BAT) and other tobacco companies also infringe their own codes of marketing. One of the four key marketing principles of BAT states: "We will not seek to influence the consumer's decision about whether or not to smoke, nor how much to smoke." [10] Similarly, the advertising code of Imperial Tobacco reads as follows : "We will not place any products' brand advertising on outdoor signs or billboards positioned closer than 100 meters to the main entrance of schools." [11]

However, this survey clearly shows that cigarette advertising and promotion, with a view to enticing children to tobacco use, is widespread around the schools surveyed, at times at their very doorsteps. For example, in Cameroon, there was a total of 173 points of sale of tobacco products in a radius of 100 meters around the 20 schools surveyed. In Benin, 56% of the schools surveyed had points of sale very close to and visible from the school gates. These sale points very often advertise and promote cigarettes.

Yaounde, Cameroon: Cigarette advertisements displayed on doors of point of sale where young school kids are buying non-tobacco products near public nursery school, Ekounou neighbourhood

Article 13 of the treaty calls upon Parties to adopt a comprehensive ban on tobacco advertising, promotion and sponsorship in order to reduce the consumption of tobacco products.

Lagos, Nigeria: Cigarette sale outlet right outside Lady Lak High School in Apapa

The Framework Convention on Tobacco Control of the World Health Organization (WHO FCTC) expresses serious concern "about the impact of all forms of advertising, promotion and sponsorship aimed at encouraging the use of tobacco products." All the five countries covered by this survey have ratified the WHO FCTC and have the legal and moral obligations to enforce the treaty and protect public health. Executives of multinational tobacco companies such as BAT and PMI, who make huge profits by marketing their products to African children, obviously strongly oppose the implementation of the treaty and are engaged in a continent-wide campaign aimed at increasing tobacco sale, consumption and profit with complete disregard to public health.

The onus is, therefore, on government authorities to either enforce existing legislation governing tobacco advertising and promotion or enact FCTC-compliant laws to protect their populations, including children, from the havoc of tobacco use.

SALE OF SINGLE CIGARETTES

Affordability and accessibility are key factors driving the use of cigarettes among children. Studies have shown that young children buy single sticks of cigarettes as they can smoke them straight away in the street and avoid the problem of detection. Unfortunately, this makes it easier for them to pick up the habit. Such sales are believed to encourage smoking by minors, many of whom cannot afford to buy an entire pack at one time. [19] Affordability refers to selling of tobacco products at a price that a person, including children, can afford to pay. Accessibility refers to making tobacco products easily available to people in their surroundings so that they can easily purchase and use them.

Affordability : In many parts of the world, including Africa, the sale of loose or single cigarette sticks has assumed enormous proportions. The practice is widespread around the schools surveyed in the five target countries and represents a serious threat to public health by creating a new generation of long-term smokers. Although publicly BAT and other tobacco companies claim supporting bans on single sticks sales, [12] their internal documents provide evidence that the practice is actually encouraged, targeting those least able to afford cigarettes. [13] The affordability of single sticks is known to facilitate smoking among regular youth users, and may encourage experimenting with smoking among youth non-users.[14] [15] A study of current youth smokers aged 13-15 years in 45 countries shows that more than half of them purchased their cigarettes from a retail outlet.[16]

Ouagadougou, Burkina Faso : A cigarette point of sale right outside Naaba Yamdé School in Nioko 1 neighbourhood

The sale of individual cigarette sticks also undermines the public health benefits of health warning messages displayed on cigarette packs, as buyers of single cigarettes, including children, are not exposed to these messages. Furthermore, the practice shows the profit motives guiding the tobacco companies as the price of single cigarettes is normally higher and very often twice, than that of packed cigarettes. Thus the sale of single cigarettes represents a loss of revenue to governments as the mark-up to the price on single cigarette is not taxed.

Article 16 of the WHO FCTC states that : "each Party shall endeavour to prohibit the sale of cigarettes individually or in small packets which increase the affordability of such products to minors." Consequently, two of the target countries, namely, Benin and Nigeria, have adopted laws banning the sale of single cigarettes. Despite the prohibition, tobacco companies continue with the practice as the law remains largely unenforced, making single sticks widely available in these countries. In the remaining three countries - Burkina Faso, Cameroon and Uganda - where no legislation exists banning the sale of single sticks, the practice continues unhindered on a large scale. In fact, the sale of single cigarettes is an issue of serious concern across the whole of Africa, undermining the tobacco control policies being put in place.

The enactment of a law banning the practice of sale of single sticks and its enforcement should be urgently considered by national authorities to reduce affordability of cigarettes, especially among children and prevent it from fueling the growing epidemic of tobacco use in Africa. Measures to reduce supply of tobacco products such as prohibiting the sale of tobacco products to and by minors have the potential to reduce the number of children who smoke. [16]

Accessibility : School children also have easy access to single sticks of cigarettes due to the presence of numerous points of sale in a radius of 100 meters around their schools. Tobacco sale outlets in the vicinity of schools, which include supermarkets, convenience/grocery stores, coffee shops, permanent or temporary kiosks and push carts, sell affordable single sticks of cigarettes to school children. Visibility of the products is very often glaring as they are at times easily accessible and available right in front of the gates of the schools.

Yaounde, Cameroon : mobile hawker's tray of cigarettes near Lycée Charles Atangana in Yaounde Bastos

For example :

- **in Nigeria**, **78%** of the schools surveyed had kiosks in their vicinity selling cigarettes;
- **in Cameroon**, **95%** of the schools surveyed had push carts in their surroundings selling cigarettes;
- **in Benin**, **89%** of the schools surveyed had convenience/grocery stores in their vicinity selling cigarettes;
- **in Burkina Faso**, **19%** of the schools surveyed had coffee shops in their vicinity selling cigarettes;
- **In Benin**, **27** push carts were seen around Charles Guillot Public Primary School (Zongo) alone.

The opening of tobacco sale outlets with sale of single sticks of cigarettes near schools is a deliberate strategy pursued by the tobacco companies to facilitate the purchase and consumption of affordable cigarettes among school children. The findings of this survey also show that the density of retailers is high around schools which increases the likelihood for children to purchase cigarettes at a cheap price. One review in Australia shows higher levels of smoking prevalence in schools surrounded by higher number of tobacco retailers. [17]

As shown in the Table below, in Burkina Faso, a total of 148 tobacco retail outlets were seen in a radius of 100 meters around the 16 schools surveyed, that is, an average of 9 outlets per school. In Benin, Cameroon, Nigeria and Uganda, the average was respectively 12, 9, 2 and 3 tobacco sale outlets per school. Such a dense environment for the sale and promotion of cigarettes conveys the impression to children that smoking cigarettes is socially acceptable, desirable and prevalent. [7]

Country	Number of convenience stores/ groceries around schools surveyed	Number of supermarkets around schools surveyed	Number of coffee shops around schools surveyed	Number of kiosks around schools surveyed	Number of push carts around schools surveyed	Total number of tobacco sale outlets	Number of schools surveyed
Burkina Faso	18	0	3	41	86	148	16
Uganda	15	7	0	25	0	50	16
Cameroon	18	1	6	18	130	173	20
Benin	17	0	0	44	47	108	9
Nigeria	6	0	3	17	3	29	18
TOTAL	**74**	**8**	**12**	**145**	**266**	**508**	**79**

Therefore, limiting access of cigarettes to children, especially around their schools, should be a tobacco control policy priority for national authorities in order to prevent smoking initiation and reduce the number of new smokers.[15] For the time being, with the exception of Uganda, there is no legal ban in the target countries on the sale of tobacco products around schools in order to reduce their accessibility to school children.

It is to be noted that the practice of single stick sales is against the marketing principles of the multinational tobacco companies operating in the surroundings of schools. One of the marketing principles of BAT states: "We will only market our products to adult smokers." [10] Similarly, Imperial Tobacco states: "We shall only market our Products in consumer advertising/promotional materials and activities which are aimed at adult consumers." It adds: "We will not encourage anyone to become a consumer of Tobacco Products." [11]

In sharp contrast to what BAT and Imperial Tobacco openly proclaim, their products are easily available at points of sale around the schools, fueling initiation, consumption and lifetime addiction among children. Urgent action is required from government authorities to address the issue and eliminate accessibility of tobacco products around schools.

Cotonou, Benin : A cigarette point of sale right outside Charles Guillot Primary School in Zongo neighbourhood

SALE OF CHILD-FRIENDLY FLAVOURED CIGARETTES

The survey shows that the tobacco companies market flavoured cigarettes around schools in Benin, Cameroon and Uganda. In Benin, 100% of the schools surveyed had stores around selling flavoured cigarettes. In Cameroon and Uganda it was 55% and 25% respectively.

There is overwhelming evidence that the tobacco companies design and manipulate their products to attract young smokers. The preamble of the WHO FCTC states that : "cigarettes and some other products containing tobacco are highly engineered so as to create and maintain dependence."

The WHO adds that : "tobacco manufacturers continue to target young and inexperienced smokers with increasingly sophisticated products and marketing, in particular with flavoured tobacco products." [3]

A wide range of substances are added to cigarettes to increase their attractiveness, appeal, palatability and addictiveness. The addition of flavours to cigarettes is part of the marketing strategy of tobacco companies like PMI and BAT, intended to make them sweet and appealing to children but also to mask the harshness of nicotine and tobacco smoke.

Hence, flavoured cigarettes are considered a 'starter' product which facilitates tobacco initiation among underage youth who might otherwise be less keen to use and adopt it.

Cotonou, Benin: Tobacco sale outlet selling ORIS flavoured cigarettes in front of Assafwa Primary and Secondary School in Fidjrossè neighbourhood

The addition of flavours to cigarettes also conveys the perception among tobacco users, especially young people, that such products are safer than other tobacco products. [18] The use of flavours in no way reduces the addictiveness and risks associated with the use of tobacco products. Flavourings only mask the natural harsh and toxic properties of tobacco smoke, [3] imparting to cigarettes a taste that is acceptable to the customer, especially children.

The WHO states: "Basic public health principles dictate that flavours should not be used to make highly dependence causing drugs more enticing." [3]

Furthermore, the WHO guidelines for the implementation of articles 9 and 10 of the FCTC recommend that "Parties should regulate, by prohibiting or restricting, ingredients that may be used to increase palatability in tobacco products". A ban on flavoured tobacco products will, therefore, have the benefit of reducing the appeal of tobacco to children and contribute in reducing its overall use among them.

To date, with the exception of Uganda, [xiv] none of the countries covered by this survey has legislated to prohibit the sale of such products. The risks of increased tobacco initiation and dependence associated with flavoured tobacco products warrants that immediate action be initiated by African governments to ban their sale, especially around schools.

Cotonou, Benin : Display of cigarettes with non-tobacco products at a point of sale near Akpapa Centre College

[xiv] : Uganda - Tobacco Control Act 2015, Article 16c

NON-COMPLIANCE WITH EXISTING TOBACCO CONTROL LAWS

Many of the marketing activities being carried out by BAT and PMI around schools targeting children are being undertaken in violation of existing national laws. For example:

Nigeria [i] and **Uganda** [ii] have legally banned advertising and promotion of tobacco products. In spite of the prohibition, the tobacco companies continue their advertising and promotional activities around schools in these countries.

In Cameroon [v], the law prohibits outdoor advertising of tobacco products. The tobacco companies not only flout the limited advertising restrictions here, but also take advantage of the weak provisions to conduct large-scale marketing campaigns targeting vulnerable groups like children.

Benin [vi] and **Nigeria** [vii] have banned the sale of single cigarette sticks, but the tobacco companies continue the practice, making them widely available to children around schools.

Benin [viii], **Burkina Faso** [ix], **Nigeria** [x] and **Uganda** [xi] have legally banned the sale of tobacco products to minors. However, the tobacco companies take advantage of the weak enforcement capacity of national authorities to market their products to children.

Benin [xii] and **Nigeria** [xiii] have laws prescribing the display of signs in retail outlets that the sale of tobacco products is prohibited to minors, but this survey shows a complete absence of such signs in stores around schools in Benin.

Furthermore, the inadequacy of tobacco control measures is deeply felt in some of the countries surveyed, providing the tobacco companies the ideal environment for continuing their marketing activities, without control from government authorities.

For example, with the exception of Benin and Nigeria, the other target countries have no legislative measures banning the sale of individual cigarettes. Similarly, with the exception of Uganda, none of the target countries has legislated a ban on the sale of flavoured tobacco products. The sale of tobacco products around schools is not regulated in the countries surveyed, except in Uganda, where it is banned within a radius of 50 metres around school premises. In Burkina Faso, Cameroon and Uganda, the law does not require the display of signs in retail outlets prohibiting the sale of tobacco products to minors. Similarly, several countries across Africa have tobacco control laws that are weak and need to be strengthened or replaced in conformity with the WHO FCTC.

In view of the above, the countries covered by this survey should consider adopting urgent legislative measures to address the lacunae mentioned above. These measures are essential to protect the school environment from the predatory practices of an industry which attempts by all means to hook children to tobacco use.

---

i: Nigeria - National Tobacco Control Act 2015, Article 12 (I)
ii: Uganda - Tobacco Control Act 2015, Article 14
v: Cameroon - Law N° 2006/018 of December 29, 2006, Article 39
vi: Benin - Law No. 2006-12 of August 7, 2006, Article 4
vii: Nigeria - National Tobacco Control Act 2015, Article 15 (5)
viii: Benin - Law No. 2006-12 of August 7, 2006, Article 21
ix: Burkina Faso - Law No. 040 – 2010 / AN of November 25, 2010, Article 23
x: Nigeria - National Tobacco Control Act 2015, Article 15.1
xi: Uganda - Tobacco Control Act 2015, Article 17
xii: Benin - Law No. 2006-12 of August 7, 2006, Article 21
xiii: Nigeria - National Tobacco Control Act 2015, Section 16.3

At the same time, governments across the continent, 43 of which have already ratified the WHO FCTC, should domesticate the treaty by enacting comprehensive tobacco control laws. All African countries should also ensure the effective enforcement of their existing tobacco control legislations. The tobacco industry never complies on its own with such legislations and it is the responsibility of national authorities to ensure strict enforcement and compliance.

Cotonou, Benin : A push cart with tobacco advertisement, tobacco products and non-tobacco products near Wenser Primary and Secondary School

RECOMMENDATIONS

In the light of the findings of the survey, the following recommendations are being made in order to eliminate the sale, advertising and promotion of tobacco products to school children in Africa by the tobacco companies.

Ban the sale of tobacco products around educational institutions

Presently, none of the five countries prohibit the sale of tobacco products around schools, except Uganda. As a result, tobacco sale outlets proliferate in the proximity of schools, inciting children to use cigarettes. Reducing accessibility will contribute in reducing sale and consumption among children. For this to happen, legislation must be adopted to prohibit the sale of tobacco products within a prescribed perimeter around schools.

Legislate for a comprehensive prohibition of tobacco advertising, promotion and sponsorship (TAPS) including the display of tobacco products in retail outlets

All African countries that have signed WHO FCTC are obligated to legislate for a comprehensive ban on TAPS.

This report highlights the abusive display of tobacco products by BAT and other tobacco companies at the point of sale around primary and secondary schools. All countries surveyed have reported display on counters, behind counters and equally the display of non-tobacco products, such as sweets and biscuits, with cigarettes. In so doing, children are deliberately misled into believing that cigarettes are just like any other product they buy and it is normal and 'cool' to use them. This practice should be stopped. National authorities should legislate to ban all forms of display of tobacco products in retail outlets.

Ensure effective enforcement of the prohibition on tobacco advertising, promotion, sponsorship and sale of tobacco products around schools

Enforcement of the ban on TAPS and sale of tobacco products around schools is a prerequisite for success against tobacco companies' marketing strategies targeting children. It ensures that compliance is effective among retailers and businesses and at the same time removes the glamour companies such as BAT and PMI try to associate with smoking cigarettes. Government authorities should develop a comprehensive enforcement strategy that involves all stakeholders.

Ban the manufacture, importation and sale of flavoured tobacco products

A ban on such products will prevent tobacco companies such as PMI from enticing children into tobacco initiation and adoption. Flavours are intentionally added to cigarettes to provide a 'smooth' gateway to the use of tobacco products, especially to children, by reducing their harshness and improving their taste. A ban on flavoured tobacco products should be an integral part of a broader strategy to protect young children from tobacco use and its hazards.

Enforce the ban on the sale of cigarettes in single sticks and small packs

The sale of single cigarettes and cigarettes in packs of less than 20 sticks are key factors driving the sale and use of cigarettes in many countries. Article 16 of the WHO FCTC calls for a ban on the sale of single cigarettes and small packs. Necessary legislative and enforcement measures are needed to remove the risk posed to public health by these practices.

Prescribe the display of 'No sale to minors' signage in all retail outlets

A ban on the sale of tobacco products to minors should invariably be accompanied by a prescribed sign displayed in retail outlets indicating the ban. The WHO FCTC, in its Article 16, calls for the placing of clear and prominent indicators at points of sale. This provision in the law is presently absent in many African countries.

Prevent the interference of tobacco companies in tobacco control policies and programme implementation

Tobacco companies, including BAT and PMI, have a long history of interference in tobacco control in African countries with a view to preventing the adoption and implementation of appropriate laws and policies to reduce tobacco consumption and exposure to second-hand tobacco smoke. Article 5.3 of the WHO FCTC calls on countries to protect public health policies from the commercial and other vested interests of the tobacco industry. This could be achieved only when governments take the necessary administrative, legislative and other measures to prevent tobacco companies from interfering in tobacco control.

Support the work of civil society so that it can contribute in the adoption and implementation of strong tobacco control policies

The role of civil society in advancing tobacco control has been recognized by the WHO FCTC and global partners. Its advocacy with decision-makers, media and other influential groups, as well as community mobilization for policy change and support to governments have contributed in developing, adopting and implementing FCTC-compliant policies in many African countries. Resources should be made available to allow civil society to operate effectively and optimize its capacity to support tobacco control initiatives in Africa.

CONCLUSION

"The 14-24 age group….represents tomorrow's cigarette business. As this 14-24 age group matures, they will account for a key share of the total cigarette volume…Thus our advertising strategy becomes clear for our established brands." [8]

This statement from R.J. Reynolds Tobacco Company is a stark reminder of the strategy of tobacco companies to hook children to tobacco use before they reach the age of making informed decisions. It explains why the tobacco companies have mobilized extensive resources to make their products easily accessible and affordable and visible through multimedia advertising and promotion around schools. Independent surveys indicate that approximately 60% of smokers start by the age of 13 and fully 90% by the age of 20.[9]

The survey lays bare the outrageous practices of companies such as British American Tobacco and Philip Morris International with regards to the sale, advertising and promotion of cigarettes to children around schools. Tobacco companies have always publicly denied these practices, [9] but the results of this survey prove the contrary.

The WHO FCTC, in its preamble, states its deep concern "about the escalation in smoking and other forms of tobacco consumption by children and adolescents worldwide, particularly smoking at increasingly early ages." All the five target countries, namely, Benin, Burkina Faso, Cameroon, Nigeria and Uganda have ratified the WHO FCTC and have the legal and moral obligations to take measures to protect their populations, particularly vulnerable groups like children, from the devastating health, social, economic and environmental consequences of tobacco consumption. Furthermore, article 5.3 of the WHO FCTC states that Parties to the Convention should protect public health policies from the commercial and vested interests of the tobacco industry.

In view of the above, governments in Africa should take immediate measures to curb the influence of tobacco companies in tobacco control and protect public health through the adoption and implementation of comprehensive tobacco control policies. By targeting children, the intention of these companies is clearly to create a new generation of smokers who will contribute in maintaining and expanding the lucrative business of tobacco sales. This could be stopped only when African governments domesticate the WHO FCTC. Otherwise, companies like Philip Morris International and British American Tobacco will continue taking advantage of the weak tobacco control environment in Africa for expanding their business and jeopardizing, at the same time, the health and well-being of the African population for generations to come.

APPENDIX 1 : Methodology

OBSERVATION

Visits were organized to observe the sale, advertising and promotional activities carried out by tobacco companies in a radius of 100 meters around the schools surveyed.

TOOLS

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

SURVEY LOCATION

This survey was carried out in metropolitan cities of five African countries, namely :

- Ouagadougou, Burkina Faso
- Cotonou, Benin
- Yaounde, Cameroon
- Lagos, Nigeria
- Kampala, Uganda

SCHOOL SELECTION

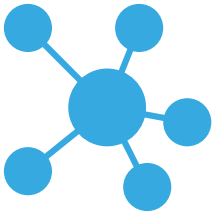
A total of 79 primary and secondary schools with children aged between 3 to 15 years were randomly selected in the five selected countries as follows :

- Ouagadougou, Burkina Faso: 16 schools
- Cotonou, Benin: 9 schools
- Yaounde, Cameroon: 20 schools
- Lagos, Nigeria: 18 schools
- Kampala, Uganda: 16 schools

Refer to Appendix 2 for list of schools surveyed in each country.

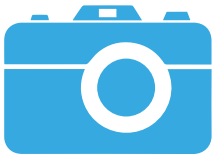
TRAINING AND DATA COLLECTION

A team was trained for the systematic collection of data in each of the target countries. A regional training workshop was held in Lome, Togo, with the technical expertise of the African Tobacco Control Alliance (ATCA) and the Campaign for Tobacco Free Kids (CTFK), followed by in-country training of data collectors.



MAPPING

A mapping was conducted for each school to assess the location of sale, advertising and promotional outlets.



IMAGES

Pictures were taken to illustrate the sale, advertising and promotion of cigarettes around the schools surveyed.

APPENDIX 2 : List of schools surveyed

BENIN	
1	Akpakpa Centre College
2	Islamic Primary and Secondary School Assafwa
3	Primary School of Cadjehoun
4	Pirmary and Secondary School Protestant in Godomey
5	Primary School of Houalakomey
6	Morija Primary School
7	Wenser Pirmary and Secondary School
8	Zogbo College
9	Charles Guillot Primary School
BURKINA FASO	
1	Lycée la Salle Badenya
2	College Franco-Arabe
3	Complexe Scolaire Naaba
4	Complexe Scolaire Saint Laurent Remalia
5	Ecole Privée Evangelique Gamaliel
6	Groupe Scolaire Azimut
7	Lycée Bogodogo
8	Lycée de la Jeunesse
9	Lycée Privé la Renaissance
10	Lycée Saint Joseph
11	Groupe Scolaire Saint Viateur
12	Lycée Sana Hyppolyte
13	Groupe Scolaire Sainte Collette 1
14	Groupe Scolaire Sainte Collette 2
15	Ecole Primaire Publique Wemtenga
16	Complexe Scolaire Yigia

CAMEROON	
1	Body Zibi Primary and Secondary School
2	Charles & Therese Mbakop College
3	Meyong Meyeme College
4	Bon Berger Technical College
5	International Dada & Sons School
6	Melen Departmental School
7	NkolNdongo Public Nursery School
8	Mvolye Catholic Primary School
9	Mvan Primary School
10	Ekounou Public Primary School
11	Groupe Scolaire les Biquetins
12	Groupe Scolaire les Coccinelles
13	Groupe Scolaire les Libellules
14	Institut Secondaire Siantou
15	ISDIG Mballa 2
16	Lycée Ekounou
17	Lycée Mballa 2
18	Lycée de TSINGA
19	Lycée Technique Charles Atangana
20	Queens Way Bilingual School
NIGERIA	
1	Agidingbi Junior Grammar School
2	Aguda Community High School
3	Al -Wajud Elementary School
4	Apapa Senior High School
5	Cherised Jewel Elementary School
6	Good News Baptist Elementary School

7	Lady Lak High School
8	Molkas High School
9	Normal College
10	Ogba Primary School
11	Ojodu Road Ogba School
12	Omole Grammar High School
13	Fazil Omar Elementary/High School
14	Herbert Macaulay Primary School
15	Onike Girls High School
16	ST. Timothy High School
17	The Cedars World High/Elementary School
18	Tripple Cross High School
UGANDA	
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

APPENDIX 3 : Some cigarette brands on sale around schools surveyed

Benin

- Marlboro (PMI global brand)
- Craven A (BAT brand)
- Bond (PMI global brand)
- Rothmans (BAT global brand)
- Concorde (BAT brand)

Others brands : Oris • Black Jack • Force 10 • Originals • Yes • Fine • Fancy • Petersfield • Royals

Burkina Faso

- Marlboro (PMI global brand)
- Craven A (BAT brand)
- Craven A Click (BAT brand)
- Bond (PMI global brand)

Others brands : Hamilton • Mustang • Excellence

Cameroon

- Rothmans (BAT global brand)
- Benson & Hedges (BAT brand)
- Marlboro (PMI global brand)
- St Moritz (BAT brand)

Others brands : Gold Seal • D & G • D & G Bleu • Business Club • Oris • L&B • Diplomat

Nigeria

- Rothmans (BAT global brand)
- Marlboro (PMI global brand)
- Benson & Hedges Switch (BAT brand)
- Benson & Hedges Filter (BAT brand)
- London (BAT brand)
- Dunhill (BAT global brand)
- St. Moritz (BAT brand)
- Pall Mall (BAT brand)
- Aspen (JTI brand)

Uganda

- Dunhill (BAT global brand)
- Sportsman (BAT brand)
- Safari (BAT brand)
- Supermatch (Mastermind brand)

Others brands: Petersfield • Yes • Rex

REFERENCES

1. The WHO FCTC: 10 years of implementation in the African region, 2015 - http://www.afro.who.int/en/tobacco/

2. Preventing a tobacco epidemic in Africa: A call for effective action to support health, social and economic development. http://www.nationalacademies.org/asadi/Africa%20Tobacco%20Control-FINAL.pdf

3. World Health Organization. Technical Report Series- No 945- The scientific basis of tobacco product regulation. http://www.who.int/tobacco/global_interaction/tobreg/who_tsr.pdf

4. Young Adult Smokers: Strategies and Opportunities. Bates No. 501928462-8550, RJR report, February 29, 1984.

5. John Vandermeulen. Inverstor day 2015 EEMEA Region. British American Tobacco, 2015 - http://www.bat.com/group/sites/UK_9ZTFCM.nsf/vwPagesWebLive/DOA26K62/$FILE/11_EEMEA_Region.pdf?openelement

6. Andrew Gray. Marketing strategy. British American Tobacco. 2015 - http://www.bat.com/group/sites/UK_9ZTFCM.nsf/vwPagesWebLive/DOA26JV7/$FILE/04_Marketing_Strategy.pdf?openelement

7. US Department of Health and Human Services. NCI Tobacco Control Monograph Series No 19. The Role of the Media in Promoting and Reducing Tobacco Use, 2008 - http://cancercontrol.cancer.gov/brp/tcrb/monographs/19/m19_complete.pdf

8. US Department of Health and Human Services. Preventing Tobacco Use among Youth and Young Adults: A report of the Surgeon General, 2012 - www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf

9. World Health Organization. Tobacco explained-the truth about the TI…in its own words. www.who.int/tobacco/media/en/TobaccoExplained.pdf

10. British American Tobacco website: Marketing our products responsibly- Our marketing principles http://www.bat.com/group/sites/UK_9D9KCY.nsf/vwPagesWebLive/DO9EBFUZ?opendocument

11. Imperial Tobacco: International Marketing Standard http://www.imperialtobacco.com.tr/en/InternationalMarketingStandards.pdf

12. British American Tobacco's International Marketing Principles. British American Tobacco. 2015 - http://www.bat.com/group/sites/uk_9d9kcy.nsf/vwPagesWebLive/DO9EBFUZ/$FILE/medMD9ZXJ29.pdf?openelement

13. Muggli ME, Hurt, RD. Listening between the lines: What BAT really thinks of its consumers in the developing world. Tobacco Control. 2003; 12 : 104–112, 104 - https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1759099/

14. Landrine H, Klonoff EA, Alcaraz R. Minors' Access to Single Cigarettes in California. Prev Med. 1998

15. Klonoff EA, Fritz JM, Landrine H, Riddle R, Tully-Payne L. The Problem and sociocultural context of single cigarette sales. JAMA. 1994 - http://www.pubfacts.com/detail/8301795/The-problem-and-sociocultural-context-of-single-cigarette-sales

16. CDC. Mortality Weekly Report, Current Cigarette Smoking, Access to Cigarettes from Retail Outlets, and Quantity of Cigarettes Purchased Among Students Aged 13-15 Years- Global Youth Tobacco Survey, 45 Countries, 2013 and 2014.

17. Freeman B, Chapman S. Evidence of the impact of tobacco retail policy initiatives, 2014 - http://www.health.nsw.gov.au/tobacco/Documents/apdix-evidence-tob-retail-policy.pdf

18. U.S. Food & Drug Administration. FDA Parental Advisory on Flavored Tobacco Products – What You Need to Know (2013), available at http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/ucm183196.html

19. Klonoff, E.A., Fritz, J.M., Landrine, H., Riddle, R.W., & Tully-Payne, L. (1994). The problem and sociocultural context of single cigarette sales. Journal of the American Medical Association, 271(8), 618-620.

REFERENCES TO LEGISLATIVE TEXTS

i : Nigeria - National Tobacco Control Act 2015, Article 12 (I)

ii : Uganda - Tobacco Control Act 2015, Article 14

iii : Benin - Law No. 2006-12 of August 7, 2006, Article 11

iv : Burkina Faso - RAABO (Regulation) No. AN V 0081/FP/SAN/CAPRO/DP of February 29, 1988

v : Cameroon - Law N° 2006/018 of December 29, 2006, Article 39

vi : Benin - Law No. 2006-12 of August 7, 2006, Article 4

vii : Nigeria - National Tobacco Control Act 2015, Article 15 (5)

viii : Benin - Law No. 2006-12 of August 7, 2006, Article 21

ix : Burkina Faso - Law No. 040 – 2010 / AN of November 25, 2010, Article 23

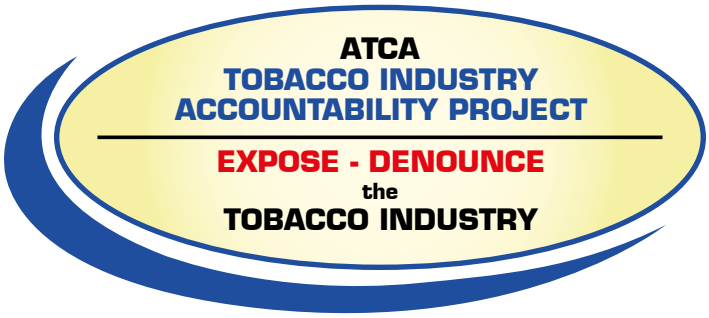
x : Nigeria - National Tobacco Control Act 2015, Article 15.1

xi : Uganda - Tobacco Control Act 2015, Article 17

xii : Benin - Law No. 2006-12 of August 7, 2006, Article 21

xiii : Nigeria - National Tobacco Control Act 2015, Section 16.3

xiv : Uganda - Tobacco Control Act 2015, Article 16c



African Tobacco Control Alliance (ATCA)
Quartier Adido-Adin, 08 BP 81586 Lome-Togo, Tel/Fax : +228 22 25 15 83
Email: info@atca-africa.org / www.atca-africa.org