

FACT SHEET

Tobacco Advertising Promotion & Sponsorship In Lagos, Nigeria

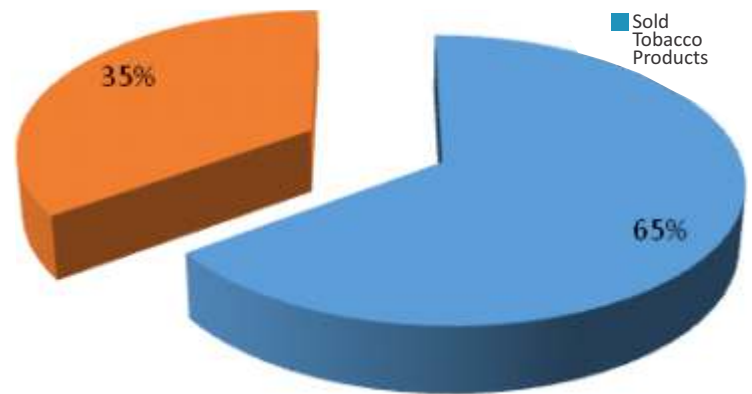
TOBACCO ADVERTISING, PROMOTION AND SPONSORSHIP (TAPS)

The consumption of tobacco poses a serious risk to society. The use of tobacco products directly and indirectly harms human health. Attempts by governments and regulatory agencies to curb the increasing use of these deadly products have led to Regulations, such as Tobacco Advertising Promotion and Sponsorship (TAPS) bans. TAPS refers to the marketing, sales discounts, endorsement by celebrities and promotion of tobacco products to consumers. Despite these Regulations, Tobacco industry's activities subtly subvert Regulations and engender the use of tobacco by altering the price or encouraging uptake by vulnerable groups, such as the youth. TAPS misleads the public by depicting tobacco as being no different from any other legally permitted product. Advertisements and marketing of tobacco products increases the social acceptability of tobacco use and makes it more difficult to educate people about the dangers attached to its consumption. Section 5 of the National Tobacco Control Act, 2015 bans the promotion or advertisement of tobacco and tobacco products in any form, whether by the media, events, individual(s) or any medium.

GOALS

The National Tobacco Control Act 2015 is yet to be fully implemented because it is still awaiting approval by the National Assembly. NISD with the support of CTFK conducted this assessment to determine the number of current violations of TAPS by the Tobacco Industry (TI). The results of this assessment will be used to support the adoption of strong Regulations of the Nigeria Tobacco Control Act 2015.

A percentage of retailers visited that sold tobacco products



Among the retailers that were visited that did sell one or more tobacco products, the following is a breakdown of products that were sold:

- 99% sold cigarettes
- 11% sold cigars
- 2% sold water-pipe and hookah products
- 4% sold smokeless tobacco
- 5% sold loose tobacco
- 1% sold e-cigarettes

ADVERTISING STATS

- A total of 263 forms of advertising were recorded in the observational survey. The bullets below outline the percent breakdown of all the advertising and promotion types observed by data collectors from the most frequent to the least frequent:
 - 47.1% were Tobacco Product Displays
 - 32.3% were Tobacco brand markings on Physical Structures
 - 16.7% were Posters/Signs
 - 2.7% were Stickers
 - Less than 1% were advertisements for non-tobacco products for sale with a tobacco brand name or logo
 - Less than 1% were a promotional free-gift with purchase

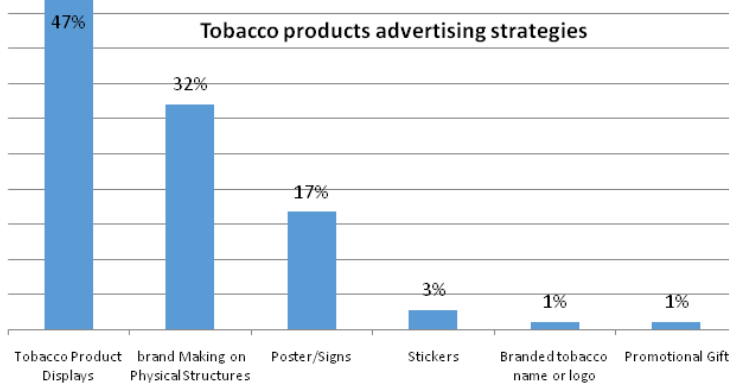


Fig 5: Form of advertising, promotion and sponsorship observed in percent



Pic 1: Tobacco-Branded Umbrella in open market space

DISCUSSION OF FINDINGS

- This assessment showed that 100% of the retailers sampled had some form of tobacco advertising and/or promotion visible at their store.
- The assessment also found that the TI gives people free branded umbrellas to serve as roofs, over the goods they sell at any available “open space”.
- Branded tobacco umbrellas were found primarily at the 2nd most observed store type – Open Space Traders - branded tobacco umbrellas were found primarily as the second most prominent store type. Open Space Traders indicate the prominence of inadvertent (not sure what this word means here; please crosscheck) form of advertising by the TI. This assists TI in advertising and promoting their products through traders who do not sell tobacco products.
- By having branded umbrellas around these cities, the

TI promotes brand recognition and normalizes smoking.

- It is important to highlight that 35% of the store types that were visited did not sell tobacco but still had some form of tobacco advertising. Even when a store did not sell tobacco products some forms of tobacco advertising and/or promotion were present.
- Data collectors documented that some tobacco certified mobile shops sold non-tobacco products such as candies, cookies and children-friendly products. These children-friendly and appealing items should never be sold with tobacco.



RECOMMENDATIONS

- The National Assembly should immediately pass the National Tobacco Control Act 2015 Regulations for effective implementation of the Act.
- The Federal Ministry of Health should fully implement Part V of the Act which specifies the Prohibition of Tobacco Advertising, Promotion and Sponsorship.
- Civil Society Organizations (CSOs) should kick-start advocacy efforts to encourage governments at all levels to implement a comprehensive ban on all forms of Tobacco Advertising, Promotion and Sponsorship.
- CSOs should also educate and sensitize the public about the manipulative tactics used by the TI in marketing tobacco.