

TOBACCO ADVERTISING,
PROMOTION,
SPONSORSHIP, AND
DISPLAY BAN IN RETAIL
SHOPS IN TIMOR-LESTE

The Union



A CENTURY OF LEADERSHIP
IN LUNG HEALTH



Aliansa Nasional Controlu Tabaku
LUTA BA VIDA SAUDE TIMOR OAN

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1. Backgraung

Timor-Leste has one of the highest smoking rates in the world. World Health Organization (WHO) estimates that, in 2020, about 35.4% (60.7% of males and 9.4% of females) of Timor-Leste's population aged 15 years and older were current tobacco users (approximately 267,900 people). About 60% of these users, or 179 000 adults, use tobacco daily¹. Cigarettes are the most common form of tobacco used, but smokeless tobacco is also popular with 19.8% of adults using it daily².

The Global Youth Tobacco Survey 2019 (GYTS 2019) shows a challenging situation in Timor-Leste. The survey found that 63.1% of students who currently smoke cigarettes are buying cigarettes from the shops, street vendors or kiosks and 15.2% of students can buy tobacco near their schools³. GYTS 2019 data shows also shows that cigarettes are highly accessible. 7 of 10 (66.0%) students see tobacco advertising or promotion when they visit tobacco sales sites and 2 out of 10 (21.2%) students are exposed to images of cigarettes³.

Comprehensive bans of TAPS are effective in decreasing the consumption of tobacco products. Studies show that youth experimentation with tobacco increases with exposure to tobacco advertising, promotion, and sponsorship. Partial advertising bans do not work because tobacco companies use indirect advertising methods to circumvent bans. Article 13 of the WHO FCTC requires parties to implement measures that allow for a comprehensive ban on direct and indirect tobacco advertising, promotion, and sponsorship⁴.

A subset of tobacco advertising is display of tobacco products at the point-of-sale (POS). Cigarette displays at the POS in retail establishments provide a way for the tobacco industry to continue advertising its products by using the pack as an advertising tool. The tobacco industry has become more reliant on point-of-sale displays as an advertising strategy, using items such as clocks, lighting and towers to attract the attention of consumers.

Timor-Leste ratified the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) in December 2004. In 2016, the Government successfully approved the tobacco control policy, Law No. 14/2016. The results of this survey will serve as a base line of current compliance to Tobacco advertising,

Promotion, sponsorship, and display ban in retail shops in Timor-Leste. These results can then be used to strengthen enforcement and implementation of the policy.

2. Objective and Expected outcomes

Objective: This survey aims to assess the compliance to the ban of tobacco advertising, promotion, sponsorship and display of tobacco products in retail shops.

Expected outcome:

- To strengthen the implementation and enforcement of the ban of tobacco advertising, promotion, sponsorship and display of tobacco products in retail shops by providing evidence-based data to Municipality leaders.

3. Methodology

3.1 Study design

This survey was conducted between May to October 2022. Sample size was determined based on proximity to the main city centre and presence of selling and buying of tobacco. The samples were selected using a snowball method. A total of 995 venues were selected. This observational survey was conducted at 3 types of retailers: 1) Kiosks 2) Shops, and, 3) Mobile shops. In Timor-Leste, kiosks are small retail shops, often found at residences. Shops are larger retailers such as supermarkets and grocers. Mobile shops are also common in Timor-Leste, these shops are on wheels like pushcarts. Owners of these kinds of shops can change locations.

12 Municipalities chosen because a separate survey was conducted in Dili in 2019.

Below is a table showing the breakdown of different kinds of retail shops surveyed in each Municipality:

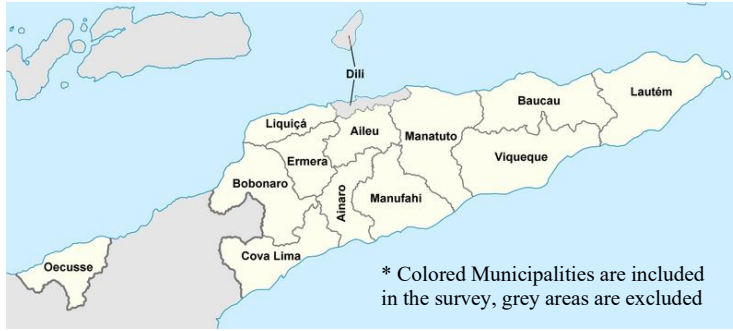
Municipality	Category of Public Places			Total per venue
	Mobile shops	Kiosk	Shop	
Aileu	12	60	7	79
Ainaro	0	40	30	70
Baucau	0	66	27	93
Bobonaro	4	65	24	93
Covalima	1	105	7	113
Ermera	13	53	15	81
Lautem	0	61	21	82
Liquica	0	64	6	70
Manatuto	0	76	6	82
Manufahi	0	20	52	72
Oecusse	0	62	18	80
Viqueque	0	50	30	80
Grand Total	30	722	243	995

3.2 Setting

Timor-Leste, is a nation located in Southeast Asia. It encompasses the eastern portion of the Timor Island, with Indonesia governing the western half, in addition to the exclave of Oecusse located on the island's northwestern side and the small Atauro and Jaco islands. The Timor Sea separates the country from its southern neighbor, Australia. The total land area of the country is approximately 14,874 square kilometers (5,743 square miles), and its capital and largest city is Dili.

Timor-Leste is comprised of fourteen municipalities, each of which is further divided into 64 administrative posts, 442 villages called sucos, and 2,225 hamlets known as aldeias. These municipalities include Aileu, Ainaro, Atauro, Baucau, Bobonaro, Cova Lima, Dili, Ermera, Lautém, Liquicia, Manatuto, Manufahi, Oecusse, and Viqueque. Although the constitution mentions decentralization, the national government based in Dili typically retains administrative control.

Map of Timor-Leste



No	City	Population 2015
1	Aileu Municipality	20 830
2	Ainaro Municipality	15 558
3	Baucau Municipality	46 500
4	Bobonaru Municipality	23 854
5	Ermera Municipality	33 530
6	Covalima Municipality	25 164
7	Lautem Municipality	29 236
8	Liquica Municipality	20 938
9	Manatutu Municipality	12 555
10	Manufahi Municipality	27 554
11	Oecuse Municipality	35 226
12	Vikeke Municipality	24 387

3.2.1 Current TAPS ban Laws in Timor-Leste

The following table shows policy related to tobacco advertising, promotion and sponsorship found in the Tobacco control Law No. 14/2016, Chapter 6, Article 19:

<p>Tobacco control Law No. 14/2016, Chapter 6, Article 19</p>
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No.	Provision
1	All forms of advertising and promotion of tobacco and its products are prohibited, including hidden, disguised or subliminal advertising, through advertising media or information society services, except as provided in paragraphs numbers 2 to 7 and 9.
2	What is set forth in the foregoing paragraph does not apply to the price tag and the price table for tobacco products displayed in places where they are sold.
3	The price tag mentioned in the foregoing paragraph must only contain the name and price of the product, and its surface area may not be greater than the price tag of any other products on sale in the same place, nor, under any circumstances, may it exceed 50 cm ²
4	<p>The price table mentioned in paragraph no: 2 must meet the following requirements:</p> <ul style="list-style-type: none"> a) It must contain only the names and prices of the tobacco products on sale on the premises, and each name and respective price must not occupy a surface area greater than that indicated in the foregoing paragraph, without impairment to what is set forth in sub-paragraph c); b) Must have a surface area not greater than 1,500 cm² when posted inside places for the wholesale sale of tobacco products; c) Contain a notice as per a template to be approved by Ministerial Order of the Minister of Health, and it must cover at least 20% of the surface of the table.
5	In establishments for the exclusive sale of tobacco products, catalogues may be provided containing the names and prices of the products on sale.
6	What is set forth in paragraph number 1 is not applicable to advertising posted inside establishments for the manufacture and wholesale sale of tobacco products, as long as it is not visible from outside the premises.
7	Advertising in newspapers and other print media is only permitted in publications intended exclusively for professionals in the tobacco trade, or in internal publications of companies in the tobacco sector.
8	The promotion of tobacco products is only allowed in specialized publications, and as long as these are exclusively addressed to professionals in the tobacco trade, and it is conducted at a remove from activities

	involving sales to the public.
9	It is prohibited to distribute for free or engage in the promotional sale of tobacco products or any goods for consumption that seek to promote, or have the direct or indirect effect of promoting such products, such as the distribution of promotional gifts, the awarding of prizes or holding contests, even if they are exclusively intended for smokers, by companies directly or indirectly involved in the manufacture, distribution or sale of tobacco products.

3.3 Data collection and variables

The data was collected using a checklist of key indicators. The indicators are as follows

- i) Display of tobacco products at point-of-sale,
- ii) Presence of small billboard,
- iii) Presence of stickers/posters,
- iv) Presence of promotional and sponsorships activities,
- v) Offer of Promotional Prices for tobacco products,
- vi) Offering free cigarette,
- vii) Offering free vouchers for cigarettes
- viii) Presence of Sale of Tobacco Branding on Non-tobacco products.

This survey was conducted by a total of a total of 10 trained data collectors (approximately 2 data collectors per municipality).

995 venues were surveyed from 12 Municipalities; Aileu, Ainaro, Baucau, Bobonaro, Covalima, Lautem, Ermera, Liquica, Oecuse, Manatuto, Manufahi and Viqueque municipalities). The data collectors observed each location for approximately 5 minutes. The data collectors did not speak to the retail managers, owners, or consumers during the observation except to enquire of presence of other retail shops nearby.

The observations were conducted from 09:00 to 16:00 from Monday to Friday for two weeks in each city.

3.4 Data Analysis

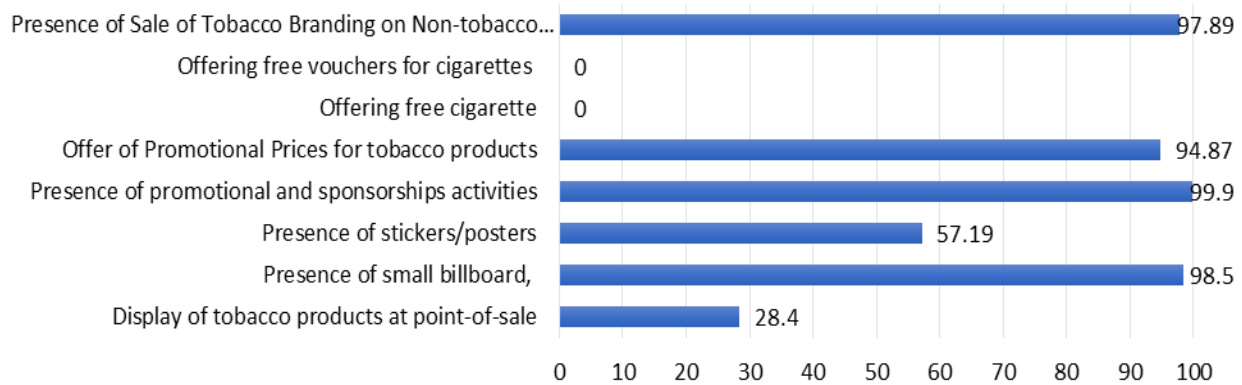
To describe the data, we calculated descriptive statistics such as number, percentages for violations found in each city for each variable.

3.5 Ethical approval

Ethical clearance is a key requirement in our research, therefore approval of the ethical teams of the Ministry of Health and the National Health Institution (INS) was taken in advance to collect data and publish the results. Furthermore, this study has obtained authorization from the local governments in each jurisdiction in addition to INS approval.

4. Results

RESULTS: Percentage compliance of 995 venues



Display of Tobacco Products at Point of Sales

Figure 1 shows the percentage of PoS displaying tobacco products at 995 venues. It shows that 71.6% of the PoS displayed tobacco products. Figure 2 shows the number of shops displaying tobacco products at PoS, categorizing by the types of retail shops. From Figure 2, it can be seen that only 209 Kiosks (28.9% of Kiosks), 62 shops (25.5% of shops) and 12 Mobile shops (40% of Mobile shops) does not display any tobacco products.

Figure 1: Presence of display of tobacco products at PoS in 995 venues

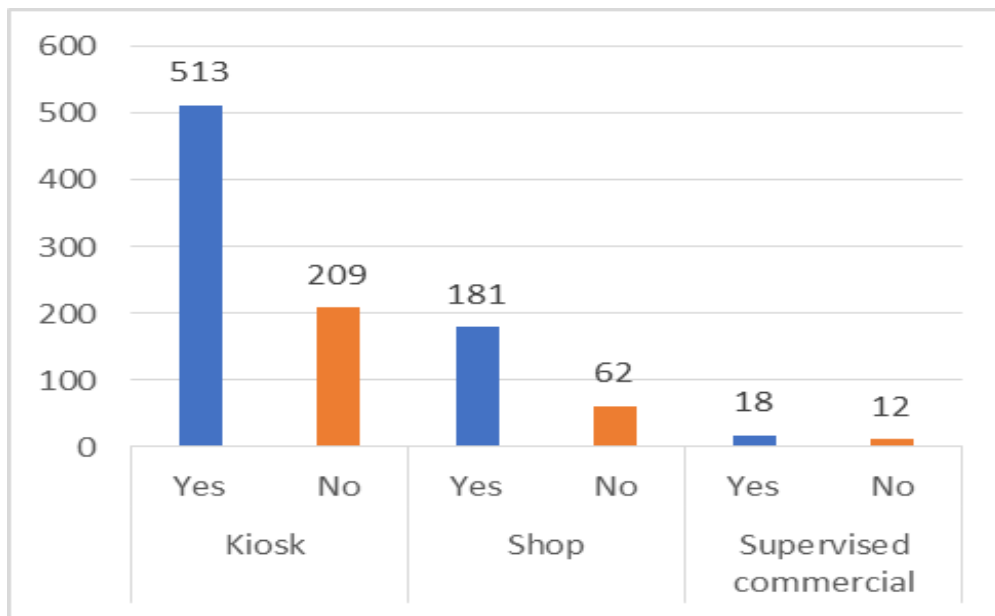
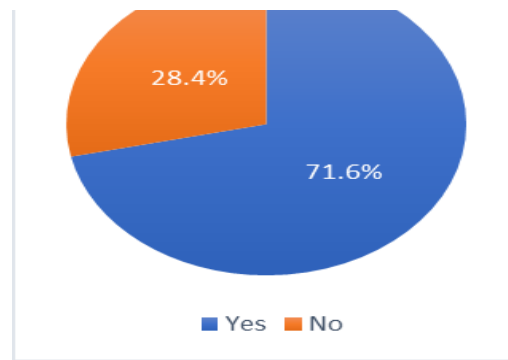


Figure 2: Presence of display of tobacco products at PoS by type of retail shop

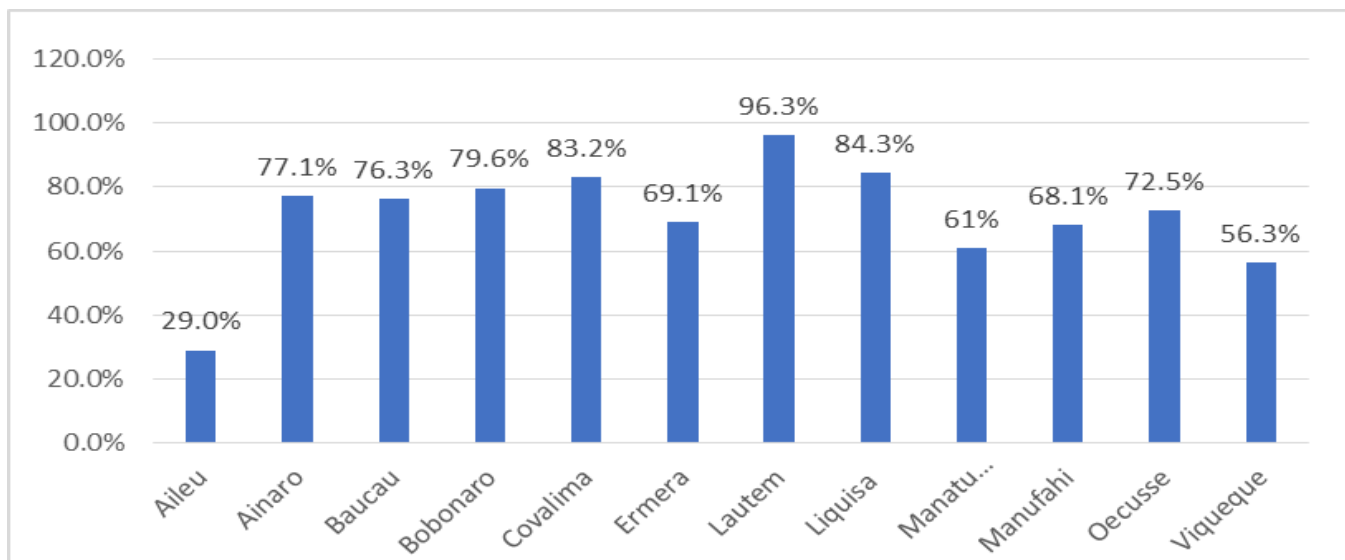


Figure 3: Presence of display of tobacco products at the PoS by Municipality

Figure 3 shows the breakdown of results by municipality. A majority of PoS in Lautem, Liquica, Covalima and Bobonaro displayed tobacco products, contributing to 96.3%, 84.3%, 83.2% and 79.6% respectively. On the other hand, only 29% of PoS in Aileu displayed tobacco products. Figure 4 shows some photo evidence of PoS from 3 cities.



Figure 4: Photos taken of display of tobacco products in retail shops. From left to right: Bacau, Lautem, Manatuto Municipalities.

4.1 Presence of Small Billboards

According to Figure 5, only 1.5% (total 15 Kiosks and shops) had small billboards of tobacco promotion at their venues. Figure 6 shows that 7 Municipalities namely, Aileu, Ainaro, Bobonaro, Covalima Liquica, Manatuto and Manufahi, didn't have any public places (Kiosks, shops and Mobile shops) displaying promotion through small billboards. Figure 7 shows the evidence of small billboard outside of retail shops found in Lautem Municipality.

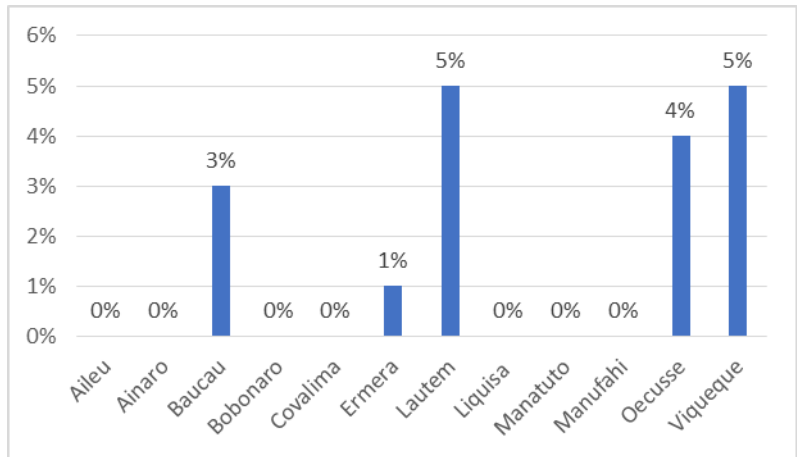
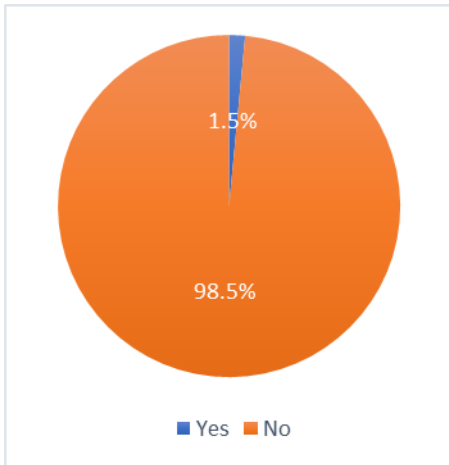


Figure 5: Presence of small tobacco promotion billboards at 995 PoS



Figure 6: Photo of Small billboard outside of retail shops found in Lautem Municipality

4.2 Presence of Stickers and Posters

Figure 8 shows that 42.81% of all observed public places (426 out of 995 venues) in 12 Municipalities had stickers or posters displaying tobacco advertising and promotion. Categorizing by municipality (Figure 9), in 4 Municipalities – Aileu, Ermera, Oecusse and Viqueque, all the monitored kiosks, shops and Mobile shops displayed tobacco promotion through stickers or posters. However, no tobacco promotion stickers or posters was found in Lautem Municipality.

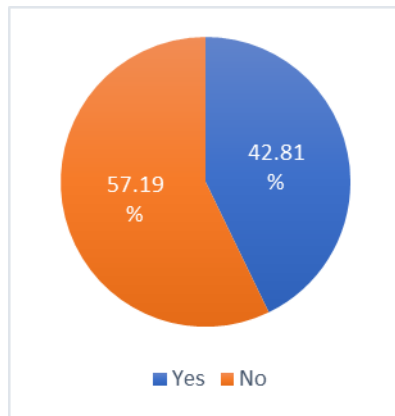


Figure 7: Presence of Tobacco Promotion Stickers or Posters in 995 venues

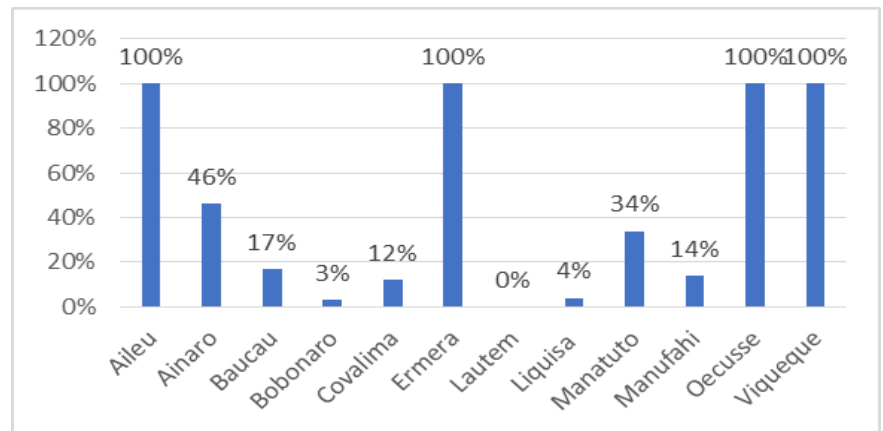


Figure 8: Presence of Tobacco Promotion Stickers or Posters by Municipality



Figure 9: Photo of unauthorized stickers on displayed on tobacco packs in Liquica Municipality.

4.3 Presence of other forms of Promotion and Sponsorship

Only 1 shop in Manufahi Municipality was observed to receive a special display case for tobacco products from the tobacco industry. The remaining 994 monitored public places (99.9%) didn't have any promotion and sponsorship activity for any events from Tobacco Industry.

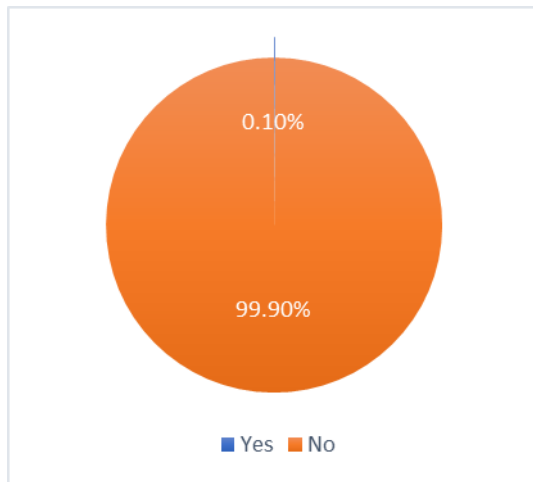


Figure 11: Presence of other forms of Promotion and Sponsorship



Figure 10: Circled in red, the display case found in Manufahi Municipality

4.4 Offer of Promotional Prices for Tobacco Products

Figure 13 shows that 5.13% of the monitored public places (37 kiosks, 8 shops and 6 Mobile shops – total 51 venues) offered special or discounted price on tobacco products. Categorizing by Municipality, the highest rate can be seen in Ainaro with 21%, followed by Ermera and Covalima with 10% and 9% respectively. On the contrary, none of the monitored public venues in Lautem, Manatuto, Oecusse and Viqueque offered special prices on tobacco products.

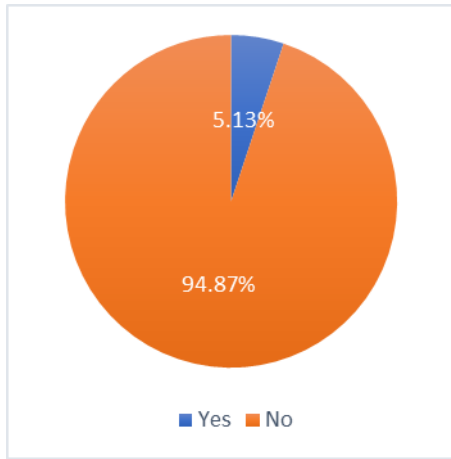


Figure 12: Proportion of monitored PoS offering special prices on tobacco products

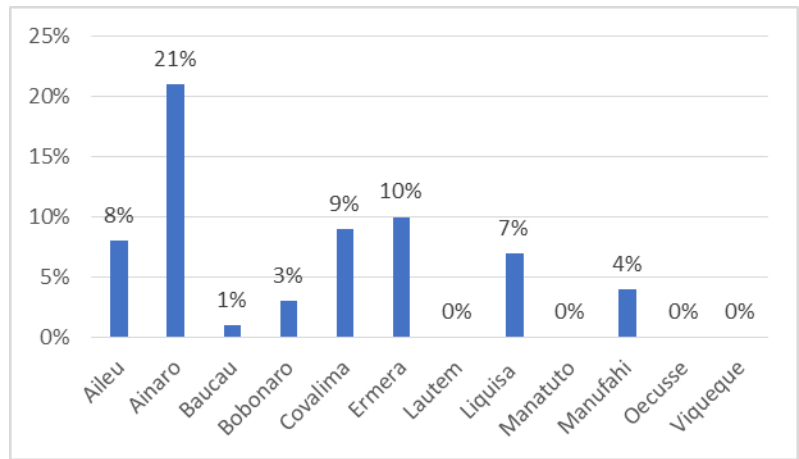


Figure 13: Proportion of monitored public places offering special prices on tobacco products by Municipality



Figure 14: Photo evidence from 4 Municipalities observed to offer special prices on tobacco products

4.5 Offer Free Cigarettes

All tobacco product sold in 12 municipalities were distributed from Dili Municipality (capital of Timor-Leste). Our monitoring results show that all the kiosks, supermarkets and other Mobile shops in 12 Municipalities did not promote tobacco products by offering free cigarettes.



Figure 15: Presence of offering free cigarettes at 995 PoS

4.6 Offer Cigarettes Vouchers

By our monitoring result, it is found that none of the venues offered any cigarette vouchers to the customers.

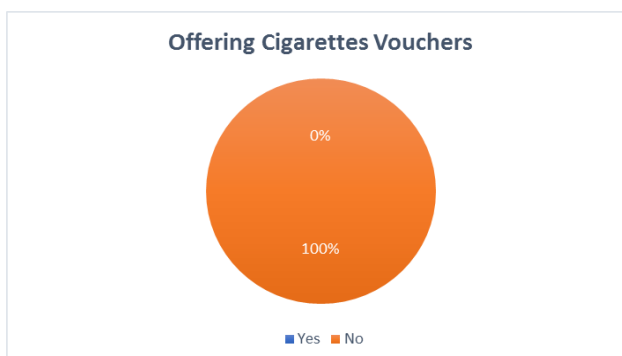


Figure 16: Presence of offering cigarettes vouchers at 995 PoS

4.7 Presence of Sale of Tobacco Branding on Non-tobacco products

The survey finding shows that out of 995 monitored public places, 2.11% of them (12 kiosks and 9 shops – total 21 venues) sold other objects such as: T-Shirt, ball, slippers, cap and lighter with tobacco branding. The highest rate can be seen in Baucau with 11%, followed by Ermera Municipality with 6%. There was no brand stretching activity (displays of tobacco product trade or retail names containing trademarks, company names or words or phrases (such as the wording used in tobacco slogans or branding) on non-tobacco products) seen in 7 Municipalities, including Aileu, Ainaro, Lautem, Liquica, Manufahi, Oecusse and Viqueque.

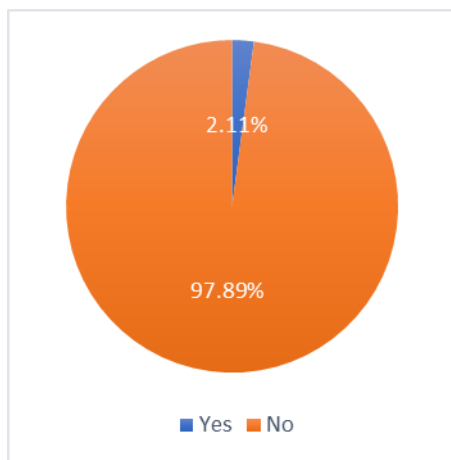


Figure 17: Presence of selling other Products with Tobacco brand

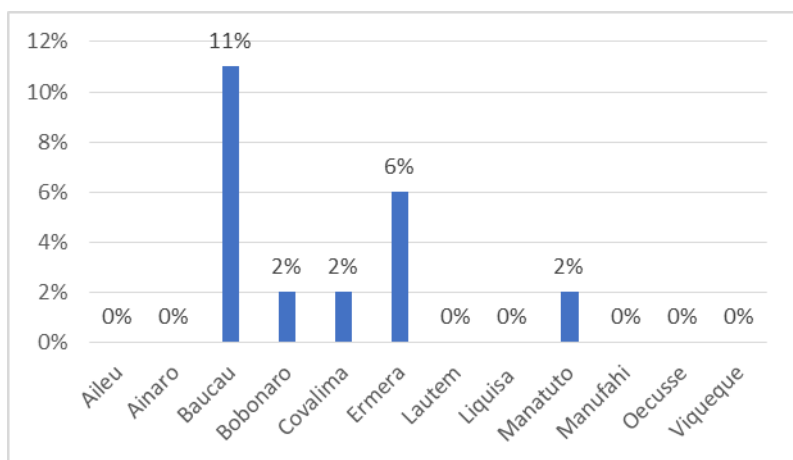


Figure 18: Presence of selling other Products with Tobacco brands by Municipality



Figure 19: Photos of other products with tobacco branding found in Likisa

5. Discussion

The results of this survey shows that compliance to ban of display of tobacco products at the point of sale was low at 28.4%. 57.19% of places surveyed also had stickers or posters to attract the attention of consumers to the presence of sale of cigarettes. The stickers often displayed the brand logos of the tobacco company and were placed in a way to display them clearly. When the compliance was broken down to each municipality, it was found that Alieu had the best compliance as only 29.0% of venues displayed the tobacco products. Lautem Municipality had the lowest compliance as 96.3% of venues were observed displaying tobacco products.

However, compliance to other indicators was high, ie. Presence of Sale of Tobacco Branding on Non-tobacco products (98.7%); Offer of free cigarettes (100%); offer of free cigarette vouchers (100%); offer of promotional prices for tobacco products; Only 5.13% offered Promotional Prices for Tobacco Products; 98.5% did not have any small billboards; and only 1 venue received a special display case

from the tobacco company. A possible reason for the lack of these kinds of advertising could be because a majority of these shops are small family run, unregistered businesses who do not find it necessary to promote their products in this way or do not have the capacity to do so. Another reason for the lack of other kinds of products with the tobacco branding (Figure 14) could be because these kinds of product imports are uncommon to the country.

Due to the observational nature of this survey the reasons behind the low compliance remain unknown. There may be a low awareness of the ban on display of tobacco products by retailers. Additionally, because many of these shops are not registered and kiosks can often be in residences enforcement may be a challenge. The rural landscape of Timor-Leste could be another contributing factor to the low compliance.

A follow up study should be conducted to assess the opinions and awareness of retail owners and their staff to local tobacco control policies related to the sale of tobacco products.

6. Recommendations

- Revise the Tobacco Control law specifically mention a ban on display of tobacco products at the point-of-sale.
- Continue to build awareness of public, government officials, and retailers through training and other outreach activities on the policies associated with the sale of tobacco products in Timor-Leste among retailer;
- Establish a task force and sustainable monitoring mechanism in each municipality to enforce local policies;
- Implement and system of warnings and fines for TAPS ban violations to retail owners;
- Each Municipality should allocate specific budgets to enforcement activities for tobacco control;
- Conduct further studies to assess the opinions and awareness of retail owners; government officials and the public on tobacco control policies.

7. Acknowledgements

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Contributors

The International Union Against Tuberculosis and Lung Disease

Sabita Karapan

Tharaphi

Tara Singh Bam

National Alliance for Tobacco Control, Timor-Leste (ANCT-TL)

Sancho Fernandes

Manuel Isac Pires

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