



Tobacco advertising in Points-of-Sale around urban schools in Romania

Citation

Dediu, Vlad, Lambros Lazuras, and Constantine Vardavas. 2014. "Tobacco advertising in Points-of-Sale around urban schools in Romania." *Tobacco Induced Diseases* 12 (Suppl 1): A37. doi:10.1186/1617-9625-12-S1-A37. <http://dx.doi.org/10.1186/1617-9625-12-S1-A37>.

Published version

<https://doi.org/10.1186/1617-9625-12-S1-A37>

Link

<http://nrs.harvard.edu/urn-3:HUL.InstRepos:12717429>

Terms of use

This article was downloaded from Harvard University's DASH repository, and is made available under the terms and conditions applicable to Other Posted Material (LAA), as set forth at

<https://harvardwiki.atlassian.net/wiki/external/NGY5NDE4ZjgzNTc5NDQzMGIzZWZhMGFIOWI2M2EwYTg>

Accessibility

<https://accessibility.huit.harvard.edu/digital-accessibility-policy>

Share Your Story

The Harvard community has made this article openly available.
Please share how this access benefits you. [Submit a story](#)



MEETING ABSTRACT

Open Access

Tobacco advertising in Points-of-Sale around urban schools in Romania

Vlad Dediu¹, Lambros Lazuras^{2*}, Constantine Vardavas^{3,4}

From 11th Annual Conference of the International Society for the Prevention of Tobacco Induced Diseases (ISPTID)

Athens, Greece. 9-11 December 2013

Background

Price promotions in points of sale (POS) are risk factors for tobacco use initiation and shape pro-smoking beliefs among adolescents [1]. The aim of the present study was to assess the extent of tobacco advertisements in POS located near schools in Romania.

Materials and methods

Tobacco industry advertising was measured in POS (interior and exterior advertising) that were within close proximity (< 300 m) to high schools [2], in the urban area of Bucharest, Romania. A total of 72 POS were identified around 10 schools.

Results

On average there were 7 POS around each school, with one in twelve POS directly visible from school gates. Advertising was more common internally (77.8% of all POS) than externally, and price promotions were more frequent indoors than outdoors. External tobacco ads were recorded in 19.7% of POS. British American Tobacco and Altria Group, Inc. (parent company of Philip Morris) were responsible for > 60% of external price promotions. Out of the 12 brands recorded, the most widely advertised were Kent, followed by Virginia, Philip Morris and Pall Mall, accounting for 75.7% of the cases. Overall, 36.1% of tobacco advertising was medium-to-high intensity.

Conclusion

The present study is the first one of its kind conducted in Romania, assessing the geo-position of POS around schools. Internal advertising was more common than external ads or price promotions, and the Altria group

was responsible for most of them. The present findings can set the basis for future research into the effects of tobacco advertising around schools on adolescents' smoking behavior.

Authors' details

¹Psychology Department, International Faculty of the University of Sheffield, Thessaloniki, 54622, Greece. ²South East European Research Center, SEERC, Thessaloniki, 54622, Greece. ³Clinic of Social and Family Medicine, University of Crete, Heraklion, 71003, Greece. ⁴Center for Global Tobacco Control, Harvard School of Public Health, Boston, Massachusetts, 02115, USA.

Published: 6 June 2014

References

1. Vardavas CI, Girvalaki C, Lazuras L, Triantafylli D, Lionis C, Connolly GN, Behrakis P: Changes in tobacco industry advertising around high schools in Greece following an outdoor advertising ban: a follow-up study. *Tobacco control* 2013, **22**(5):299-301.
2. Vardavas CI, Connolly GN, Kafatos AG: Geographical information systems as a tool for monitoring tobacco industry advertising. *Tobacco control* 2009, **18**(3):190-196.

doi:10.1186/1617-9625-12-S1-A37

Cite this article as: Dediu et al.: Tobacco advertising in Points-of-Sale around urban schools in Romania. *Tobacco Induced Diseases* 2014 **12**(Suppl 1):A37.

Submit your next manuscript to BioMed Central and take full advantage of:

- Convenient online submission
- Thorough peer review
- No space constraints or color figure charges
- Immediate publication on acceptance
- Inclusion in PubMed, CAS, Scopus and Google Scholar
- Research which is freely available for redistribution

Submit your manuscript at
www.biomedcentral.com/submit



* Correspondence: llazuras@sheffield.ac.uk

²South East European Research Center, SEERC, Thessaloniki, 54622, Greece
Full list of author information is available at the end of the article