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| **In your sight-in your mind: portrait of cigarette retailer marketing in Bali, Indonesia** |
| Background: Indonesia is home to 100 million smokers. High availability of cigarettes and exposure to tobacco advertising contribute to smoking uptake among young people. This study aimed to assess cigarette retailer distribution and intensity of cigarette advertising and promotion among tobacco retailers. Method: The study comprises 2 stages: 1. Geographic mapping of cigarette retailers and 2. A retail audit of tobacco advertising and promotion, which includes an observation survey and interviews. Data collection was conducted in December 2017 to January 2018 in Denpasar, Bali. We collected Geographic coordinate of retailers and schools and plotted on to maps using ArcGIS 10.5 software. We audited 1000 tobacco retailers and collected data on cigarette advertising and promotion, and retailer behaviors.Results: We mapped a total of 4114 cigarette retailers, the majority (77.8%) were kiosks. Retailer density was 32.2/km2 and 4.6/1000 people. Cigarette retailers are highly clustered and in close proximity to schools. One school had 44 retailers within a 250m radius. Retailers display extensive tobacco marketing materials, with 67.2% having at least one outdoor promotion and 98.9% one indoor promotion, including a cigarette display. More than half (54.1%) of the retailers admitted selling cigarettes to young people. Conclusion: Cigarettes are highly available and accessible to young people in Indonesia. Extensive marketing and promotion at retailer provides environmental cues to smoking. The Indonesian government must ban cigarette advertising and promotion at retail outlets and work to reduce retailer density and proximity to schools.Keywords: cigarette retailer, GIS, TAPS, smoking, tobacco control |