



Baseline Survey Report

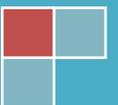
People's Jubilant Engagement for Tobacco Free Chittagong City

Prepared for



Campaign for Tobacco Free Kids

Bangladesh



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- Reporting team of University teachers, Chittagong Law department, CU.

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List of abbreviations

BITA	Bangladesh Institute of Theatre Arts
CAB	Consumers' Association of Bangladesh
ELLMA	Ensure Legal Support through Local Movement and Actions
CTFK	Campaign for Tobacco Free Kids
FCTC	Frame Work Convention of Tobacco Control.
WHO	World Health Organization
GATS	Global Adult Tobacco Survey
SDG	Sustainable Development Goal
CCC	Chattagram City Corporation
PoS	Point of Sales

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1. Executive Summary

In association with Consumers' Association of Bangladesh (CAB) and Ensure Legal Support through Local Movement and Actions (ELLMA), Bangladesh Institute of Theatre Arts-BITA is implementing a project named "Peoples' Jubilant Engagement for Tobacco Free Chittagong City" in the Chittagong City Corporation area. This project is funded by Campaign for Tobacco Free Kids. This project aims at controlling advertisement and promotion in selling tobacco, imposing restrictions on selling tobacco, and afterwards making Chittagong city a tobacco free model city. Despite taking many initiatives and initiating tobacco control act in Bangladesh, selling and advertising and promotion to sell tobaccos are still growing. In this backdrop, the survey under the project explores the current status of type of tobaccos consumed and advertising and promotion in selling tobaccos along with embellishing tobaccos in sales centers in Chittagong city of Bangladesh. The survey results reveal that tobaccos namely cigarettes, biri, churut, hukka/shisha, smokeless tobacco, and open tobacco are sold in different outlets such as small grocery shops, tea stalls, tobacco sales beside roads, tobacco shops, supermarket, and restaurant. Tobaccos are usually sold in small grocery shops regardless of the nature of the area. Poster/ sine board/ sticker/ banner, empty packet, show case, logo on structure, discount/ coupon, flyer/ lift let/ pamphlet, free gift, sample at free of cost, other products sales along with tobacco, video, and bright advertisement are usually used as means of advertising and promotion to sell tobacco. Moreover, tobaccos are displayed in rows, tray, table, and other open areas, power wall, hanging packets, and bright stalls. 84.5% observations reveal that advertising and promotion are used in selling tobacco. 85.10% observations reveal that tobacco is organized in point of sales. From the total observation, 41.90% revealed that tobaccos are sold in the small

grocery shops following 25.10% besides roads, 25.20% in tea stalls, 5.60% in tobacco shops, 1.40% in super market, and 0.60% in restaurant. Almost 97% observations revealed that cigarettes are sold following 66.90% biri, 64% smoke less tobacco, 0.90% hukka/sisha, 0.70% open tobacco, and 0.30% churut. Therefore, to control advertising and promotional activities to sell tobaccos, the stringent implementation of tobacco control Act is inevitable.

2. Background of the Study

Tobacco is one of the leading causes of disability and death worldwide. Bangladesh has double burden of tobacco production and consumption. It is the common risk factor of different diseases like cancer, lung disease and cardiovascular diseases. Tobacco, especially smoking is a major cardiovascular risk factor and diabetic mellitus. Tobacco consumption, in any form, kills more than 161,000 people on average every year, amounting to around 19% of all deaths in Bangladesh, according to the World Health Organization (WHO) report 2018. Framework Convention on Tobacco Control (FCTC) was formulated in 16 June 2003, ratified in 14 June 2004 and it came into force in 27 February 2005. WHO FCTC has 180 parties. Bangladesh was not only one of the first signatories of FCTC; it also was one of the early countries to ratify it and have national tobacco control law. Bangladesh enacted the 'Smoking and Tobacco Products Usage (Control) Act 2005' to show respect to FCTC and to comply with the High Court judgment in 1999 instructing the government to take a number of very specific measures for controlling tobacco, most of which were later included as important components of FCTC in 2003. For minimizing the gaps of 2005 act, government amendment the law in March 2013 that cover all kind of

smokeless tobacco came under law; pictorial warnings, covering 50% of the surface on both sides of tobacco packet are included and combined with written messages; the definition of public places & public transports is elaborated; all direct and indirect advertisements and promotions for tobacco products are banned. According to WHO report 2018, cardiovascular diseases – heart-related conditions – are the top tobacco-related cause of death in Bangladesh, killing 66,749 people on average every year – a whopping 41% of all tobacco-related deaths in Bangladesh. Another major reason for premature death in the country, cerebrovascular diseases – conditions that caused insufficient blood supply to the brain – cause 24% of tobacco-related deaths. Other tobacco-induced reasons for death in Bangladesh are: chronic respiratory diseases causing 28% of deaths, cancers causing 20%, and communicable, maternal, neonatal, and nutritional diseases causing 6% of tobacco related deaths. According to the Directorate General of Health Services, the number of patients visiting the outdoor department of the National Institute of Cardiovascular Diseases increased by 41.3% between 2009 and 2016. The number of tobacco users has been steadily on the rise in the country, found by a research at the National Heart Foundation in Dhaka. 35.3% overall (37.8 million adults), 46.0% of men and 25.2% of women currently used tobacco in Bangladesh (GATS¹). 18.0% overall (19.2 million adults), 36.2% of men and 0.8% of women currently smoked tobacco in Bangladesh (GATS²). 20.6% overall (22.0 million adults), 16.2% of men, and 24.8% of women currently used smokeless tobacco in Bangladesh (GATS³). The number of

¹ GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

² GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

³ GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

smokers is expected to increase to 1.6 billion people by 2025 as a result of growth in adult population and increased tobacco consumption (World Bank).

It is clearly mentioned in the SDGs (Goal 3 clause 3.a) that countries are obligate to follow the WHO convention, which is directly related to tobacco control. Government of Bangladesh has taken many initiatives to reduce tobacco use. This is requiring comprehensive effort. Hence, this survey explores the current status of type of tobaccos consumed and advertising and promotion in selling tobaccos along with embellishing tobaccos in sales centers across high income and low income areas of Chittagong City Corporation to develop it as a tobacco free model city for the country and region through effective implementation of the tobacco control law with an emphasis on the tobacco advertisement, promotion and sponsorship ban Provisions.

3. Methodology

One of the specific objectives of the project is to conduct project evaluation activities, including two rounds of data collection (pre- and post-campaign). Under the objective major intervention are conducting baseline & end line in Chattagram City Corporation. Conducting of baseline survey the methodology is given below as following

- A listing of Point of Sales of tobacco products is conducted in Chattgaram City Corporation following of developing data collection tools & methodology, developing of data collection team etc. There are 16059 POS have been identified.

- A data collection orientation has been conducted with respective facilitate by CTFK, country office. There are about 74 data collectors worked for 4 days long each to listing of POS.
- Based on the POS listing, baseline survey plan has been developed by sharing with CTFK, country office.
- Conducting of baseline survey sample size, prescribed questioner, methodology has been determined.
- Systematic sample size of data collection size is identified. There are 1000 sample size is determined for baseline survey.
- Developing of data collection team & conduct capacity development training for participating data collection smoothly. There are 10 baseline survey data collectors are worked for 5 days long to reached the sample size.
- Conduct field test data collection, review the process & guideline.
- According to sample size data have been collected in Chittagong City Corporation covering of whole 41 wards.
- Collected data has been compiled & analyzing by professionals.
- Later on draft report has been developed with extract findings, recommendations and draw conclusion using of a few explanatory graphs and tables have been used.

4. Project Summary

With an objective to develop the Chittagong City Corporation as a Tobacco free model city for the country and region, through effective implementation of the Tobacco Control law with an emphasis on the Tobacco Advertisement, Promotion and Sponsorship (TAPS) ban provisions. BITA is willing to implement the project ***People's Jubilant Engagement for Tobacco Free Chittagong City*** from 1st August 2018 to January 2020 in city corporation

area. Major interventions include but not limited to conduct project evaluation activities including two rounds of data collection (pre- and post-campaign, sharing of pre and post assessment reports of campaign to wider audiences, Stakeholder Mapping, Planning workshop, Orientation/ sensitization meeting with various stakeholders, cultural campaign theater show, youth camps, quiz competition, conduct concert show, sharing and orientation meeting with different influential groups & associations on TAPS ban provision, media sensitization, social media coverage, develop Mobile app, support and sensitize CCC to for making Chittagong as a model tobacco free city. Declaration and reward best ward to implement TAPS ban provisions, day observation, Monitor the compliance of TAPS ban provisions in the point of sales and use other relevant surveys such as National Heart Foundation (NHF) TAPS survey, Dhaka Ahsania Mission (DAM) Tiny Target survey as baseline to mobilize effective implementation of the TAPS ban provisions, data base of point of Sales of tobacco products, creating brand ambassador, awareness through radio channel, sensitize district administration, police etc. and arrange mobile court, arrange training for Authorized Officers (city corporation and health departments) on Tobacco Control Law in general and TAPS ban provisions to ensure accountability and responsive duty bearer. Apart from this, the project will also assign a Media Firm to successfully coordinate and conduct social and media campaigns to sensitize citizens with special attention to Youth about TAPS Ban Provisions and Tobacco Control Laws. To implement the above mentioned activities and interventions, key stakeholders involve in the project are City Corporation Officials and public representatives, District level administrative officials, Mohila Shamittee, BAWA, Nurses Association, Law enforcing officials (Bangladesh Police), Community Youth Group, Ward Commissioners, Consumers Associations of Bangladesh (CAB), Member of Press Club and Journalist, Member of Chamber of Commerce and Industry, Shop Owner Association and Restaurant Owner

Association etc. All the knowledge and lessons learnt will be documented and disseminated through projects events, office circular and media channels.

Total approximately 45,00,000 people will be the project beneficiary. BITA will implement the project in partnership with CAB (Consumer Association of Bangladesh) and ELLMA (Ensure Legal Support through Local Movement and Actions).

5. Objective & outcomes of the baseline survey

To understand the overall situation of TAPS Violation in Chattagram City area in line with Tobacco Control law 2005 through the baseline survey

Expected Out Comes

- To assess the perception of TAPS violation in Chattagram City.
- To identify the scope of work in favor of a creating Tobacco Free Chittagong in the working area.

6. Findings of the Base Line Survey

This section highlights the information about type of area under survey, nature of sales outlets of tobaccos, type of tobaccos sold at present, means of advertising and promotion, and visibility of arrangement of tobaccos at sales centers.

- a. Type of Area under Survey:** The study highlights perception of 1000 observations from areas under the Chittagong City Corporation (CCC) namely high income area and low income area. The high income area

represents 32.40% of data and the low income area represents 67.40% of the data (See: Figure-1).

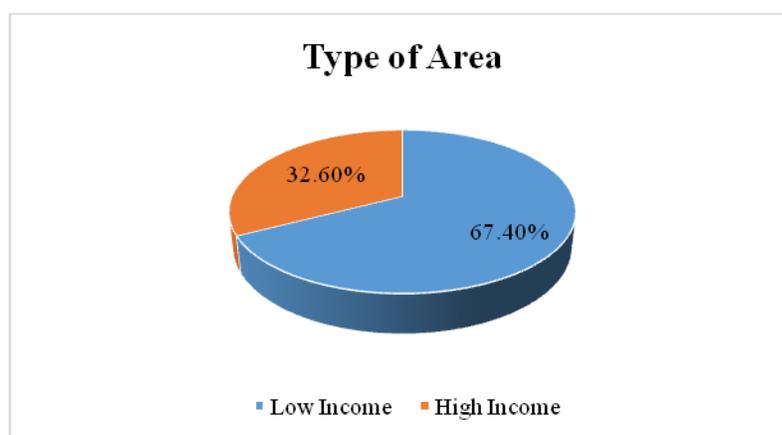


Figure-1: Type of Area

b. **Type of Sales Outlet under Survey:** From the total observation, 41.90% revealed that tobaccos are sold in the small grocery shops following 25.10% besides roads, 25.20% in tea stalls, 5.60% in tobacco shops, 1.40% in super market, and 0.60% in restaurant. Under high income area, 8%, 2%, 40%, 30%, 19%, and 1% revealed tobaccos are sold in tobacco shops, super market, small grocery shops, tea stalls, beside roads, and restaurants respectively. Under low income area, 4%, 1%, 43%, 23%, 28%, and 1% revealed tobaccos are sold in tobacco shops, super market, small grocery shops, tea stalls, beside roads, and restaurants respectively (See: Table-1 and Figure-2).

Table-1: Types of Sales Outlet

Types of Sales Outlet	High Income Area	Low Income Area
Small Grocery Shops	40%	43%

Tea Stalls	30%	23%
Tobacco Sales Beside Roads	19%	28%
Tobacco Shops	8%	4%
Supermarket	2%	1%
Restaurant	1%	1%

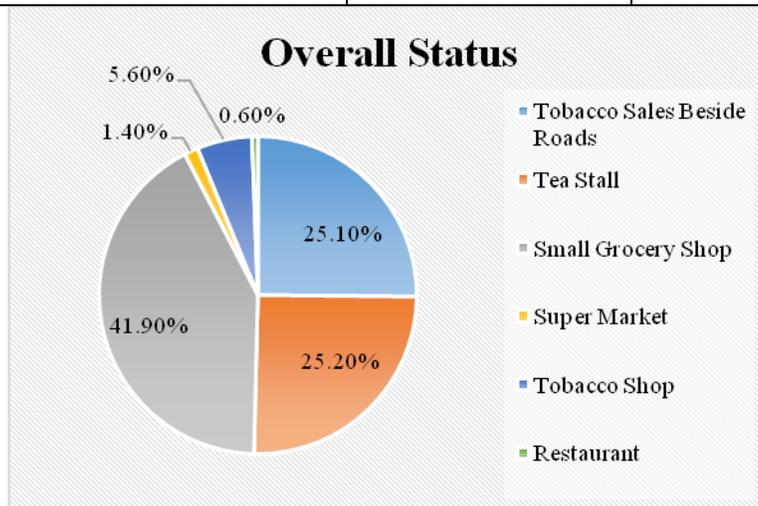


Figure-2:Types of Sales Outlet

Tobaccos are usually sold in small grocery shops regardless of the nature of the area. 43% observations from low income area revealed that tobaccos are sold in small grocery shops following 28% besides roads where 40% of sales are from high income area following 30% in tea stalls. Hence tobacco sales in tea stalls is relatively higher in high income area than that of low income area. However, tobacco sales beside roads is relatively higher in low income area than that of high income area. Hence, tobaccos are usually sold in tea stalls in high income area after small grocery shops where selling beside roads dominates in low income area after small grocery shops. Therefore, high income people prefer to

buy tobaccos from tea stalls apart from small grocery shops unlike low income people beside roads in addition to small grocery shops.

- a. **Types of Tobaccos Sold:** Almost 97% observations revealed that cigarettes are sold following 66.90% biri, 64% smoke less tobacco, 0.90% hukka/sisha, 0.70% open tobacco, and 0.30% churut. Under high income area, sales comprises 99.1% cigarette, 67.9% biri, 0.3% churut, 0.3% hukka/shisha, 66.7% smokeless tobacco, and 1.9% open tobacco. Under low income area, sales comprises 95.9% cigarette, 66.4% biri, 0.3% churut, 1.2% hukka/shisha, 62.7% smoke less tobacco, and 0.1% open tobacco

(See: Figure-3(a) and Figure-3(b)).

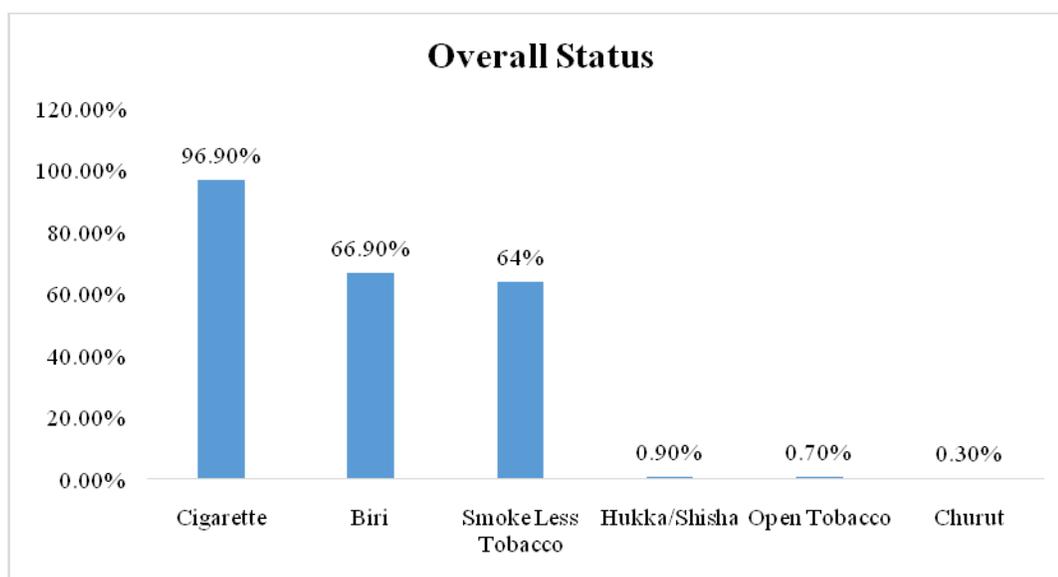


Figure-3(a): Types of Tobacco Sold

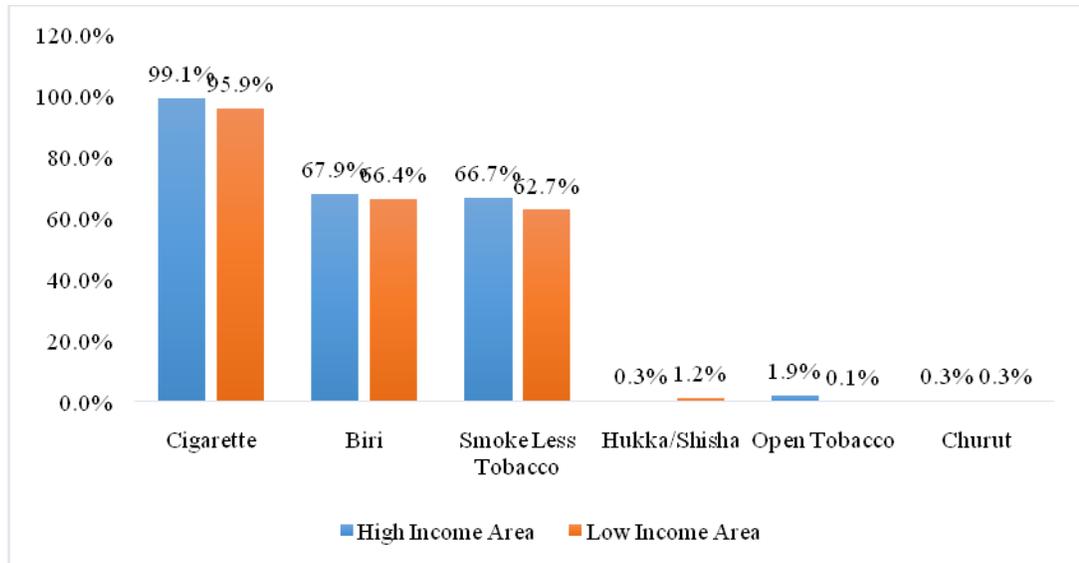


Figure-3(b): Types of Tobacco Sold

Majority of the people from both high and low income areas buy cigarette as tobacco following biri and smoke less tobaccos like jorda, gul, sadapata, khoni, and nossi etc. In high income area, 99.1% observations revealed buying cigarettes following 67.9% of biri and 66.7% of smoke less tobaccos (See: Figure-3). In low income area, 95.9% observations revealed buying cigarette following 66.4% of biri and 62.7% of smoke less tobaccos (See: Figure-2). However, the selling of churut, hukka, shisha, and open tobacco like pipe tobacco is relatively insignificant in both areas (See: Figure-3). Therefore, irrespective of income level, people buy cigarette as tobacco in most of the cases.

- b. **Current Status of Tobacco Advertisement and Promotion in Chittagong City:** 84.5% of the observations indicate that advertising and promotion is visible

unlike 15.50% of the observations representing invisibility in advertising and promotion (see Figure-4). Around 76% of total observations indicate that advertising and promotional activities are operated either by poster or sine board sticker or banner following 63.08% by Mockup packs of tobacco, 55.74% by box (show case), 44.73% by logo on structure, 3.31% by either discount or coupon, 3.08% by either flyer or leaflet or pamphlet, 0.59% by free gift or sample at free of cost, 0.36% by other products sales along with tobacco, 0.24% Video screens, 0.24% video or others, and 0.12% by bright advertisement. Under high income area, around 83% of observations revealed that advertising and promotional activities are operated either by poster or sine board or sticker or banner following 76.21% by empty packets of tobacco, 68.28% by box (show case), 45.86% by logo on structure, 2.76% by either discount or coupon, 1.03% by either flyer or lift let or pamphlet, and 0.34% by free gift or video or other products sales along with tobacco. Under low income area, around 72% of observations revealed that advertising and promotional activities are operated either by poster or sine board or sticker or banner following 56.2% by empty packets of tobacco, 49.4% by box (show case), 44.3% by logo on structure, 4.2% by either flyer or lift let or pamphlet, 3.6% by either discount or coupon, 0.9% by sample at free of cost, 0.7% by free gift, 0.4% by other products sales along with tobacco and others, and 0.2% by video or bright advertisement (See: Table-2).

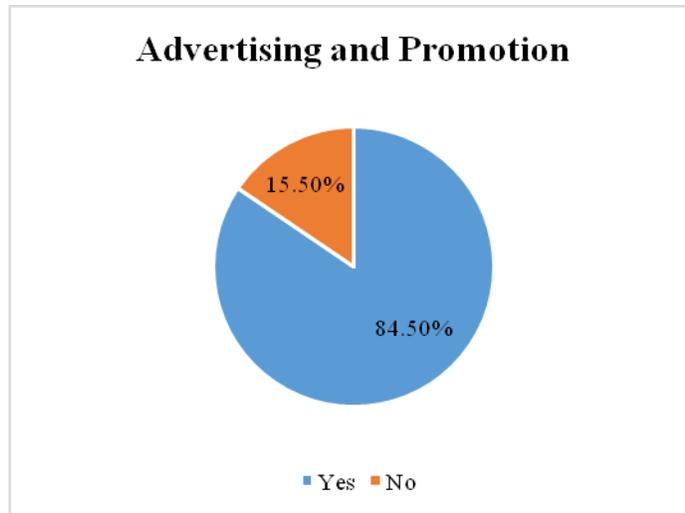


Figure-4: Overall Status on Advertising and Promotion

Table-2: Advertising and Promotion in Selling Tobacco

Means of Advertising and Promotion	Total	High Income	Low Income
Poster/Sine Board/Sticker/Banner	75.86%	82.76%	72.3%
Empty Packets of Tobacco	63.08%	76.21%	56.2%
Box (Show Case) of Tobacco	55.74%	68.28%	49.4%
Logo on Structure	44.73%	45.86%	44.3%
Discount/Coupon	3.31%	2.76%	3.6%
Flyer/Lift let/Pamphlet	3.08%	1.03%	4.2%
Free Gift	0.59%	0.34%	0.7%

Sample at Free of Cost	0.59%	0.00%	0.9%
Other Products Sales along with Tobacco	0.36%	0.34%	0.4%
Video	0.24%	0.34%	0.2%
Bright Advertisement	0.12%	0.00%	0.2%
Others	0.24%	0.00%	0.4%

10.8% observations indicate the use of promotion or sponsorship in selling cigarettes and 2.3% observations indicate the use of promotion or sponsorship in selling smokeless tobaccos in Bangladesh (GATS⁴). 53.4% observation indicate the use of smoking advertisement in any media and 20.3% indicate the use of smokeless advertisement in any media (GATS⁵). 18.3% observations indicate the use of advertisements or signs of promotion in selling cigarettes and 5.9% observations indicate the use of advertisement and signs of promotion in selling smokeless tobaccos in Bangladesh (GATS⁶). The survey results concentrated in Chittagong reveals 84.5% positive response about advertising and promotion visibility unlike 15.50% response about invisibility

⁴ GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

⁵ GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

⁶ GATS, Global Adult Tobacco Survey, Fact Sheet, Bangladesh 2017.

Picture of Advertising and Promotion in Selling Tobacco



Poster



Box



Lift lift



Sticker



Promotional gift



Show case of Tobacco



Free product discount coupon



Free gift with purchase of tobacco product



Mockup packs



Vendor wearing t-shirt



Illuminated ads

c. **Tobacco Products Display at Points of Sale:**85.10% observations indicate that tobacco products are displayed in point of sales unlike 14.90% representing invisibility of tobacco products in point of sales (see Figure-5(a)). Around 83% of total POSs replied that tobaccos are visible on Organized shelf following 49.35% in tray, table, or other surface, 8.93% in power wall, 6.11% in Hanging display, and 0.71% in Illuminated/ light-up display. Under low income area, around 83.81% of total observations revealed that tobaccos are visible and organized in rows following 48.56% in tray, table, and other open areas, 7.19% in power wall, 5.58% in hanging packets, and 0.72% in bright stalls. Under high income area, around 82.25% of total observations revealed that tobaccos are visible and organized in rows following 51.19% in tray, table, and other open areas, 12.29% in power wall, 7.17% in hanging packets, and 0.68% in bright stalls.

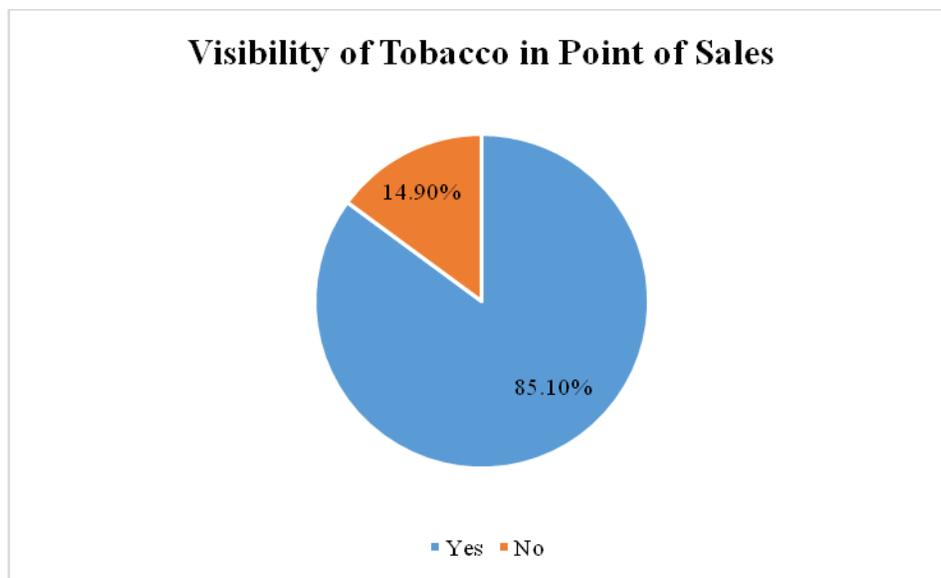


Figure-5(a): Visibility of Tobacco in Point of Sales

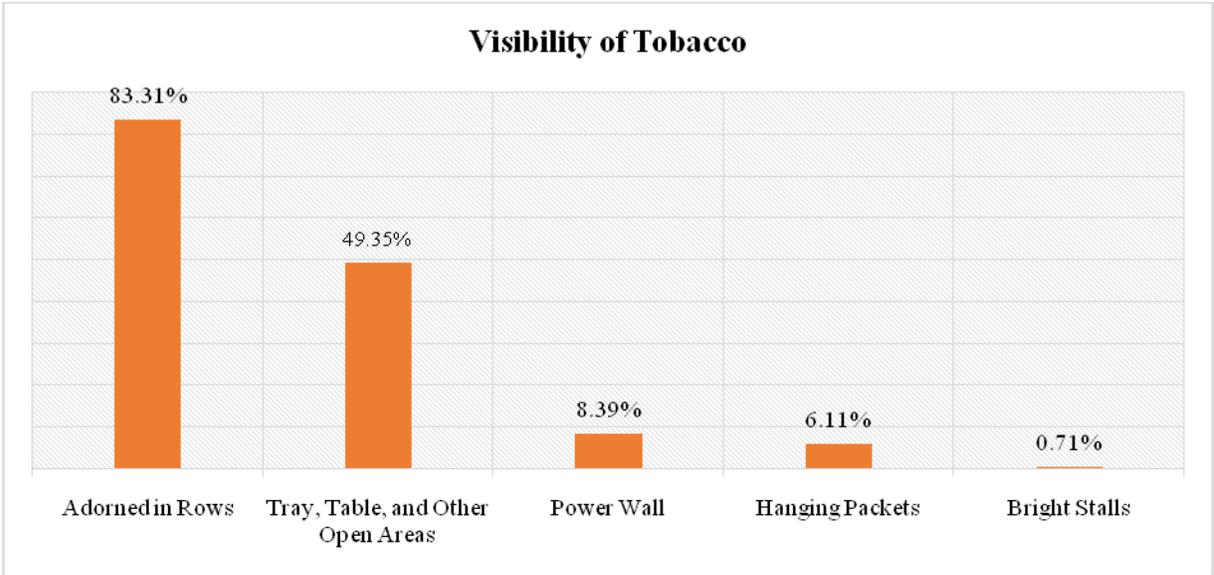


Figure-5(b): Total Visibility

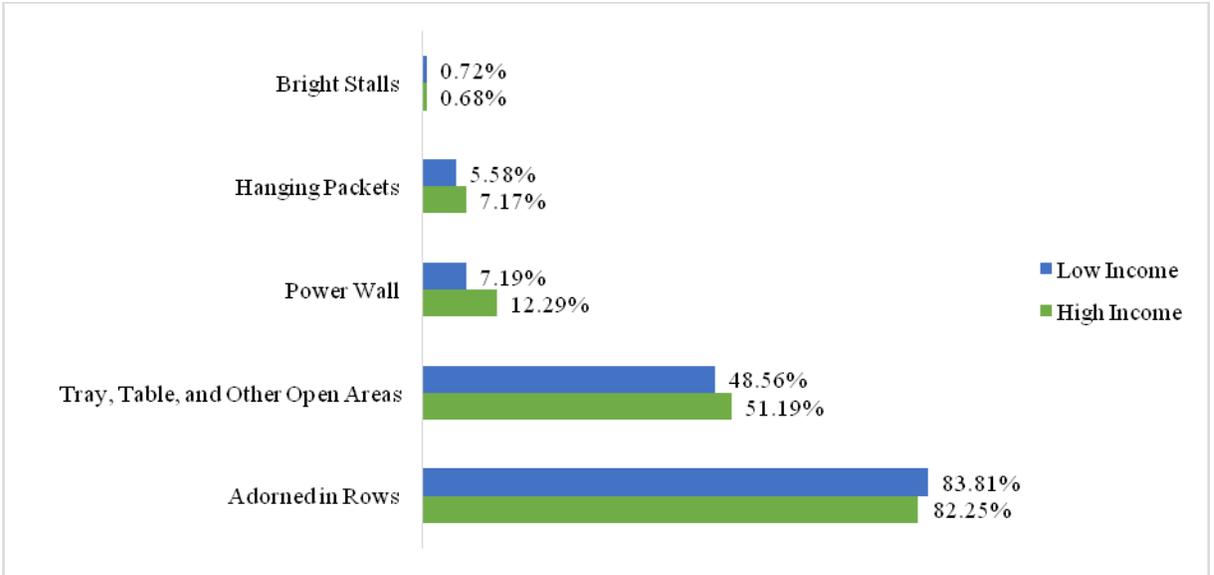


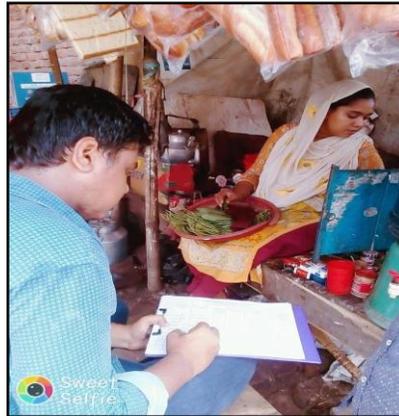
Figure-5(c): Visibility across High Income and Low Income Areas

Most of the observations revealed that tobaccos are seen adorned in rows at sales centers following tray, table, and other open areas, power walls, and hanging packets. Tobaccos are not usually seen in bright stalls at sales centers. The identical results exist in both high income and low income areas. The results have been provided in Figure-5(b) and Figure-5(c).

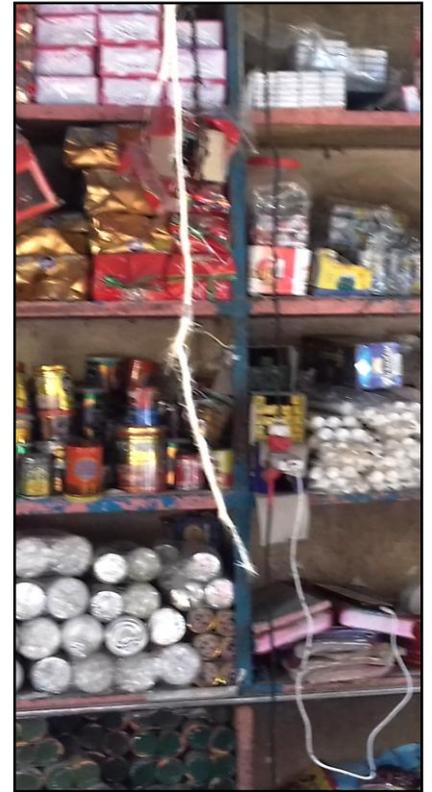
Picture of Visibility of Tobacco in Point of Sales



Power wall



Packs laid out on a table



Organized



Hanging

shelf



display illuminated

7. Major Observation

As per section-5(1)(a) of the Tobacco Control Act 2005, it is clearly mentioned that to instigate the sales of tobacco, advertisement in the form of print and electronic media, published book, lift let, hand bill, poster, printed paper, bill board, sine board is prohibited. As per the survey conducted in Chittagong, 75.86% of the observations revealed that advertisement in terms of either poster or sine board or sticker or banner is given to induce sales

As per section-5(1)(g) of the Tobacco Control Act 2005, advertisement is extremely prohibited in the point of sales. Around 83% of total observations revealed that tobaccos are visible and organized in rows following 49.35% in tray, table, and other open areas, 8.93% in power wall, 6.11% in hanging packets, and 0.71% in bright stalls. .

The law has clearly mentioned three Months Jail or one lac taka fine or both in violating sections-5(1)(a) and 5(1)(g)⁷. Despite the existence of the Tobacco Control Act in Bangladesh, it is still passively complied by the tobacco sellers.

The survey results prove that the Tobacco Control Act is not actively functioning. Hence to control tobacco sales and inducement to buy tobacco, an effective implementation of this act is inevitable.

8. recommendation

- ✓ Proper implementation of the Smoking and Tobacco Products Usage (Control) Act, 2005 is to be accelerated through taking more national tobacco control programs.
- ✓ In order to ensure the complete prohibition of advertisement, promotion and sponsorship of Tobacco Products, the Smoking and Tobacco Products

⁷ Section 4 of the Tobacco Control Act 2005

Usage (Control) Act,2005 should be amended in compliance with Article 13 of the Framework Convention on Tobacco Control (FCTC).

- ✓ Initiatives should be taken to ensure proper implementation of laws prohibiting the broadcast, displaying or advertising Tobacco Products in any cinema or drama. In addition, there should be a monitoring system over television channels and online media.
- ✓ The compulsory license system for the sellers of tobacco products should be initiated.
- ✓ The legal awareness among the sellers should be enhanced.
- ✓ The operation of Mobile Court to execute the Smoking and Tobacco Products Usage (Control) Act, 2005 should be activated and enhanced more.
- ✓ A strong monitoring mechanism should be introduced to prohibit the advertisement, promotion and sponsorship of Tobacco Products,
- ✓ The law should be revised with an extent to ensure the sufficient punishments for the culprits as well as to remove the procedural complexities to easily bring them into justice.

9. Conclusion

Baseline survey on perception and initiatives related to TAPS violation situation in Chattagram City. Youth engagement to collect data observed effective to reach the targeted respondents. Major findings and proposed strategy would help the project team to chalk out their implementation strategies and points of focus to get expected results. The gathered information would serve to increase sharing and communication with stakeholders boosting of effective implementation of the Tobacco Control law with an emphasis on the Tobacco Advertisement, Promotion and Sponsorship (TAPS) ban Provisions. The baseline survey would play profound role to track the progress consistently and measure results of the program intervention on

develop the Chittagong City Corporation as a Tobacco free model city for the country.