

DISPLAY: Determining the Impact of Smoking Point-of-Sale Legislation Among Youth



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Tobacco Landscape within Scotland

Tobacco smoking is the leading cause of preventable death and accounts for over 13,000 smoke-related deaths within Scotland, and almost 6 million global deaths annually. In order to sustain economic growth, tobacco companies rely on attracting new smokers to their products.

The advertising of tobacco products is heavily regulated within the UK. In order to market their products, the tobacco industry utilise via eye-catching and appealing tobacco packaging (which is often targeted at young people). Tobacco products are often displayed at the point-of-sale counter within retail outlets. The point-of-sale counter is the last unregulated means in which tobacco companies can advertise their products.

Within Scotland, 15,000 young people choose to take up smoking each year and in an attempt to reduce this figure, the Scottish Government have implemented the Tobacco and Primary Medical Services (Scotland) Act 2010 (TPMS (Scotland) Act) which has banned the display of tobacco from retail outlets. As of 29th April 2013, it is now illegal to display tobacco within supermarkets and large stores (>280m²). A staged approach has been adopted and will affect smaller retail outlets (<280m²) on 6th April 2015.

The implementation of this new legislation presents a unique opportunity to assess the impact of public health policy on smoking behaviour in children. Youth smoking is a major public health problem in Scotland with many young people, particularly those from most deprived areas, going on to become adult and life-long smokers - a major cause of the very large and continuing health inequalities in this country.

Tobacco point-of-sale display pre land post legislation (within large shops and supermarkets >280m²)

Point-of-sale tobacco display pre legislation



Figure 1. Tobacco Display Pre-legislation

Point-of-sale display post legislation

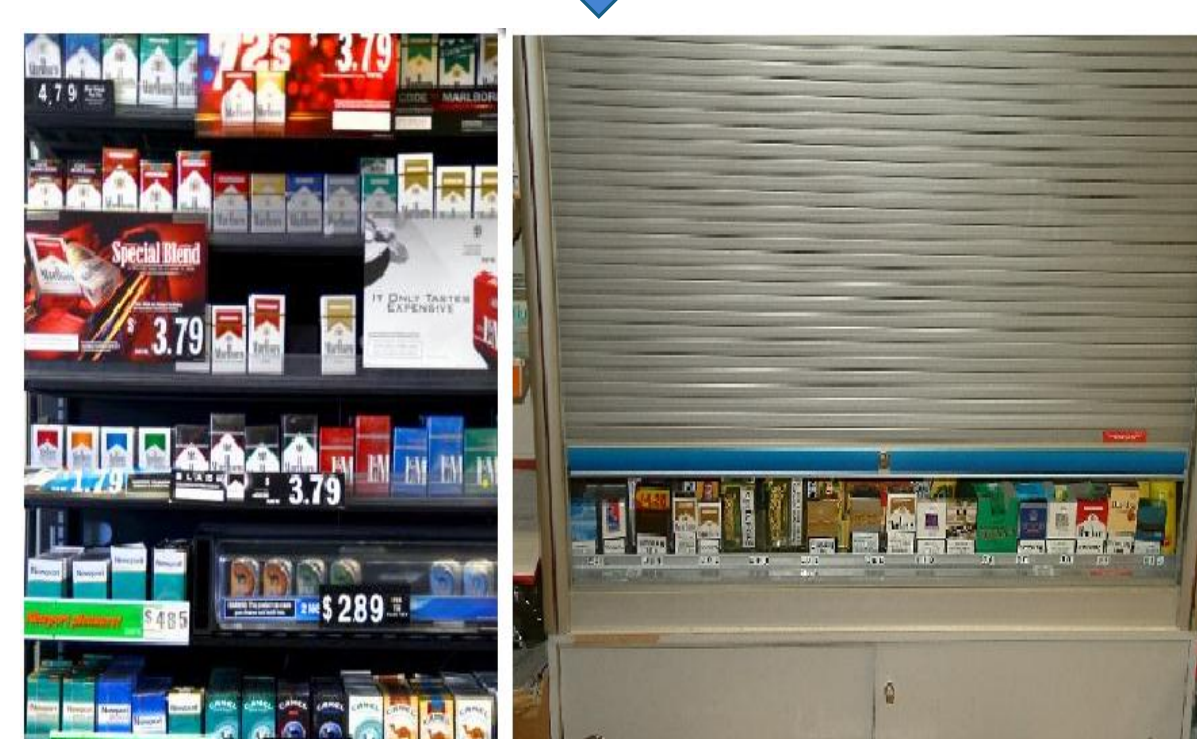


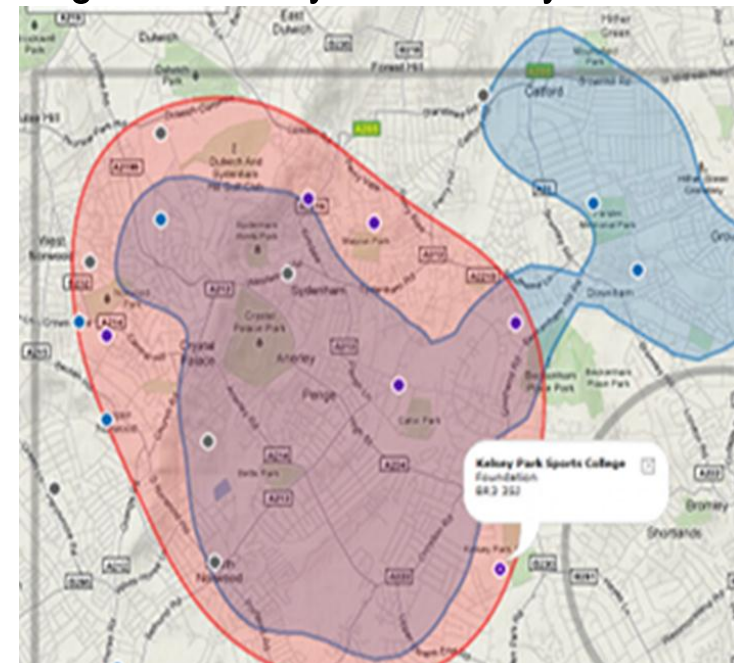
Figure 2. Tobacco Display Post-legislation

What is the DISPLAY study?

DISPLAY is a multi-component study which will address some key evidence gaps in the understanding of both the impact of, and any unintended consequences of prohibiting point of sale tobacco advertising.

The study will center around four schools located within the Scottish central belt. For the purpose of the study, schools and their catchment areas will be defined as 'communities' (see figure 3 below):

Figure 3. Study Community



The study will collect data annually over the period 2013-2017. The following data will be collected:

- Survey and focus group discussions with pupils attending each of the four schools
- Retailer audit within four school communities
- Mapping of retail outlets within four school communities (see figure 4)

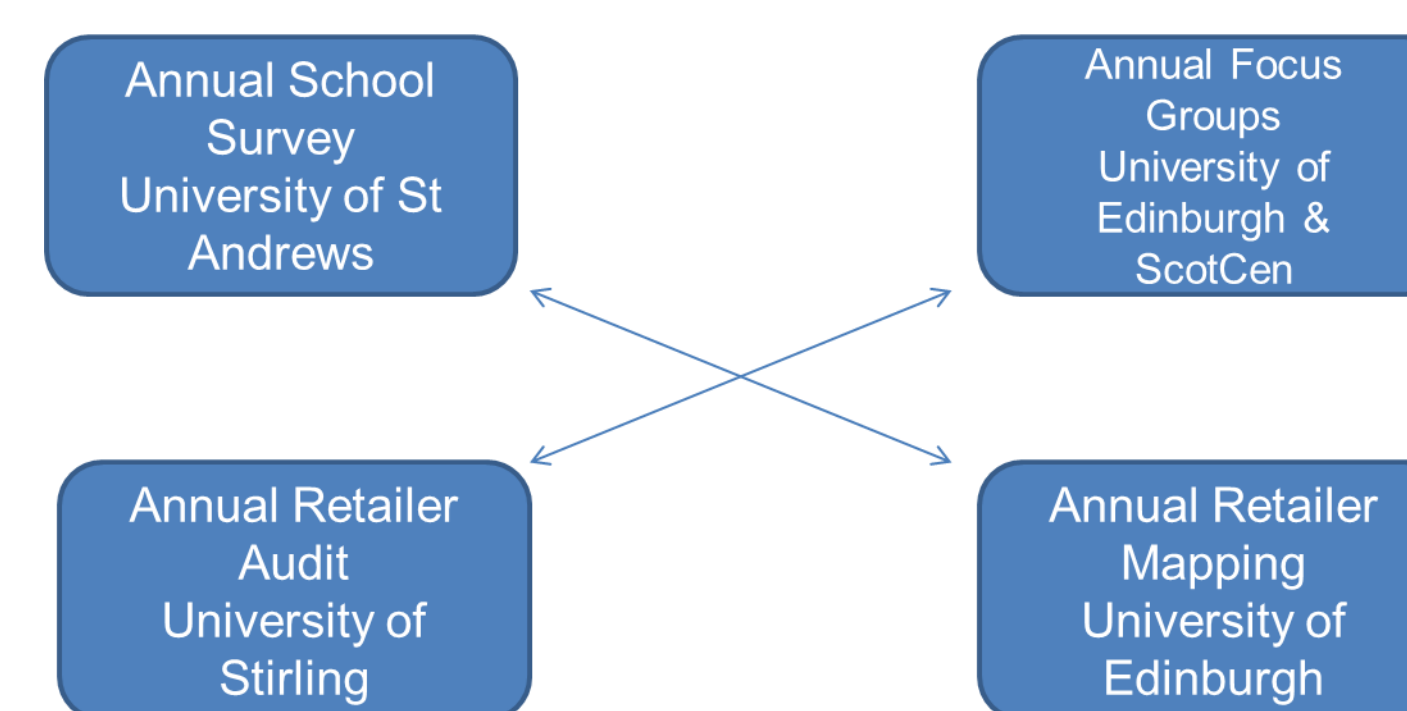
DISPLAY Aims

1. To assess the impact of measures to ban on point-of-sale (POS) tobacco advertising contained in the Tobacco and Primary Medical Services (Scotland) Act 2010 (TPMS (Scotland) Act) on young people's exposure to tobacco advertising, their attitudes towards smoking and their smoking behaviour
2. To identify any unintended consequences associated with the implementation of the legislation.

DISPLAY Study Methods

DISPLAY is a collaborative study across four institutions. Each institution is responsible for collecting data for it's own component as identified in the figure below:

Figure 4. Study Components



Annual School Survey

At St Andrews University, we are responsible for conducting the school survey component of the DISPLAY study.

Four schools across the Scottish central belt are taking part in the study and have been selected based on their level of deprivation and rurality. We will conduct an annual survey of pupils within each of the four schools throughout the study period (2013-2017). Within each survey year, we will follow a cohort of pupils as they progress through their schooling (see Table 1 below for details on how we will track our cohort of pupils).

In survey years 2012 – 2013, we will survey only S2 and S4 pupils. In survey years 2014-2017, we will survey the entire school population.

Pupils will answer questions relating to tobacco brand awareness, exposure to branding, smoking prevalence rates, smoking attitudes, smoking networks (friends and family), awareness of tobacco control policy, etc.

Table 1. Survey Population

	S1	S2	S3	S4	S5	S6	
2012							Development Survey
2013		■		■			Baseline pre-implementation
2014		■		■			Post implementation supermarkets
2015	■	■	■	■	■	■	Post implementation supermarkets
2016	■	■	■	■	■	■	post implementation smaller retailers
2017	■	■	■	■	■	■	post implementation smaller retailers

DISPLAY Collaborators

University of Stirling

Professor Sally Haw is the principal investigator of the DISPLAY study and will oversee all four components.

University of St Andrews

Dr Winfried van der Sluijs, Martine Miller and Diana Donaldson are responsible for the annual school survey component and the coordination and liaison with each of the four DISPLAY schools. The school survey will assess young peoples' smoking attitudes and behaviours, smoking networks (friends and family), tobacco brand exposure and awareness and knowledge of tobacco control policies.

University of Edinburgh and ScotGen

Professor Amanda Amos (The University of Edinburgh) and Andy MacGregor (ScotGen) are responsible for the focus group component. Focus groups discussions will center around tobacco brand exposure, smoking networks (friends/family), access to tobacco (i.e. where young people get hold of cigarettes), knowledge of the tobacco legislation, and so on.

University of Stirling

Dr Douglas Eadie, Dr Martine Stead, Anne-Marie Mackintosh and Laura MacDonald are responsible for the annual retailer audit. As part of the audit, the team will monitor retailer compliance with point of sale tobacco legislation and carry out interviews with shop owners/staff.

University of Edinburgh

Dr Jamie Pearce and Catherine Tish are responsible for annual geographical mapping component of retail outlets within each of the four DISPLAY communities. Mapping of retail outlets within each community will provide a visual representation of the sites whereby young people are potentially exposed to tobacco products within their school community.

Contact Information

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