



Tobacco Point of Sale Advertising in Guam

August 2011, Fact Sheet 1



While traditional advertising of tobacco products in print, radio and television is rarely encountered, the community, especially children and youth, are significantly exposed to tobacco advertising at point of sale.

A Research Project by the Community Research for Action Team and the UOG-U54 Pilot Project 1 (Community Outreach)

Tobacco use is a powerful and pervasive cause of health disparities. In Guam, higher rates of lung and oral cancer among Chamorros and other Micronesians mirror higher rates of tobacco consumption. **Chamorro and other Micronesian youth have the highest rates of smoking and chewing tobacco.**

We used a **community-based participatory research**

approach to determine if higher exposure to tobacco point of sale advertising can partly explain the higher rate of tobacco use among Chamorro and other Micronesian youth.

Our community research team, known as CREATE Guam (Community REsearch for Action TEam, Guam) was composed of:

- 32 volunteers
- 20 females, 12 males
- 50% aged 10-19

- 37% Chamorro, 28% Filipino, 19% other Micronesian

CREATE Guam's researchers surveyed 198 of the 337 listed tobacco retailers in Guam, covering 59% of all eligible

This project was supported through the Minority Institute Cancer Center Partnership, federally funded by NIH Grant Award Nos. 5U54CA143727-02 and 5U54CA143728-02. Dr. Helen Whippy, UOG Principal Investigator University of Guam Cancer Research Center, #7 Dean's Circle, UOG Station Mangilao, GU 96923

On July 26-27, 2011, 32 community volunteers trained in observational survey methods, Photovoice and GIS mapping using handheld computers and cameras at a workshop conducted by the UOG U54 Pilot Project 1 team and the Johns Hopkins Bloomberg School of Public Health. The community research team collected data on tobacco point-of-sale advertising in Guam on July 28 and 29.



Community-based Participatory Research

Community-based Participatory Research (CBPR) breaks away from traditional academic research by empowering the community to take charge of the research process. Instead of being passive subjects of study, community members participate in defining the research problem, designing the research approach, collecting and analyzing the data, determining how to disseminate the research findings and how to use the findings to produce lasting change.

UOG's U54 Pilot Project 1 team strongly believes that meaningful change can arise from CBPR.

When the community is engaged at every step of the research process, sustainable solutions to community problems can emerge.

At the same time, research is demystified as community members acquire research skills and knowledge.

We worked with the **Johns Hopkins Bloomberg School of Public Health (Institute for Global Tobacco Control)** to build the capacity of our community researchers to conduct the tobacco advertising point-of-sale research project.



Candy, gum and beef jerky packaged to resemble cigarette packs and tins of chewing tobacco were frequently displayed side-by-side with actual tobacco products. Cigarettes were often located beside candy, chips and other items that attract children.

Tobacco point-of-sale advertising is attractive to children and youth.

Our findings, while still preliminary, show:

- 74% of stores had tobacco advertising **visible from the outside**, with an average of 3 tobacco ads per store. Two out of the 3 ads were large (over 2 feet X 3 feet), and thus, **highly visible**. This indicates that point-of-sale tobacco advertising can be seen by anyone outside the store.
- 79% of stores had indoor tobacco advertising, with a mean of 5 tobacco ads per store. **Exposure to tobacco advertising inside a store occurs from multiple sources.**
- The content of the tobacco advertising centered on the **product brand**, followed by **pricing and discount information**, and **menthol flavor**.
- The most heavily advertised cigarette brand was **Marlboro**. The most heavily advertised smokeless tobacco product was **Grizzly**.



- Candy and other items popular with children and youth were within 1 foot of tobacco advertising in **over 56%** of stores.
- Over 50% of stores, or 1 in 2, also sold fresh **betel nut** together with tobacco.



Location matters!

These cigarette posters were located under the sales counter, and beneath the eye level of an adult buyer. However, these posters are directly in the line of vision of younger children. Note also the proximity of the cigarette posters to various types of candy, which attract young children.

- We noted the presence of novel items like: electronic cigarettes, new brands of low-priced cigarettes, flavored cigars and little cigars. Some products made use of Pacific Island imagery to attract buyers.
- 14 (7.7%) of stores had tobacco products available on self-service stands, contrary to Guam law, which prohibits access to tobacco products by those under 18 years.



Self-service stands make flavored cigars accessible to children. The use of "Hula girl" imagery implies that tobacco use is part of Pacific Island culture and lifestyle.

What community members are saying about CBPR:

"The data collection was a great experience."

"I learned a lot more about tobacco and how it affects our community."

"I love how hopefully this data collection can help create laws about the advertisement regulation on tobacco products."

"What I liked best was when we finally got to be out in the field using the device and seeing how many tobacco products are being sold."

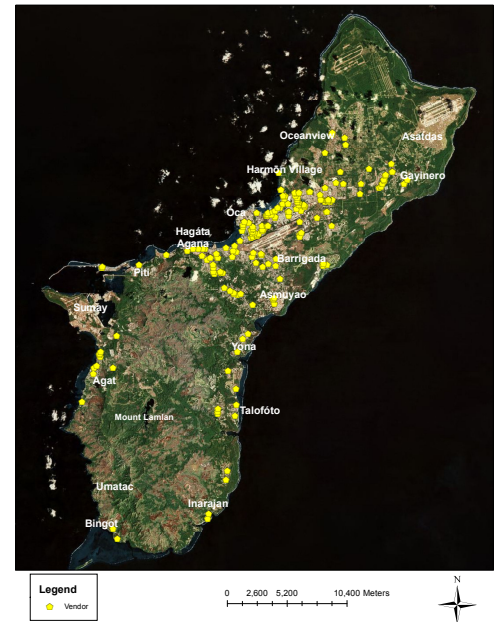
"The best part of the workshop was feeling empowered in the process, knowing that it was the community going out to make a change in the island, not some other entity."

Where are people in Guam exposed to point-of-sale tobacco advertising?

Our community research project mapped out where each point-of-sale tobacco advertising site was located. Using GIS software, we generated the map to the right, showing a marked concentration of point-of-sale advertising sources in the central district of Guam. While more thorough statistical analysis is still ongoing, we attempted to overlay this map with each of the 19 villages, using village specific demographic data. Our preliminary analysis indicates that the density of point-of-sale tobacco advertising appears to correlate with those villages with **lower median incomes** and a **higher proportion of other Micronesian residents**.

The evidence indicates that **point-of-sale tobacco advertising may contribute, in part, to the disparities in tobacco use among youth, which over time, lead to disparities in tobacco-related cancer.**

Guam POS Vendor Locations



The UOG U54 Pilot Project 1 (Community Outreach) team works in partnership with the Chuukese Student Organization, the Youth for Youth Live (Guam), and other community and academic partners to promote community-based participatory research as a viable approach to reducing health disparities in our island community.

