

# Tiny Targets Project Introduction

## Big Tobacco, Tiny Targets

[Location]

CAMPAIGN  
for  
TOBACCO-FREE  
Kids®

Exposing Big Tobacco's Global Campaign To Addict The Next Generation

# Agenda



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## Tiny Targets Overview

- Global Project Goals
- Why It Matters
- Examples of Success

2

## Policy Objectives

- Introduction to TAPS & FCTC
- Survey as an Advocacy Tool
- Discussion: Local Laws

3

## Point of Sale (POS) Survey

- Kobo Toolbox
- Survey Overview
- Data Results

4

## Project Guide

- Training Manual
- Project Timeline
- Helpful Resources



# Tiny Targets Overview

**Global Projects  
Goals**

**Why It Matters**

**Examples of  
Success**

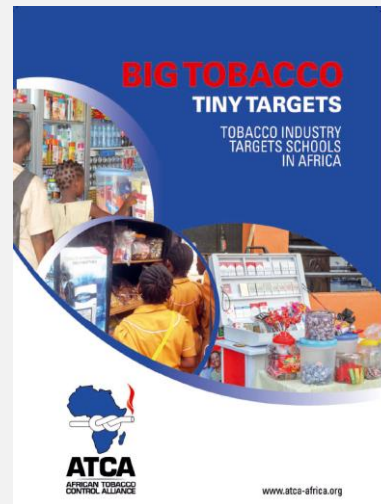
# Global Project Goals

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Big Tobacccy, Tiny Targets is a **global project** that works to expose the pattern of behaviour of tobacco companies. Collecting data from surveys that are consistent between countries supports the development of global narratives and insights.

**1** The Big Tobacco, Tiny Targets campaign uses industry monitoring as a powerful tool to advance efforts to implement and enforce national bans on Tobacco Advertising, Promotion and Sponsorship (TAPS) and other policy goals.

**2** Presenting evidence of how the tobacco industry targets kids around schools provides an extremely powerful narrative to compel policymakers, regulators and the public to act.



# Why It Matters

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The world's biggest tobacco companies like Philip Morris International (PMI), British American Tobacco (BAT), Imperial, and Japan Tobacco International (JTI) are targeting kids at school.



Point of sale (POS) advertising and product displays expose youth to pro-tobacco messages and increase youth experimentation and pathways to addiction to nicotine



Tiny Targets projects have collected data in over 40 countries, and evidence of marketing to kids has been found in every single investigation!

# Why It Matters

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Stores visited more frequently by adolescents have more tobacco advertising than stores that are less frequently visited by adolescents.



Adolescents exposed to stores with higher levels of tobacco advertising are more likely to believe that tobacco is easier to buy and to overestimate the percentage of peers and adults that smoke, compared to youth exposed to stores with no tobacco advertising.



There are significant associations between exposure to point of sale tobacco advertising, promotion, and tobacco product display, with smoking initiation, susceptibility to smoking, and intentions to smoke among youth.

# Why It Matters

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# Examples of Success

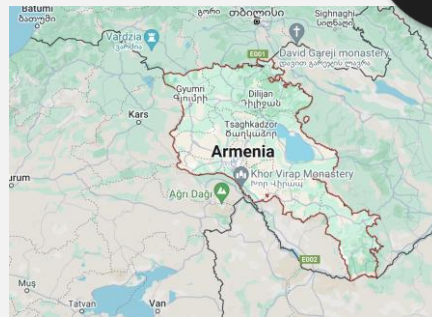
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## The good news?

We can stop tobacco companies from targeting kids and you can play an important part in making sure this happens.



**Example 1:** In Nigeria, a Tiny Targets investigation played a role in the adoption of the National Tobacco Control Regulations, which were passed in June 2019.



**Example 2:** In Armenia, the Tiny Targets investigation galvanized support for tobacco control from members of parliament. A national tobacco control law was achieved in 2020.

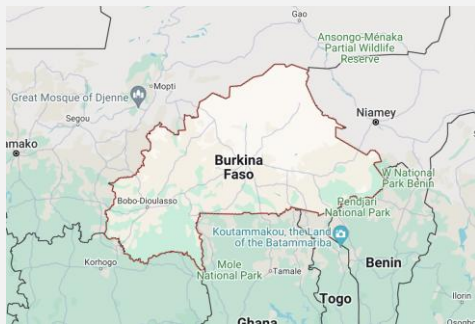


# Examples of Success

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## The good news?

We can stop tobacco companies from targeting kids and you can play an important part in making sure this happens.



**Example 3:** In Burkina Faso, a Tiny Targets investigation played a big role in the adoption of a decree prohibiting direct and indirect tobacco advertising, promotion and sponsorship near schools.



**Example 4:** In Pakistan, the Tiny Targets investigation led to the prohibition of the sale of single sticks of cigarettes at points of sale, among other policies.

The background of the slide is a photograph of a library or study area. It shows rows of bookshelves filled with books. In the foreground, the backs of two people are visible as they look at the shelves. The image is partially covered by a large, semi-transparent orange circle on the left side, which serves as a backdrop for the main title.

# Policy Objectives

**Introduction to  
TAPS & FCTC**

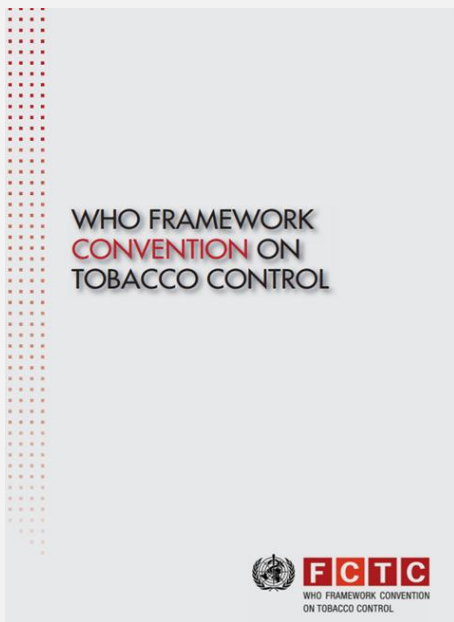
**Survey as an  
Advocacy Tool**

**Discussion: Local  
Laws**

# Introduction to TAPS



## TAPS = Tobacco Advertising, Promotion and Sponsorship



Regulation on TAPS is covered by **Article 13** of the WHO Framework Convention on Tobacco Control (FCTC). The FCTC defines these marketing activities as:

Advertising and Promotion: Any form of commercial communication recommendation, or action with the aim, or likely effect, of promoting a tobacco product or tobacco use, either directly or indirectly.  
*ex. signage, advertised discounts, ads*

Sponsorship: Contributing to any event or activity to promote a tobacco product or tobacco use, either directly or indirectly.  
*ex. sports, cultural and music events, school programs*

# Survey as an Advocacy Tool

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The Big Tobacco Tiny Targets survey was designed to be an **advocacy tool**. The goal is to focus on collecting enough data to:

- a) Demonstrate the problem
- b) Support advocacy efforts to influence policy change

It is NOT designed or intended to be a scientific study that follows a rigorous research method.

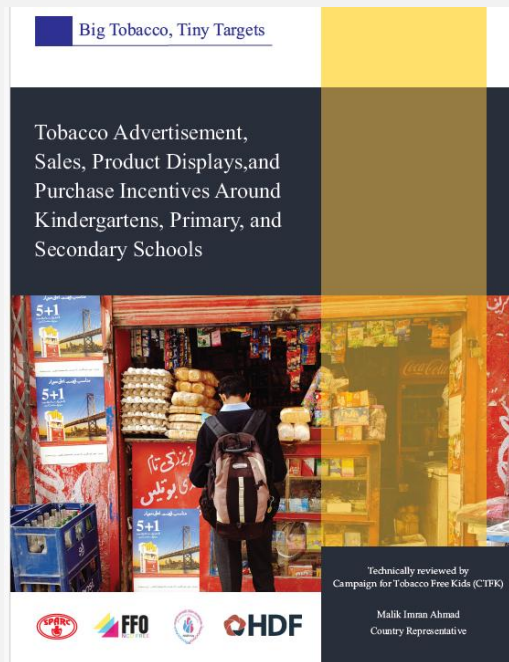
The recommended scope of your data collection is:

- 1 major city
- 50-100 schools
- 200-400 points of sale (POS)



# Importance of Data Collection

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“No one was ready to admit that the tobacco industry was actively targeting children through various sales and advertisement tactics... people were unaware that sales of tobacco products in proximity of educational institutions is outlawed in Pakistan.

The findings have been so clear that they can be verified by anyone with ease.”

- *Member of Pakistan investigation team*

# Discussion: Local Laws

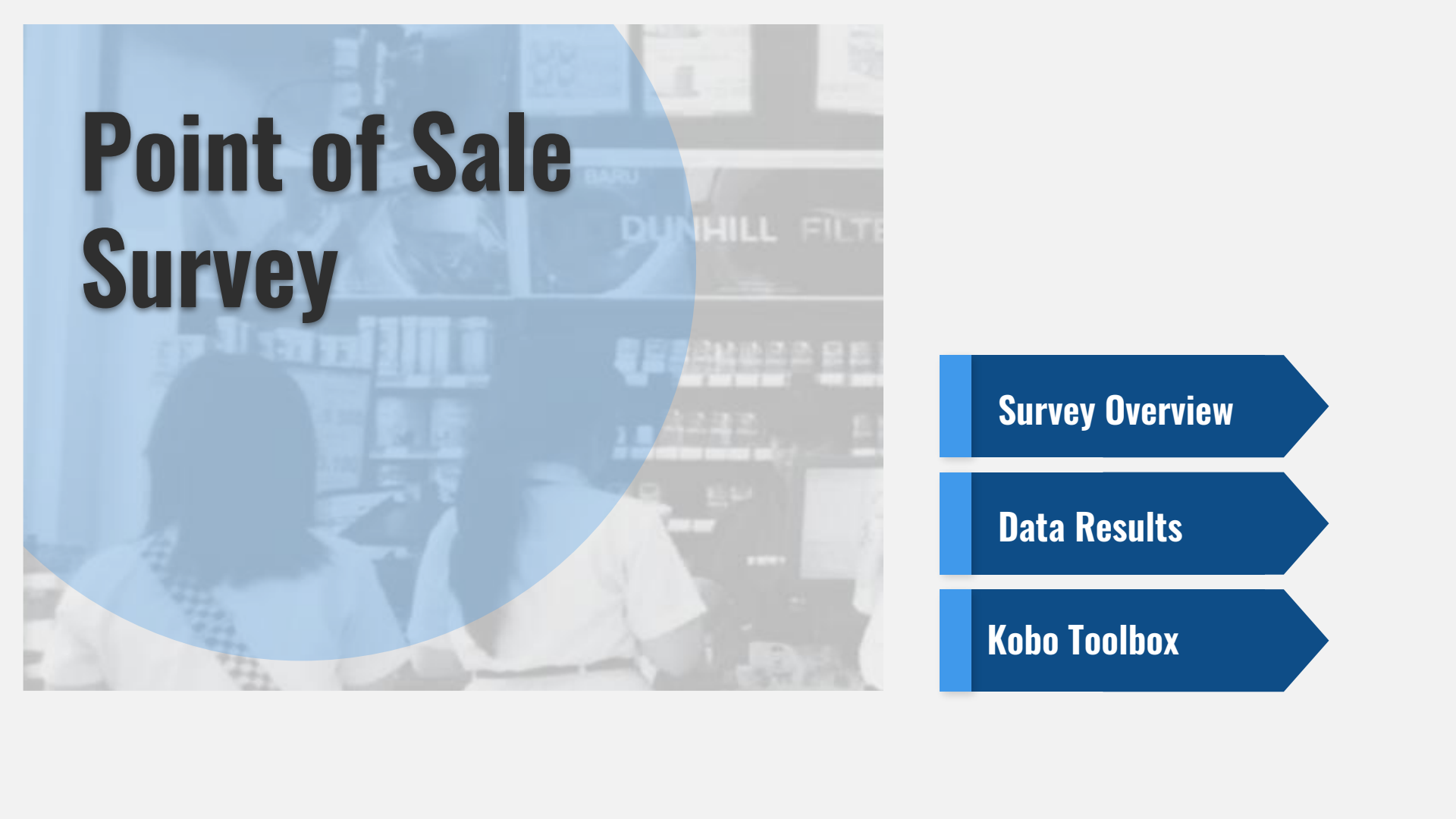


The policy objective for your Tiny Targets campaign depends on the local regulations in place for tobacco control.

- What is the current state of TAPS regulation in your country?
- What specific opportunities or openings exist to advance tobacco control?
- What is the solution (ie. policy objective) you seek to advance?

If you're unsure of how to answer these questions, how can you seek this information out?

Legislative Goals	Enforcement Goals
<ul style="list-style-type: none"><li>- Introduction of new TAPS laws</li><li>- Addition of emerging nicotine and tobacco products (e-cigarettes, heated tobacco products, nicotine products) to existing legislation</li><li>- Subnational/regional bans as a first step towards national bans</li></ul>	<ul style="list-style-type: none"><li>- Demonstrate non-compliance / need for more enforcement of existing laws</li><li>- Establishment of tobacco vendor licensing requirements as a means of improving compliance with national TAPS policy</li></ul>



# Point of Sale Survey

**Survey Overview**

**Data Results**

**Kobo Toolbox**



# Survey Overview

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The survey template is designed to take 5-10 minutes to complete per point of sale.

## Data collection streams:

1. Schools
2. Points of Sale (POS) Assessment

## Areas of focus:

- Display tactics (particularly those targeting children)
- Advertising & promotion tactics
- Availability of products, brands, and associated Big Tobacco companies
  - conventional tobacco products
  - emerging products (e-cigarettes, heated tobacco products, nicotine pouches)



# Survey Overview



KoboToolbox



## 23TFK112 - Tiny Targets - Sample Survey

\*What city are you located in?

☐ City Name 1

☐ City Name 2

Please click here to automatically have your position geo-located.

latitude (x,y °)

longitude (x,y °)

altitude (m)

accuracy (m)



search for place or address



Let's walk through the sample survey:

<https://ee.kobotoolbox.org/x/c1kDV5yY>

## Kobo Toolbox: Mobile Data Collection with GPS

- Mobile device can be used to collect data via Android app or web browser
- Data collection is possible without continuous access to internet
- GPS location service
- Data is stored securely and will be accessible via your Kobo Toolbox account to download and analyze.



The background of the slide is a faded image of a library. Bookshelves filled with books are visible, with some titles like 'DUNHILL FILTER' and 'BARU' partially legible. In the foreground, the backs of two people's heads are visible as they look at the books.

# **Project Guide**

**Project Timeline**

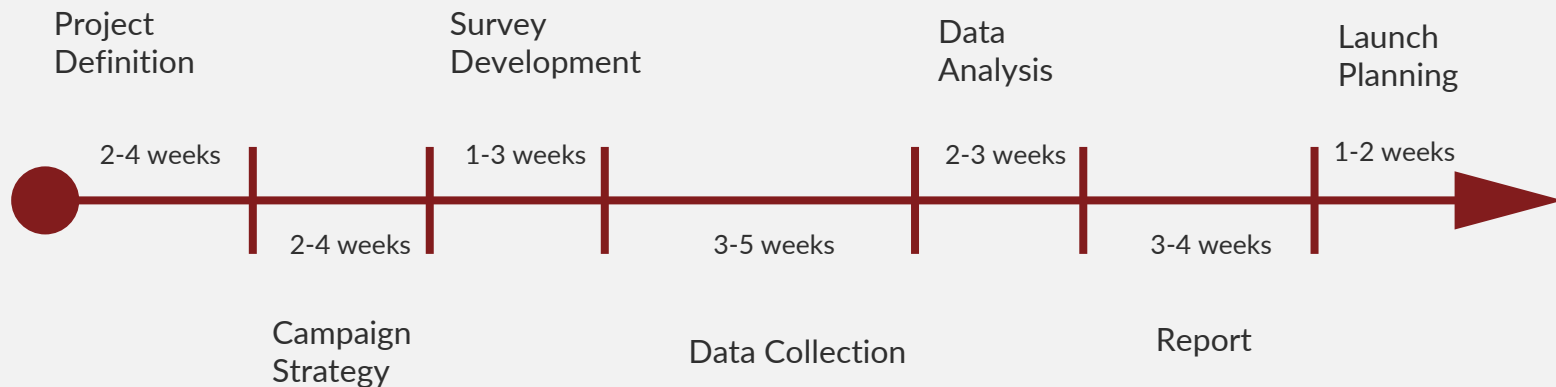
**Training Manual**

**Other Helpful  
Resources**

# Project Timeline



The project can take between **12-24 weeks** to complete, if there are no major delays or challenges.



# Manual Overview



The manual has a module to support you in each phase of the project.

Phase	Module Name	Includes
1	<b>Introduction &amp; Project Definition</b>	<ul style="list-style-type: none"><li>- Preliminary Discussions</li><li>- Training with the Campaign for Tobacco-Free Kids (TFK) (½ day)</li><li>- Define Project Scope &amp; Budget</li><li>- Develop Work Plan</li></ul>
2	<b>Campaign Strategy Development</b>	<ul style="list-style-type: none"><li>- Define Policy Objectives</li><li>- Draft Communications Plan</li><li>- Build Partner Coalition</li><li>- Outreach and Build Relationships with Policy-Makers</li></ul>
3	<b>Survey Development</b> <i>(may happen simultaneously with phase 2)</i>	<ul style="list-style-type: none"><li>- Define Survey</li><li>- Build &amp; Customize Survey</li><li>- Translate Form Labels (if needed)</li><li>- Test</li></ul>

# Manual Overview



Phase	Module Name	Includes
4	<b>Data Collection</b>	<ul style="list-style-type: none"><li>- Plan Data Collection</li><li>- Recruit Data Collector Volunteers</li><li>- Train Data Collectors</li><li>- Collect Data</li></ul>
5	<b>Data Analysis</b>	<ul style="list-style-type: none"><li>- Review Data</li><li>- Create Summary Tables &amp; Charts</li><li>- Analyze Data</li></ul>
6	<b>Report</b> <i>(may happen simultaneously with phase 5)</i>	<ul style="list-style-type: none"><li>- Select Key Findings to Highlight</li><li>- Create Report Outline</li><li>- Draft Report Text</li><li>- Generate Additional Tables &amp; Charts (as needed)</li><li>- Design Report</li></ul>
7	<b>Launch</b> <i>(may happen simultaneously with phase 6)</i>	<ul style="list-style-type: none"><li>- Draft Secondary Communications Materials</li><li>- Plan Report Launch Event(s)</li><li>- Outreach to Media</li><li>- Launch Report</li></ul>



# Next Steps

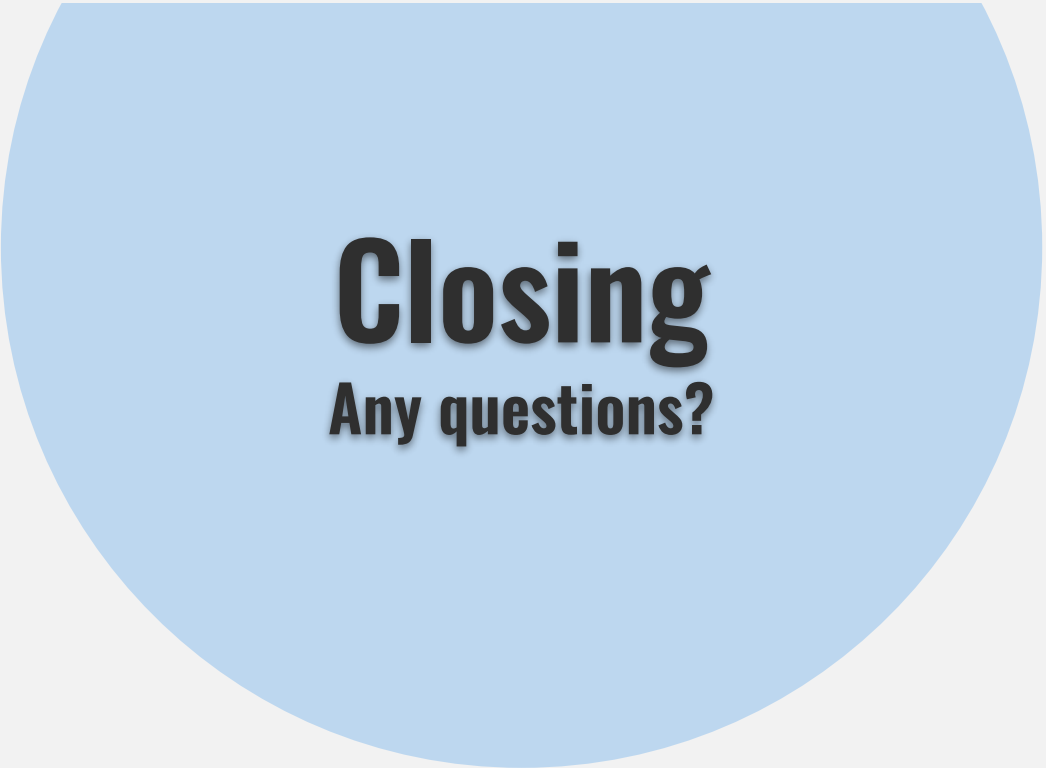


1

- Review materials
- Send your questions to TFK staff
- Confirm approximate project timeline

2

- Start to work through modules 1-2 of training manual



**Closing**  
**Any questions?**