

Impact of point-of-sale tobacco display bans in Thailand: Findings from the International Tobacco Control (ITC) Southeast Asia Survey

Li, L., Borland, R., Yong, H.H., Sirirassamee, B., Hamann, S.L., Omar, M., & Quah, A.C.K.

Abstract

In September 2005 Thailand became the first Asian country to implement a complete ban on the display of cigarettes and other tobacco products at point-of-sale (POS). This paper examined the impact of the POS tobacco display ban in Thailand, with Malaysia (which did not impose bans) serving as a comparison. The data came from the International Tobacco Control Southeast Asia Survey (2005–2011), a prospective cohort survey designed to evaluate the psychosocial and behavioral impacts of tobacco control policies. Main measures included smokers' reported awareness of tobacco displays and advertising at POS. At the first post-ban survey wave over 90% of smokers in Thailand were aware of the display ban policy and supported it, and about three quarters thought the ban was effective. Noticing tobacco displays in stores was lowest (16.9%) at the first post-ban survey wave, but increased at later survey waves; however, the levels were consistently lower than those in Malaysia. Similarly, exposure to POS tobacco advertising was lower in Thailand. The display ban has reduced exposure to tobacco marketing at POS. The trend toward increased noticing is likely at least in part due to some increase in violations of the display bans and/or strategies to circumvent them.

Recommended Citation

Li, L., Borland, R., Yong, H.H., Sirirassamee, B., Hamann, S.L., Omar, M., & Quah, A.C.K. (2015). Impact of point-of-sale tobacco display bans in Thailand: Findings from the International Tobacco Control (ITC) Southeast Asia Survey. *International Journal of Environmental Research and Public Health*, 12(8), 9508-9522.

Link To PDF: <http://www.mdpi.com/1660-4601/12/8/9508>