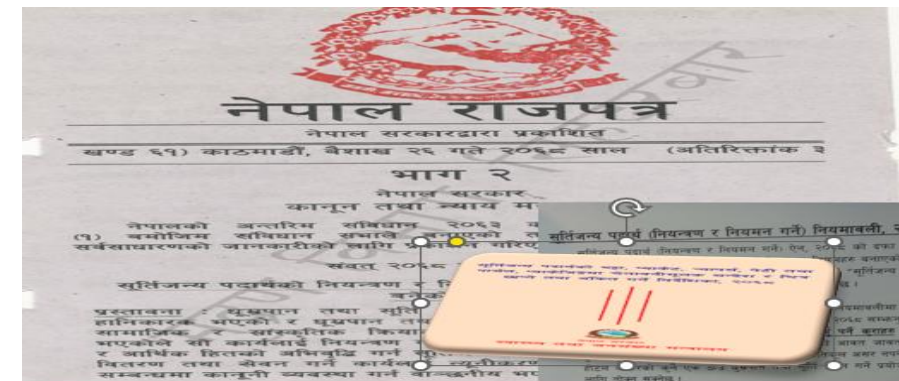
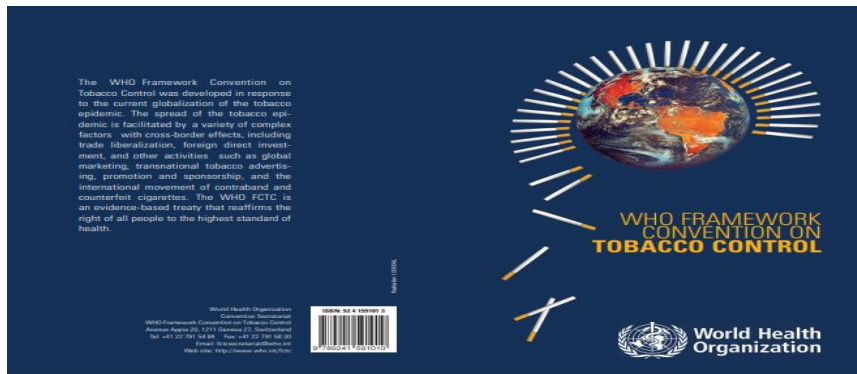


Awareness and Compliance with Tobacco Control Policies among Retailers of Nearby School in Arghakhanchi: A Mixed Method Study

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Awareness and compliance with tobacco control policies among retailers of nearby schools in Arghakhanchi, Nepal: A mixed method study

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Presentation Outline

- Background of study
- Research objectives
- Methodology
- Results (Quantitative and Qualitative)
- Conclusion
- Recommendations/ Takeaway messages
- Acknowledgement
- References

Introduction

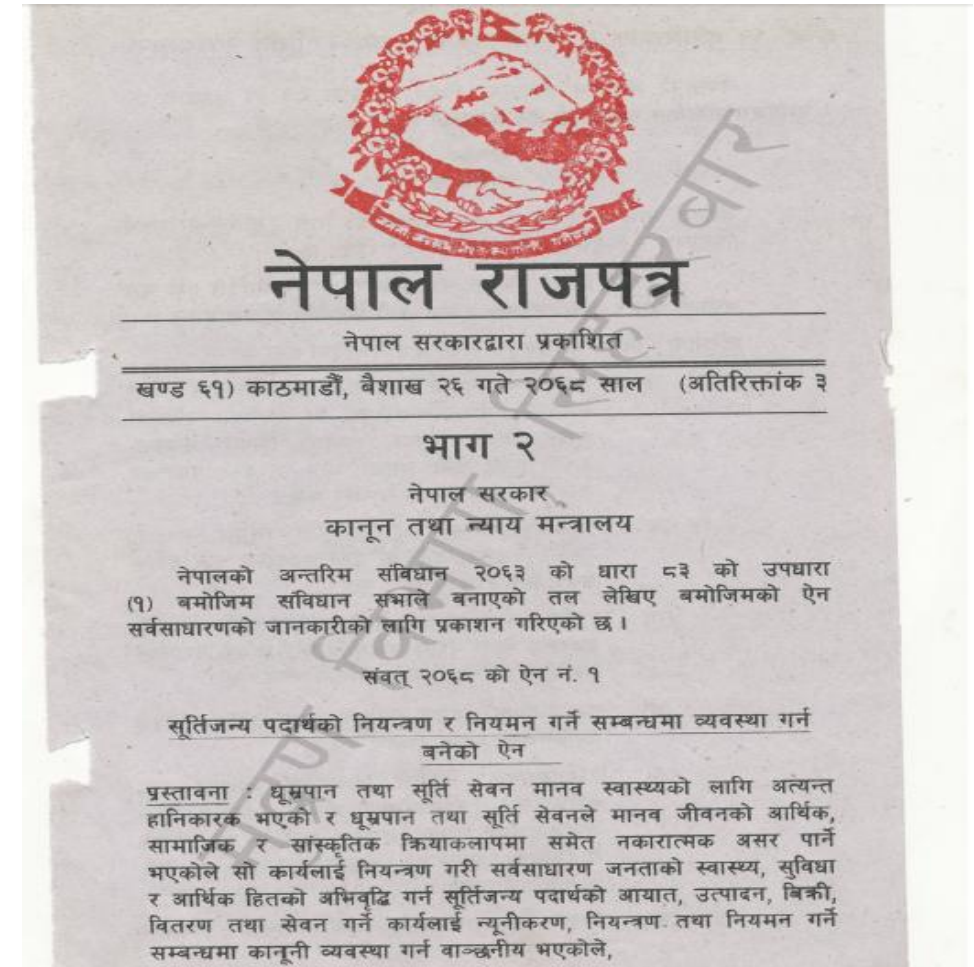
- Tobacco is a **global public health threat**, leading to fatal diseases and high social, economic, and environmental burdens. ¹
- According to the (STEPS) survey 2019, 28.9% of adults were current tobacco users³ and an estimated 27100 deaths a year in Nepal are attributed to diseases related to tobacco use (**14.9% of all deaths**).⁴
- **Nine percent of school-going children** (aged 13-17 years) were current tobacco users, and among them, the average age of early initiation of tobacco consumption was **14 years in Nepal** ⁷

Introduction contd.

- Nepal signed the WHO,FCTC on December 3, 2003, and ratified it Framework on November 7, 2006. ⁹
- After ratification, the GoN enforced the Tobacco Products (Control and Regulatory) Act, Nepal (TPCRA) in 2011, which includes various legal provisions to restrict promotion and advertisement, reduce easy access to tobacco, and ban smoking in public places.¹¹
- This research is one of the few studies in Nepal to study tobacco control policies awareness and compliance among retailers in a community setting, specifically **vicinity of school**.

Research Objectives

- To assess the awareness, compliance, and factors associated with compliance of TPCRA among retailers of nearby school in Arghakhanchi district.
- To explore the facilitators and barriers faced by policy implementers in the implementation of tobacco control policies in district level



Methodology

Study design

A cross-sectional analytical study

Study method

Concurrent mixed method; (both quantitative and qualitative)

Study setting

Out of 6 , 3 local levels of Arghakhanchi district

Methodology

Study population

- **Retailers who might sell tobacco products** and had resided within a **100-meter periphery of a selected secondary level school**
- The chief executive officer of local government, the district police officer, the public health officer, and school administrators, as well as administrative officers at the district level for KII

Sample size estimation

- The estimated required sample size was **189** in this study and **total 203 samples were interviewed.**

Methodology (sampling Procedure)

Randomly selected **3 local levels** out of 6

Randomly selected **51 school sites** among total secondary schools belongs from all selected Palika in **proportionate manner**

Retailers were randomly selected at the school site itself as per initial observation, based on number of eligible retailers at each site

If more than 5 retailers were at each site-

Random

If less than 5 retailers were at each site-

Census

Purposive technique for qualitative

Methodology

Ethical considerations

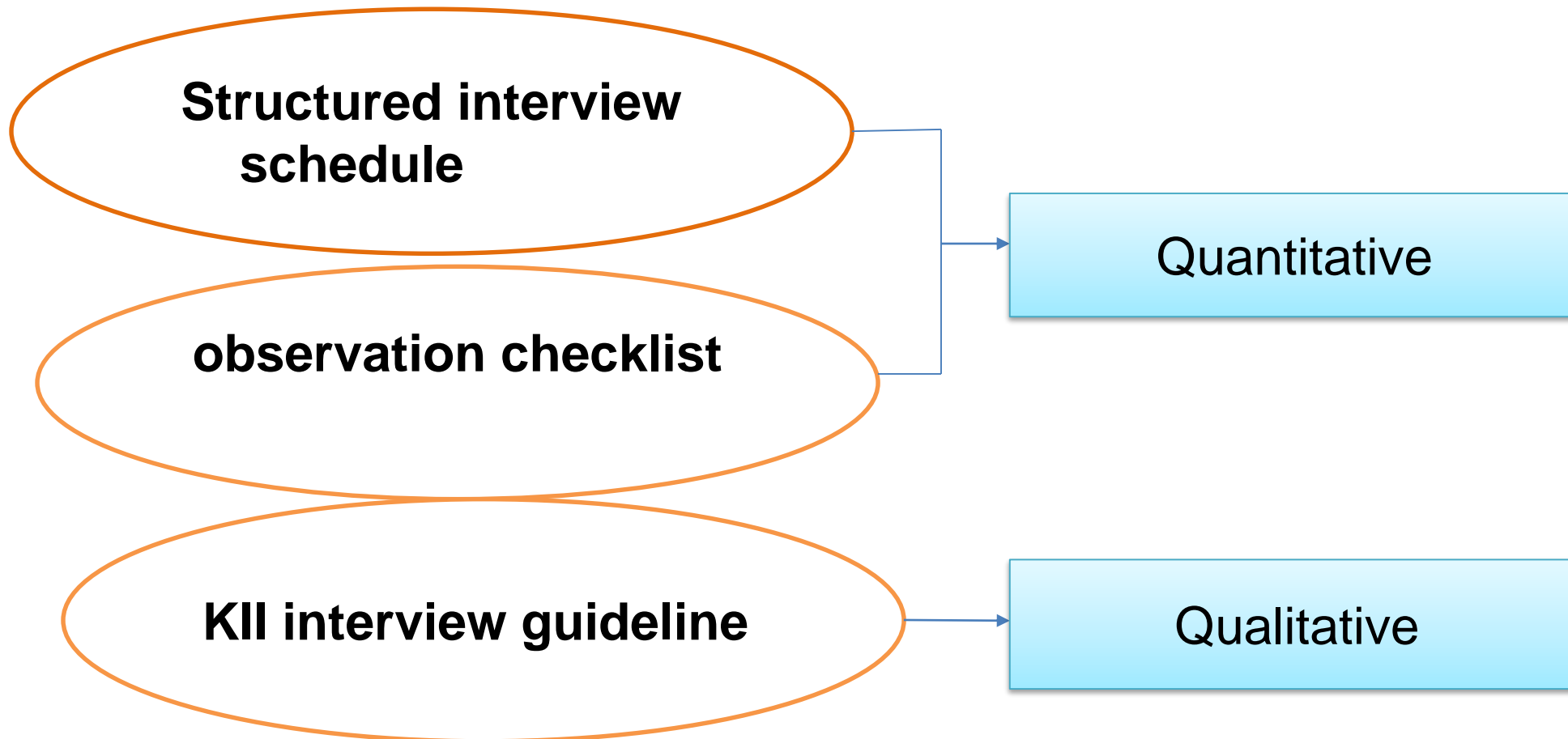
- Ethical approval from **IRC**, Pokhara University
- Approval for study from **NHEICC (national tobacco focal point)**
- **Verbal and written consent** was taken before actual data collection

Study duration

- March to July, 2024

Methodology

Data collection tools



Methodology

Data collection technique

- During data collection, researcher has used the **Map My Walk mobile application to measure the actual distance of retail shop** from the outer boundaries of school.
- After verbal and written consent data were collected using **printed tools**
- **Audio record of interviews** was done for KII interviews with officials at their office location

Methodology

Data analysis (quantitative)

- **Descriptive** and inferential statistics were used to describe the characteristics of respondents and decided the status of awareness and compliance.
- The chi square test was applied to test the association of tobacco compliance with awareness and perception towards tobacco control policies.
- The **logistic regression** was done for those found significant in the bivariate analysis to identify the independent predictor of the outcome variable.
- **Triangulation** was done with the major results of quantitative and qualitative study for strengthen the findings.

Methodology

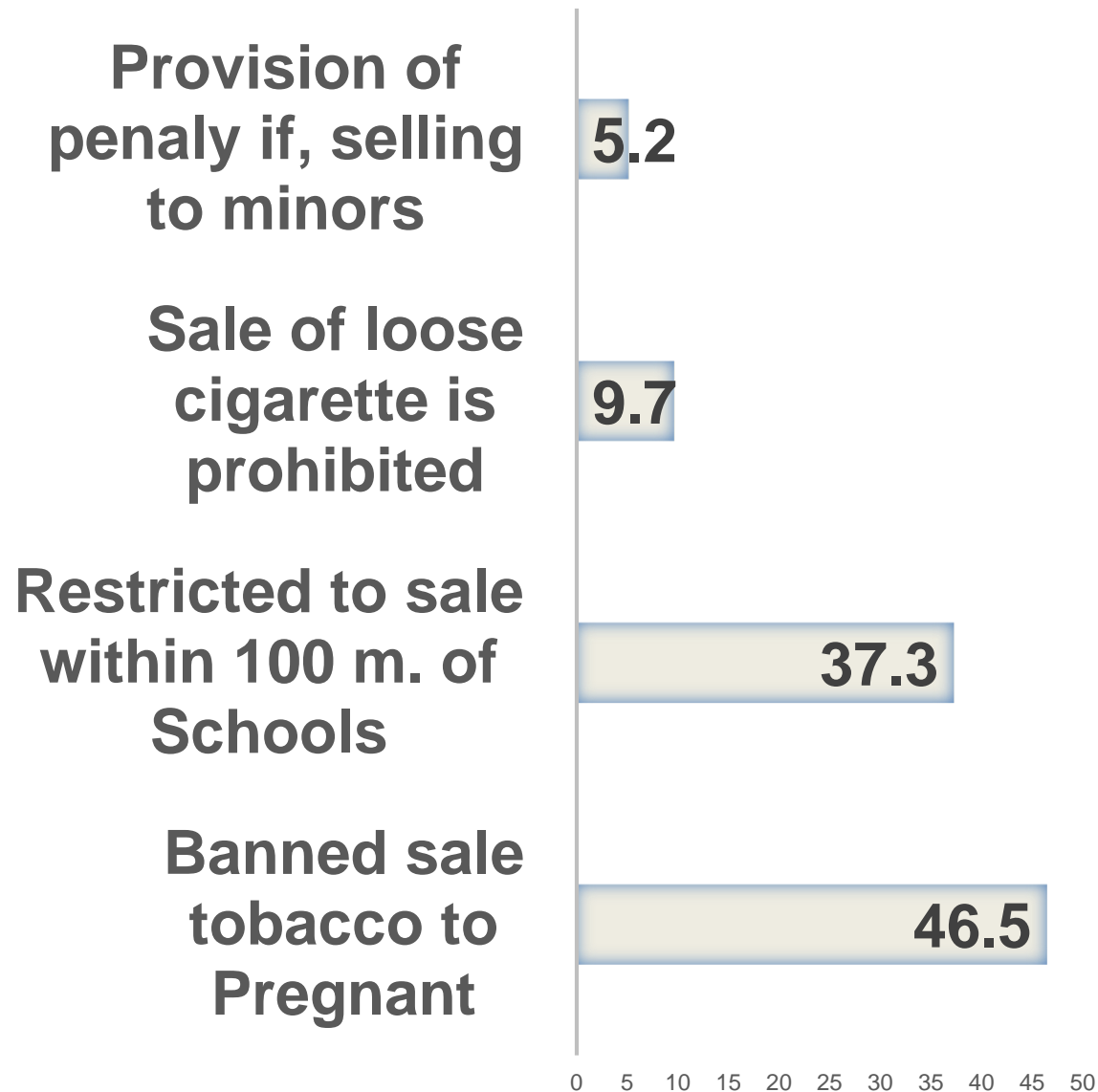
Data analysis (qualitative)

- The principal investigator **translated and transcribed interviews** into English, ensuring a comprehensive understanding of various viewpoints and experiences related to tobacco policy implementation.
- The qualitative data was analyzed **manually using thematic analysis**, coding transcripts with various **subthemes**, and **generating themes** through discussion and thematic network analysis, resulting in a global theme.

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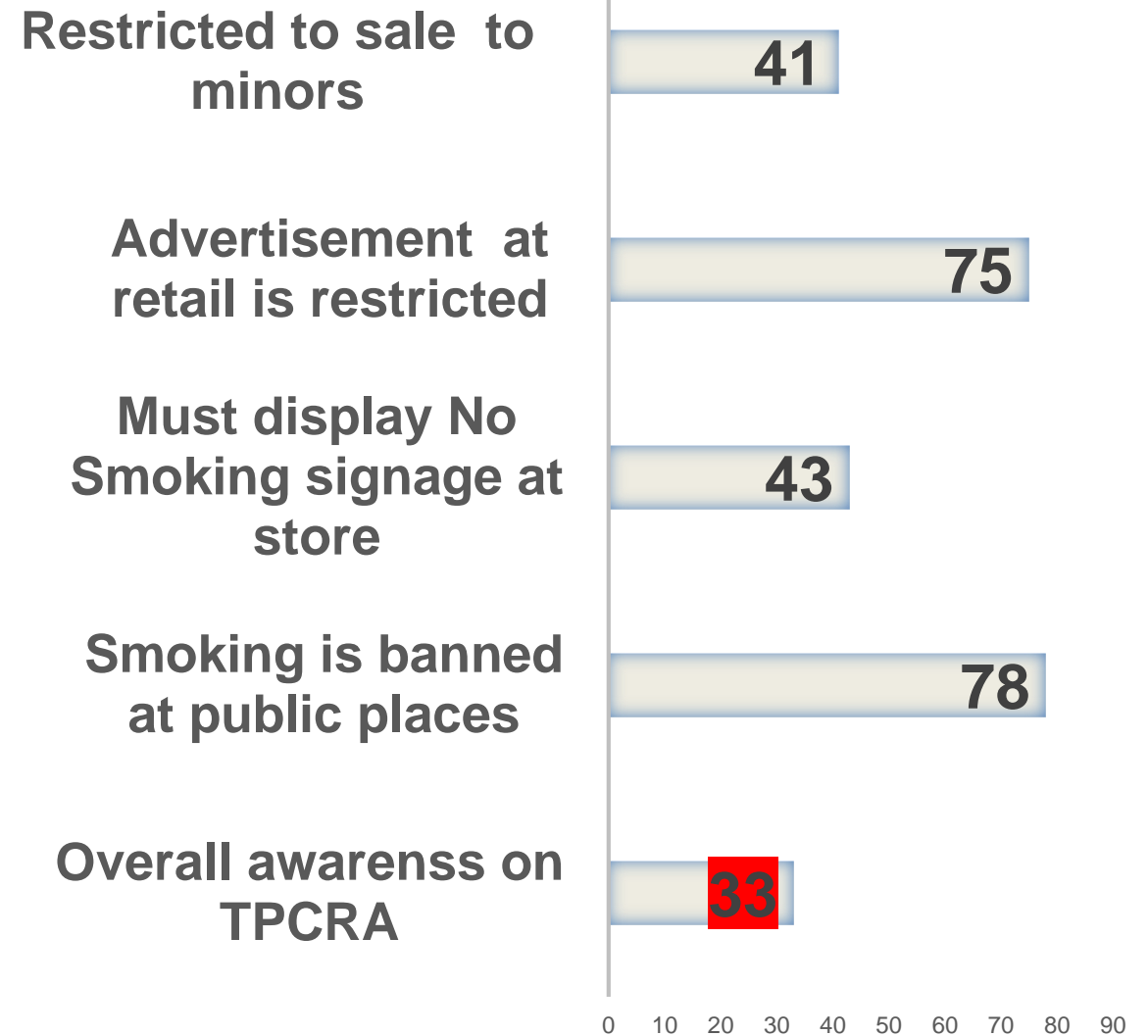
Results

Descriptive analysis (Awareness)



Awareness on legal provisions of TPCRA

Awareness on legal provisions of TPCRA





Results

Compliance of TPCRA, 2011

Compliance of tobacco retailers on tobacco control legislation

Section/ Subsection of TPCRA, 2011	Provisions	Compliant (%)
Section 4	Absence of active smoking at retail store during the time of data collection	67.9
Section 12	Openly unavailable of lighter at store for lightening cigarettes	54.2
Section 5	Displayed of notice on "Tobacco consumption is prohibited" at store	5.8
Section 11	Displayed of signage on "Minors are not allowed to sale tobacco" at store	0.0
Section 10	No displaying of hoarding boards for advertising tobacco products at store	94.7

Compliance of tobacco retailers on tobacco control legislation

Section/ Subsection of TPCRA, 2011	Provisions	Compliant (%)
Section 11	Non-decorating of a point of sale for attraction with tobacco products	71.1
Section 4	No allowing to smoke at retail shop	17.9
Section 10	No advertising/promoting of retail store from any media/medium	92.6
Section 11	No selling of tobacco products to minors age below 18 years	14.7
Section 11	No selling of loose/stick cigarettes	5.8

Compliance of tobacco retailers on tobacco control legislation

Provisions of TPCRA, 2011	Provisions	Compliant (%)
Section 11	Never receiving a coupon from tobacco company	96.8
Section 11	No distribution of tobacco products at free of cost/as gift	76.4
Section 11	No selling of tobacco products within 100 meters of school	6.4

Results

Status of Market Inspection

Status of inspection at retail store

Variables	(%)
Retail store being inspected within last 3 years	71.4
Inspection authorities visited for inspection	
Rural/Municipality	48.5
Administration office	30.9
School administration	4.2
Others	15.8
Ever been fined for a violation of tobacco legislation	16.6

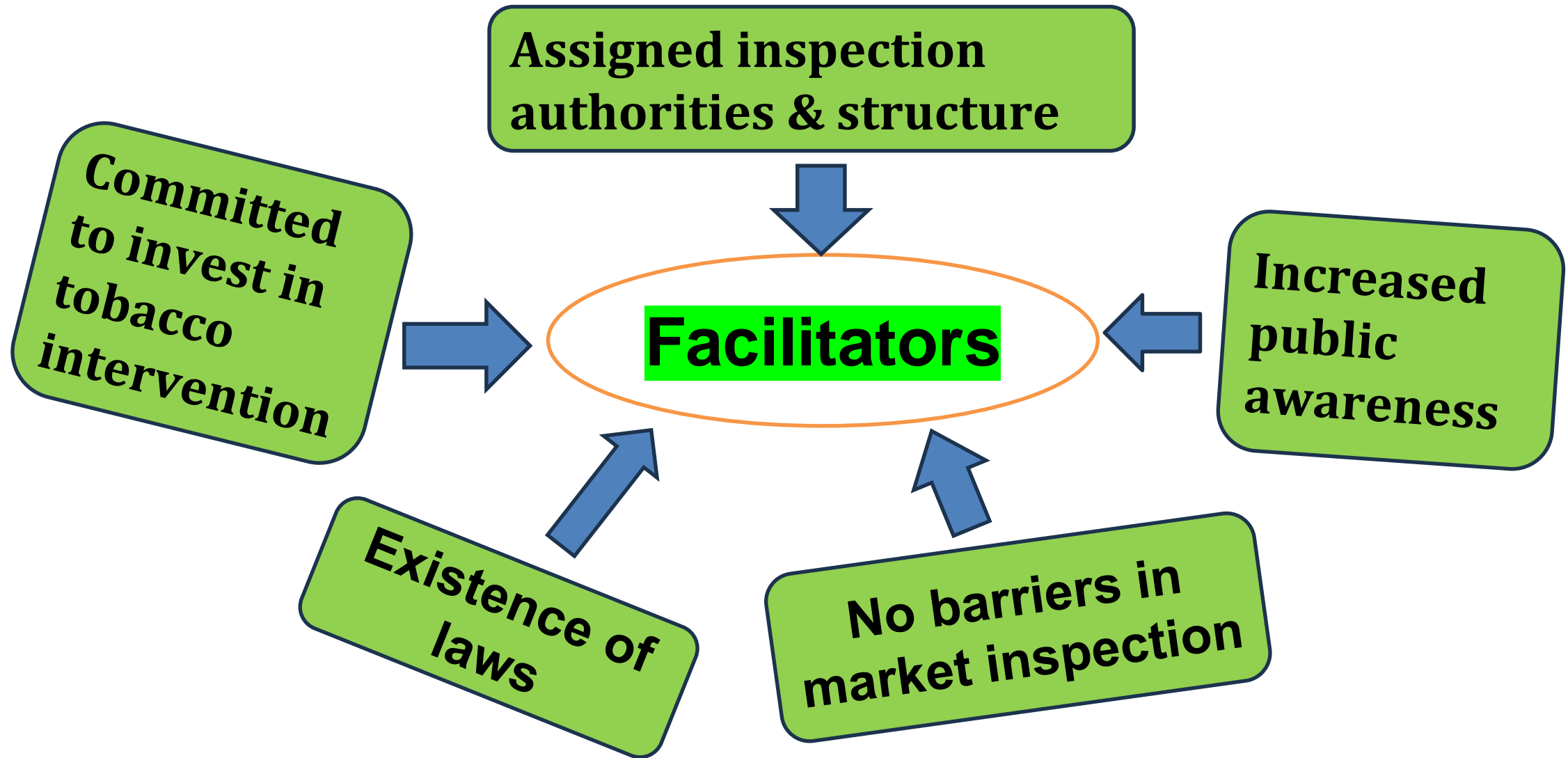
Predictors of retailer's compliance with the legislative provisions			
Variables	Not decorating stores with tobacco items aOR (95% CI)	Not selling of tobacco to minors aOR (95% CI)	Not selling loose cigarettes aOR (95% CI)
Tobacco use by retailer			
No	0.87(0.18-4.04)	1.86 (0.60-5.77)	1.14 (0.24-5.29)
Yes (ref)	-	-	-
Overall awareness			
Aware	0.51 (0.11-2.26)	0.88 (0.34-2.30)	0.51(0.11-2.26)
Unaware (ref)	-	-	-
Educational level			
Secondary or above	3.41 (0.79-14.64)	1.48 (0.57-3.79)	3.41 (0.79-14.64)
Up to basic level (ref)	-	-	-
Attitude			
Unfavorable	6.67(1.27-34.95) *	1.22 (0.50-2.99)	0.15 (0.29-0.78) *
Favorable (ref)	-	-	-
Study setting			
Rural	0.20 (0.24-1.83)	2.50(0.99-6.27) *	4.81(0.54-42.48)
Urban (ref)	-	-	-
Types of retail store			
Groceries	1.07 (0.27-4.23)	0.78 (0.30-1.98)	0.93 (0.23-3.69)
Eateries (ref)	-	-	-

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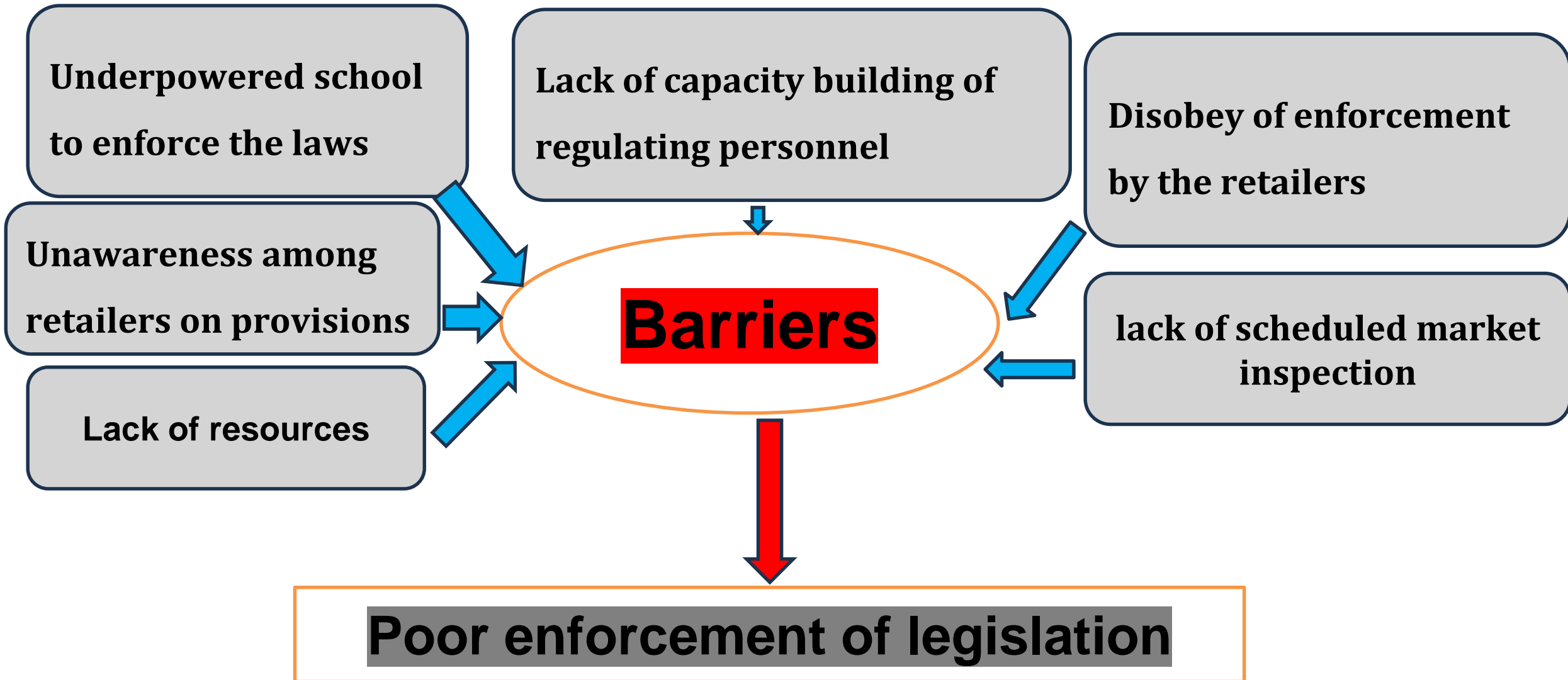
Results

Qualitative findings

Facilitators in enforcement of tobacco control legislation



Barriers in enforcement of tobacco control legislation



Key Findings

- **Awareness** regarding various provisions of act **was poor among retailers** in Arghakhanchi district of Nepal.
- The **density of tobacco retailers is high**, and tobacco product displays are common at tobacco retail store **near schools**.
- Meanwhile, "no smoking" and "no sale to minors" **signage** were **nonexistent in almost all of the tobacco retailers close to schools**.
- Additionally, there is **highly non-compliance** with the provisions that **sale of loose/ stick cigarettes** and **sale to minors aged below 18 years**.

Conclusion

- As an overall inference, **being unaware of tobacco control rules**, frequent violations of most of the provisions by retailers, and **poor implementation of enforced legislation** were the core insights from the study.



Recommendations for Better Compliance

- The retailers have to be **informed and empowered** on legal provisions of tobacco control **which may leads to compliance** and save the lives of millions of minors; those are as the future of the country.
- The **elected representatives** at the local level, district and local level **tobacco inspectors** along with **school administrator** have to be **oriented and equipped** to execute the legislation promptly.
- **Tobacco control-specific inspection** and **market monitoring** have to be **expanded and strengthened as per federal context**, focusing on retail groceries and eateries close to school.

Recommendations for Further Research

- Future researcher can conduct study by **applying repeated observation** and **audit of retail store** to validate the compliance with provisions.

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- PU-IRC for ethical approval
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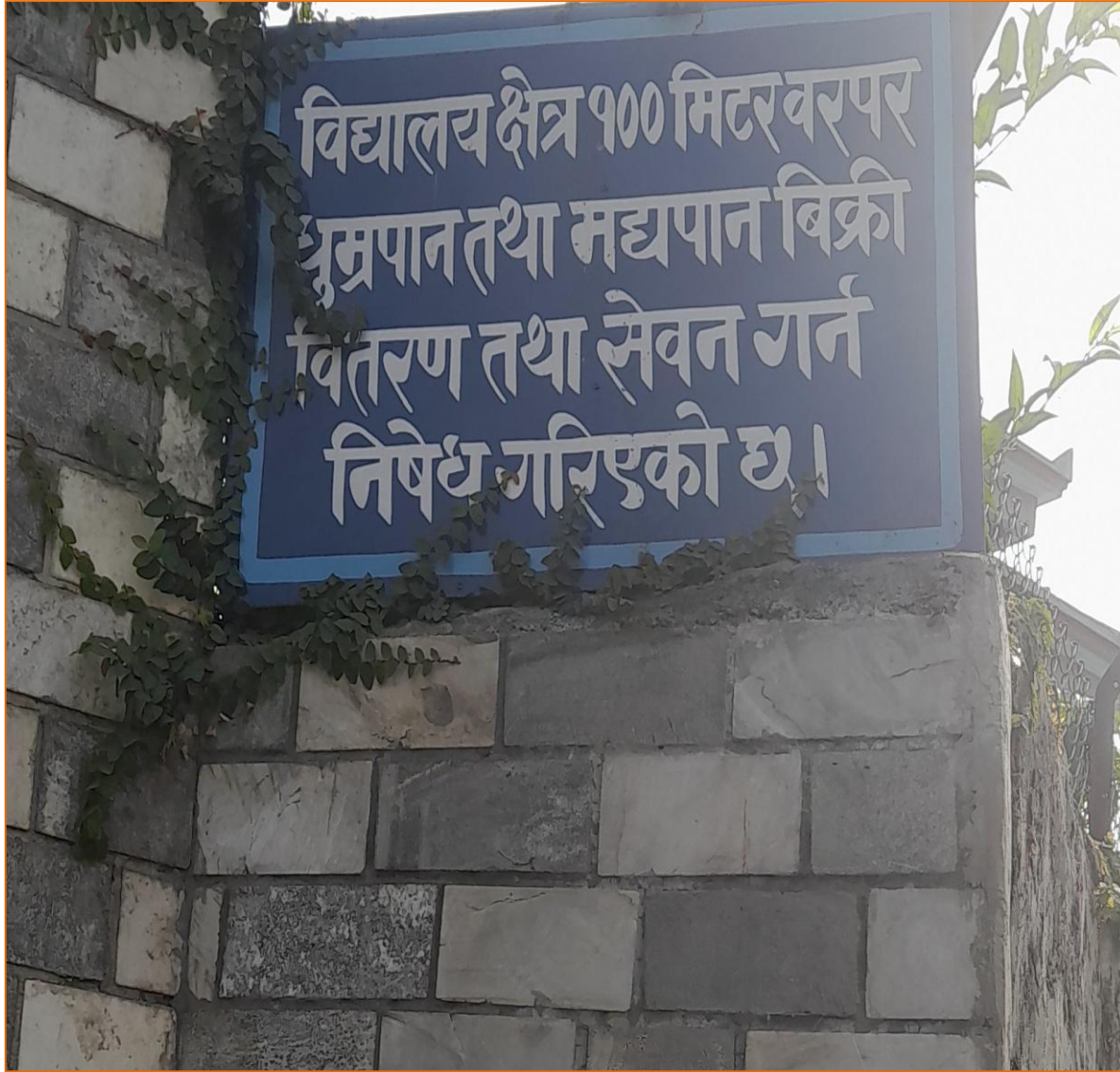
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THANK YOU