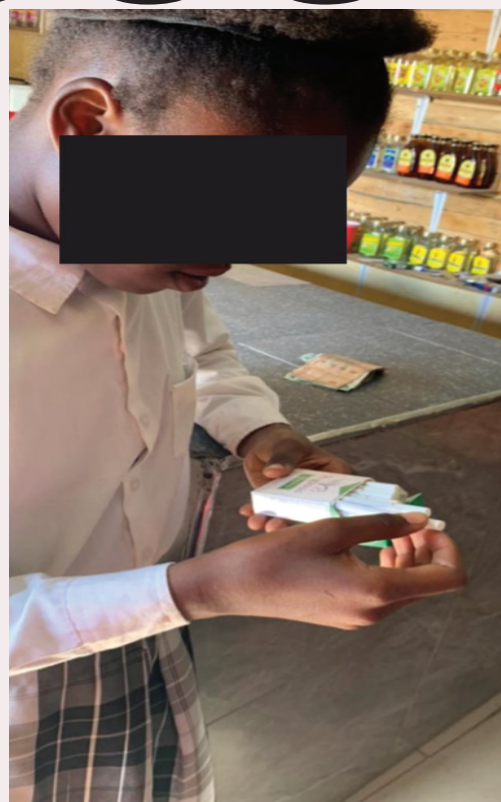




CENTRE FOR PRIMARY
CARE RESEARCH

BIG TOBACCO



TINY TARGETS

ZAMBIA

MARCH 2025

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EXECUTIVE SUMMARY

Tobacco use continues to be a significant public health challenge in Zambia, and is alarmingly high among young people. In 2021, the Global Youth Tobacco Survey (GYTS) in Zambia found that 14% of boys and 12% of girls age 13–15 used tobacco products.⁽¹⁾

There are 1.6 million smokers in Zambia, and tobacco kills over 7,000 Zambians each year.^(2,3) To prevent death and disease from tobacco, it is imperative to prevent young people from initiating smoking and becoming addicted.

Tobacco companies worldwide target children in advertising and promotions in order to entice and addict a new generation of smokers. As part of this strategy, the tobacco industry widely advertises their products and makes them available for purchase at points of sale near where children congregate, such as schools and playgrounds.⁽⁴⁾

This report presents the results of field monitoring of tobacco advertising near primary and secondary schools, playgrounds and game zones. The findings are unambiguous that children are being targeted:

- At least one type of tobacco product was available at 99% of points of sale within 100 meters of schools, playgrounds and game zones.
- Single cigarettes were sold at 93% of points of sale (POS) near schools, playgrounds and game zones.
- Tactics that make tobacco products enticing and easily accessible to youth, such as displaying cigarettes near candy, were observed at 80% of POS.
- Flavored cigarettes were available for purchase at 55% of POS.
- Advertising tactics like posters and banners were observed at 52% of POS.
- Most cigarette brands sold near schools, playgrounds and game zones are from global corporations like British American Tobacco.
- These results show no improvement since the 2019 Big Tobacco, Tiny Targets survey in Zambia.

This problem is a solvable one. Zambia is a party to the World Health Organization's Framework Convention on Tobacco Control (FCTC), an evidence-based treaty that contains numerous guidelines proven to help prevent youth from initiating smoking, including banning tobacco advertising, promotion and sponsorship and banning the sales of single cigarettes.

Stricter regulations and control measures that comply with the FCTC are needed to prevent tobacco use and addiction among young people.



RECOMMENDATIONS

- ▶ Zambia must protect children from tobacco by banning all forms of tobacco and nicotine product advertising, promotion and sponsorship (TAPS).
- ▶ Zambia must ban the sale of individual (single stick) cigarettes.
- ▶ Zambia should ban the sale of tobacco and nicotine products within 100 meters of primary and secondary schools to limit access to tobacco products by school-going young people.

INTRODUCTION

In order to recruit new customers, the tobacco industry deliberately and systematically targets young people to lure them into addiction. Exposure to tobacco advertising and promotion from a young age increases the desire to smoke and the positive perception of smoking. When cigarettes are easily accessible and inexpensive, young people will initiate smoking.

The industry employs various tactics to target youth, such as Tobacco Advertising, Promotion and Sponsorship (TAPS) and making flavored tobacco products accessible near places where young people frequent such as schools, playgrounds and shopping mall game zones.⁽⁵⁾ These tactics often stimulate experimentation with tobacco products among youth, with the likelihood of lifelong addiction. According to the Global Youth Tobacco Survey conducted in Zambia in 2021, about 13% of in-school young people aged 13–15 use tobacco products.

In Zambia today, tobacco and nicotine products and TAPS remain largely unregulated due to the absence of a comprehensive tobacco control law. Without comprehensive laws and enforcement of laws, the tobacco industry will continue to target children.

In 2019, a Big Tobacco, Tiny Targets study was conducted by surveying points of sale near 30 schools in Lusaka, Zambia.⁽⁶⁾ The survey found 672 entities selling tobacco products within 100 meters of the schools. The most common types of tobacco advertising and promotional tactics were found at 90 to 100% of points of sale near schools.

The present study was conducted in 2024 in order to quantify how the tobacco industry currently markets, promotes and sells tobacco products near where children congregate, and whether there has been any change in the industry's tactics since 2019. In addition to schools, we included other places frequented by young people such as game zones in shopping malls and playgrounds, and added a rural dimension to the study.

STUDY OBJECTIVES

- ▶ Quantify how the tobacco industry markets, promotes and sells tobacco products near schools in urban and rural areas in Zambia, as well as other places frequented by young people such as playgrounds and game zones in shopping malls;
- ▶ Gather evidence on the accessibility of tobacco products to young people in the absence of strong tobacco control legislation; and
- ▶ Collect evidence on the availability and accessibility of new tobacco and nicotine products on the market.

METHODOLOGY

The study was conducted using the Big Tobacco, Tiny Targets methodology developed by the Campaign for Tobacco-Free Kids and Johns Hopkins Bloomberg School of Public Health.

Lusaka is the capital of Zambia and its largest city. The metro area population of Lusaka as of 2024 is 3,324,000, of which half (1,662,000) are young people below the age of 15.⁽⁷⁾

Chongwe is a small rural district with an agricultural-based economy, about 50 kilometers east of Lusaka. As of the 2022 Census, Chongwe had a population of 313,389 people, of which half (156,695) are young people below the age of 15.

Centre for Primary Care Research (CPCR) selected 62 schools, playgrounds, and game zones in all health districts as points of reference located across all 7 health zones in Lusaka and the one health zone in Chongwe.

Data collectors visited and collected data from 475 points of sale that were located within 100 meters of these points of reference.

Of the points of sale visited, 76% were near a primary or secondary school. Fourteen percent were near a playground or game zone.

Data was collected using KoboToolbox, an open source software platform. The data collection was led, facilitated, and supervised by CPCR. CPCR was supported by local partners including the Centre for Trade Policy and Development (CTPD) and the Master Chimbalala Foundation, as well as survey experts from South Africa.⁽⁸⁾

RESULTS

1. Points of Sale Near Schools, Playgrounds and Game Zones

Small shops (ntemba) and grocery stores made up 55% of the 475 points of sale (POS) found within 100 meters of schools, playgrounds and game zones. Stationary street vendors made up 22% of the POS observed.

Other POS observed during the survey included liquor stores, tobacco stores/vape shops, cafes/restaurants, petrol stations, kiosks and others (Table 1).

Table 1: Types of POS observed near primary and secondary schools, playgrounds, and game zone

Type of POS	Number	Percent (%)
Small shop (ntemba) or grocery store	259	55%
Stationary street vendor	106	22%
Liquor store	25	5%
Tobacco Store/Vape Shop	22	4%
Supermarket	20	4%
Mobile Vendor	15	3%
Café, restaurant, petrol station, game zone, other	28	6%
Total	475	100%

Tobacco products being sold within 100 meters of primary and secondary schools, playgrounds and game zones.



RESULTS (CONT.)

2. Tobacco Products are Widely Available at Points of Sale

Tobacco products, primarily cigarettes, were available at 99% of POS within 100 meters of schools and other places where children congregate — at 467 of 475 POS visited. Cigarettes comprised 98% of tobacco products sold.

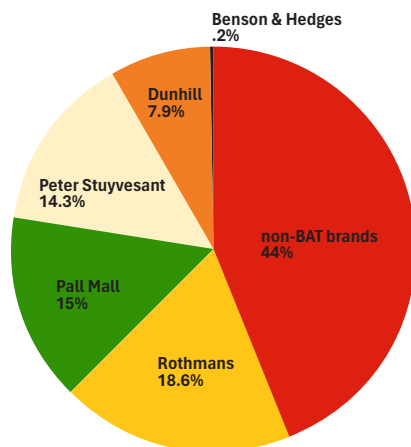
Six cigarette brands made up the top 77% of brands available at POS visited by surveyors (Table 2).

A majority of cigarette brands available at POS are sold by British American Tobacco (BAT), one of the largest tobacco corporations in the world. Fifty-six percent of the cigarette brands sold at the surveyed points of sale were BAT brands (Figure 1).

Table 2: Top 6 cigarette brands available for sale near schools/playgrounds/ game zones

Cigarette Brand	Number sold at POS	Percent (%) sold at POS
Rothmans (BAT)	327	19%
Viking	280	16%
Pall Mall (BAT)	263	15%
Peter Stuyvesant (BAT)	252	14%
Dunhill (BAT)	139	8%
Chelsea	98	6%
All of the above brands	1,359	77%
Other brands	400	23%
Total	1,759	100%

Figure 1: BAT brands comprised 56% of cigarettes sold at POS surveyed



All photos in this report were taken within 100 meters of a primary or secondary school, playground or game zone.

RESULTS (CONT.)

3. Industry Tactics to Increase Tobacco Sales to Youth at POS

Common tactics to increase tobacco sales among youth include selling individual cigarettes, using signs or banners to promote cigarette brands, placing cigarettes within reach of customers, putting tobacco products near candy, sweets or toys, advertising promotions like discounts or contests, and putting products at eye level of young people.

Our findings on the frequency of these tactics are below.

A. Single Cigarette Sales

In Lusaka, 93% of POS visited offered individual cigarettes for sale. In Chongwe, 97% of POS visited offered individual cigarettes for sale (Table 3).

This high rate of single cigarette sales is extremely concerning, as it makes cigarettes much more affordable for children and more likely children will purchase them.

Tobacco companies advertise the availability of individual cigarettes — for example, British American Tobacco's Rothmans brand advertises that two cigarette sticks can be purchased for k1.50. Other commonly-seen posters advertise single cigarettes for 1 or even 50 ngwee.

Table 3: POS observed selling single cigarettes

District	Number selling single cigs	Total number selling cigarettes	Percent (%)
Lusaka	363	392	93%
Chongwe	69	71	97%
Total	432	463	93%



Open cigarette packs are often on display at POS, showing that individual cigarettes are available for purchase.

BAT ADVERTISES SINGLE CIGARETTES FOR SALE

British American Tobacco widely advertises its Rothmans brand in Zambia, and that two cigarette sticks can be purchased for k1.50. Other posters advertise single cigarettes for 50 ngwee.

This was perhaps one of the survey's most shocking findings. Globally, individual cigarette sticks are typically sold informally, as the practice is often illegal.

It is rare for a global tobacco company to advertise single stick sales like this, as the practice is clearly targeted towards youth and the poor, and companies insist that they don't promote this.

British American Tobacco clearly believes there will be no consequences to this immoral behavior in Zambia.



These Rothmans ads promote a discount on single cigarette sticks when you buy two.



These ads promote that single sticks can be purchased cheaply.

RESULTS (CONT.)

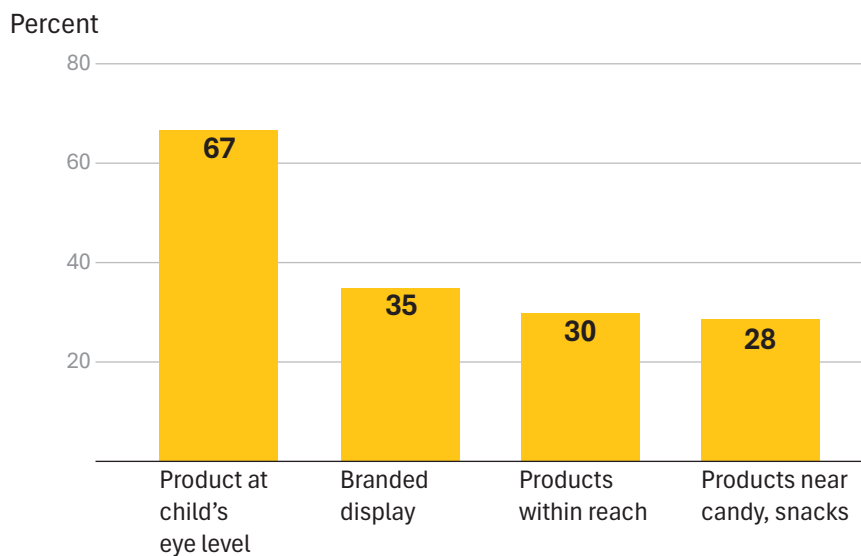
B. Product Visibility Tactics

Tactics that make tobacco products more visible and easy for children to purchase include:

- Putting products within reach of customers (instead of behind the counter)
- Making products more noticeable with branded displays
- Displaying products at a height where children can see them
- Displaying products near candy, toys or sweet beverages

At least one of these tactics was observed at 80% of POS where tobacco products are sold (Figure 2).

Figure 2: At least one product visibility tactic was observed at 80% of POS



RESULTS (CONT.)

C. Advertising Tactics

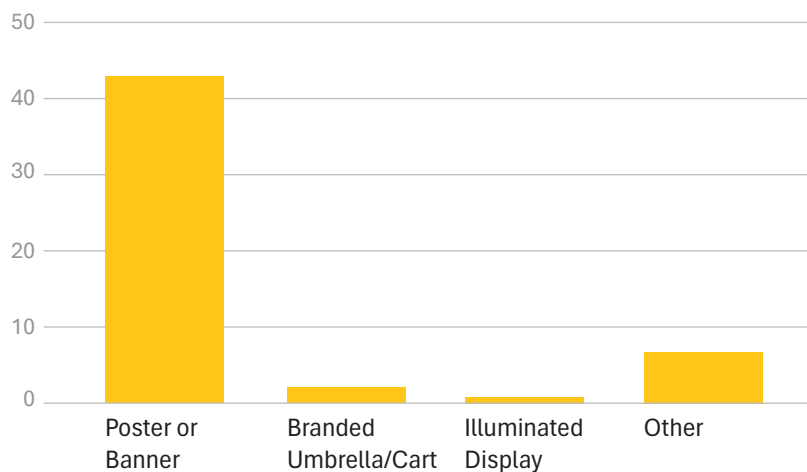
Tobacco companies use prominent advertising tactics to entice customers at POS. These include, but are not limited to:

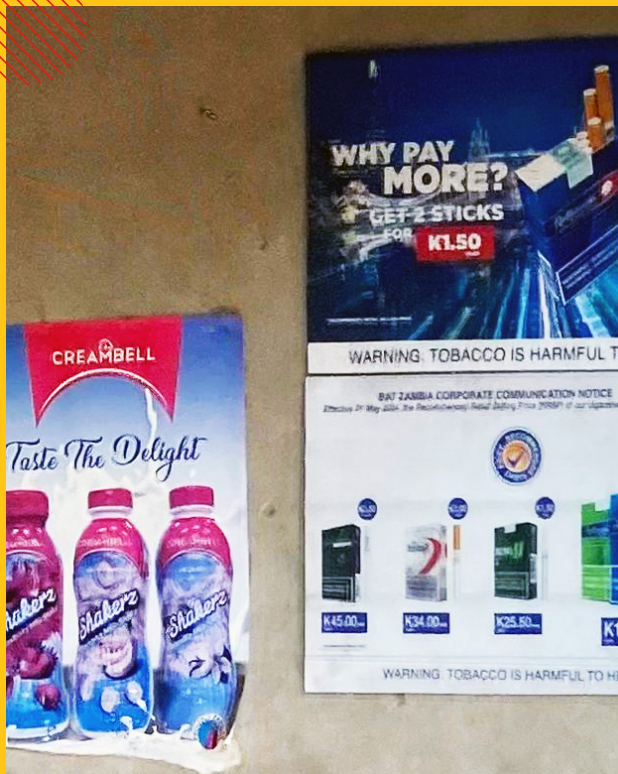
- Posters or banners
- Branded carts
- Illuminated displays

At least one advertising tactic was observed at 52% of the points of sale where tobacco products were sold — most commonly posters or banners (Figure 3).

Figure 3: The most common advertising tactics observed were posters and banners

Percent





Cigarette ads are displayed next to advertisements for sweet drinks that are enticing to children.



Cigarette ads at fresh produce stand.



Cigarette ads are often next to or above store entrances.



Many shops near schools are wrapped in cigarette advertisements.



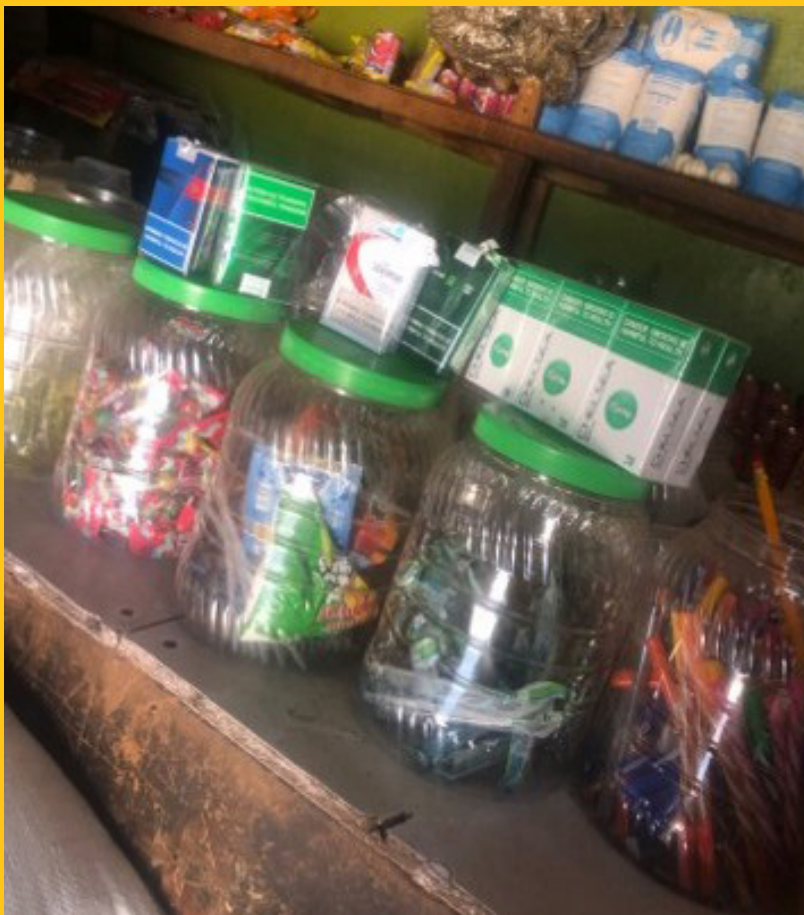
All photos in this report were taken within 100 meters of a primary or secondary school, playground or game zone.



BAT-branded umbrella that is visible to all.



Cigarette advertisements are often above store entrances.



Cigarettes displayed on top of candy containers.



RESULTS (CONT.)

D. Flavored Cigarettes

Tobacco companies also attract youth by offering flavors that are enticing to children.

Our survey found that 55% of POS that sell cigarettes offer flavored cigarettes for sale (Table 4).

Table 4: POS observed selling flavored cigarettes

District	Number selling flavored cigs	Total number selling cigs	Percent (%)
Lusaka	213	392	54%
Chongwe	43	71	61%
Total	256	463	55%



Flavored tobacco for sale at a shop near a game zone located at a shopping mall.

RESULTS (CONT.)

E. Emerging Products

Emerging products such as nicotine pouches and e-cigarettes are not yet as readily available in Zambia as cigarettes. However, data collectors did find these products at multiple locations, in easy-to-reach displays and with enticing flavors such as candy/sweets, fruit, beverages and mint/menthol.



Flavored e-cigarettes and nicotine pouches displayed in accessible spots, enticing children.

CONCLUSIONS

In Zambia, tobacco use is alarmingly high among young people. Given the results of the current Big Tobacco, Tiny Targets survey, it is no surprise that tobacco use among youth is so prevalent.

Our research revealed that tobacco products are being widely advertised and sold in close proximity (100 meters) of primary and secondary schools, playgrounds, and game zones in both rural and urban Zambia, making it easy for children and adolescents to access cigarettes and other tobacco products.

Tobacco products were available at 99% of POS surveyed near places that young people frequent, including schools, game zones, and playgrounds.

Not only are tobacco products sold near schools and other places where children congregate, **the world's largest tobacco companies are actively advertising their deadly products there.** British American Tobacco (BAT) is one of the largest sellers and largest advertisers of tobacco products in Zambia. Visible, colorful, and strategically placed cigarette advertisements were found near many schools, mainly in the form of outdoor advertisements like signs and posters. Tobacco advertisements often covered all or most of the walls of the small shops children pass on their way to and from school. Exposure to TAPS is significantly associated with intentions to smoke, susceptibility, and smoking initiation among children and young people.

We also found that single cigarettes can be purchased at 93% of shops that sell cigarettes. This is extremely concerning, as it makes these products affordable for children. Young people are price sensitive; the more cigarettes cost, the less likely children are to purchase them and initiate smoking. This is why Article 16 of the WHO's Framework Convention on Tobacco Control (FCTC) requires cigarettes to be sold in packs. Twenty sticks per pack is the global standard, precisely because smaller and cheaper packs — or individual sticks — make it incredibly easy for children to purchase them and become addicted.

Tobacco products are easily accessible to Zambian children. Cigarettes are often displayed out in the open, within reach, and displayed near candy, snacks, and other food items. Product visibility tactics were observed at 80% of the POS where tobacco products were sold. In addition, we found that 55% of POS that sell cigarettes are offering flavored cigarettes for sale.

The availability of e-cigarettes and shisha/hookah, although less commonly found than cigarettes, raises concerns about the accessibility of alternative tobacco products to young people.



Cigarettes are widely advertised and sold near schools in Zambia.

These products are often flavored like candy, sweets, fruit and beverages, which makes them more attractive to children. The availability of these forms of tobacco and nicotine products should be monitored closely. Efforts to regulate and reduce the sale of these products could be crucial for safeguarding public health and reducing tobacco use among youth in Zambia.

The widespread availability of tobacco products in youth-centric areas increases the likelihood of early initiation into smoking, which can lead to addiction and long-term health complications. Zambia already faces challenges with non-communicable diseases, and tobacco use among the youth exacerbates these public health concerns.

The findings of this study emphasize the need for immediate action to protect Zambian youth from the dangers of tobacco consumption. There has been no improvement over the last five years; the results of this survey have not changed from the Big Tobacco, Tiny Targets survey completed in 2019.

Without a strong tobacco control law, tobacco companies will continue to target Zambian youth and even more children will become addicted. Zambia is a party to the FCTC, and must institute a renewed effort to meet the standards set in the FCTC.

The promotion and sale of tobacco products around schools, playgrounds, and game zones not only violates children's rights but also threatens the future health of the nation. A concerted effort is required from both government bodies and civil society to curb the influence of the tobacco industry on young people and safeguard public health.



RECOMMENDATIONS

Zambia needs measures that comply with the FCTC to prevent tobacco use and addiction among young people. Our recommendations are as follows:

- ▶ **Zambia must protect children from tobacco by banning all forms of tobacco and nicotine product advertising, promotion and sponsorship (TAPS).**
- ▶ **Zambia must ban the sale of individual cigarettes.**
- ▶ **Zambia should ban the sale of tobacco and nicotine products within 100 meters of primary and secondary schools to limit access to tobacco products by school-going young people.**



All photos in this report were taken within 100 meters of a primary or secondary school, playground or game zone.

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APPENDIX

S/ No.	Health Zone	Points of Reference			Number of POS
		Schools	Playgrounds	Shopping malls with game zone	
LUSAKA					
1	Chilenje	Arthur Wina Primary School; Chilenje B Secondary School; Chilenje Secondary School; Tum School; Woodlands B Primary School	Chilenje & Chilenje B	Old State House; Lewanika Mall	18
2	Chawama	Chawama School Playground; Kamulanga School playground; Kamulanga Combined School; Twatasha Secondary School	Chawama School; & Kamulanga School	Cosmopolitan Mall; Lexus	101
3	Matero	Matero Girls Secondary School; Matero Boys Secondary School; New Matero Secondary; Legacy Academy; Kizito Primary School; Thandiza Primary & Secondary School; Chunga Secondary School; Twatotela Secondary; Bread of Life School	Zingalume		63
4	Chipata	Chipata Primary School; Kabanana Secondary School; St Francis & Clare Secondary School; New Kabanana Secondary School; Kabanana Primary School; Lusaka Hermann Gmeiner Secondary School; Foxdale Court	Mandevu & Chaisa		64
5	Kanyama	John Laing Primary School; Marvel Primary School; Lumumba Primary and Secondary School	Chitimukulu		63
6	Mtendere	New Mtendere Secondary School; Mtendere Primary School; Mahatma-Gandhi School; Kabulonga Boys Secondary School; Kabulonga Girls Secondary School; Twin Palm Secondary School		Kabulonga Mall	43
7	Chelston	Chelston Secondary School; East View; Highton School; Kamanga Primary School; Kapwelyomba Primary School; Chakunkula Secondary School		East Park Mall	49
CHONGWE					
8	Chongwe	Chongwe Primary School; Chongwe High School	Chongwe	Chongwe Mall	68
TOTAL					475

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