Abstract Group: 6.3. Tobacco, Smoking Control and Health Education

Keyword 1: Smoking  Keyword 2: Public health  Keyword 3: Monitoring

Title: Mapping the tobacco retailers in Edirne, Turkey

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Body: Objectives: Youth smoking rate is on the rise in Turkey. Although many marketing bans have been effectively implemented, regulations related to retail tobacco outlets have gone unnoticed and have not been effectively supervised. In this study, we aim to manifest that a lack of legal regulation related to the high retail tobacco outlet density with displays. Methods: In the center of Edirne, marketing environment, numbers and geographical distribution of retail tobacco outlets are documented and mapped with geographical positions. Results: There were 569 retail tobacco points of sale in 520 stores. We calculated one tobacco retail outlet per 270 people. This retail outlet density rate is above the country average and about four times higher than in Istanbul. Products especially attracting children, such as chocolates, sweet candies and chewing gums were set up near the tobacco stands and were easy for children to see and reach. It is seen on the city map that 47% of retail tobacco outlets are within 100 m to education, health or sport facilities. Conclusions: We concluded that one of the reasons of the increasing prevalence of cigarette use especially among adolescents in Turkey is deregulation of the retail tobacco marketing environment during privatization process of national tobacco monopoly. Using the mapping techniques can help to control retail marketing environment.