

## Study Overview

In December 2022, the Tobacco Control Data Initiative (TCDI) conducted a study to determine the level of compliance with Tobacco Advertisement, Promotion, and Sponsorship (TAPS) bans. The study was carried out in 1,468 points-of-sale (PoS), and assessed the facilitators and barriers to TAPS compliance, monitoring, and enforcement in 10 cities in Ethiopia.

## Key Findings

### Overall TAPS Compliance Rates

The overall TAPS compliance rates were:

- Indoor PoS = 60.3%.
- Outdoor PoS = 96.5%.
- Self-reported tobacco promotion = 85.6%.

### Outdoor compliance with TAPS

- Only 52 (3.5%) PoS observed had outdoor TAPS.
- Overall outdoor compliance TAPS was 96.5%.
- Compliance was highest at supermarkets (100%) and lowest at street vendors (91.7%).
- Compliance was highest in Assosa (100%), Gambella (100%), and Hawassa (100%), and lowest in Semera-Logia (80.3%).

### Indoor compliance with TAPS

- The overall indoor compliance indicator was 60.3%.
- Permanent kiosks (40%) had the lowest indoor compliance with TAPS and supermarkets had the highest (97.9%).
- Semera-Logia (26.3%) and Gambella (37.1%) had the lowest compliance with tobacco advertising and promotions, whereas Addis Ababa (82.3%) had the highest.

The most common types of indoor TAPS were:

- Open cigarette display = 32.5%.
- Display of cigarette package with inaccurate or misleading information = 27.8%.
- Visible cigarettes display on shelves = 28.9%.

### Self-reported TAPS compliance

- The overall self-reported compliance with TAPS was 85.6%.
- Street vendors reported the lowest compliance (54.1%), while supermarkets reported the highest (100%).
- Gambella respondents reported the highest compliance (96.3%), while Harar respondents reported the lowest (39.5%).
- The most common type of tobacco promotion was display of cigarettes that suggested flavor (12.5%).

## Facilitators of and Barriers to TAPS Compliance Monitoring, and Enforcement

### Facilitators

- The comprehensive tobacco control law (proclamation 112/2019) was viewed well.
- Tobacco legislation shows strong political leadership and dedication of Ethiopia's major tobacco control body.
- Most Ethiopian cultures do not encourage the use of tobacco.

### Barriers

- Regions have not developed and implemented their own TAPS laws.
- The implementation of TAPS laws was not prioritized by governmental and CSOs/NGOs.
- The tobacco industry's participation in tobacco promotional activities were regarded as concerning.
- Existing staff and budget were viewed as insufficient.

## Recommendations

1. More efforts are required to improve the current level of TAPS non-compliance at the PoS.
2. Tobacco display bans at PoS must be enforced.
3. The enforcement of the existing Proclamation No. 1112/2019 and Directive No. 771/2021 provisions needs to be improved.
4. Tobacco product retailers and the public must be regularly informed and educated about the benefits of tobacco control and the health consequences of tobacco use.
5. Regional States and the cities should have their own implementation guidelines and budget for the TAPS laws.
6. Intersectoral collaboration should be strengthened.
7. TAPS law awareness creation programs should be conducted for all actors working in tobacco control.

