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Background

The rise in prominence of ENDS challenges the language and implementation of tobacco control policies. Some jurisdictions are able to regulate ENDS under the purview of existing tobacco control laws, others use definitions of tobacco products that are exclusive to ENDS, and others (such as Russia) explicitly exclude ENDS from tobacco control policies. Incorporating questions about ENDS products into regular monitoring of tobacco control laws may provide insights about supply and demand trends that are strategic and informative to further policy development.

Methods

- Study assessed ENDS availability and display at key retail locations in Russia before and after implementation of a tobacco product display ban
- An ENDS component was integrated into a survey assessing tobacco advertising, promotion and sponsorship (TAPS) compliance
- Sample included supermarkets, independent markets/convenience stores and kiosks across high, middle, and low property-value zones in five cities

Results



ENDS on display with candy and snacks at POS in Moscow, Russia (before product display ban)

Among 780 unique point-of-sale (POS) locations in Russia:

- **29.2 percent sold ENDS** products before the display ban took effect
- **24.3 percent sold ENDS** after the display ban took effect
- **89.9 percent** of POS **displayed ENDS** before the tobacco product display ban took effect
- **62.7 percent** of locations **displayed ENDS** after the ban



ENDS signage at POS in Moscow, Russia (before product display ban)

Discussion

- Even laws that exclude ENDS may have the unintended effect of influencing their availability and marketing prominence, though similar laws could generate the opposite effect in different settings.
- Regular monitoring of ENDS products in the context of tobacco control laws can strategically inform future policy development and other tobacco control strategies.

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