

Call of Abstracts - "International conference on the E-Cigarette: patterns of use and health impacts"



Call of abstracts

"International conference on the E-Cigarette: patterns of use and health impacts" - Paris, on 5-6th December 2022

Submission form

Poster & oral presentation

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Background information

Type of submission

Oral or poster

Theme of conference

Patterns of use

Keywords

Adolescent

Policies

Public health

Abstract title

Legislation on the advertising of vaping products in France: a poorly enforced law

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Abstract details (poster & oral)

Background, method, results and conclusions

Introduction

With the launch of new products, the market for tobacco and nicotine products has recently rapidly evolved. Scientific studies show that advertising these products at points of sale is strategic and efficient. Thus, in France, a legislation regulating vaping products advertising has been adopted, only advertising via small posters not visible from the outside is allowed.

This study aimed to assess the compliance of advertising at point of sale with the French legislation for vaping products.

Methodology

Observational customer-mystery study of a representative sample of 415 French tobacco retailers and 200 "vapo-stores", in spring 2021.

Results

In almost 60% of visited points of sale, advertising for vaping products was very visible; this percentage probably underestimates the actual frequency of the presence of such advertising, as in most tobacconists, due to overcrowding, the investigators were less likely to rapidly identify them. Nearly half (46%) of the advertisements for vaping products was visible from outside, 76% were not small posters, thus, 87% of such advertising violated the French law.

Conclusion

The deleterious consequences of point-of-sale advertising are well documented in terms of risk of initiation, impulse buying, and deterrence to quit. Plus, with a rise and diversification of points of sale, an increasing number of non-vapers, especially young people, will visit these stores and be exposed to advertising specifically targeting them. Following a similar violation of tobacco products advertising regulation between 1991 and 2015, a comprehensive total ban on all forms of point-of-sale advertising has been implemented in France. Thus, the authors recommend a complete ban of advertising for vaping products at points of sale, with, in the meantime, the introduction of an alternative system of information on these products only available upon request to adults.

Main messages

These results show that inadequate advertising for vaping products at points of sale is widespread and that the French law regulating it is poorly enforced. French authorities do not carry any control of this law enforcement.

Type of study / research

Quantitative

Geography of the study

Europe

Funding of study

Federal source

No

State source

Yes

Nonprofit Grant Funding Entity Source

No

Nonprofit Grant Funding Entity Source

No

Academic Institution Source

No

Pharmaceutical Industry Source

No

Tobacco/E-Cigarette Industry Source

No

Declaration of interest

The submitter declares that during the past 5 years have a direct nor indirect link (professional*, personal or financial) with the tobacco and e-cigarette companies**

No