Background

- Tobacco retailers (TR) are an integral part of tobacco control.
- Their compliance with the law is fundamental to triumph the anticipated consequences.
- Hence, it is imperative to understand the knowledge, attitude and practice (KAP) of TR regarding tobacco control law (TCL) to strengthen tobacco control efforts.

Objective

To assess the level of KAP of TCL among TR of Dhaka City

Methods and materials

- A cross-sectional survey using a multistage sampling approach was conducted among 420 tobacco retailers in Dhaka North City Corporation.
- Data were collected using a semi-structured questionnaire, and a checklist adapted based on the GATS questionnaire and literature searches.
- Additionally, five key informant interviews (KII) were conducted.
- According to the bells curve theory, the level of knowledge, attitude and practice was defined by mean ± SD. Good knowledge and practice level, as well as positive attitudes, were determined using > Mean + SD. And low knowledge level, negative attitude, and poor practice level were determined using Mean ± SD.

Sample distribution of the study

<table>
<thead>
<tr>
<th>Method</th>
<th>Selected category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal interview</td>
<td>Age (Mean ± SD)</td>
<td>35.9 ± 11.5</td>
</tr>
<tr>
<td></td>
<td>Age category</td>
<td>18-24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>54</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>420</td>
</tr>
<tr>
<td>Key informants' interview</td>
<td>Area of work</td>
<td>Tobacco Control Activist</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

Results

Background Characteristics

- Educational status of the respondents:
  - Illiterate: 23.1%
  - Less than primary completed: 24.5%
  - Primary completed: 27.9%
  - Less than SSC: 8.6%
  - SSC/HSC completed: 16%

- Employee status at the POS:
  - Over 18 years: 84.1%
  - Below 18 years: 15.9%

Knowledge on different domains of TCL

- Heard about Tobacco Control Law:
  - No: 40.2%
  - Yes: 59.8%

- Having knowledge on advertisement restriction:
  - Know: 61.2%
  - Don't know: 38.8%

Level of KAP about TCL among Tobacco Retailers

- Level of Knowledge:
  - Good: 14.0%
  - Average: 60.0%
  - Poor: 26.0%

- Level of Attitude:
  - Negative: 25.0%
  - Positive: 23.0%
  - Average: 52.0%

- Level of Practice:
  - Impaired: 18.0%
  - Good: 15.0%
  - Average: 67.0%

Qualitative findings of the study

- "Implementation of TCL is not possible until the government does not take the reins of the tobacco companies..."

- "...Law regarding selling tobacco to and by minor is completely not implemented..."

Conclusion

- Findings revealed that knowledge on TCL is minimal.
- Although attitude is towards positivity, but impaired practice is more prevailed.
- Tobacco companies' persuasions along with low education level is the foremost cause behind impaired practices.

Recommendations

- Existing law and its different domains should be implemented strictly.
- Concentrated efforts along with community involvement.
- Co-ordination and simplification of laws and regulations.

Acknowledgement

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