

Awareness of Warning Labels among Tobacco Users in India: Findings from the India Tobacco Control Policy Pilot Survey

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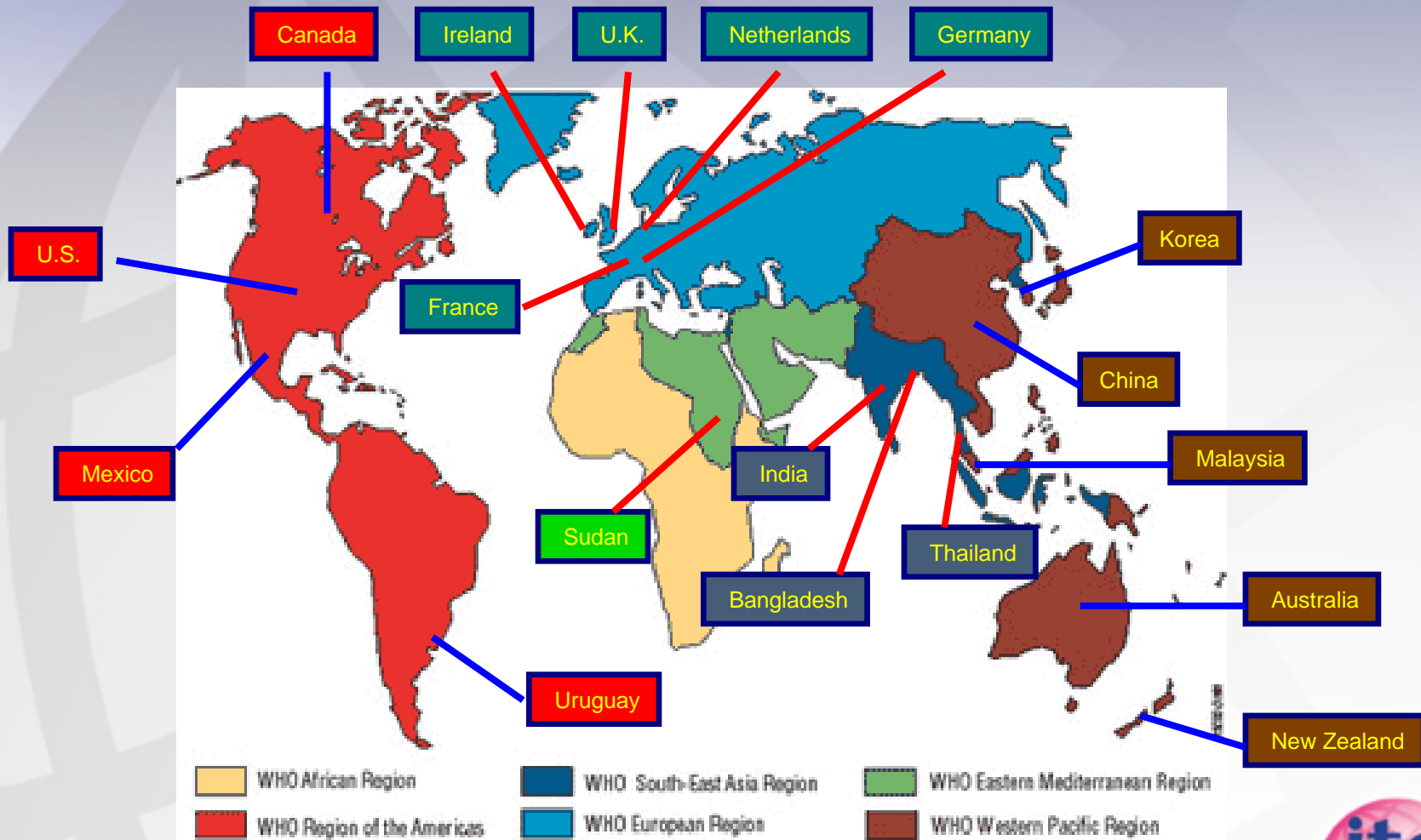


Background




















- India is home to over 1 billion people, with approximately 120 million smokers and 700,000 annual deaths due to tobacco-related diseases
- One-third of adults are estimated to use some form of tobacco, with half of men and nearly one in five women counted among users
- India is categorized as a “Low” income group country
 - Estimated that 29% of population lives in urban areas
 - Nearly 35% estimated to live in extreme poverty
 - 61% are considered literate



The ITC World



The ITC Surveys

	Country	Mode	N (smokers ¹)	N (others ²)	2002	2003	2004	2005	2006	2007	2008	2009
1	Canada		1,500 *									
2	United States		1,500 *									
3	United Kingdom		1,500 *									
4	Australia		1,500 *									
5	Ireland/Scotland		2,000 β	900 NS								
6	Thailand		2,000 \dagger	1,000 Youth								
7	Malaysia		2,000 \dagger	1,000 Youth 1,500 NS								
8	South Korea		1,000 \S									
9	China		5,600	1,400 NS								
10	Mexico		1,000 \S									
11	Uruguay		1,000 Δ									
12	New Zealand		2,000									
13	France		1,700	500 NS								
14	Germany		1,700	1,000 NS								
15	Netherlands		2,100 \ddagger									
16	Brazil		1,200	600 NS								
17	Bangladesh		3,000	1,000 SL, NS								
18	India		6,000	2,000 SL, NS								
19	Bhutan		180–540 ?	3,200 NS ?								

Under Development

¹ "Smokers" = cigarettes in all countries, but also includes bidi/biri smokers in Bangladesh & India ² Other: NS = nonsmokers; SL = smokeless tobacco users

* The ITC Four Country Survey began as a cohort survey of N=2,000 in each country. For Wave 7 (Fall 2008): N=1,750; For Waves 8-12: N=1,500.

β The last year for the ITC Ireland and ITC Scotland Surveys was 2007

\dagger The ITC Thailand and Malaysian surveys included 4 survey waves over five years between 2005 and 2009; no survey was conducted in 2006.

\S The ITC Korea and ITC Mexico Surveys will increase their sample size to 1,750 and 2,000 beginning in Fall 2008 (Wave 2 in Korea; Wave 3 in Mexico)

Δ The ITC Uruguay Survey will increase its sample size to 1,500 beginning in 2008

\ddagger The ITC Netherlands Survey sampled 400 smokers by phone (random digit dialed, as in the other ITC phone surveys) and 1,700 from a large Internet panel

? Smoking prevalence in Bhutan is unknown; we will conduct household surveys (1600 households, N=3,600) and estimate that 5-15% will be smokers.



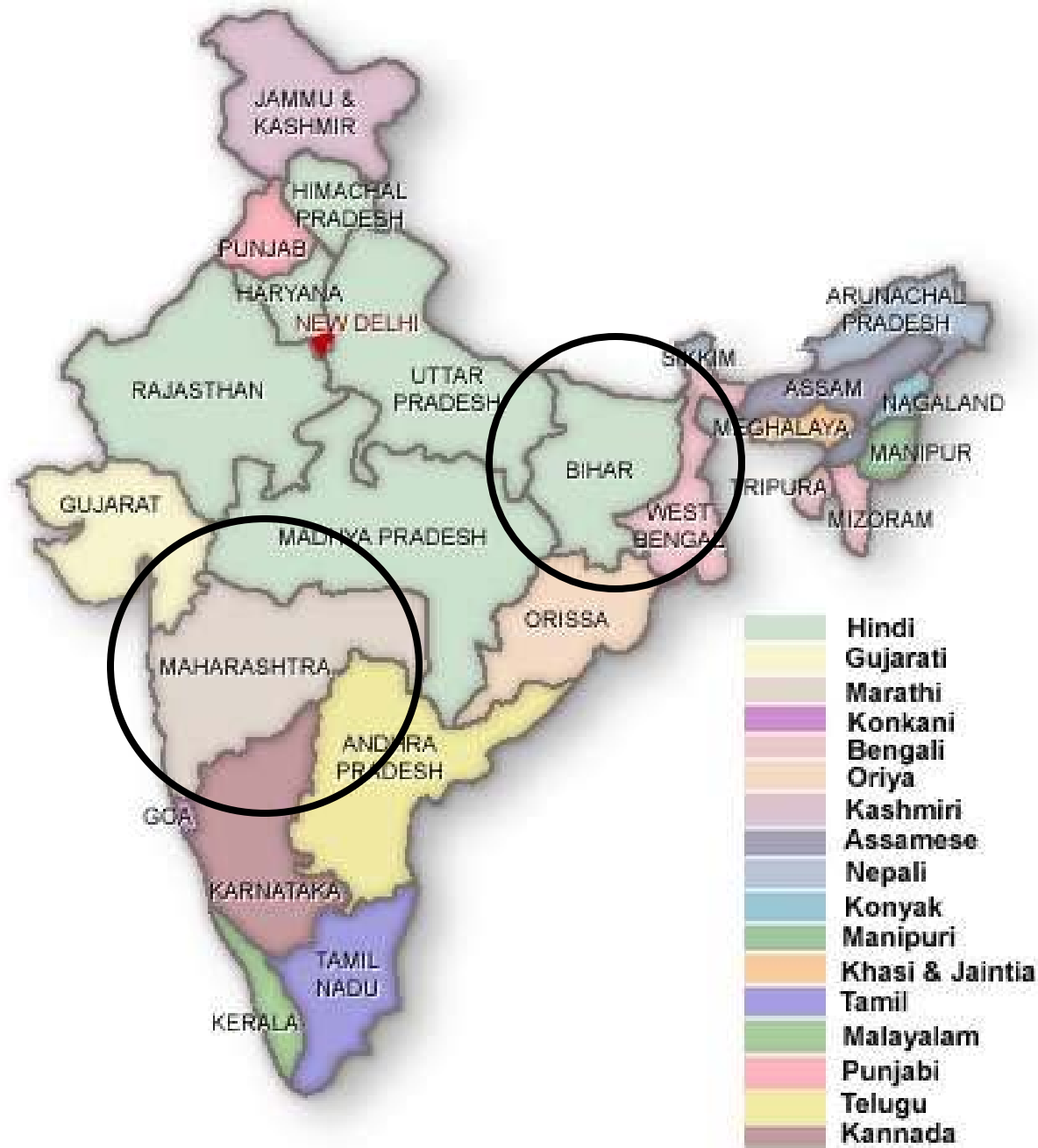
TCP India Survey

- Name was changed to TCP India Survey to avoid confusion with the India Tobacco Company (ITC)
- Pilot study was conducted in India to:
 - Provide a preliminary analysis of perceptions and tobacco use behaviors among smokers, smokeless tobacco users, and non-users
 - Assess the feasibility of sampling and conducting face-to-face surveys in different languages among adults in India prior to conducting nationwide cohort surveys in the future



TCP India Methodology

- Sample for pilot survey consists of 249 smokers, 248 smokeless tobacco users, and 266 non-tobacco users
- Face-to face interviews were conducted in urban and rural regions of Maharashtra (n=337) and Bihar (n=426) in 2006
 - Mumbai (n=152)
 - Rural Maharashtra (n=185)
 - Patna (n=130)
 - Rural Bihar (n=296)
- Survey instrument was translated into Hindi and Marathi





Methodology

- Fieldwork completed by teams of 2 interviewers with a field supervisor in each area
- Data collected using face-to-face interviews
- Participants were given a small token of thanks at the end of the session
- Actual survey time was often between 1.5-2.5 hours per participant—much longer than intended (45 minutes)
- See <http://www.itcproject.org/> for more details



Demographics of Sample

	n	%
Mean Age=42		
Sex		
Male	460	60%
Female	304	40%
Region		
Urban	282	37%
Rural	482	63%
Overall Health		
Poor	4	1%
Less poor	15	2%
Good	92	12%
Very good	316	41%
Excellent	333	44%

	n	%
Education level		
Illiterate	291	38%
Primary	106	14%
Middle	128	17%
Secondary	128	17%
College	97	13%
Above	11	1%
Tobacco Use		
Smoker	249	33%
Smokeless	248	32%
Non-tobacco user	267	35%



Warning Labels on Tobacco Products in India TODAY



Front of pack:
“Cigarette smoking is injurious to health”

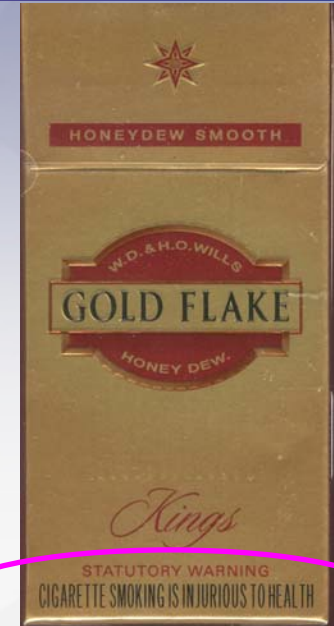
Pack of Beedies:
NO WARNING



Front of pack: “Tobacco seriously damages health”



Back of pack:
“Cigarette smoking is injurious to health”



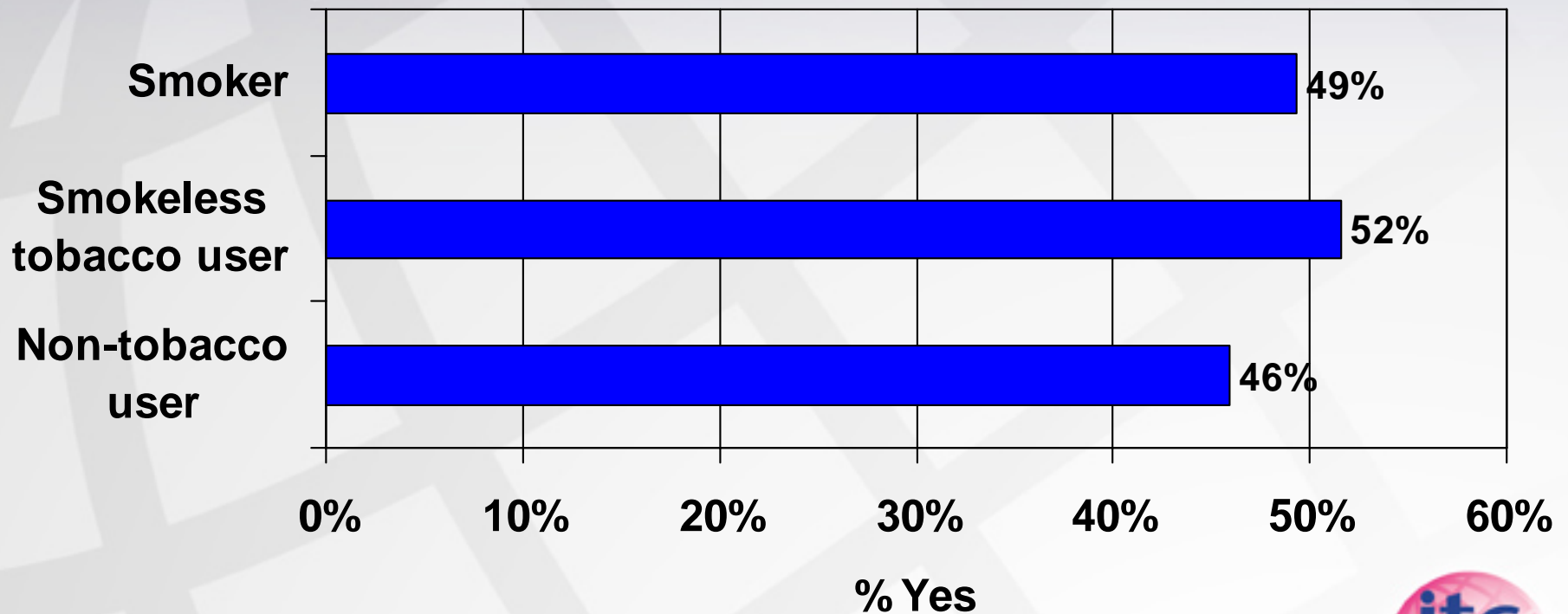
Side of can: “Chewing of tobacco is injurious to health”





Awareness of Health Warnings

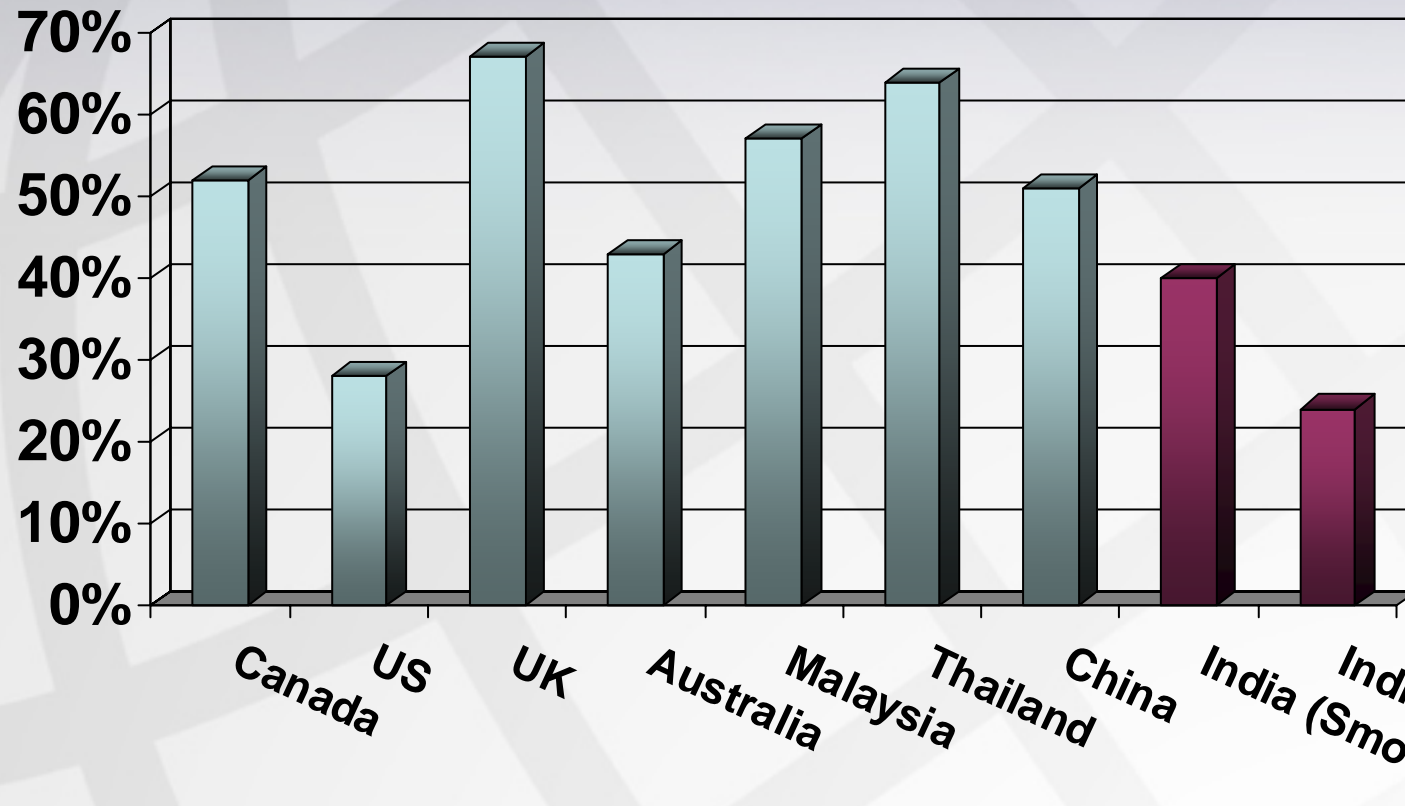
As far as you know, do cigarette packages in India have health warnings?





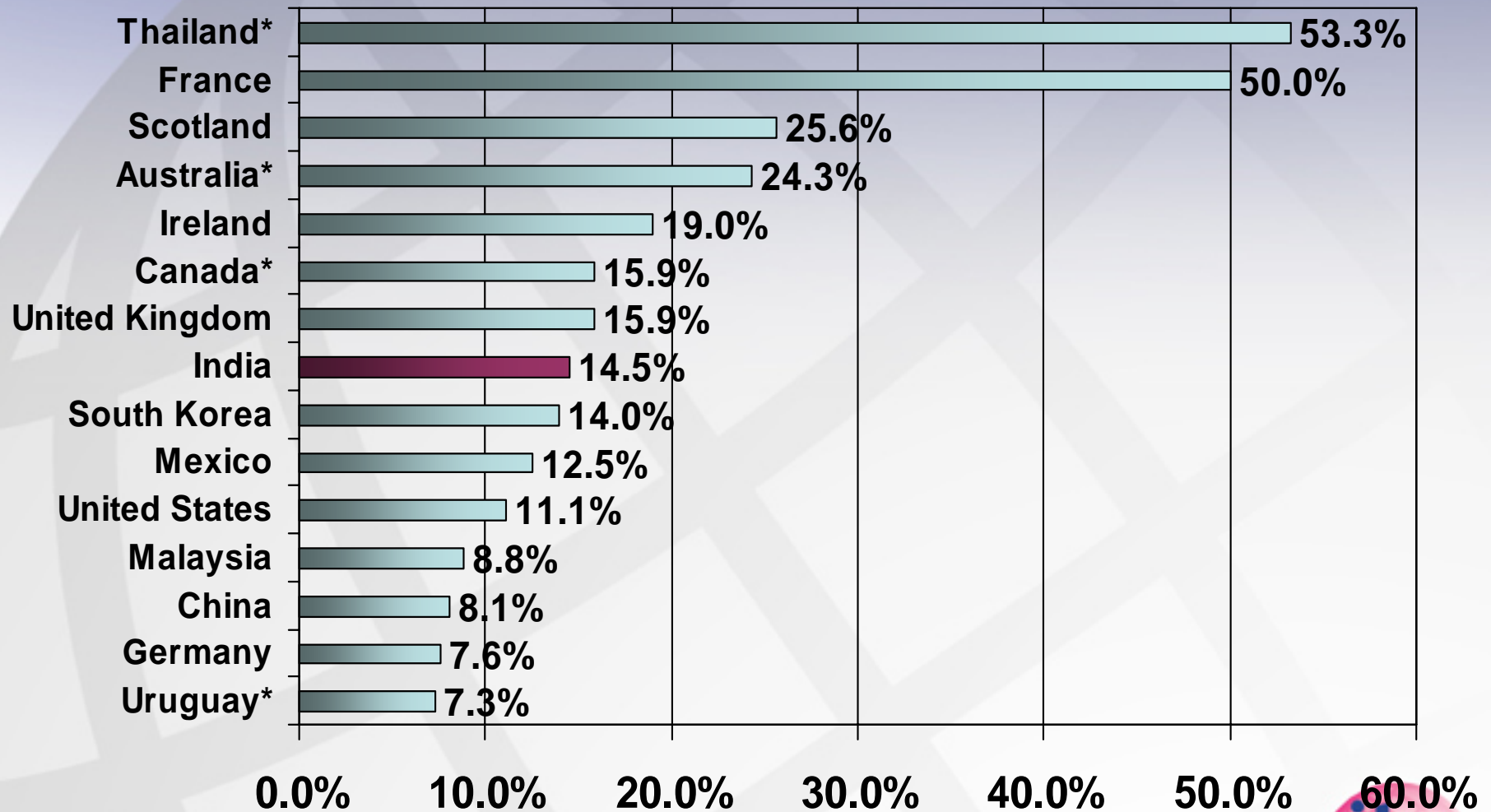
Awareness of Health Warnings

In the last month, how often have you noticed the health warnings on cigarette packages?





Percentage of smokers who said that warning labels on cigarette packs made them think of the health risks of smoking 'a lot', by country (2006)



*Countries with pictorial warnings at time of survey

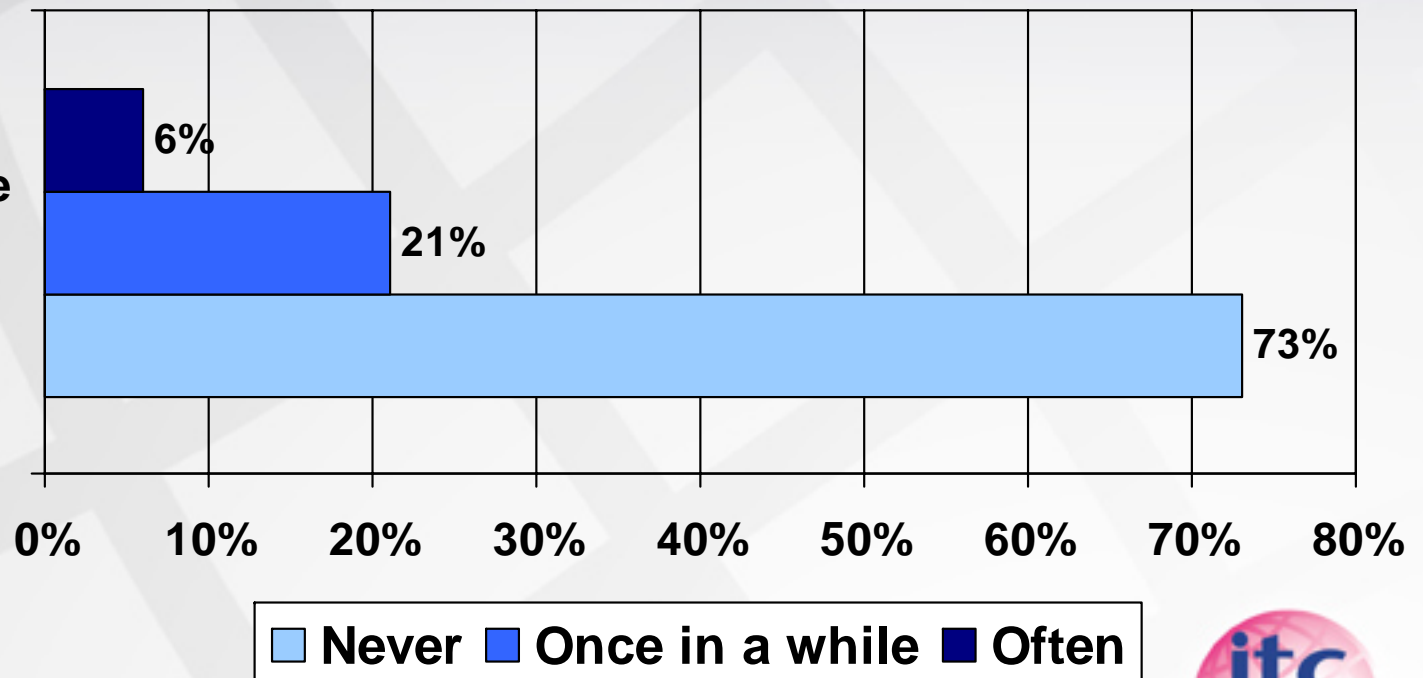
*India data based on 38% (n=85) of smokers surveyed who knew cigarette packs in India have health warnings and responded to this question



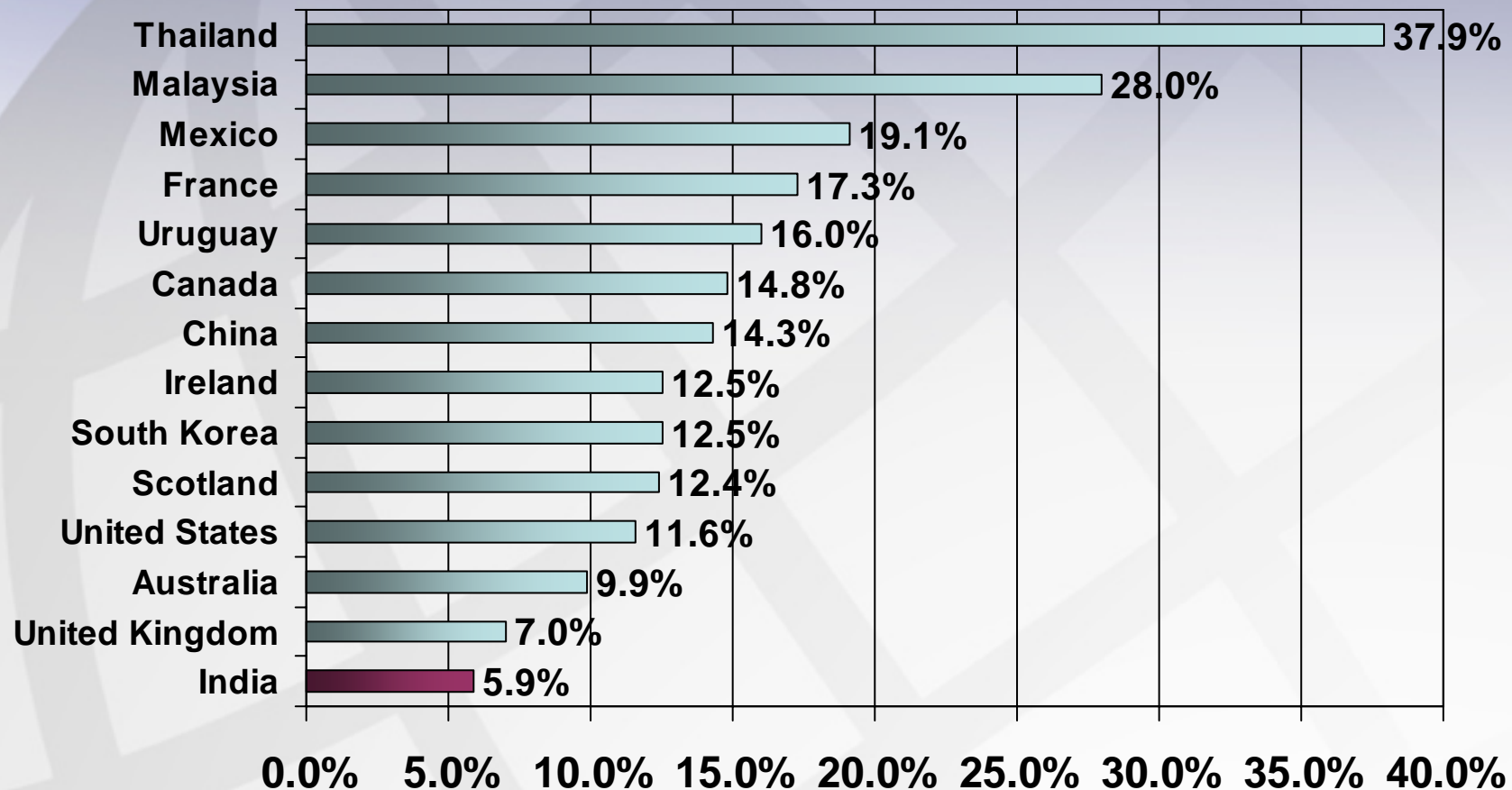
Changes in Behavior

In the last month, have the warning labels stopped you from having a cigarette when you were about to smoke one?

Among smokers who knew cigarette packages in India have health warnings



Percentage of smokers who said that warning labels on cigarette packs stopped them from having a cigarette, by country



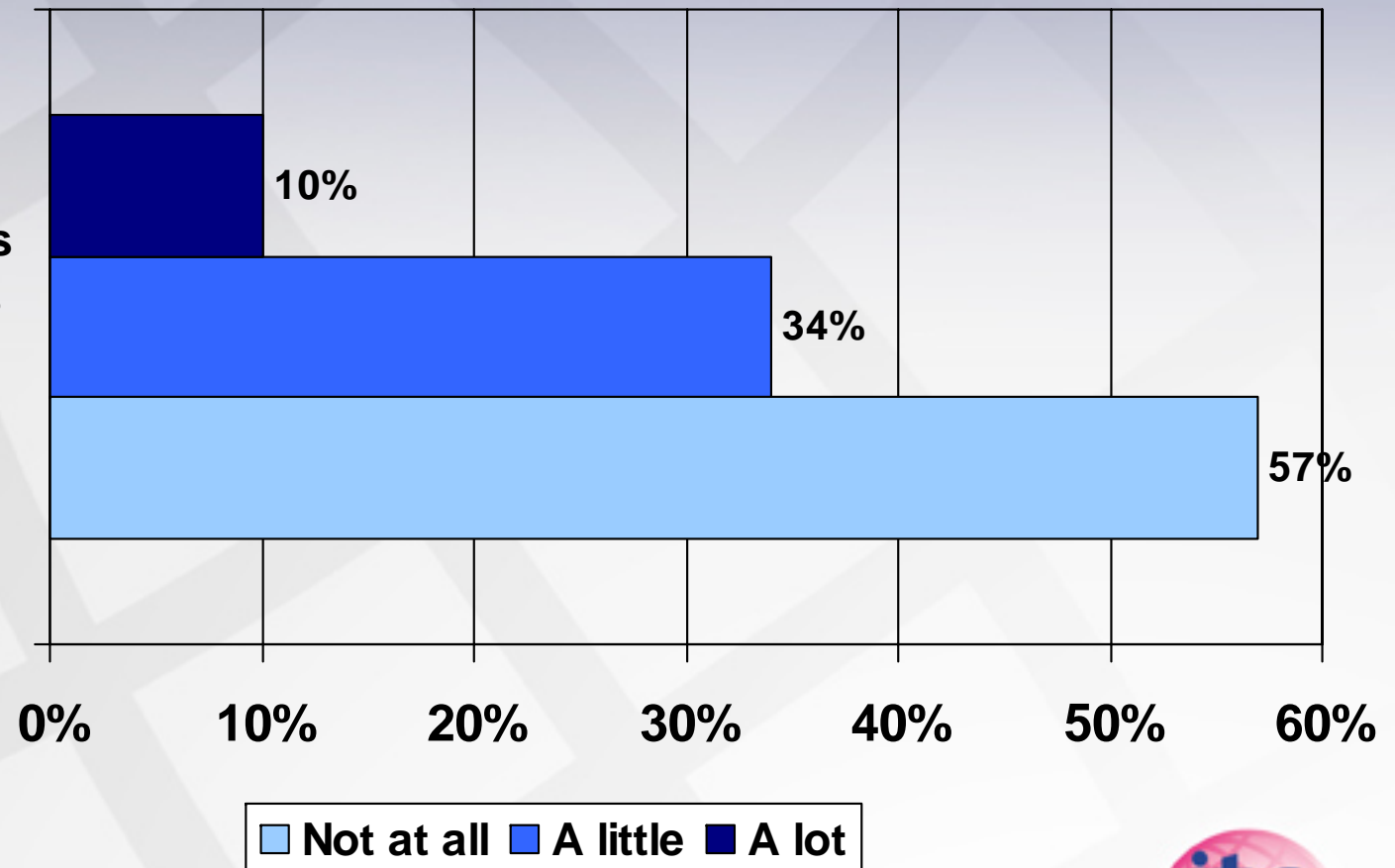
*Data reported is from Wave 1 for each country, collected between Oct. 2002 and Dec. 2006

*India data based on 38% (n=85) of smokers surveyed who knew cigarette packs in India have health warnings and responded to this question



Changes in Behavior

To what extent do the health warnings on cigarette packs make you more likely to quit smoking?



*Data based on 38% (n=85) of smokers surveyed who knew cigarette packs in India have health warnings and responded to this question



Beliefs about health effects and SLT

	% Yes
Mouth cancer	74%
Gum disease	60%
Difficult to open mouth	49%



Beliefs about health effects and smoking



	% Yes
Lung cancer	70%
Premature aging	68%
Lung cancer in nonsmokers from SHS	45%
Mouth cancer	44%
Stained teeth	44%
Impotence	26%
Coronary heart disease	26%
Stroke	25%





Summary

- Results show that tobacco users and non-users in India are misinformed about the health risks from smoked and smokeless tobacco
- Over 85% of those surveyed believe that the government should do more to control tobacco use
- According to the WHO, 39% of Indians are considered illiterate
 - Graphic warnings may help communicate messages of risk to those who are not able to read and understand text
- Implementation of graphic warnings has been a challenge
 - Currently delayed in India to World No Tobacco Day: May 31, 2009



Cigarette smoke causes oral cancer, gum diseases and tooth loss.

Health Canada

Canada
2000



Brazil
2002



Singapore
2004



Jordan
2005



Venezuela
2005



Thailand
2005



Uruguay
2006



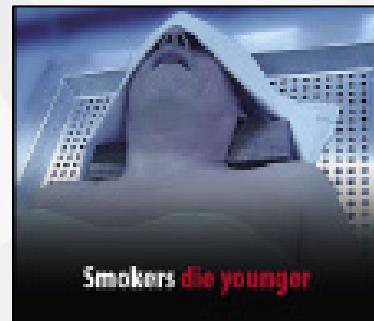
Chile
2006



Australia
2006



Hong Kong
2007

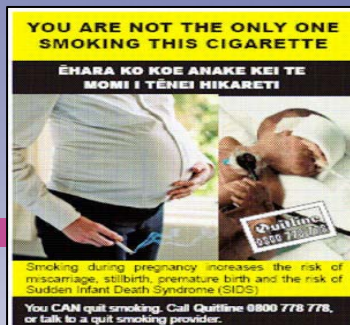


Belgium
2007



UK
2008





**New Zealand
2008**



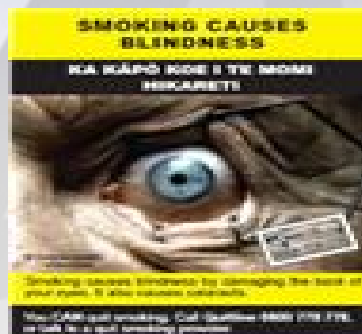
**Romania
2008**



**Egypt
2008**



**Brunei
2008**



**Cook Islands
2008**



**Iran
2009**



**Malaysia
2009**



**Peru
2009**

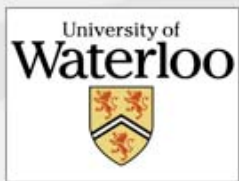


**Kyrgyzstan
2009**

ITC Project Research Organizations



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*Wishing you a
Happy
& Colourful
Holi*

