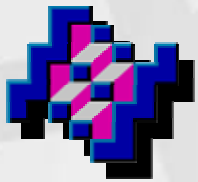


Reactions to health warning labels with graphic imagery among smokers in three countries: Does fear arousing content matter?

James F. Thrasher, Victor Villalobos,
Geoffrey Fong, David Hammond



Health Warning Labels (HWLs)

- FCTC, Article 11: HWLs "*may be in the form of or use pictures or pictograms.*"
- Increasing evidence in favor of the efficacy of HWLs with pictures over those with only text
- Which kind of imagery should be used?
 - more gruesome images appear to be more emotionally engaging and to help undermine the appeal of package-based marketing

HWL characteristics and context in 3 countries

Country	Old HWLs	New HWLs	Campaigns (media)
Thailand	Text only 50% front 50% back	→ Pictorial 50% front 50% back	<u>Campaigns</u> : <i>Woman, don't smoke</i> & unlinked cessation (TV, radio) <u>Policy</u> : PoP ad ban
Australia	Text only 25% front 33% back	→ Pictorial 33% front 90% back	<u>Campaigns</u> : <i>Mouth cancer; Amputation</i> (TV, radio and billboards)
Uruguay	Text only 50% front 50% back	→ Pictorial 50% front 50% back	<u>Campaigns</u> : <i>No me hagas humo; Deja el cigarro</i> (TV, billboards) <u>Policy</u> : Smoke-free

Thai pictorial HWLs

สูบแล้วถุงลมพองตาย



สูบแล้วจะนิ้กลืนปาก



ควันบุหรี่ ทำให้เกิด
มะเร็ง ปอด



ควันบุหรี่ฆ่าคนตายได้



สูบ
แล้ว
แก่
เร็ว



ควันบุหรี่ จะทำร้ายลูก



Australian pictorial HWLs

SMOKING IS ADDICTIVE

Health Authority Warning



DON'T LET CHILDREN BREATHE YOUR SMOKE

Health Authority Warning



SMOKING HARMS UNBORN BABIES

Health Authority Warning



SMOKING CAUSES HEART DISEASE

Health Authority Warning



SMOKING CAUSES BLINDNESS

Health Authority Warning



SMOKING CAUSES LUNG CANCER

Health Authority Warning



SMOKING DOUBLES YOUR RISK OF STROKE

Health Authority Warning



SMOKING CLOGS YOUR ARTERIES

Health Authority Warning



TOBACCO SMOKE IS TOXIC

Health Authority Warning



SMOKING CAUSES EMPHYSEMA

Health Authority Warning



SMOKING CAUSES PERIPHERAL VASCULAR DISEASE

Health Authority Warning



SMOKING CAUSES MOUTH AND THROAT CANCER

Health Authority Warning



Uruguayan pictorial HWLs



decile NO al cigarrillo

La adicción a la nicotina es tan o más fuerte que la provocada por la cocaína o la heroína.

M.S.P.



no te dejes atrapar por el cigarrillo

liberate

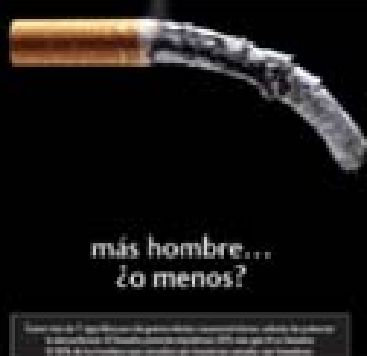
M.S.P.



¿le preguntaste si quería fumar?

Fumar durante el embarazo perjudica a su hijo y duplica el riesgo de muerte súbita del lactante.

M.S.P.



más hombre... ¿o menos?

El consumo de tabaco durante el embarazo puede causar problemas de salud en el niño y duplica el riesgo de muerte súbita del lactante.



M.S.P.

humanicida

Más de 4.000 sustancias químicas, de las que 50 causan cáncer.

Tu aire es también el mío. Respétalo.



M.S.P.

no me hagas humo

El humo de tabaco es un cancerígeno Clase A, para el que no hay un nivel seguro de exposición.

Tu aire es también el mío. Respétalo.



M.S.P.

no me hagas humo

El humo de tabaco es un cancerígeno Clase A, para el que no hay un nivel seguro de exposición.

Tu aire es también el mío. Respétalo.



no me hagas humo

Tu aire es también el mío

International Tobacco Control Policy Evaluation Surveys of adult smokers

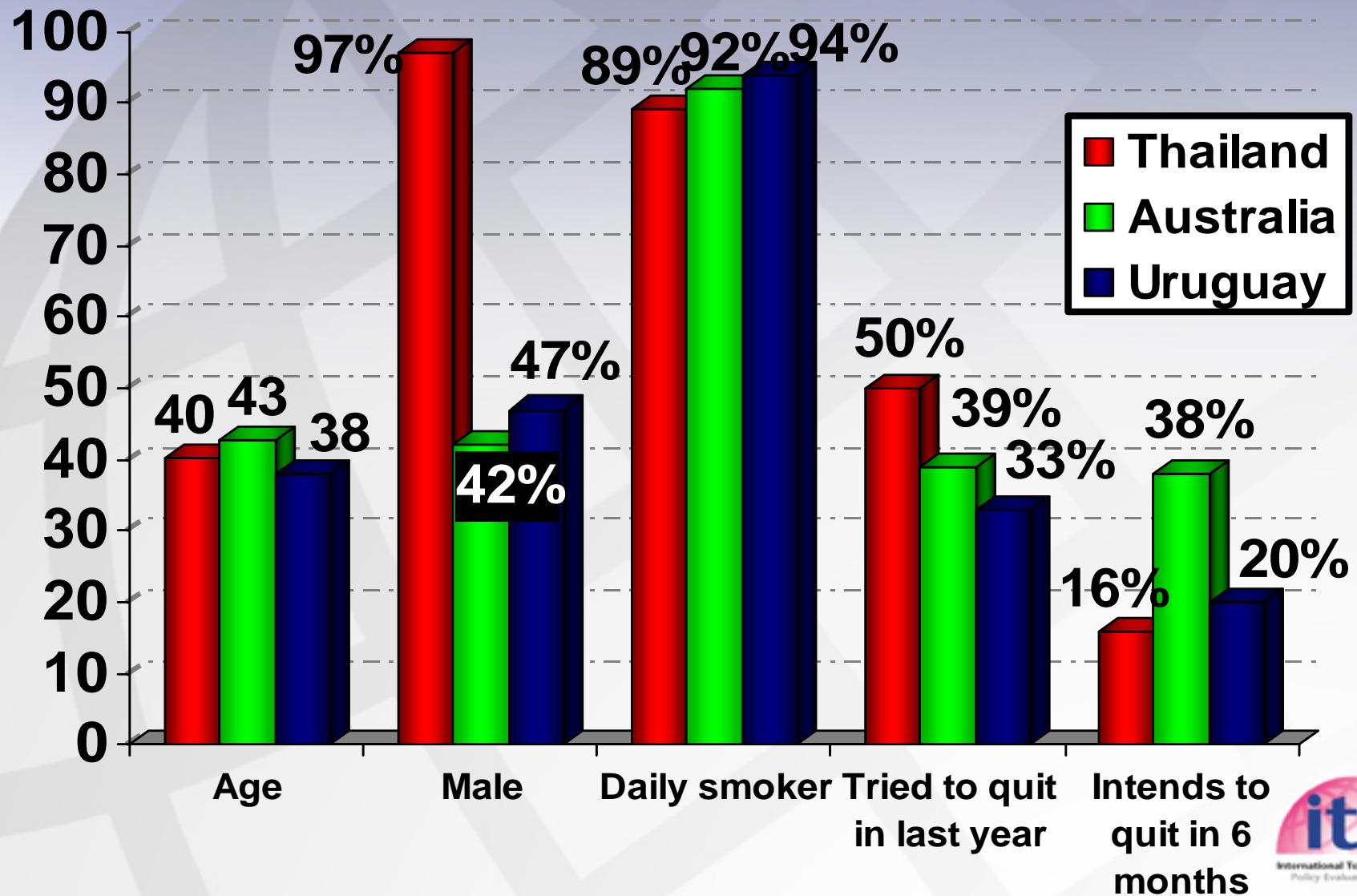
Australia (n=1574):

- Population-based sample
- Random digit dial
- Telephone administration

Uruguay (n=924) & Thailand (n=1012):

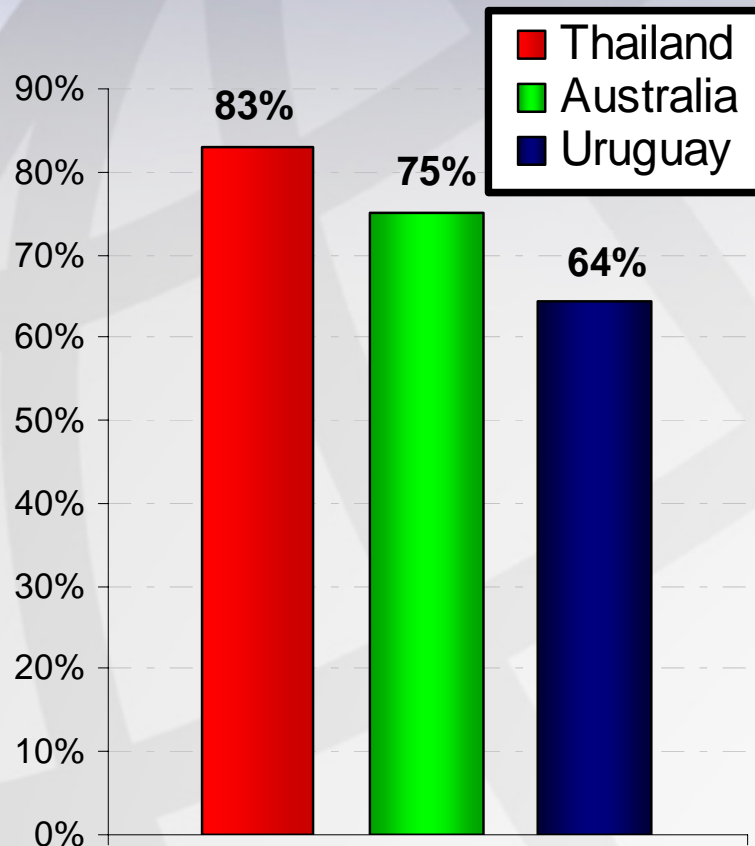
- Population-based sample (5 provinces of Thailand; Montevideo, capital of Uruguay)
- Multi-stage cluster sample
- In-person administration

Sample characteristics

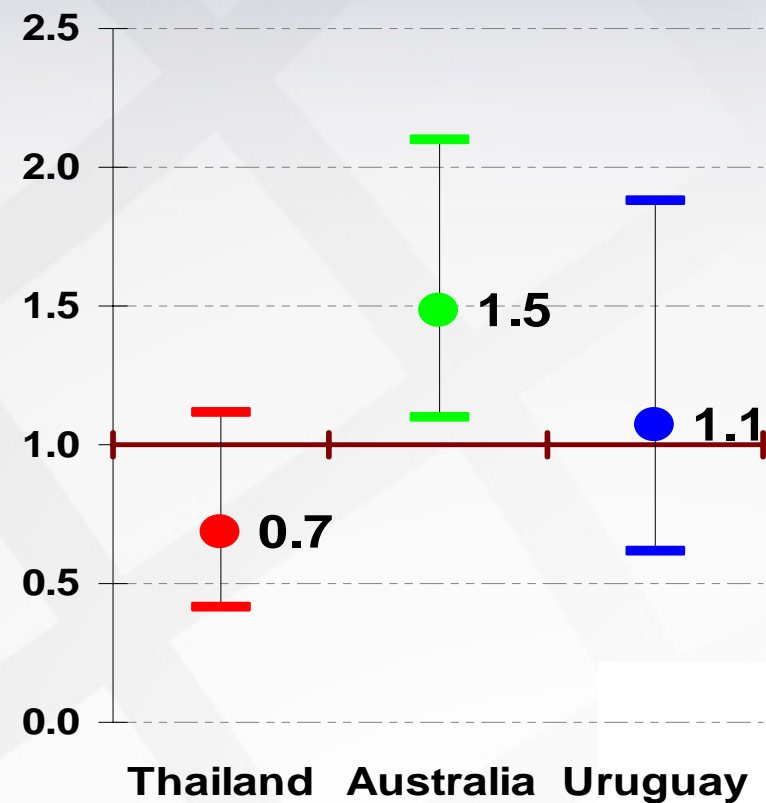


Noticed warning labels "*often*" or "*very often*" in last month

Prevalence across countries



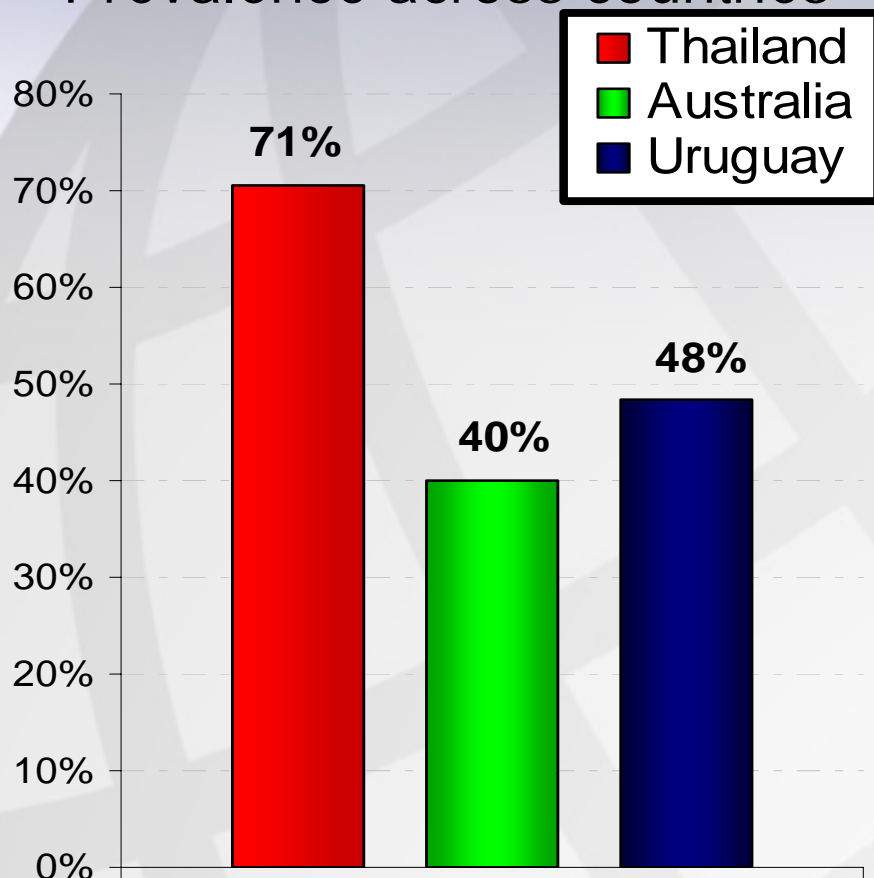
Adjusted ORs* of intending to quit in the next 6 months



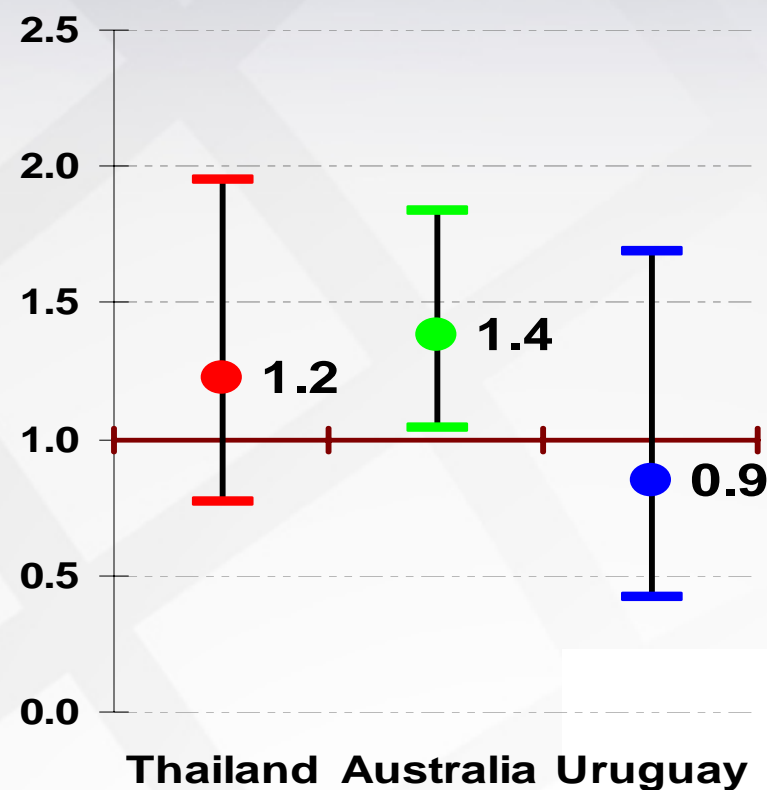
*adjusted for sex, age, education, income, daily vs. non-daily smoker, attempt to quit in previous year

Read or looked closely at warning labels "often" or "very often" in last month

Prevalence across countries



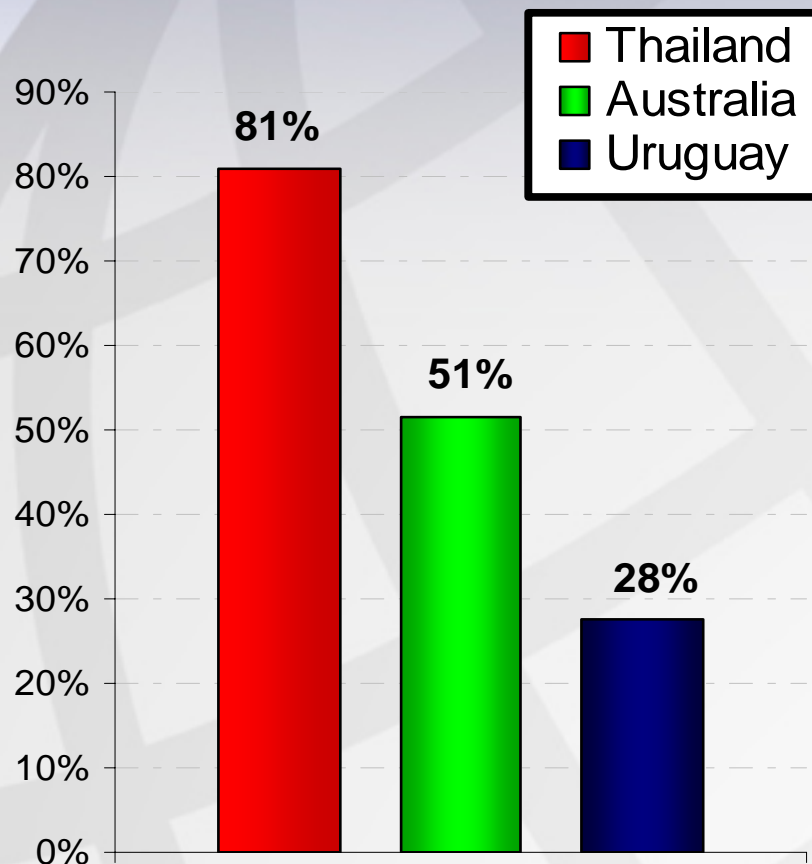
Adjusted ORs* of intending to quit in the next 6 months



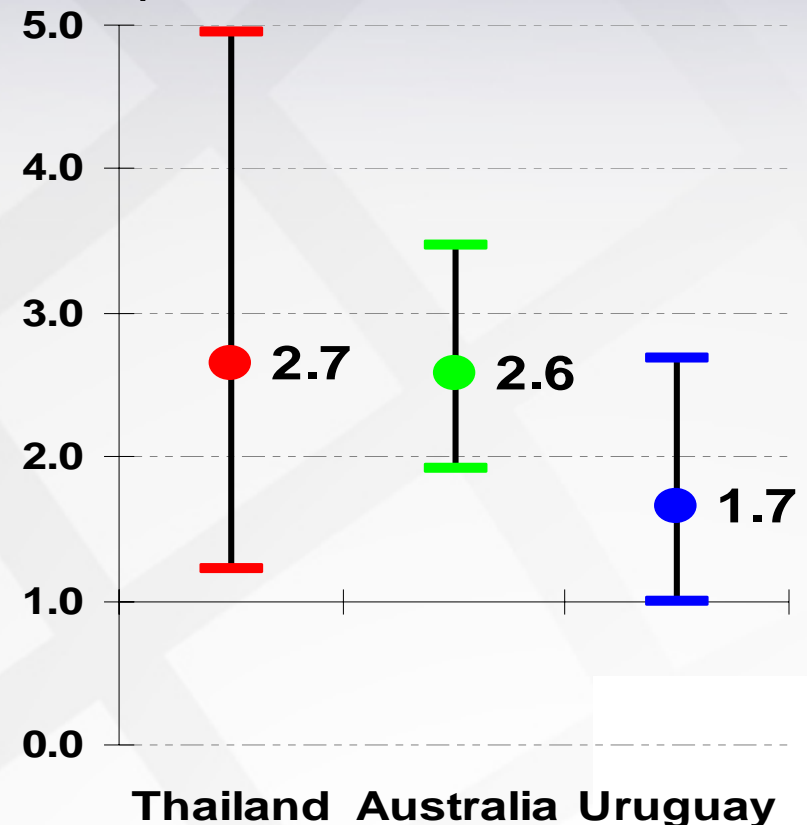
*adjusted for sex, age, education, income, daily vs. non-daily smoker, attempt to quit in previous year

HWLs made you think about smoking risks "often" or "very often" in last month

Prevalence across countries



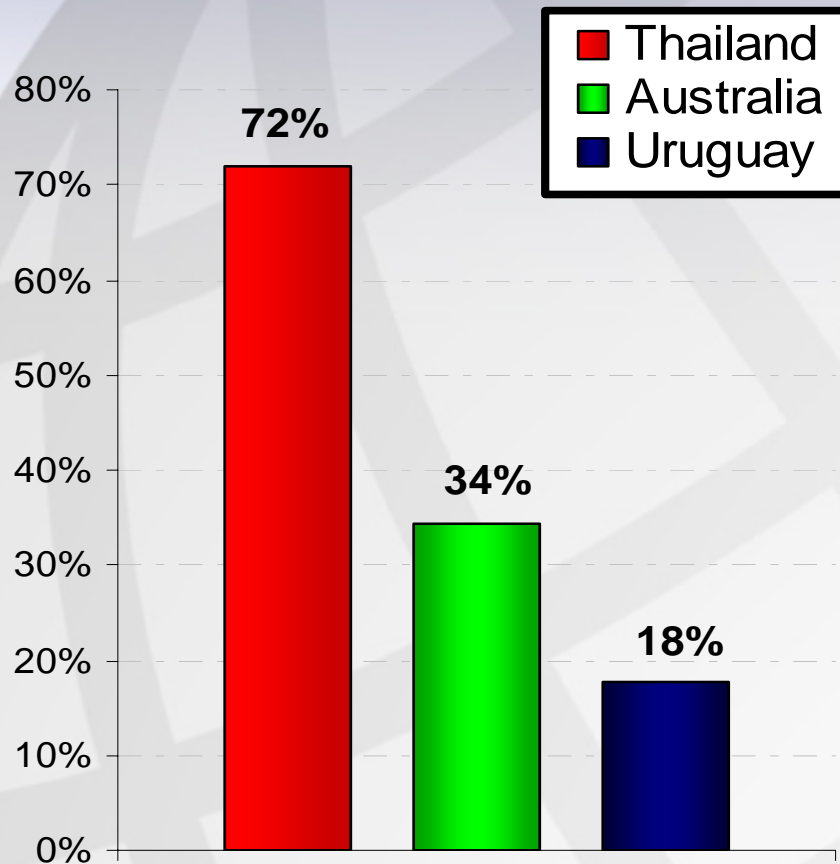
Adjusted ORs* of intending to quit in the next 6 months



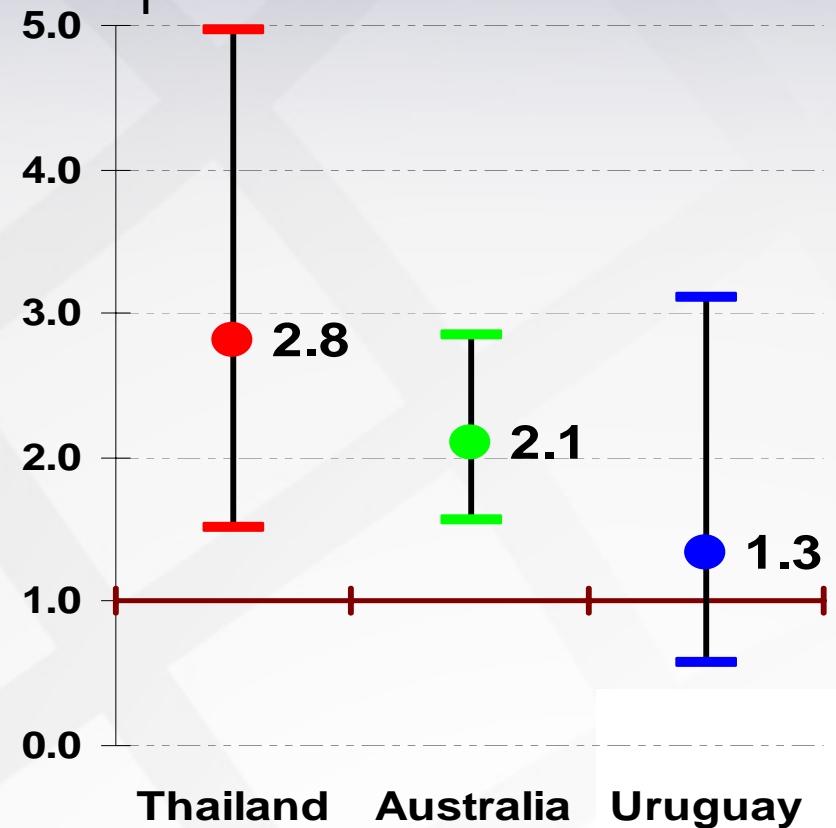
*adjusted for sex, age, education, income, daily vs. non-daily smoker, attempt to quit in previous year

HWLs made you think about quitting "often" or "very often" in last month

Prevalence across countries



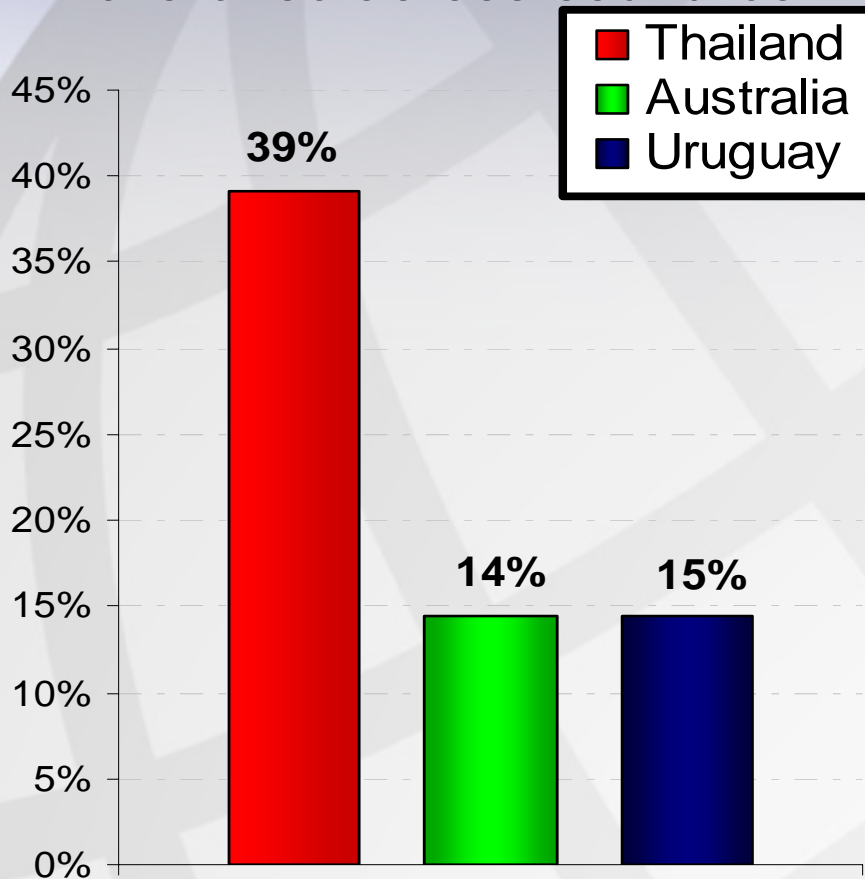
Adjusted ORs* of intending to quit in the next 6 months



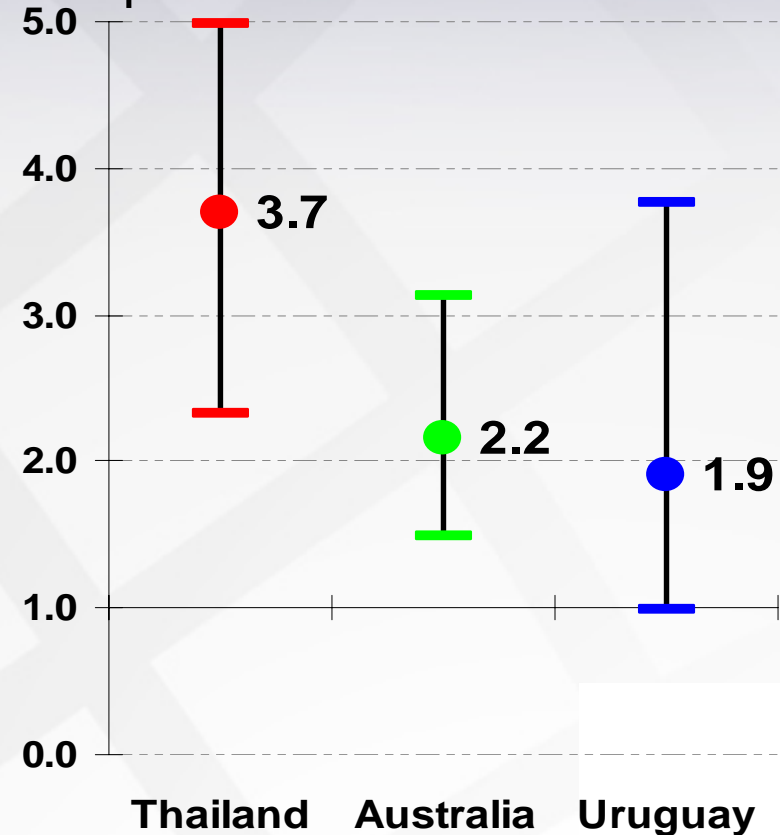
*adjusted for sex, age, education, income, daily vs. non-daily smoker, attempt to quit in previous year

HWLs stopped you from having a cigarette in last month

Prevalence across countries



Adjusted ORs* of intending to quit in the next 6 months



*adjusted for sex, age, education, income, daily vs. non-daily smoker, attempt to quit in previous year

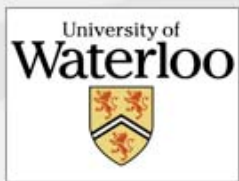
Conclusions

- Thai smokers higher than Australian & Uruguayan smokers on all indicators of HWL processing
 - Deeper level cognitive processing indicators had an independent association with quit intentions
- Australian smokers generally higher than Uruguayan smokers on HWLs indicators of cognitive processing
 - All HWL indicators independently associated with quit intentions
- Among Uruguayan smokers, only 1 HWL indicator had a marginally significant association with quit intentions

ITC Project Research Organizations



ITC Project Research Support



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