

Cigarette warning labels



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WATERLOO

Health warnings

Cigarette packs as mass media





“Our final communication vehicle with our smoker is the pack itself. In the absence of any other marketing messages, our packaging...is the sole communicator of our brand essence.”

M. Hullit, Philip Morris; 1994

Source: Hultit M . Marketing issues corporate affairs conference May 27, 1994 Manila. Richmond, Virginia: Philip Morris, 1994. Bates No. 2504015017/5042 <http://legacy.library.ucsf.edu/tid/jga42e00> (accessed May 15, 2008).

Health Warning Labels

Countries with pictorial warnings

Canada 2001



Brazil 2002/ 04 /09



Singapore 2004/ 06



Thailand 2005/07/10



Venezuela 2005/09



Australia 2006



Belgium 2006



Chile 2006/07/08/09



Jordan 2006



Panama 2006/09



Uruguay 2006/08/09/10



Hong Kong 2007



Brunei 2008



Egypt 2008



New Zealand 2008



Romania 2008



UK 2008



Djibouti 2009



India 2009/10



Iran 2009



US Health warnings



Do pictorial health warnings “work”?

Review



EDITOR'S CHOICE

Health warning messages on tobacco products: a review

David Hammond

► An additional table is published online only. To view this file please visit the journal online (<http://tobaccocontrol.bmj.com>).

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ABSTRACT

Objective To review evidence on the impact of health warning messages on tobacco packages.

Data sources Articles were identified through electronic databases of published articles, as well as relevant ‘grey’ literature using the following keywords: health warning, health message, health communication, label and labelling in conjunction with at least one of the following terms: smoking, tobacco, cigarette, product, package and pack. **Study selection and data extraction:** Relevant articles available prior to January 2011 were screened for six methodological criteria. A total of 94 original articles met inclusion criteria, including 72 quantitative studies, 16 qualitative studies, 5 studies with both qualitative and quantitative components, and 1 review paper: Canada (n=35), USA (n=29) Australia (n=16), UK (n=13), The Netherlands (n=3), France (n=3), New Zealand (n=3), Mexico (n=3), Brazil (n=2), Belgium (n=1), other European countries (n=10), Norway (n=1), Malaysia (n=1) and China (n=1).

Results The evidence indicates that the impact of health warnings depends upon their size and design: whereas obscure text-only warnings appear to have little impact, prominent health warnings on the face of packages serve as a prominent source of health information for smokers and non-smokers, can increase health knowledge and perceptions of risk and can promote smoking cessation. The evidence also indicates that comprehensive warnings are effective among youth and may help to prevent smoking initiation. Pictorial health warnings that elicit strong emotional reactions are significantly more effective.

Conclusions Health warnings on packages are among the most direct and prominent means of communicating with smokers. Larger warnings with pictures are significantly more effective than smaller, text-only messages.

exposed to the warnings over 7000 times per year—as well as an opportunity to communicate with smokers during the act of smoking.^{4,5} Tobacco packs also serve as portable advertisements with high levels of exposure among non-smokers: unlike many other consumer products, cigarette packs are displayed each time the product is used and are often left in public view between uses.⁶ Tobacco packages are also prominent in retail outlets, where product displays are common and typically increase in prominence as other forms of tobacco marketing are restricted.⁷

International guidelines for cigarette health warnings have been established under Article 11 of the WHO’s Framework Convention on Tobacco Control (FCTC)—the first international treaty devoted to public health.⁸ The FCTC requires rotating health warnings that cover at least 30% of the front and back of cigarette packages. Beyond these minimum requirements, the FCTC states that warnings ‘should’ cover 50% or more of a package’s principal surfaces, and ‘may’ include pictures. ‘Elaborated guidelines’ include additional information to help guide implementation with more detailed recommendations, including general design, position and the content of warnings.⁹ To date, more than 165 countries have ratified the treaty.

At present, cigarette packages in the vast majority of countries carry a health warning; however, the position, size and general strength of these warnings vary considerably across jurisdictions.^{10, 11} In 2001, Canada became the first country in the world to implement pictorial warnings and set new precedents in terms of the size of warnings, which covered 50% of the principal display areas (see figure 1). More than 30 countries have since adopted the FCTC recommendation for pictorial warnings that cover at least half of the package.¹¹ New precedents continue

➔ Health warnings reach non-smokers.



*"43% of never-smokers" in the UK say that the health warnings have persuaded them **not to start smoking.**"*

*"approximately **60% of non-smokers could recall a specific warning on UK packs.**"*

Source: European Commission. Eurobarometer: Survey on Tobacco (Analytical Report). March, 2009

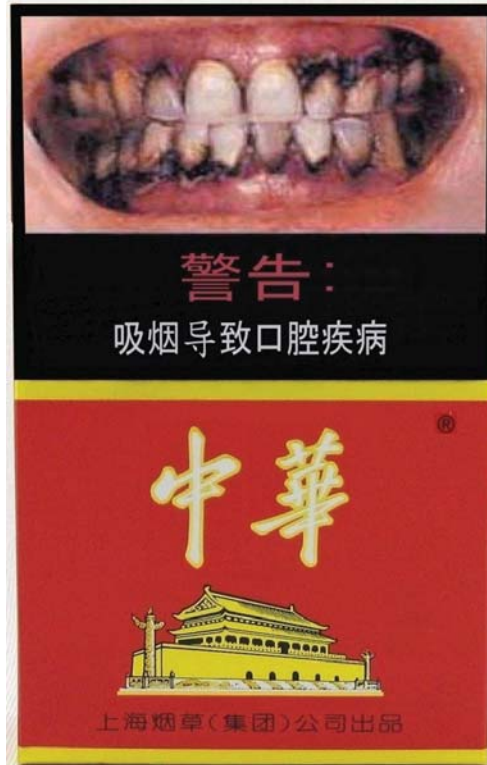
Reach

➔ Pictorial warnings and literacy



Reach

➔ Pictorial warnings and literacy



➔ Warnings increase health knowledge.

SMOKING CAUSES BLINDNESS
Health Authority Warning

Quitline
131 848

Smoking causes irreversible damage to the back of the eye. This is known as macular degeneration. Central vision is lost, blindness may follow.

You CAN quit smoking. Call **Quitline** 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

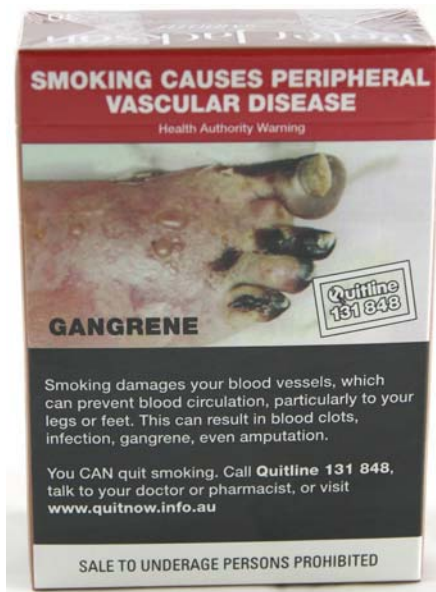
SES & Disparities



“Younger respondents, the less-educated respondents and manual workers... appear to be slightly more likely to perceive health warnings on tobacco packs as being effective.”

Source: European Commission. Eurobarometer: Survey on Tobacco (Analytical Report). March, 2009

➔ Pictorial warnings promote cessation.



➔ 57% of Australian smokers reported that the labels have made them **think about quitting**

➔ 34% say the warnings have **helped them to try to quit.**

Source: Shanahan, P. and Elliott, D., 2009, Evaluation of the Effectiveness of the Graphic Health Warnings on Tobacco Product Packaging 2008, Australian Government Department of Health and Ageing, Canberra; 2009.

Motivation to quit

92% of US smokers who intend to quit cite health concerns as motivation.

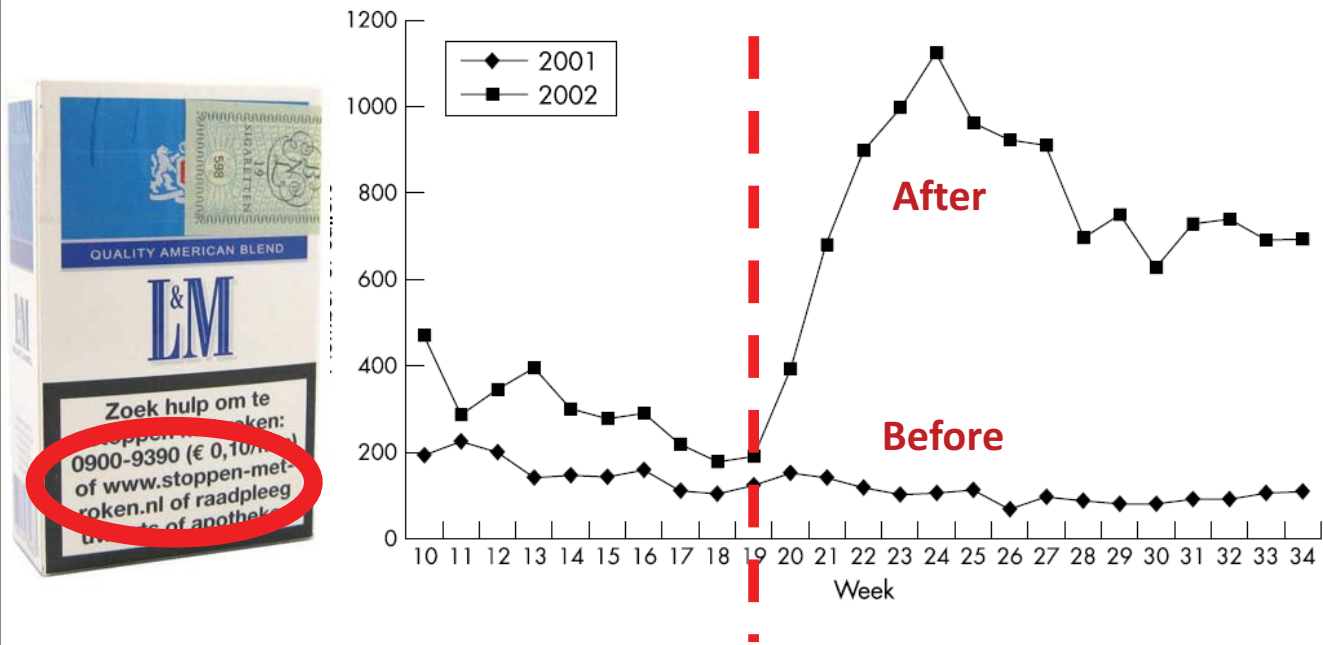


Source: Hammond et al. ITC Four Country Survey. Preliminary findings from Wave 8 from US adult smokers. 2010.

Health Warning Content Quit lines



Cessation services



Source: Willemsen M., Simons C, Zeeman g. Tobacco Control 2002;11: 381-2.

Health Warning Labels

Smoking prevalence?



➔ Health warnings can reduce brand appeal.



Callery W, Hammond D, O'Connor RJ, Fong GT. Health warnings on smokeless tobacco products. 2009.

➔ Health warnings can reduce **brand appeal**.



"...more than 90% of Canadian youth agreed that make smoking seem less attractive."

Rotation matters

2002



2004

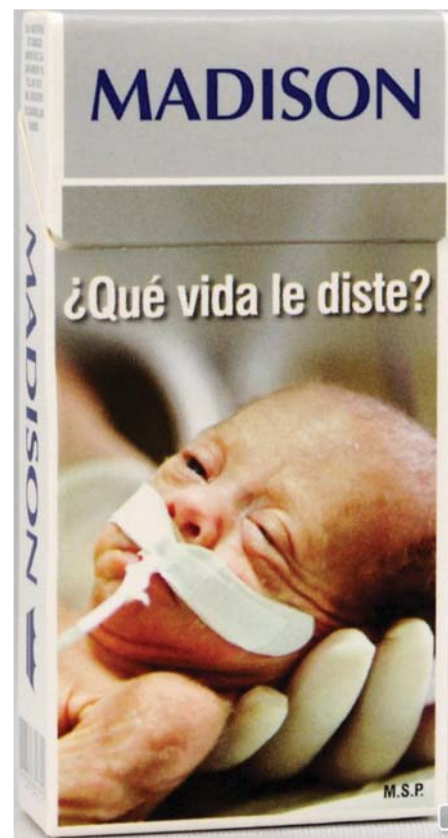


2008



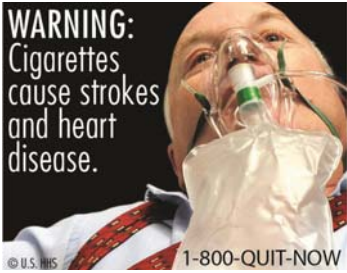
Size

- 80% Uruguay (80% of front and back)
- 75% Canada (75% of front, 75% of back)*
- 65% Mauritius (60%, 70%)
- 65% Mexico (30%, 100%)
- 60% Philippines (60%, 60%)*
- 60% Australia (30%, 90%)
- 60% New Zealand (30%, 90%)
- 60% Cook Islands¹ (30%, 90%)
- 56% Belgium (48%, 63%, incl. border)
- 56% Switzerland (48%, 63%, incl. border)
- 55% Thailand (55%, 55%)
- 54% Turkey (65%, 43%, incl. border)
- 52% Finland (45%, 58%, incl. border) †
- 52% Ireland (45%, 58%, incl. border) †
- 52% Kyrgyz Republic (52%, 52%) †
- 50% Albania (50%, 50%) †
- 50% Bolivia (50%, 50%)
- 50% Brunei (50%, 50%)



Source: Cigarette health warnings: International status report. Canadian Cancer Society. October 2011.

Message content matters



Increasingly graphic message content

Uruguay

2012

2008



2009

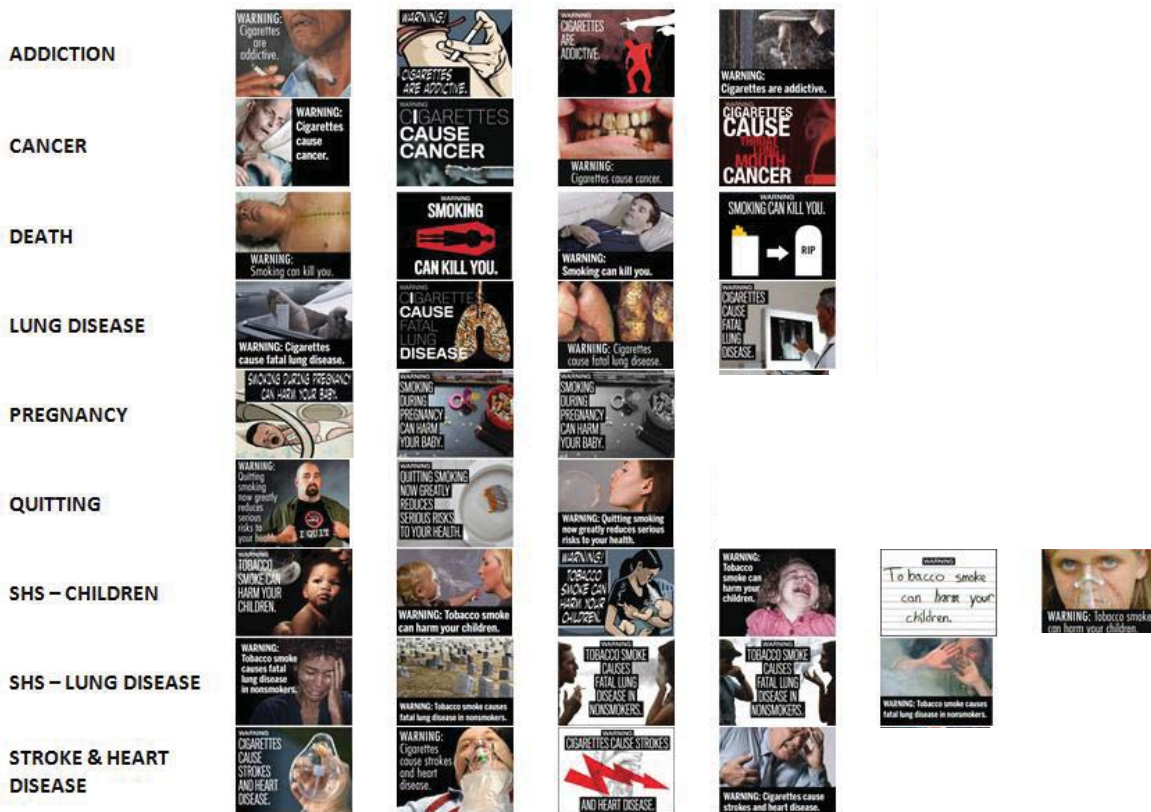


Message content








A warning advertisement for oral cancer. On the left is a photograph of a person's mouth with a large, white, cauliflower-like tumor on the tongue. On the right is a yellow background with black text. The text reads: "WARNING", "ORAL CANCER", "These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue.", "Need help to quit?", "1-866-366-3667", "gosmokefree.gc.ca/quit", and "Health Canada".

Canada 2012

FDA “proposed” warnings



7 Countries

	Mode	Timeline
 Mexico	Face-to-face	2010
 United States	Web	2010
 China	Face-to-face	2011
 Germany	Web	2012
 India	Face-to-face	In field
 Bangladesh	Face-to-face	In field
 South Korea	Web	2013

Health Warnings

ADDICTION	Smoking is a deadly addiction					
AGING	Smoking causes aging of the skin					
DEATH	Smoking kills					
EMPHYSEMA	Smoking causes emphysema					
GANGRENE	Smoking causes gangrene					
HEART DISEASE	Smoking causes heart disease					
IMPOTENCE	Smoking causes impotence					
LUNG CANCER	Smoking causes lung cancer					
MOUTH CANCER	Smoking causes mouth cancer					
PREGNANCY	Smoking when pregnant harms your baby					
QUITTING	Quit now					
SECONDHAND SMOKE	The smoke from your cigarette harms people around you					
STROKE	Smoking causes stroke					
THROAT CANCER	Smoking causes throat cancer					
TOXICITY	Cigarette smoke contains toxic chemicals					

➔ Adaptation of Health Warnings

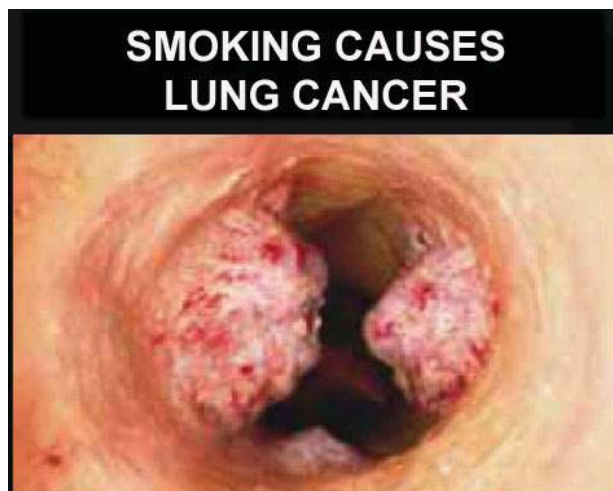


➔ **Picture warnings rated as more effective than text** ($p < .001$)



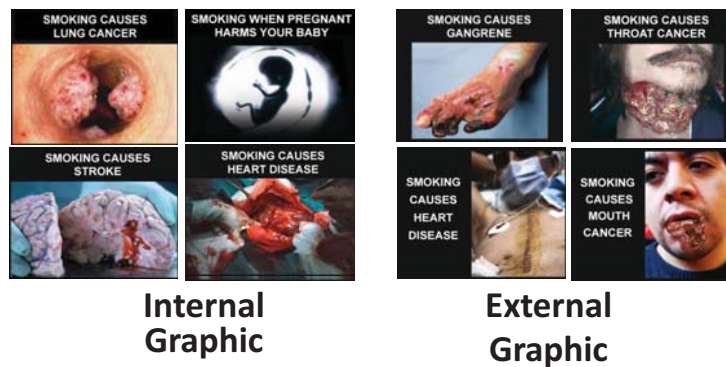
- 89% rated pictorial warnings more effective

➔ **Graphic health warnings rated as most effective** ($p < .001$)



Graphic warnings

- ➔ **EXTERNAL graphic warnings more effective than INTERNAL graphic warnings** (Beta=0.6 p<.001)



“Lived experience”

- ➔ **Warnings depicting experience of OTHERS rated as more effective than experience on SELF** (p<.001)



- **77% rated experience of “others” more effective than “self”.**

“Lived experience”

- ➔ Warnings depicting experience of **OTHERS** rated as more effective than experience on **SELF** ($p < .001$)



“Self”



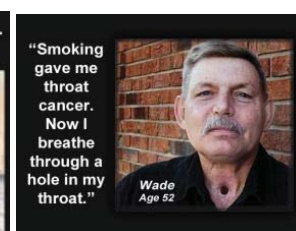
“Other”

- 77% rated experience of “others” more effective than “self”.

- ➔ Adding testimonial information increased effectiveness ($p < .001$)



Non-
Testimonial



Testimonial

- 89% rated testimonial warnings more effective.

Testimonial

Contains a personal narrative or story, including personal information, including name and age.



WARNING

This is what dying of lung cancer looks like.

Barb Tarbox died at 42 of lung cancer caused by smoking.

You can quit. We can help.
1-888-888-8888
internet/url.ca

Greg Southam
©The Edmonton Journal

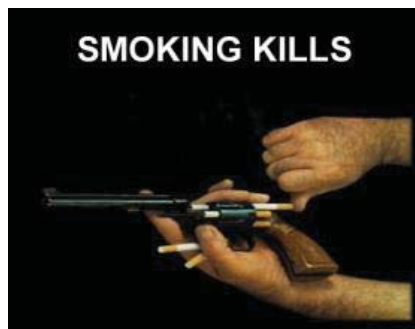
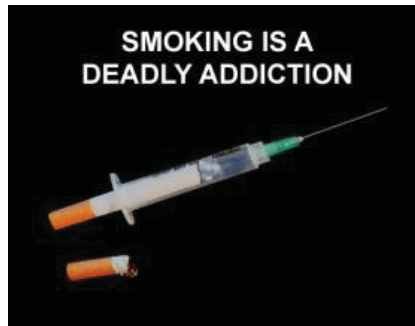
Health Canada

Testimonial



Australia 2012

➔ Symbolic warnings rated least effective



Content

Defensive avoidance?

- ➔ Fear-arousing information may increase likelihood of defensive avoidance.
- ➔ Measures of attention allocation (e.g. Reaction times & EEG measures)

“Policy makers should....be reluctant to introduce cigarette warning labels and should instead focus on more effective interventions and policies.” Ruiter & Kok, 2005 p.329

Post-implementation

Avoidance

One third of Canadian smokers made an attempt to avoid the warnings....



...but they were just as likely to say the warnings increase intentions to quit and to engage in cessation behaviour.”

Source: Health Canada. Wave 12: THE HEALTH EFFECTS OF TOBACCO AND HEALTH WARNING MESSAGES ON CIGARETTE PACKAGES SURVEY OF ADULTS AND ADULT SMOKER; 2007



Post-implementation

Message recall

“...what specific health warning messages can you remember?”



Source: Health Canada. Wave 12: THE HEALTH EFFECTS OF TOBACCO AND MESSAGES ON CIGARETTE PACKAGES SURVEY OF ADULTS AND ADULT SMOKER; 2007

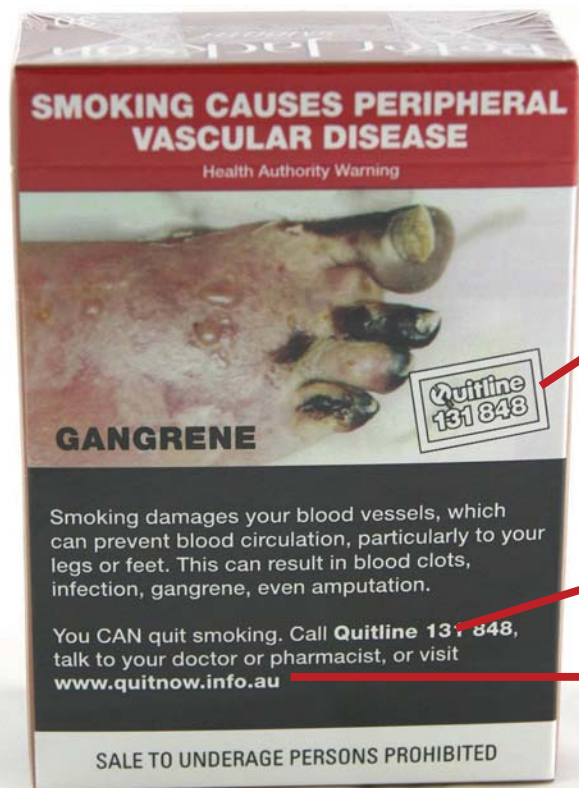
Content

Limits of “graphic” content?



<p>VÍTIMA DESTA PRODUTO</p> <p>O Ministério da Saúde avisa: Este produto intoxica a mãe e o bebê, causando parto prematuro e morte.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>GANGRENA</p> <p>O Ministério da Saúde avisa: O uso deste produto obstrui as artérias e dificulta a circulação do sangue.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>MORTE</p> <p>O Ministério da Saúde avisa: O uso deste produto leva à morte por câncer de pulmão e enfisema.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>INFARTO</p> <p>O Ministério da Saúde avisa: O uso deste produto causa morte por doenças do coração.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>FUMAÇA TÓXICA</p> <p>O Ministério da Saúde avisa: Respirar a fumaça deste produto causa pneumonia e bronquite.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>
<p>HORROR</p> <p>O Ministério da Saúde avisa: Este produto causa envelhecimento precoce da pele.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>PRODUTO TÓXICO</p> <p>O Ministério da Saúde avisa: Este produto contém substâncias tóxicas que levam ao adoecimento e à morte.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>SOFRIMENTO</p> <p>O Ministério da Saúde avisa: A dependência da nicotina causa tristeza, dor e morte.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>IMPOTÊNCIA</p> <p>O Ministério da Saúde avisa: O uso deste produto diminui a testosterona e impede a ereção.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>	<p>PERIGO</p> <p>O Ministério da Saúde avisa: O risco de derrame cerebral aumenta com o uso deste produto.</p> <p>PARE DE FUMAR DISQUE SAÚDE 0800 61 1997</p>

Integration of efficacy messages



Quitline number

Supportive statement

Website

Source: Shanahan, P. and Elliott, D., 2009, Evaluation of the Effectiveness of the Graphic Health Warnings on Tobacco Product Packaging 2008, Australian Government Department of Health and Ageing, Canberra; 2009.

Content

Cessation Inserts



Links with other media channels



Industry legal challenge

The New York Times

U.S. Judge Strikes Down F.D.A. Cigarette Labels

By STEPHANIE STROM

Published: February 29, 2012

A federal judge on Wednesday declared unconstitutional a [Food and Drug Administration](#) requirement that tobacco companies prominently display graphic warning labels on cigarette packages.

[Enlarge This Image](#)



Judge Richard J. Leon of the United States District Court in Washington ruled that forcing the companies to use the labels, [which show staged images](#) like a man breathing smoke out of a tracheotomy hole in his neck and a mouth punctured with what appear to be cancerous lesions, violated their free speech rights under the First Amendment.

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Fact vs. emotion

“That the images were unquestionably **designed to evoke emotion**...further undercuts the Government's argument that the images are purely factual and not controversial.

Moreover, it is abundantly clear from viewing these images that the emotional response they were crafted to induce is calculated to provoke the viewer to quit, or never to start, smoking: **an objective wholly apart from disseminating purely factual and uncontroversial information.** “

page 14

Source: Richard J. Leon. Memorandum of Opinion. Nov 7 2011. Civil Case No. 11-1482 (RJL) United States District Court for the District of Columbia.

Disclosure

Associate Professor at the University of Waterloo

Grant/Contract Funding:

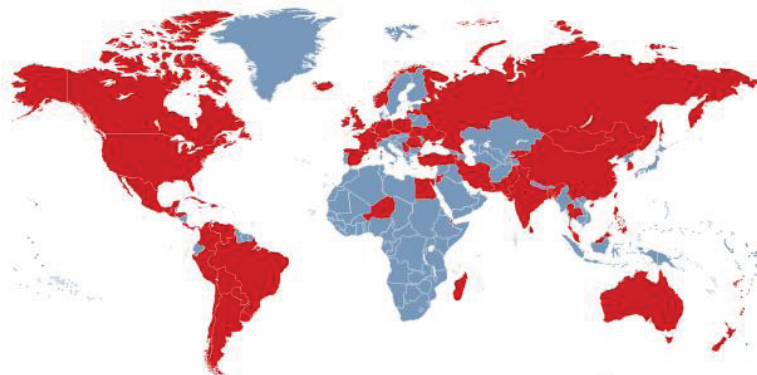
- U.S. National Institutes of Health
- U.S. National Cancer Institute
- Canadian Cancer Society, others

Consultant/Paid Speaker/Advisory Committees:

- Health Canada
- World Health Organization
- CDC Consultant
- European Commission

Tobacco litigation:

- Expert Witness in tobacco litigation (Canada, USA, UK)
- Provided comments to TFK & DOJ lawyers for preliminary injunction



News

July 6, 2011
Australia: Plain Pack Bill Introduced

July 4, 2011
Ireland: Reilly plans images for cigarette packages

July 4, 2011
Thailand: Announcement of New Prohibition of Cigarette Descriptors

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 <p>HEALTH WARNINGS Pictures, Regulations, and Evidence</p>	 <p>PACK DESIGN Pack Images and Trends from around the World</p>	 <p>PLAIN PACKAGING Issues, Evidence & Industry Positions</p>	 <p>POLICY TOOLKIT Best Practices for Labelling Policies: Design, Legislation, Implementation & Evaluation</p>
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www.tobaccolabels.ca

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