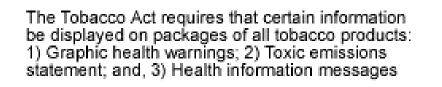




Eva M. Makomaski Illing and Murray J. Kaiserman Tobacco Control Programme, HECSB





BACKGROUND

The Tobacco Act

- 4. The purpose of this Act is to provide a legislative response to a national public health problem of substantial and pressing concern and, in particular
- 4 (d) To enhance public awareness of the health hazards of using tobacco products

Health Warning Messages (HWMs)

Primary purpose:

- Inform consumers of the hazards of tobacco use
- Encourage avoidance of the use of tobacco products where they can harm others

Secondary purpose:

- Encourage cessation
- Reduce consumption

HWMs on Cigarette Packs





Two phase introduction -December 23, 2000 & June 26, 2001

Examples of Post 2000 HWMs









WARNING: Second-hand smoke contains carbon monoxide, ammonia, formaldehyde, benzo[a]pyrene and nitrosamines. These chemicals can harm your children.







HWMs as Health Intervention

- Target audience smokers, including potential quitters & potential smokers
- Frequency of exposure over 70 million hits per day
- Intervention delivered at time of smoking behaviour

INTRODUCTION

Objectives of Study

To examine impact of cigarette HWMs on public & consumer knowledge & behaviours, specifically among adult potential quitters of cigarette smoking & among youth potential smokers, from 2000 to 2003

Study Target Groups

- Potential Quitters Adult respondents (aged 18 years and over) who smoke and who are seriously thinking of quitting smoking
- Potential Smokers Youth respondents (aged 12 years to 18 years inclusive) who say they have tried smoking, have seriously thought about smoking or think they might try smoking within the next month

Methods

Since 2000, impact of HWMs monitored & evaluated through a series of 8 nationally representative telephone **Target Group Sample Sizes &**

Confidence Intervals

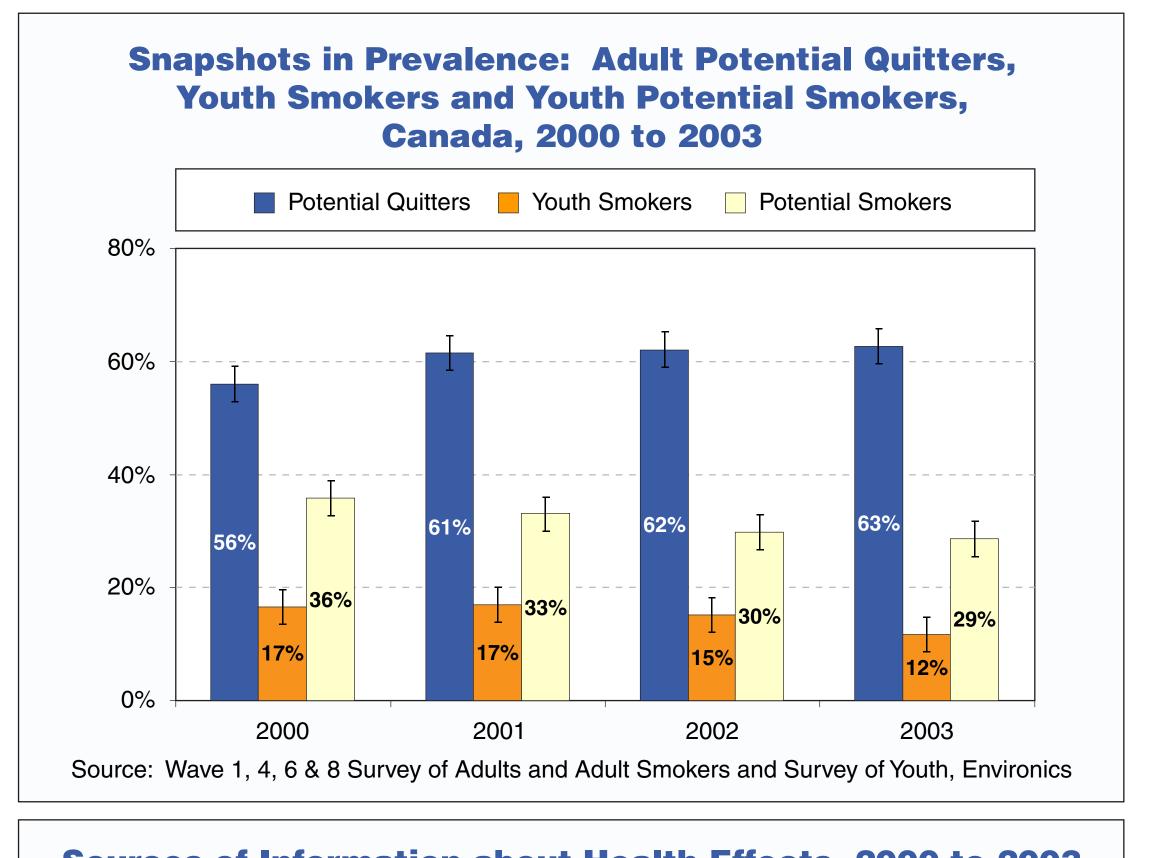
surveys of about 1000 respondents each, of both Canadian adult smokers and youth, conducted by Environics

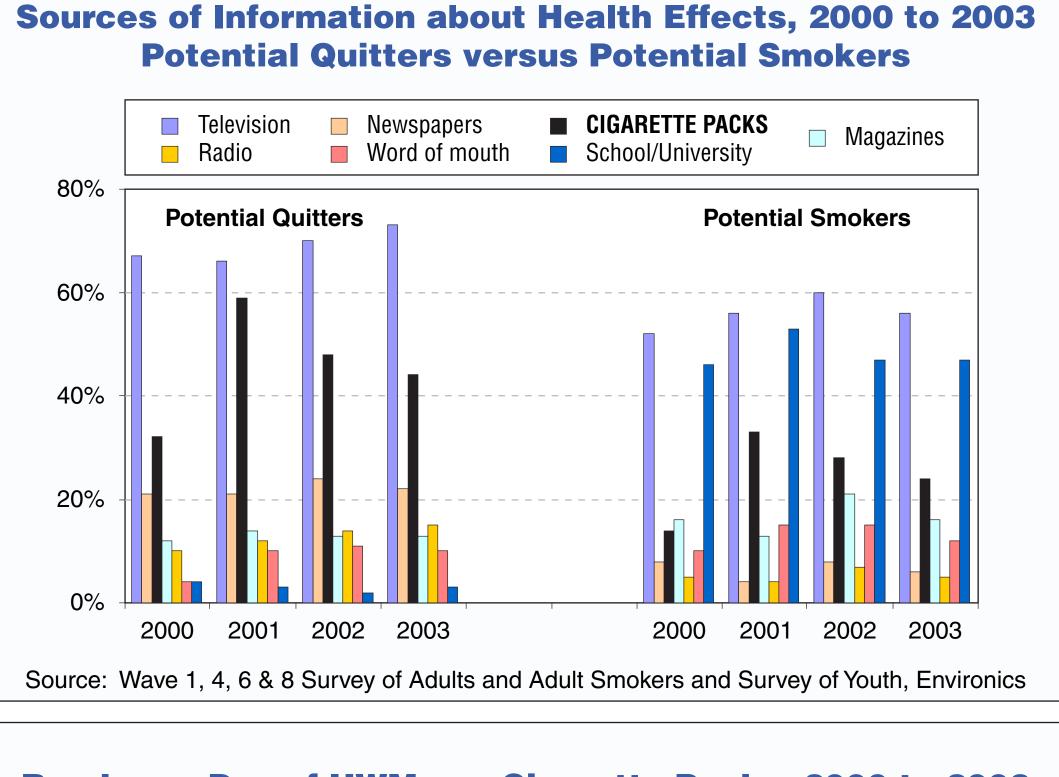
560 (4.1%) 363 (5.1%)
 Sample Size
 168
 159
 152
 117

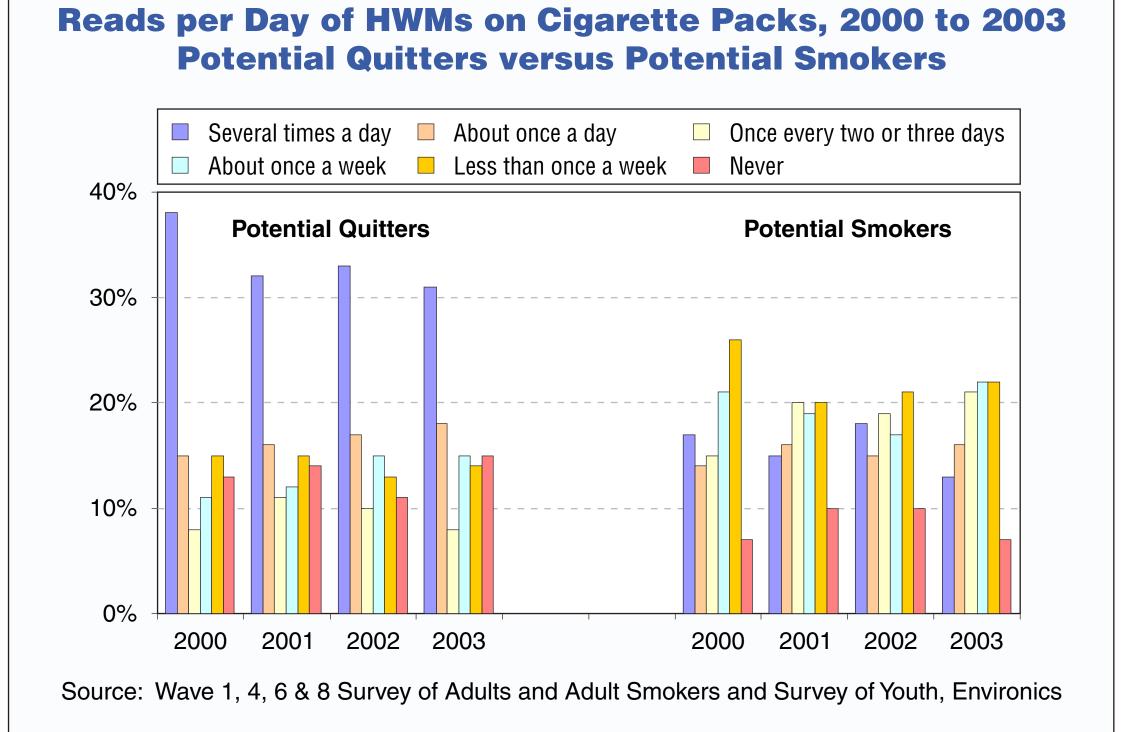
 (95% C.I.)
 (7.6%)
 (7.8%)
 (7.9%)
 (9.1%)
Directly

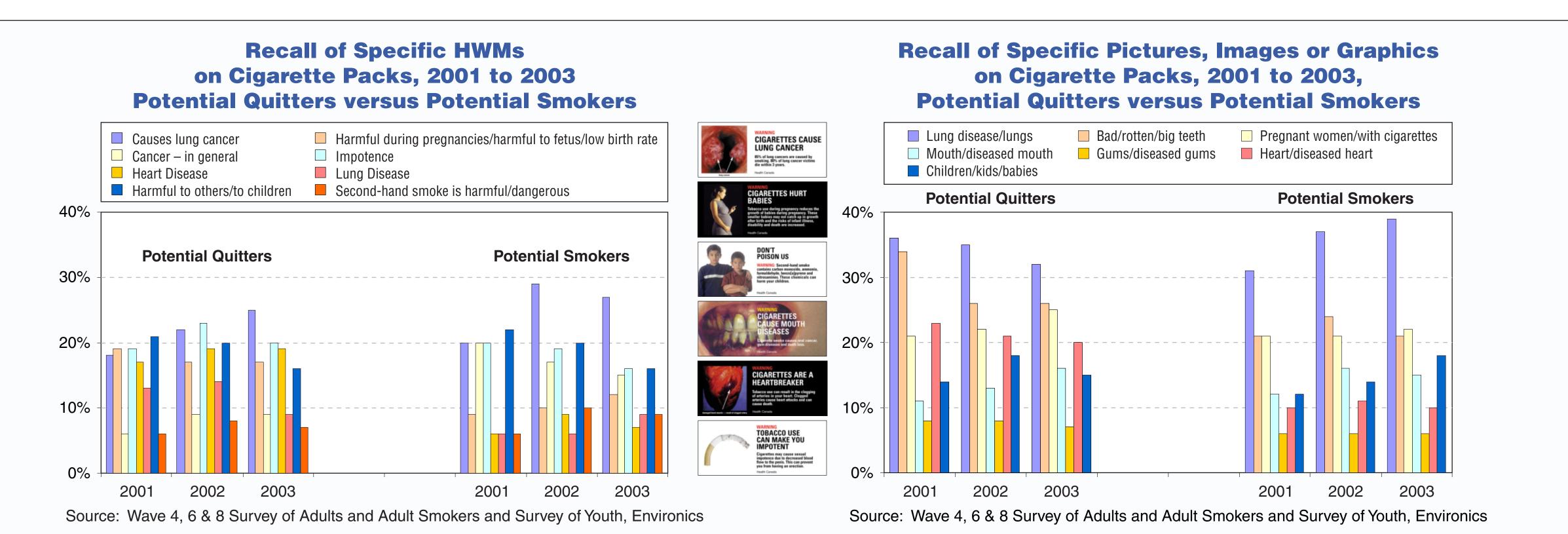
comparable knowledge, attitudes & behaviour data on Potential Quitters among Adult Smokers (aged 18+) & on Potential Smokers among Youth (aged 12-18) extracted from annual Nov/Dec Waves (1, 4, 6, 8)

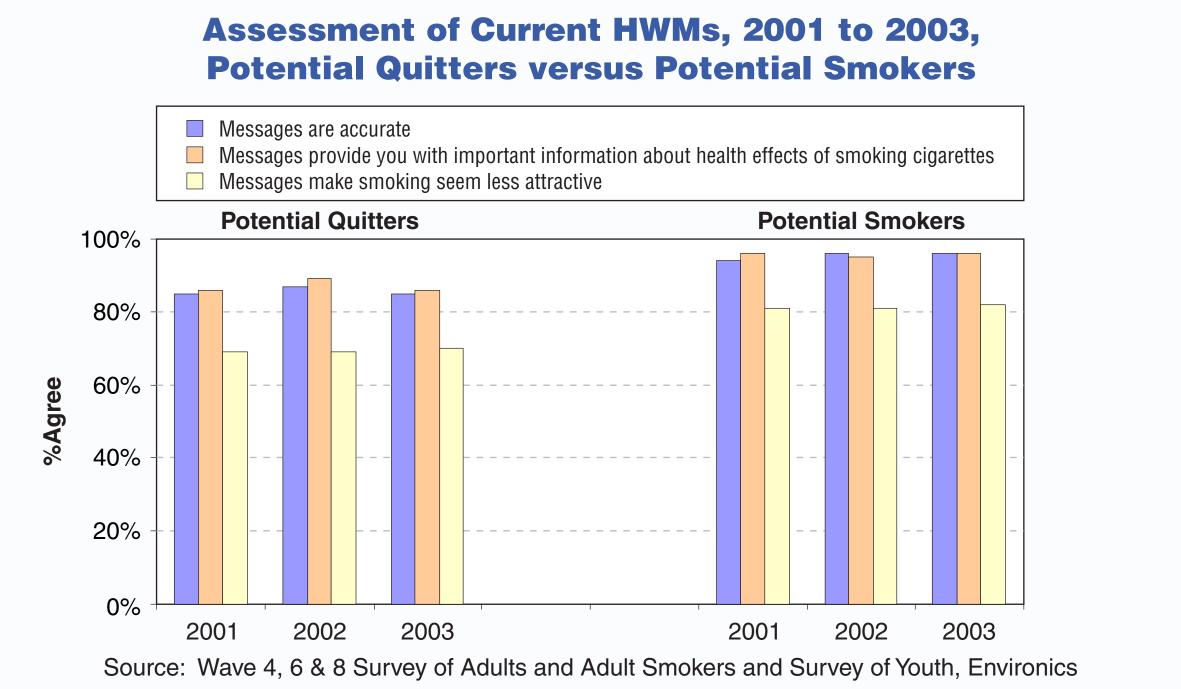
RESULTS

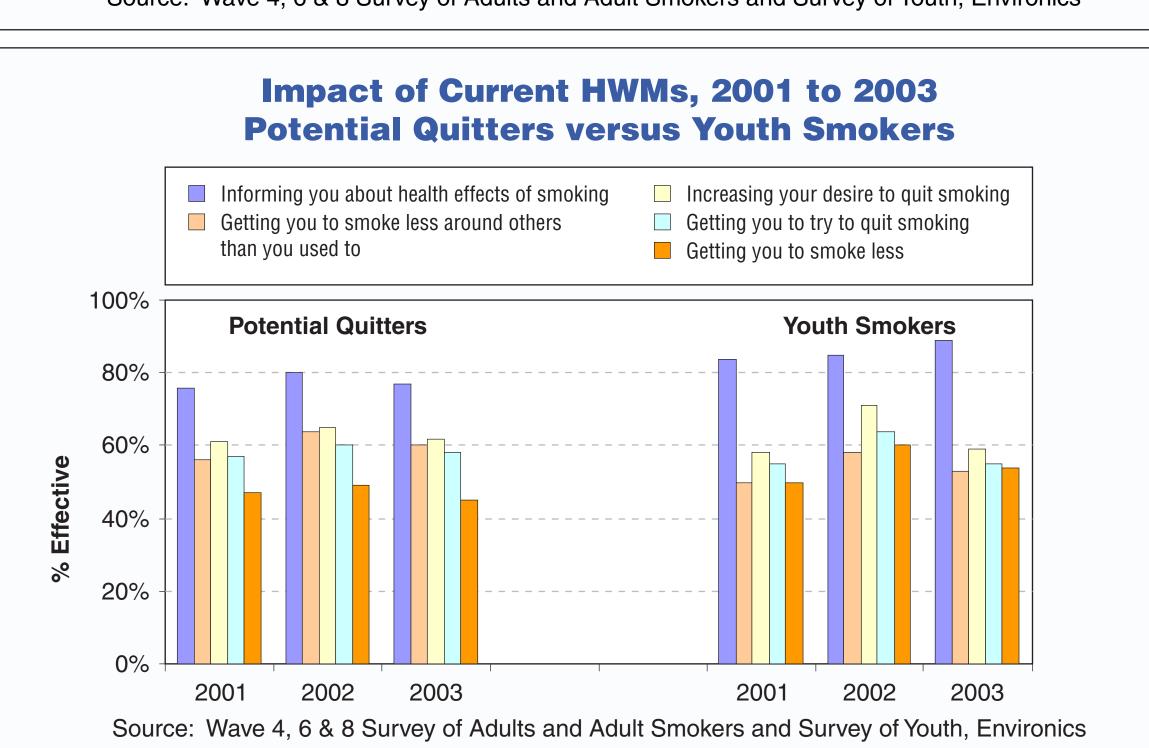












CONCLUSION

HWMs on cigarette packs have had an impact on potential smokers & on potential quitters



Implications of the HWM on cigarette packs

- Effective vehicle for communicating with public
- Proven, cost-effective, credible & good publication tool, reaching both current and potential consumers of cigarettes
- Supports purpose of Tobacco Act

Sustainability of impact of current HWMs implies that HWMs on cigarette packs remain effective over a number of years.

Acknowledgements: Environics Research Group Limited