



The Impact of Enhanced Pictorial Health Warnings: Pre-Post Evaluation Findings from the 2016-18 ITC New Zealand Surveys



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Timeline



Mar-Jun 2018: New Zealand implemented standardised cigarette packs and enhanced pictorial health warnings (PHWs)

2008



30% front



90% back

2018



75% front



100% back

Smoke-free Environments (Tobacco Standardised Packaging) Amendment Act, 2016

Aims

- (i) reduce the appeal of smoking and tobacco products, particularly for young people;
- (ii) further reduce any social and cultural acceptance and approval of smoking and tobacco products;
- (iii) make warning messages and images more noticeable and effective;
and
- (iv) reduce the likelihood of consumers acquiring false perceptions about the harmful effects of tobacco products.

Aim

To evaluate the effectiveness of the new pictorial warning labels (PWLs) on NZ smokers; specifically, to increase:

- salience of the new PWLs and
- cognitive and behavioural impacts.

Methods

Data from the ITC New Zealand Survey

- Recruitment from national survey (NZHS)
- Analysis of CATI survey data among smokers from Wave 1 (W1) Sept 2016 – Apr 2017 (n = 910, 326 Māori) and Wave 2 (W2) Jul-Dec 2018 (n = 726, 308 Māori)
- Repeat cross-sectional analysis
- Weighted analysis: allows for over-sampling and other complexities of sample structure

Comparisons

- W1 (before) vs W2 (after)
- Ethnicity - Māori vs Non-Māori comparisons:
 - Between wave changes
 - W2 measures

Outcome measures

Saliience

- Frequency of noticing and examining PWLs
- Whether PWL = first thing noticed on pack
- Correct identification of Quitline number

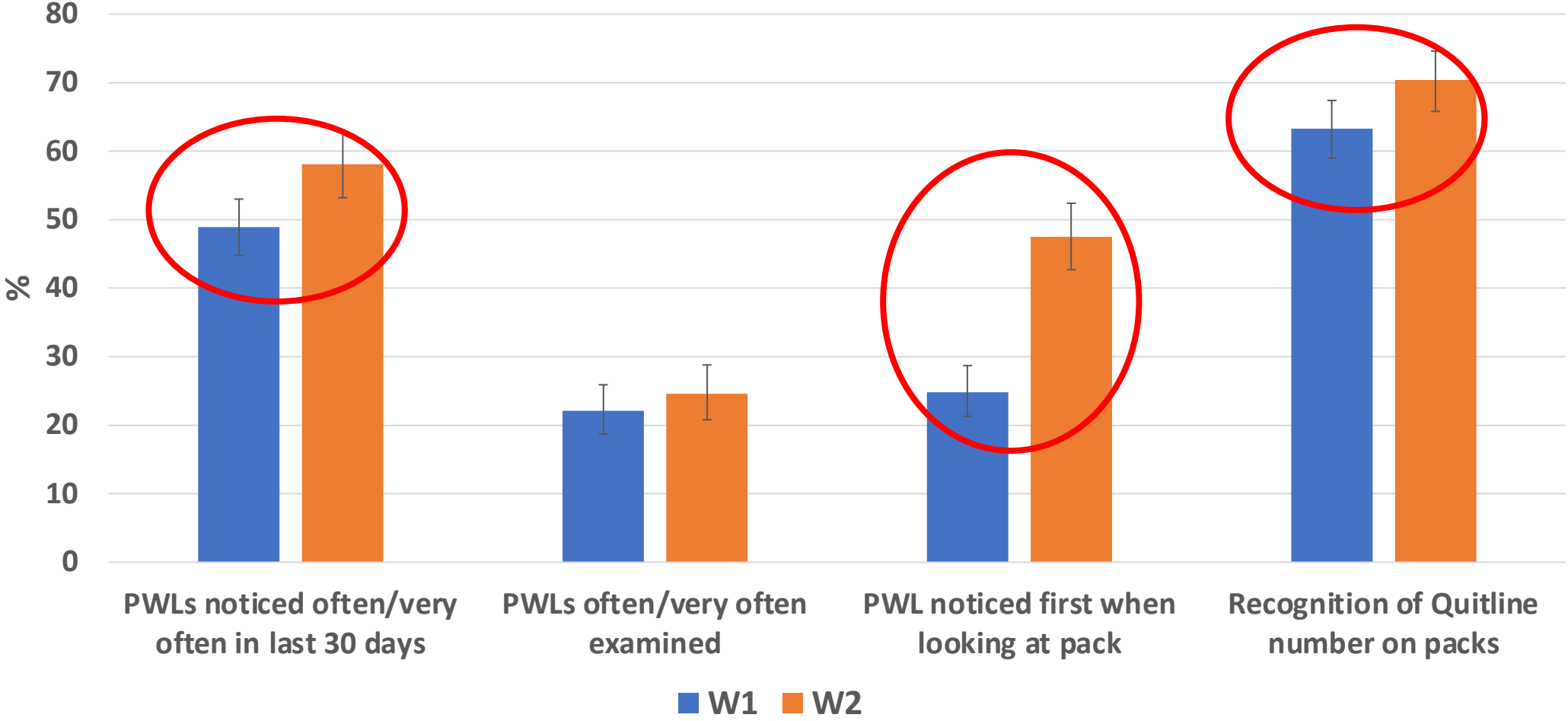
Cognitive impacts

- Credibility of PWLs
- PWLs-> thinking about harms of smoking, feeling alarmed
- PWLs -> motivation to quit smoking

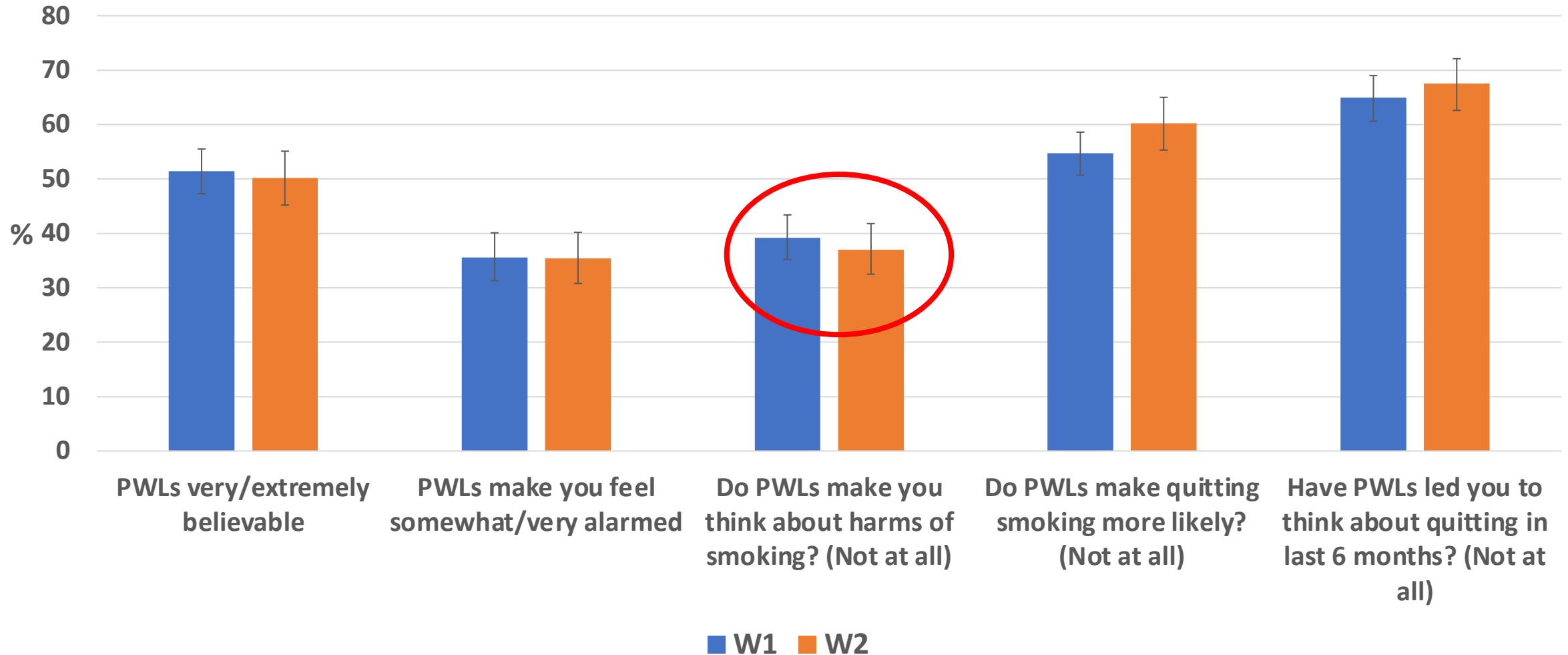
Behavioural impacts

- Avoiding or covering up pack
- Foregoing smoking a cigarette

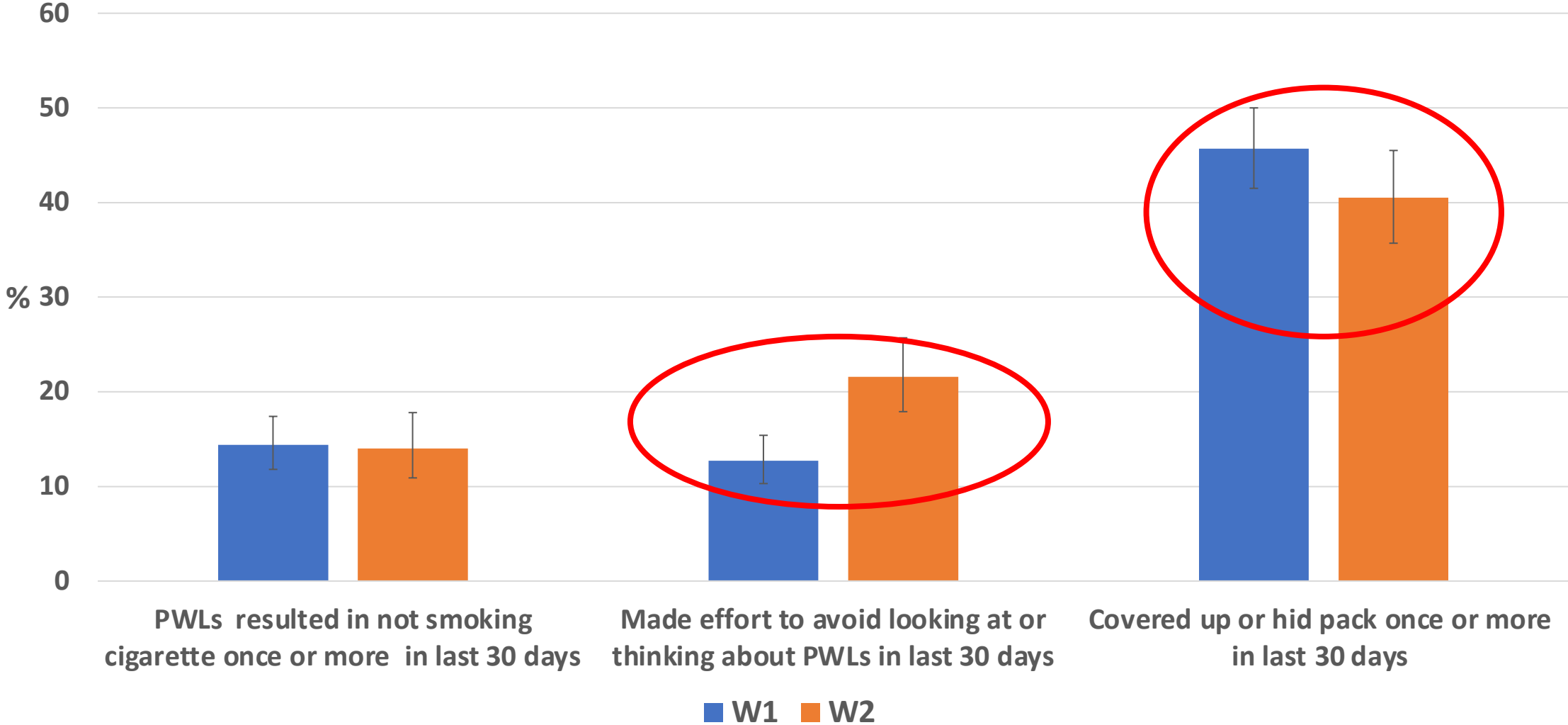
Impact of PWLs: salience (W1 vs W2)



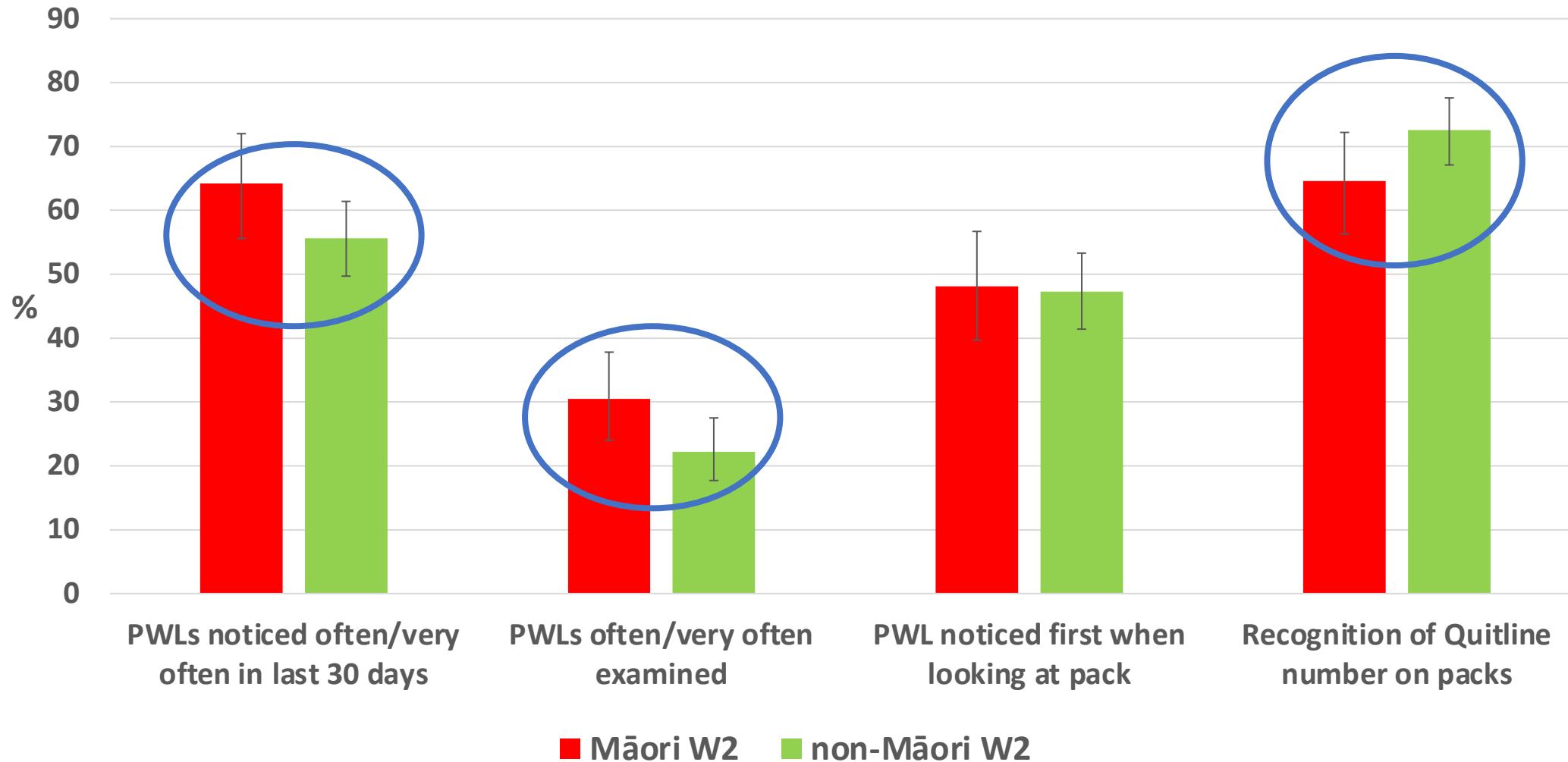
Cognitive Impact of PWLs (W1 vs W2)



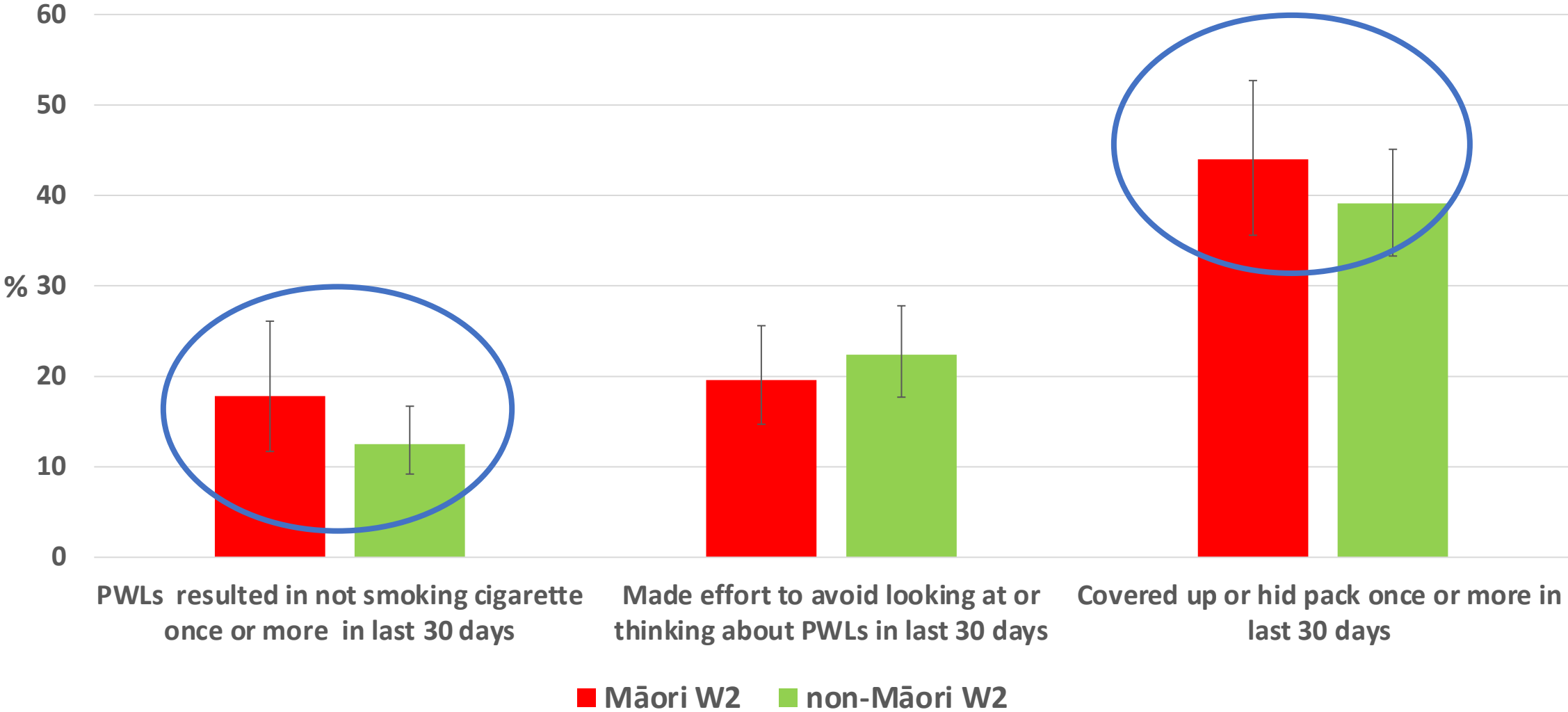
Behavioural Impact of PWLs (W1 vs W2)



Impact of PWLs: salience by ethnicity (W2)

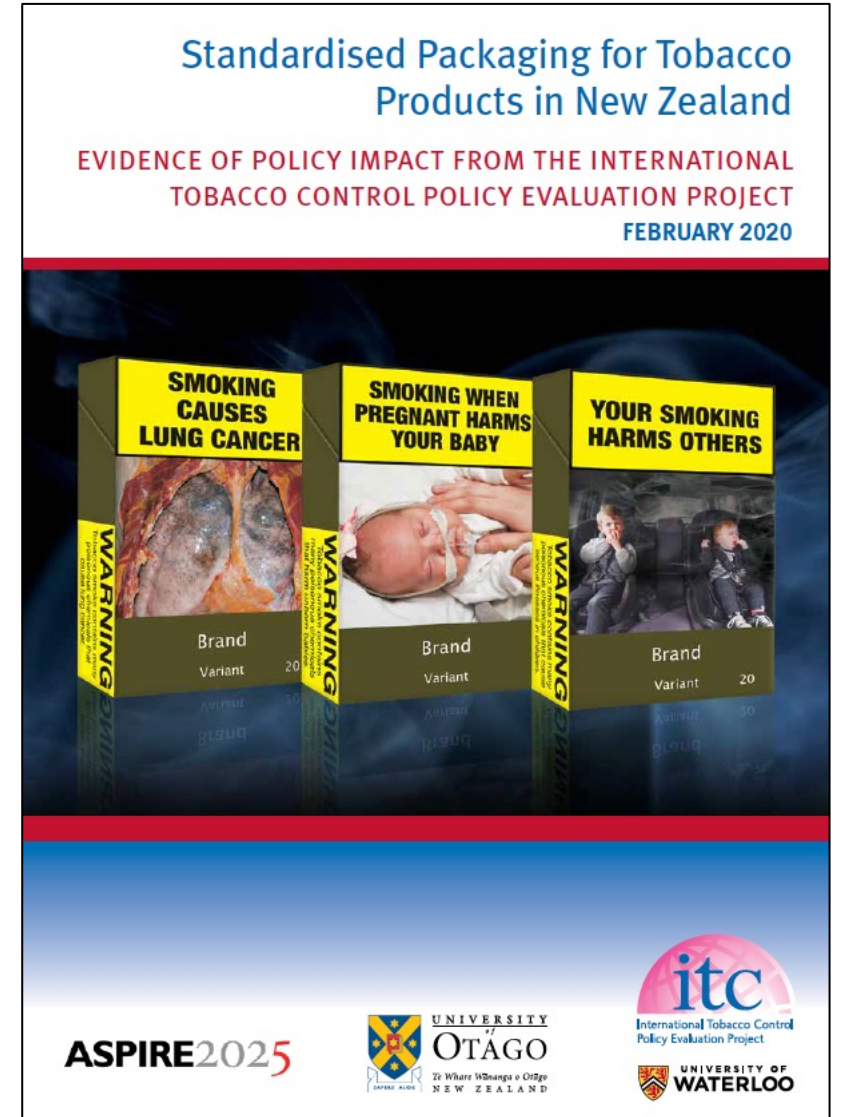


Behavioural Impact of PWLs by ethnicity (W2)



Other impacts

- See poster for evaluation of standardized packaging component of intervention
 - Substantial reduction
 - appeal of cigarette/tobacco packs to smokers
 - More modest reductions
 - brand loyalty/identity
 - perceived quality of cigarette/tobacco products
- Data briefing also presents cross-country comparisons



Summary/Implications

- Enlarged and enhanced PWLs implemented with standardized packaging **increased:**
 - Warning salience
 - Correct identification of national Quitline number on packs
 - Avoidance behaviours
- **No changes** in cognitive impacts including promoting quitting
- PWLs impact similar for Māori and non-Māori smokers

Additional research

- Cross-country comparisons
- Longer follow-up
- Interventions to enhance impact e.g.
 - New warning label themes
 - More frequent rotation
 - Integration with mass media/social media campaigns
 - Pack inserts



ASPIRE
2025



A Smokefree Aotearoa by 2025

—let's do it for the kids

Kia ora Thank you

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ITC Project Research Organizations



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