

Determinants of support for interventions designed to manage tobacco product waste (TPW)

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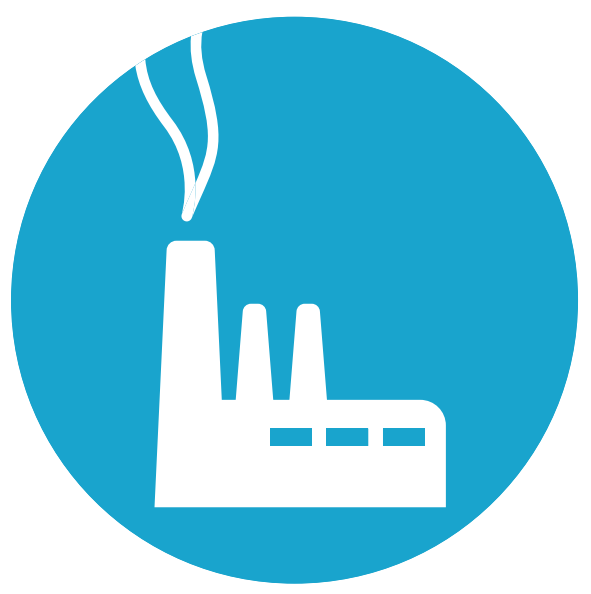
Background



Trillions of cigarette butts are littered each year, making tobacco product waste (TPW) a major environmental hazard



As the final link in the tobacco use chain, smokers are often held responsible for TPW



However, extended producer liability models provide a different perspective by highlighting tobacco companies' role in creating a product that causes harm to users and their environment

Research question

What are the determinants of support for different measures designed to reduce TPW?

Methods

- We conducted a cross-sectional online survey of New Zealand smokers (n=398) and non-smokers (n=414).
- The questionnaire examined respondents' knowledge of TPW and their views on measures that could address the environmental problems TPW causes.
- We analysed the data using multi-variable logistic regression models that estimated determinants of perceived responsibility for TPW.

Results

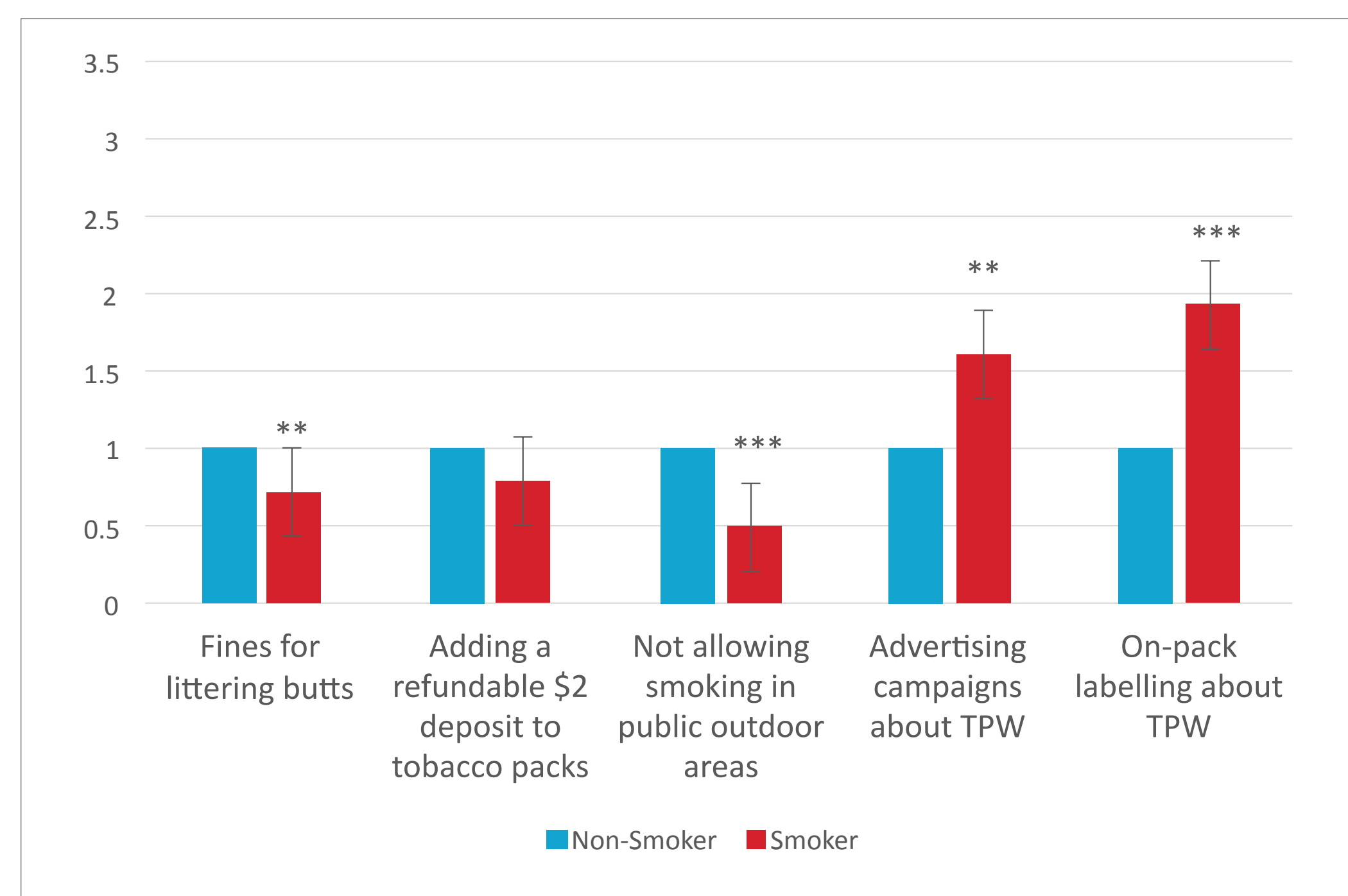
We first estimated determinants of support for measures targeting individual behaviour change, such as fines, education and on-pack information.

- Smokers were significantly more likely than non-smokers to support educational interventions, and significantly less likely to support fines or increased smoke-free areas.
- Māori (indigenous peoples of New Zealand) were significantly less likely to support fines, but both Māori and Pacific respondents were significantly more likely to support a butt refund scheme.

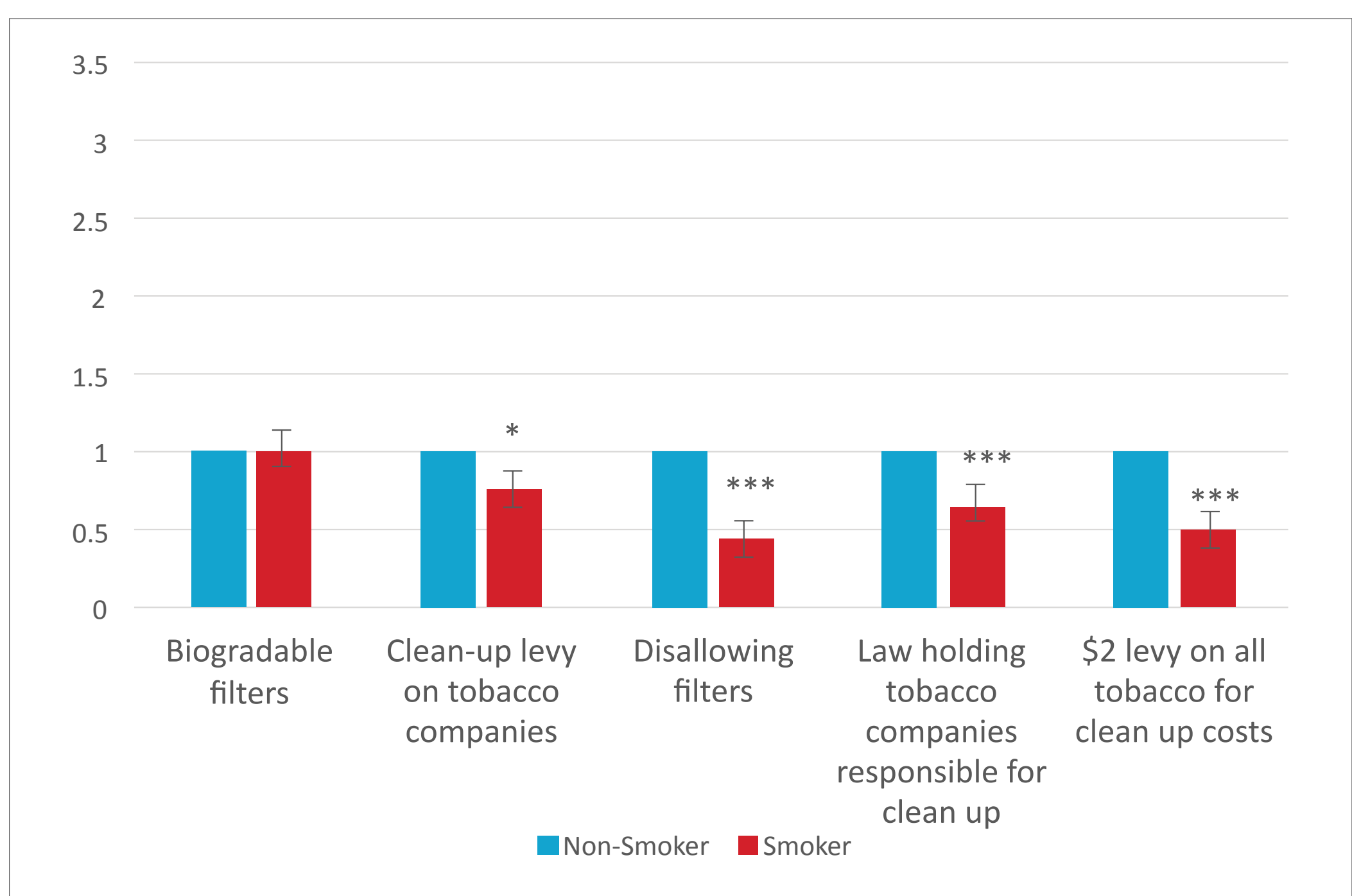
We next estimated reactions to producer-oriented measures, such as law changes requiring tobacco companies to fund TPW clean-up costs.

- Smokers were significantly less likely than non-smokers to support producer-oriented measures.
- Māori and Pacific respondents were significantly more likely than non-Māori to support these measures.

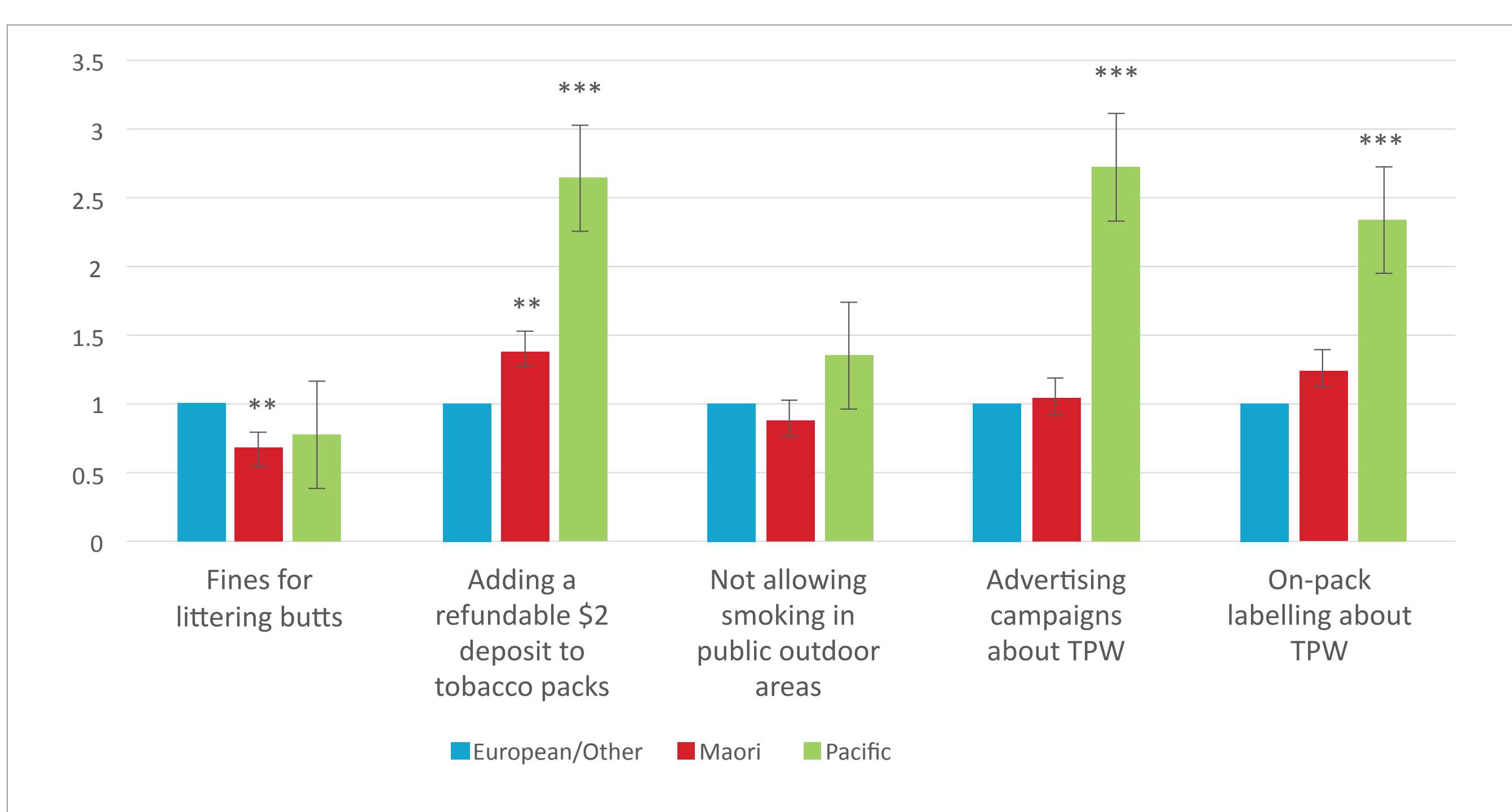
Support for Individually-Oriented Interventions by Smoking Status



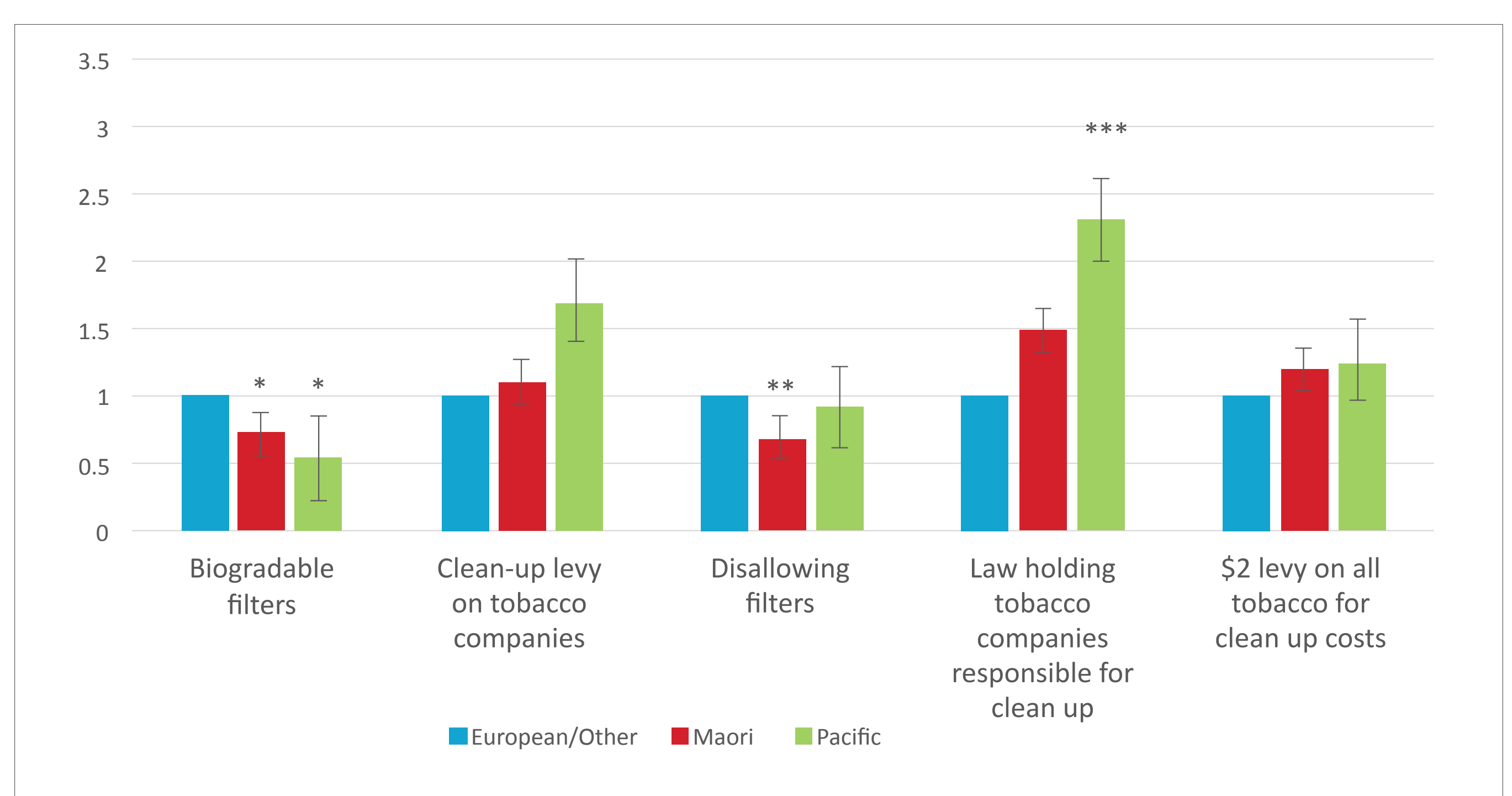
Support for Producer-Oriented Interventions by Smoking Status



Support for Individually-Oriented Interventions by Ethnicity



Support for Producer-Oriented Interventions by Ethnicity



Conclusions

Reducing TPW requires a multi-dimensional approach

- Social marketing campaigns could increase awareness and knowledge of the hazard TPW presents and the role tobacco companies play in creating this problem.
- Increased knowledge may foster support for policies that require redesign of tobacco products (e.g., eliminating filters) or that hold tobacco companies to account for the life-cycle costs of their products.

Policy makers must continue efforts to reduce smoking prevalence, which remains the most effective way to reduce TPW.

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Conflict of interest statement

There are no conflicts of interest to report