

Identifying Credible Attribution Statements for Sources on Pictorial Health Warning Labels in China

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New Developments in Pictorial Health Warnings &
Standardized/Plain Packaging

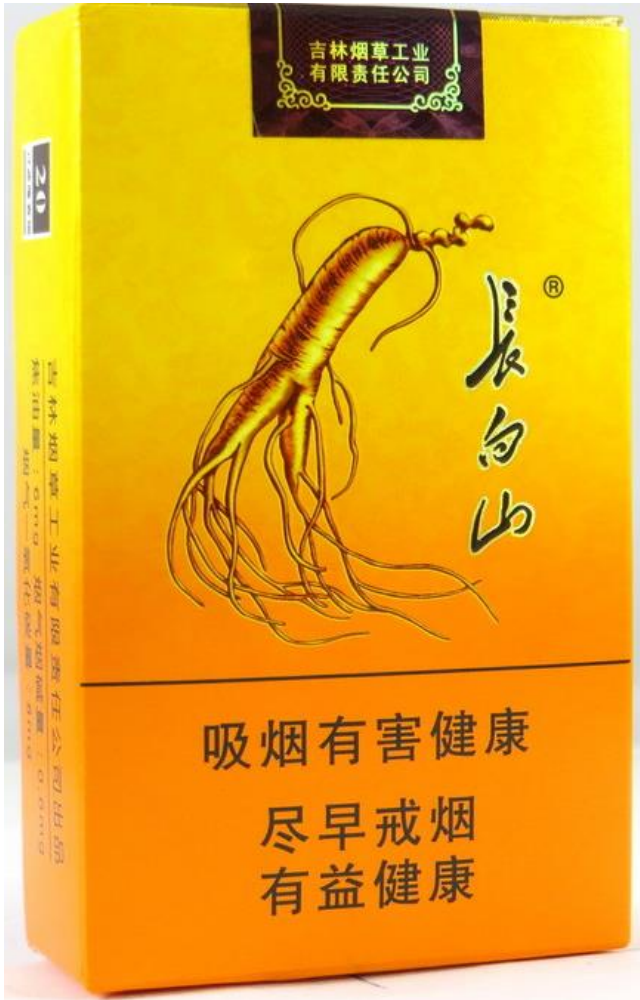


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Health warnings



- In China, female smokers 2.7% vs. 52.1% of men; there are 14.4 million Chinese women smoking
- The WHO Framework Convention on Tobacco Control (FCTC) recommends that large and clear warnings appear on both the front and back of tobacco packs
- They should describe specific illnesses caused by tobacco

Source: World Health Organization 2009, designed by Fabria (art: N. An, Photo: P Martinello) teeth photo Province of British Columbia



Health warnings in China



- 2007 – Chinese cigarette packs required to have text-only messages, covering at least 30% of the display area; Warnings “Smoking is harmful to your health, quitting smoking is good for your health”
- 2016 - area increased to 35%; warnings include:
 - “Smoking is harmful to your health; please don’t smoke in smoke-free places”,
 - “Quitting smoking early is good for your health; quitting can reduce the harm to your health”
 - “Dissuade youth from smoking; prohibit primary and secondary school students from smoking”



Anatomy of a Health Warning Label

Canada

“Front” (50% size)

“Back” (50% size)

“Marker” word

“Tagline”
Black letters

English Text

Attribution to
health authority



Same warning with
French text

Source: Tobacco labelling and packaging toolkit. available at: www.tobaccolabels.org



Attribution Statements on HWL internationally

- Upon review of 109 jurisdictions that use or have passed policies to use pictorial HWLs in 2016; less than a quarter (n=25) of jurisdictions attribute their HWLs to a source
- Most of the sources (n=14) used were “The Ministry of Health” or similar; other common sources were a government website that contained information to support smoking cessation

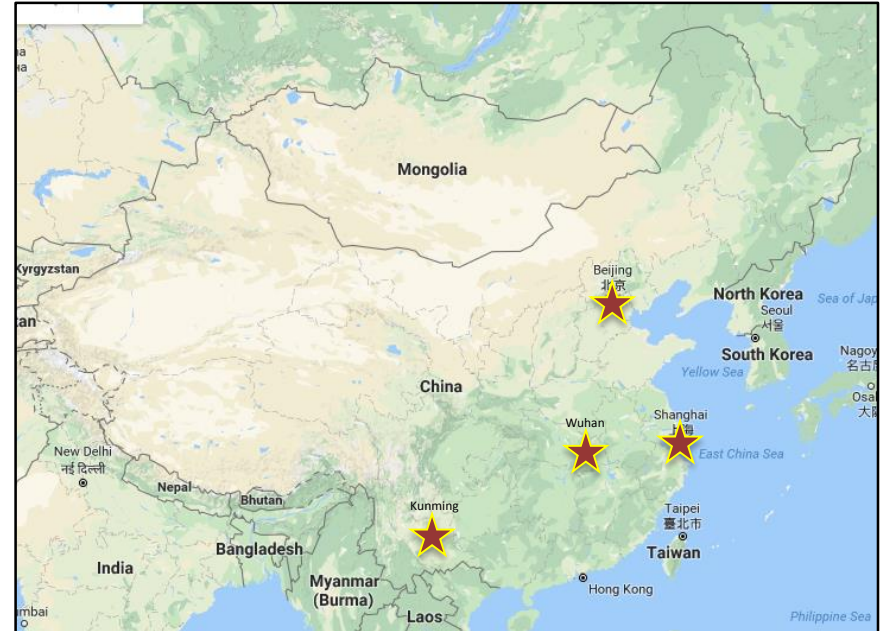




Data Collection

Methods

- Data collected during November 2016
- Beijing, Shanghai, Wuhan, and Kunming
- Approximately 400 adult (18+) residents from each city
- Recruitment via street intercept to participate in our 25 minute tablet-based survey.



www.maps.google.com



Visual stimuli

STMA

China CDC

WHO

Liyuan Peng

国家烟草专卖局: 吸烟导致肺癌。

中国疾控中心: 吸烟导致肺癌。

世界卫生组织: 吸烟导致肺癌。

彭丽媛: 吸烟导致肺癌。



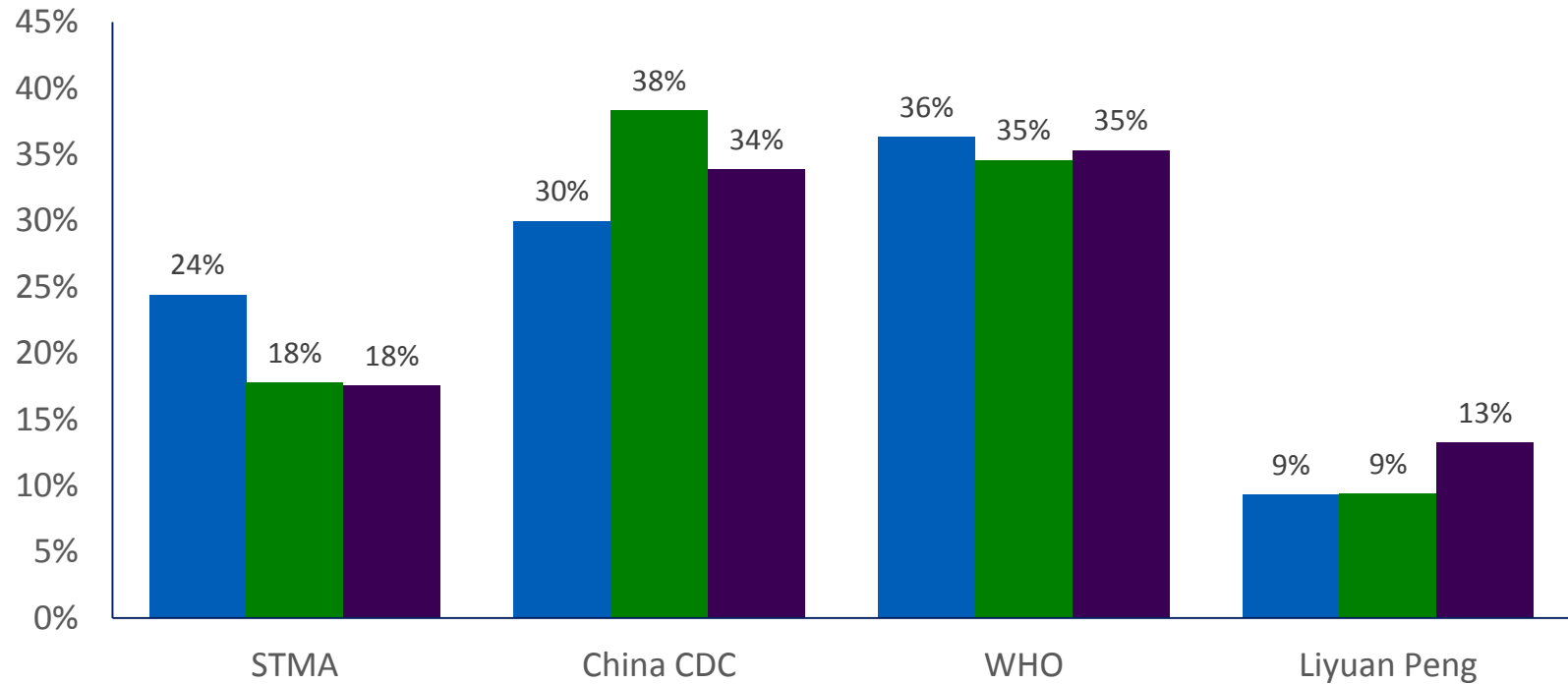
Methods

Survey participants asked, “Which warning label appears...”

- 1) “...the **most credible?**”
- 2.) “...the **most effective at making people quit?**”
- 3.) “...the most effective at **preventing young people from starting to smoke?**”



Results



- Which source appears most credible?
- Which source appears most effective at making people quit?
- Which source appears most effective at preventing young people from starting to smoke?



Discussion

- Most countries with pictorial health warning labels do not use an attribution source
- China may benefit from using national or international public health authorities as the source for HWLs
- Sources may help labels be more credible and effective at supporting quit-seeking behaviors and preventing young people from initiating cigarette use





globaltobaccocontrol.org/tpackss

THANK YOU!