

Smoking Satisfaction, Health Message Acceptance and Motivation to Quit after Plain Packaging

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 - Internal UTAS research grant
 - Fellowship from Cancer Council Tasmania
- Disclosures
 - Have consulted for GSKCH on matters relating to smoking cessation
 - Awarded research funding from Pfizer for investigator-initiated project grants (GRAND Scheme)
 - Neither GSKCH nor Pfizer had any role in the current study

- Plain Packaging (PP)
 - Legislation came into effect in December 2012
 - Australia was the first – and still the only – country to enact such legislation
 - Prohibits logos & brand imagery
 - Restrictions on font style / colour / size
 - Plain, olive green, standardised packaging
 - Large, picture & text warnings



- Believed PP would decrease smoking rates
 - Decreasing uptake, and
 - Increasing interest in quitting among current smokers
- Largely un-tested prior to the legislation being enacted
 - Theory
 - Impact

Background – Warning Messages



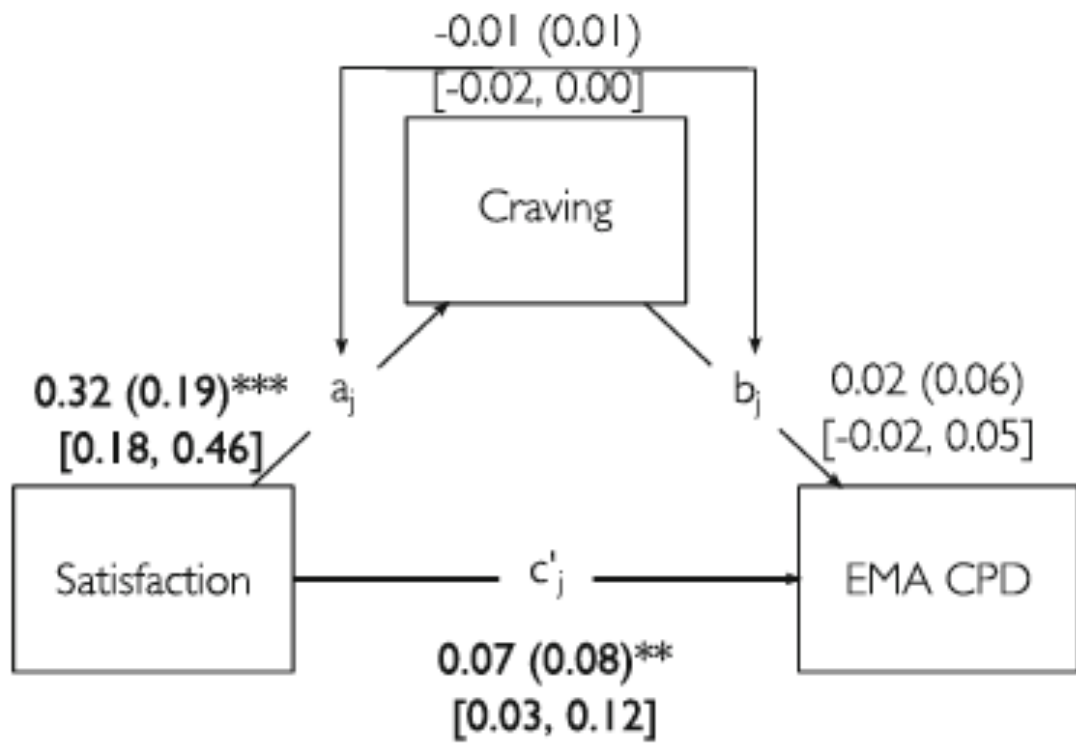
- PP should increase the prominence of health warnings
 - ‘Boring’ packs → Increases attention on visually stimulating warnings
 - ... increasing perceived risk of smoking / vulnerability
 - ... increasing interest in quitting / decrease smoking rate
- Some support in the literature
 - General support for model: link btw beliefs & behaviour
 - Eye-tracking studies: PP increases attention (?)
 - But is ‘attention’ enough to promote vulnerability?
 - Effects of avoidance &/or familiarity?

Background – Satisfaction with smoking



- PP argued to reduce the appeal of smoking
 - Removing “brands” → reduce attachment & satisfaction gained from smoking → increasing interest in quitting & decrease smoking

Satisfaction with smoking predicts daily smoking among smokers trying to quit



1-point drop in satisfaction associated with 0.07 fewer CPD (Schüz & Ferguson, 2014)

Background – Satisfaction with smoking



- PP argued to reduce the appeal of smoking
 - Removing “brands” → reduce attachment & satisfaction gained from smoking → increasing interest in quitting & decrease smoking
- Cigarettes in PP are viewed as less appealing, likely to taste worse etc
- 2 week real-world simulation: cigarettes in PP as rated as less satisfying (Moodie et al, 2011)
 - No difference in rating (believability, prominence etc) of health messages

- Objectives:
 - Examine changes in factors such as satisfaction with smoking, & interest in quitting in the real-world during the introduction of PP
 - Examine the responses to cigarette package health warnings
- Examine the theoretical models & the implementation itself

- Observational study of smokers who were NOT interested in quitting
- Followed intensively for up to 4wks
 - Real-time assessment of smoking, affect and social situations
 - Daily summaries of smoking behaviour
 - Weekly lab visits
 - Average: ~27 days / participants



Methods – Daily Evening Report



- Asked about warning messages
 - Warning displayed
 - Q's about feelings of vulnerability (based on Klein et al., 2011) e.g., “How worried are you about the warning on the packet?”
- Intention to quit
- Overall satisfaction with smoking

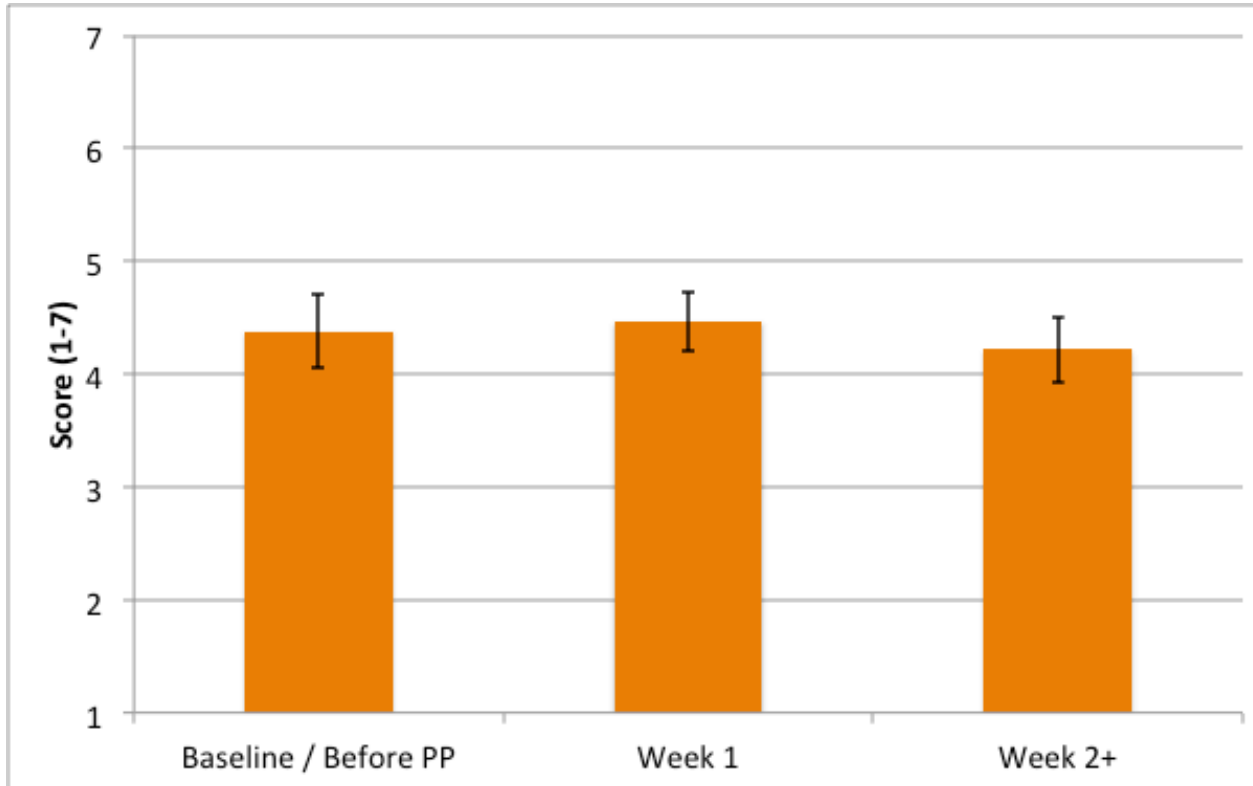


- N=73
 - Mean age: 39.5 years old
 - 18.6 CPD
 - 60% male
- Enrolled between Nov 2012 & Mar 2013
 - PP came in gradually
 - 34 transitioned from traditional to PP during the study period
 - Sample for initial effects



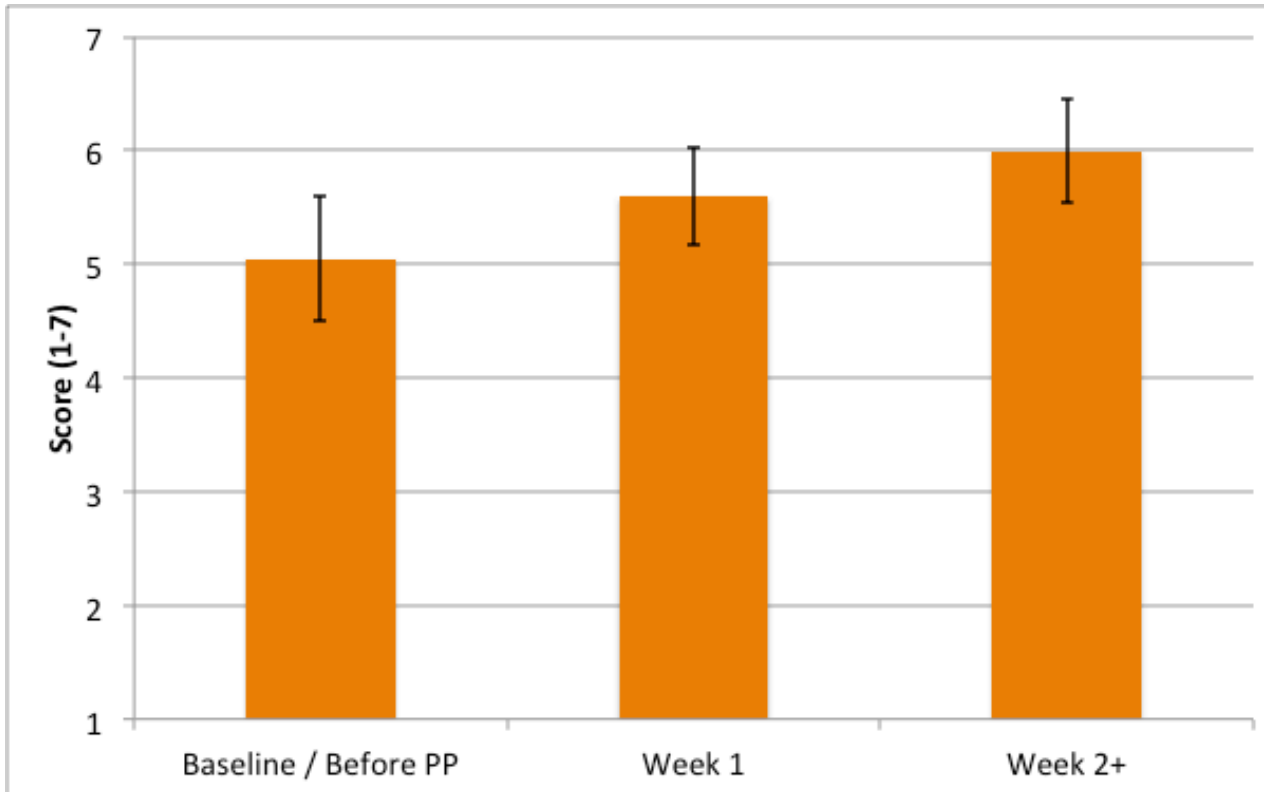
- Worries about effects of smoking – ‘vulnerability’ – strongly predictive of interest in quitting ($p < .001$)
- And intention to quit predictive of daily CPD ($p < .05$)

Results – How worried are you about the possible effects of smoking?



But PP seemed to have no INITIAL effect on perceived vulnerability
...

Results – Intention to quit



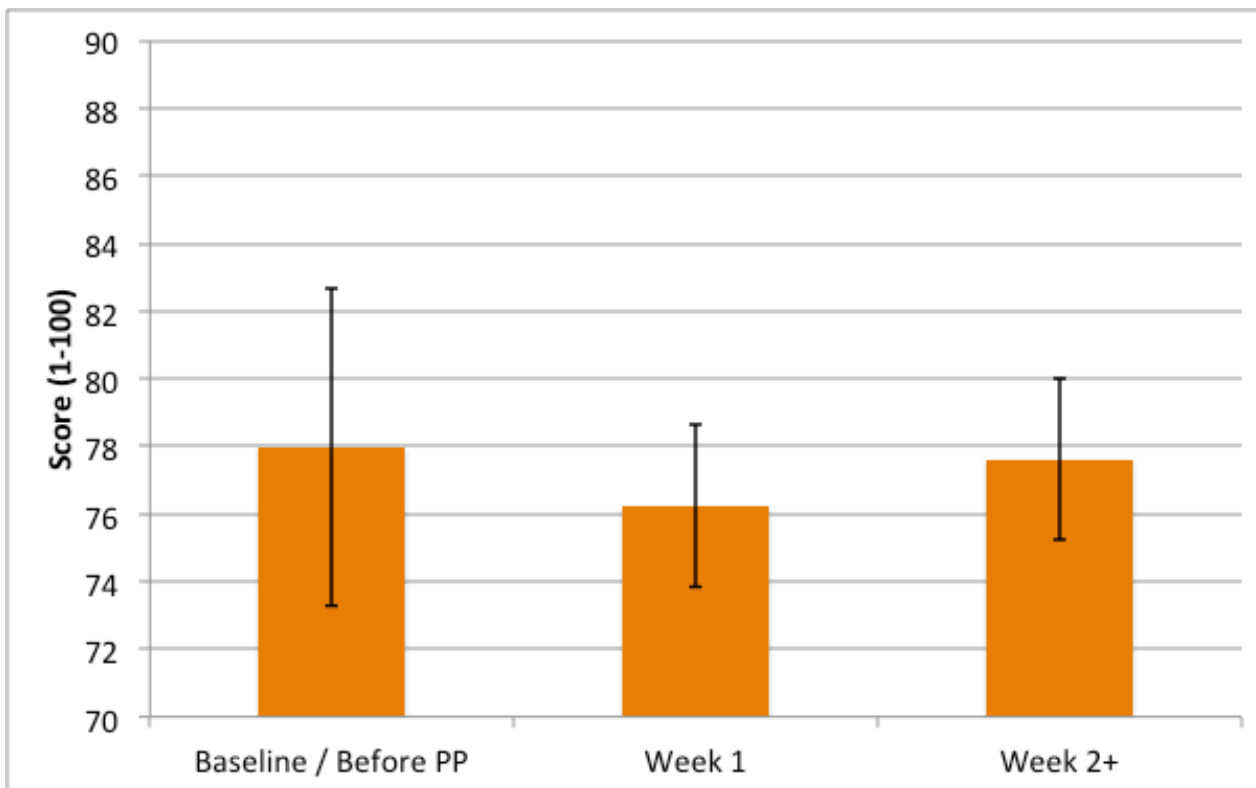
... or intentions to quit (n=34)

Results – Satisfaction with smoking



- Daily satisfaction was associated NOT with either daily CPD or interest in quitting

Results – Satisfaction with smoking



Also saw no change in satisfaction with smoking following introduction of PP (n=34)

- General support for the role of warning messages in promoting quitting behaviour
 - Vulnerability – Intentions to quit – reduced smoking
- But: PP seemed to have no IMMEDIATE impact on feelings of vulnerability or satisfaction gained from smoking
 - Avoidance?
- Limitations
 - Small sample (changes following PP)
 - Short duration of monitoring – effects of PP may build up over time

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