

AN INVESTIGATION OF EVERYDAY ENCOUNTERS WITH ANTI-SMOKING WARNINGS

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BACKGROUND

- Lab-based studies indicate that warnings :
 - Are perceived as important and effective (Hammond, 2011),
 - Increase knowledge of smoking-related disease (Hammond, 2011)
 - Induce fear and cessation-related thoughts (Hammond, Fong, McDonald, Brown, & Cameron, 2004).
- Also potential for maladaptive responses to anti-smoking messages:
 - Avoidance (Moodie, Mackintosh, & Hastings, 2013)
 - Derogation of messages (Ruiter, Abraham, & Kok, 2001)
 - Self-exemption from smoking-related risk (Weinstein, Marcus, & Moser, 2005).

Aim: To investigate the presence and impact of anti-smoking messages on smokers and never-smokers, using ecological momentary assessment (EMA)

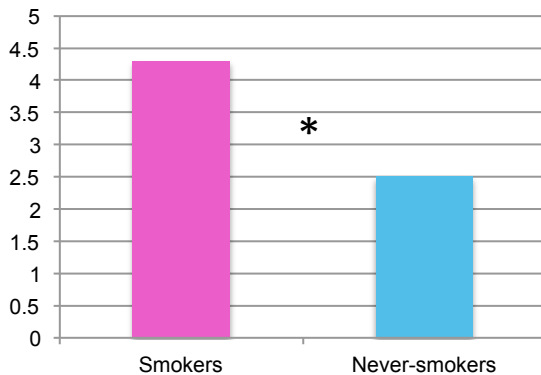
METHODS

- EMA to assess everyday encounters with anti-smoking warnings of 35 smokers and 37 never-smokers.
- Participants carried modified smartphones for approx. 19 days (1352 subject days of monitoring in total).
- Participants:
 - Reported encounters with smoking warnings;
 - Completed assessments on attitudes and reactions to the health warnings, perceived risk, and motivation to quit;
 - responded to randomly scheduled prompts;
 - smokers reported cigarettes smoked.

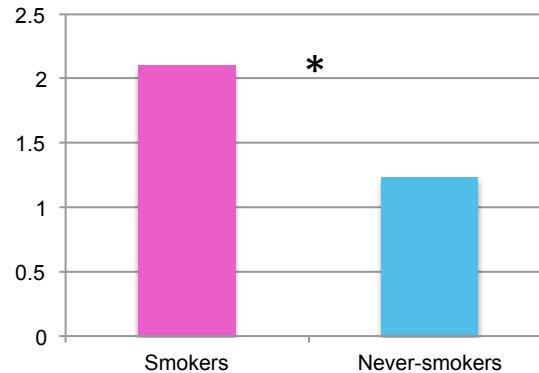
RESULTS & CONCLUSIONS

- Compared to never-smokers, smokers encountered more smoking messages: 0.38 vs 1.24 warnings per day
 - Absolute number was very low given that package warnings are designed to be encountered each time a cigarette is smoked.
 - Warnings may be ignored, avoided or covered.
 - Feelings of vulnerability (lung cancer) were higher in smokers than in never-smokers
 - Smokers give realistic estimate
 - Neither smokers nor never-smokers reported higher feelings of vulnerability when health warnings were present
- Smoking-related health warnings may not be consciously encountered as frequently as expected, especially in smokers (defensiveness?)**
 - Smoking warnings not effective in increasing feelings of vulnerability in smokers and never-smokers**

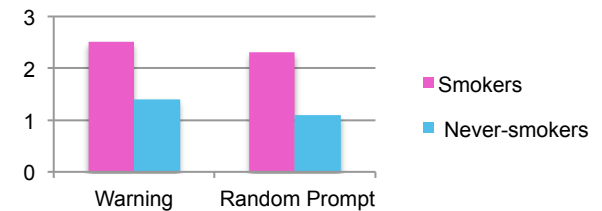
1. Smoking warnings seen



2. Vulnerability



3. Vulnerability



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