



# **Smokers' Responses to Graphic Warnings in New Zealand by Ethnicity and Deprivation**

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## Investigators and Funders

### Key agencies involved

University of Otago  
University of Auckland  
Ministry of Health

### Funding

Health Research Council of  
New Zealand

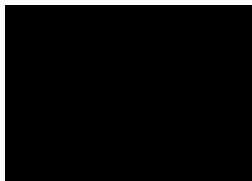


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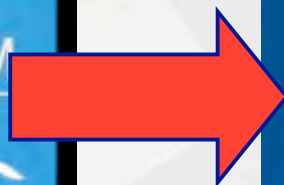


# Objectives

- To assess changes in smokers' reactions towards on-pack warnings, after the introduction of graphic health warnings (GHWs)

*Front – 30%*

*Back – 90%*



# Methodology

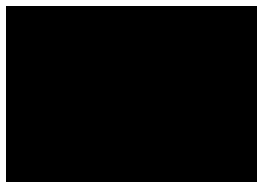
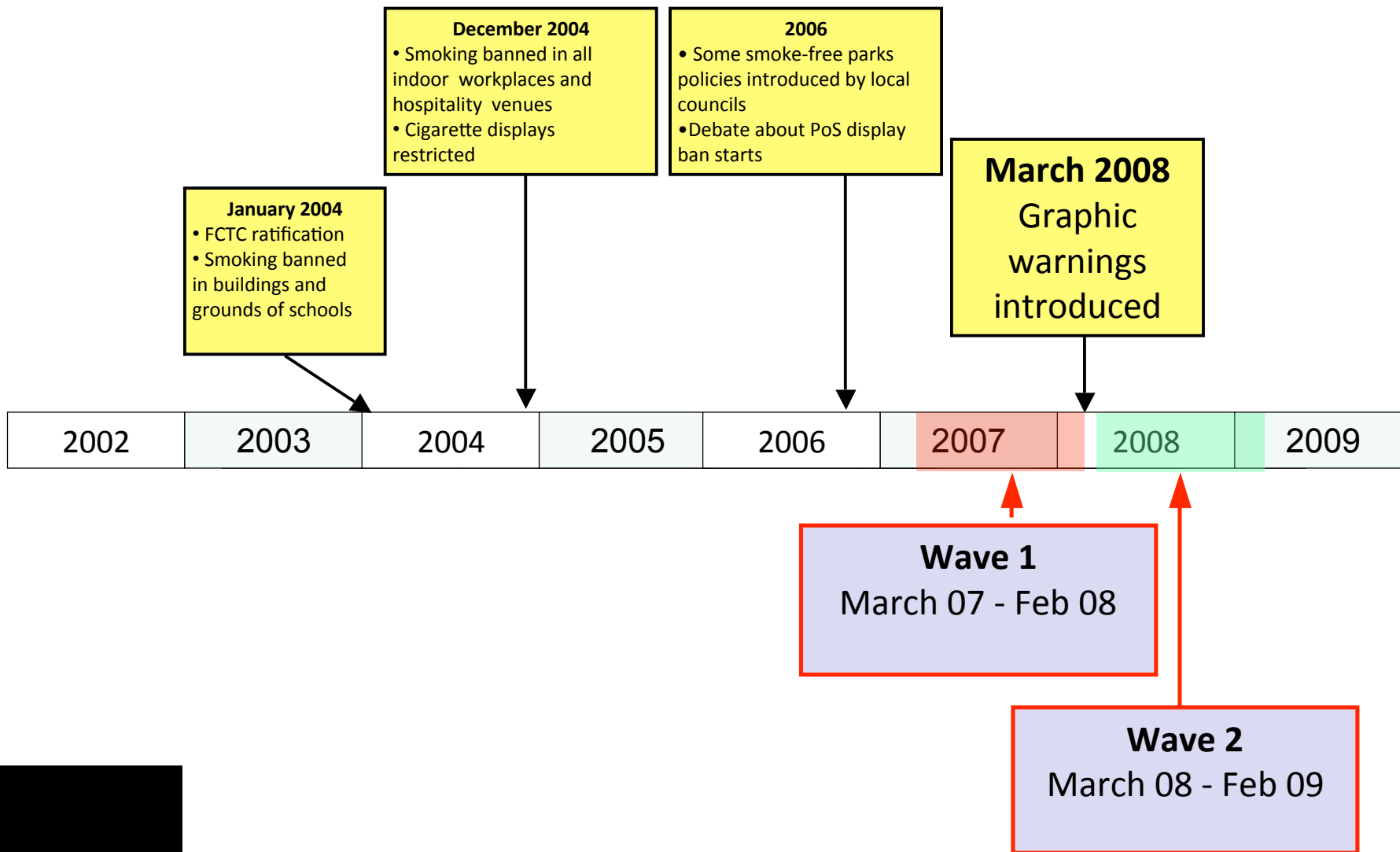
- Sampling frame: NZ Health Survey
  - Representative national sample
  - Boosted sampling of Maori, Pacific and Asian
- Telephone surveys (CATI)
- Wave 1: 1376 smokers
- Wave 2: 923 smokers
- Includes responses from those who completed both waves
- Further details of the methods are online:  
<http://www.wnmeds.ac.nz/itcproject.html>

# Methodology

- Standard ITC questions to assess reactions towards on-pack warnings *in the last month*
- Same questions used in both survey waves
- The extent the warning labels had...
  - 1) made them think about the health risks of smoking?
  - 2) made them think they are more likely to quit?
  - 3) stopped them from having a cigarette?
  - 4) led to avoidant behaviours? (covering-up warnings, keeping warnings out of sight, using a cigarette case, or avoiding particular warnings).

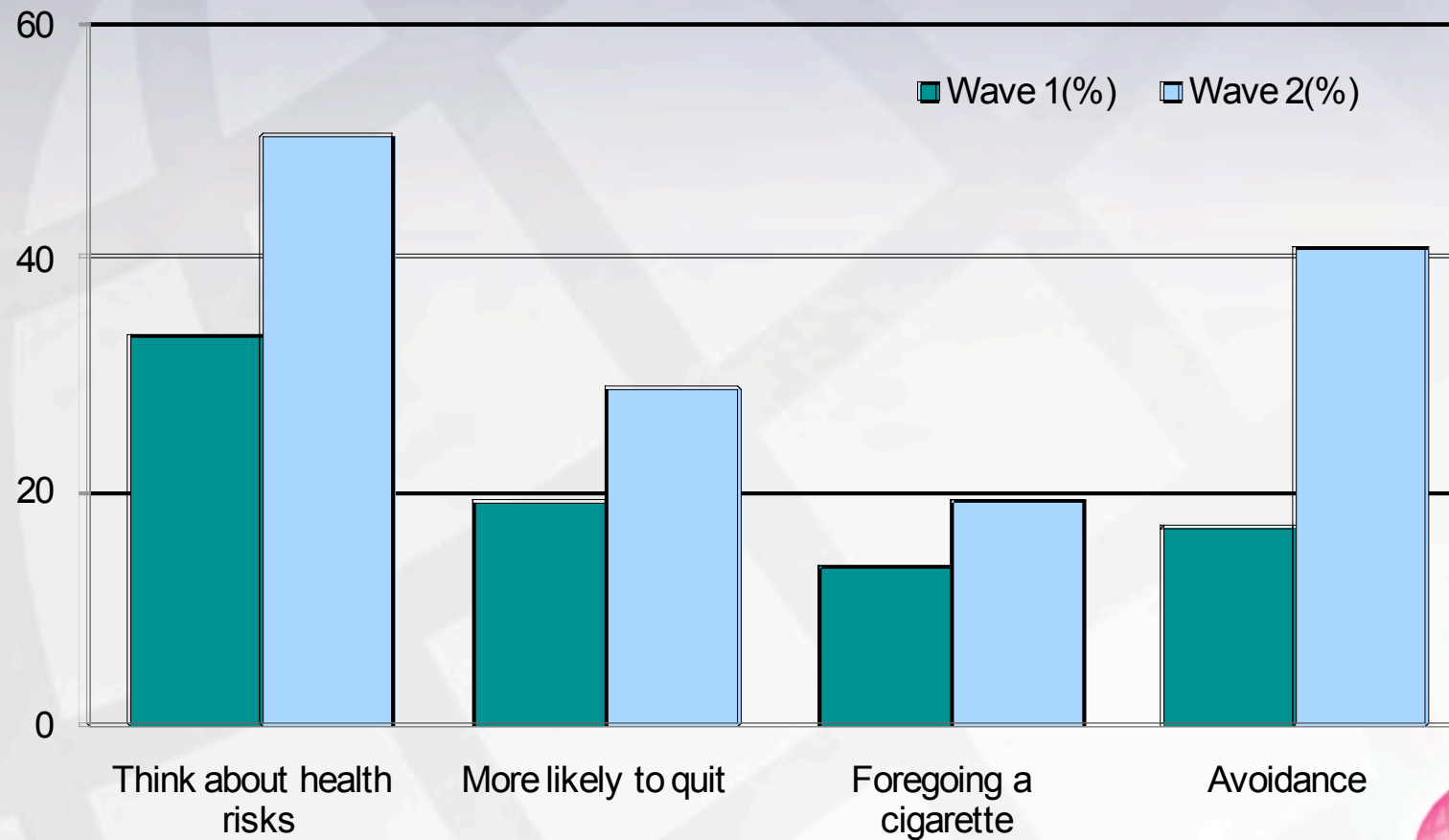
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## Timeline of Tobacco Control Policies and ITC Surveys



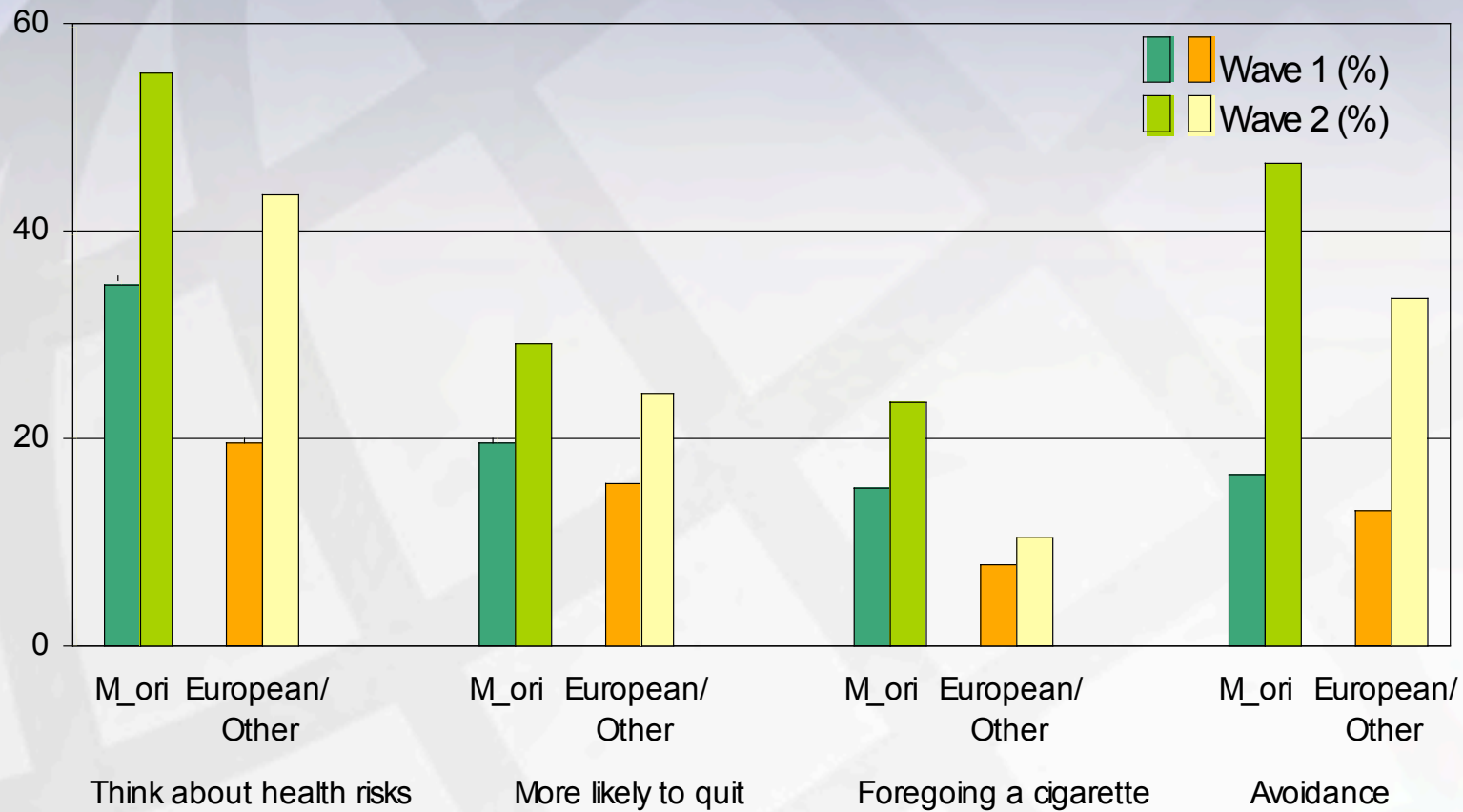
# Results

Figure 1: Reactions towards warning labels in wave 1 (text warnings only) and wave 2 (after the new GHWs were introduced)



# Results

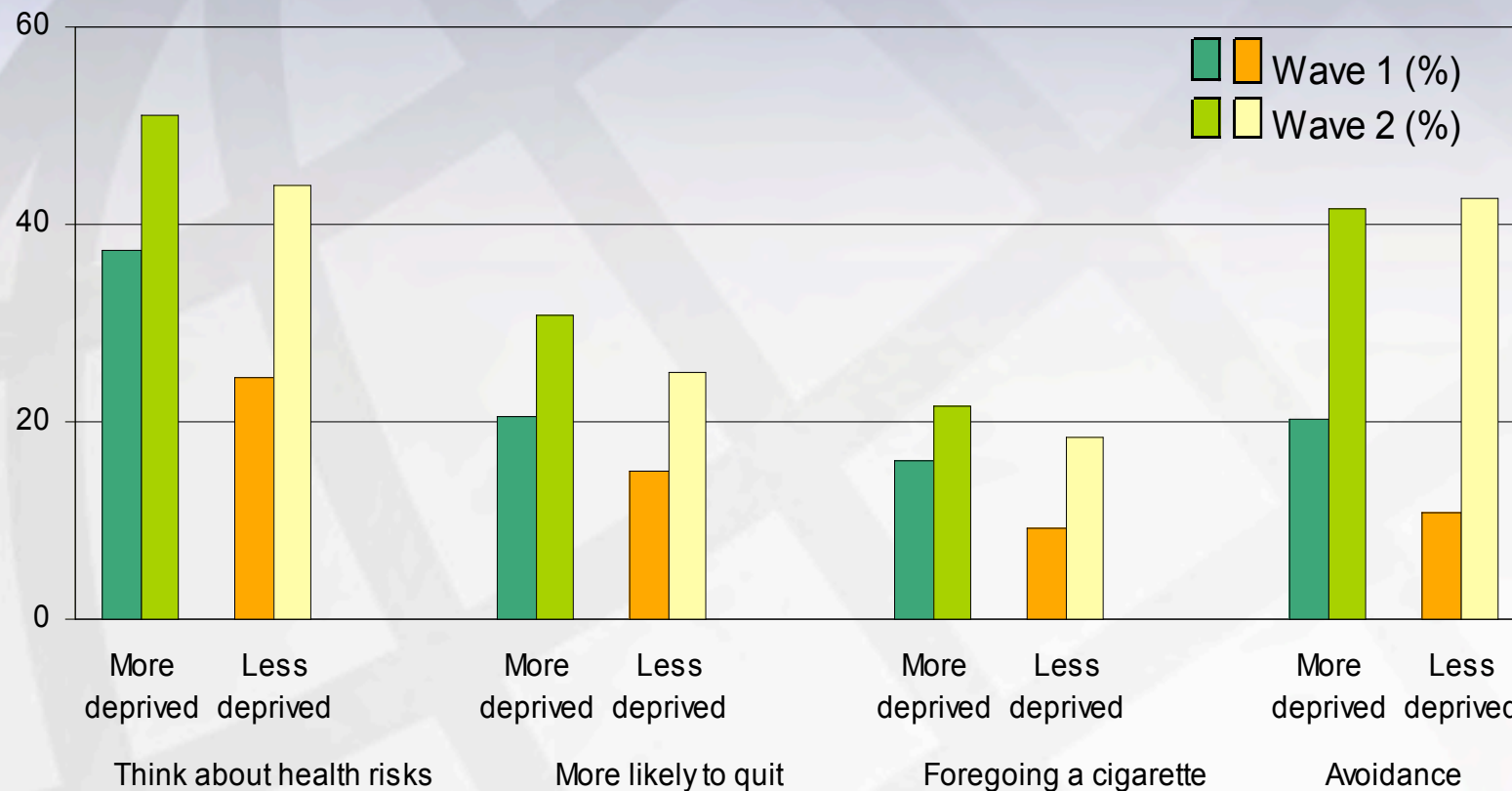
- Figure 2: Reactions towards warning labels in waves 1 and 2, by ethnicity





# Results

- Figure 3: Reactions towards warning labels in waves 1 and 2, by deprivation (small area measure)



# Discussion

- These GHWs stimulated stronger reactions than text warnings
- These GHWs had stronger effects on indigenous and more deprived populations: so may contribute to reducing smoking-related health inequalities
- Effects of GHWs may be under-estimated here since some respondents may still have been buying packs with text warnings (at W2 interview in early 2008)

# Possible responses

- Further research on priority audiences:
  - NZ example: identify components that produce the strongest effects for Maori. The graphics? The indigenous language?

To optimize the impact of GHWs:

- Increase size and range of GHWs?
- Increase “fear arousal” themes?
- Reduce visual clutter?

*Back-of-pack*



# Thank you

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For more information on the NZ ITC Project and reports:

<http://www.wnmeds.ac.nz/itcproject.html>