Cigarette Health Warning Labels with Anti-Gift Giving Messages: An Experimental Cross-Sectional Survey in China

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Background
- Cigarette-gift giving practices in China have contributed to the normalization of smoking and have been cited as reasons for smoking initiation and failure to quit.
- While China’s current health warning labels (HWLs) are text-only, research has shown pictorial HWLs in China and elsewhere can be effective and have multiple purposes.
- **Study Objective:** To conduct a pre- post-analysis of intention to gift cigarettes using pictorial HWLs with anti-gift giving messages

Methods
- A cross-sectional randomized experimental health warning label survey was conducted in December 2017 in Beijing, Shenzhen, and Shanghai.
- 838 adults (18+) were recruited via street intercept to complete our 25-minute tablet-based survey (50% male and 50% <40 years of age).
- Gift-giving-related questions were asked prior to and after viewing a suite of eight HWLs with various anti-cigarette gift giving messages and pictures of either a man gifting diseased lungs or a carton of cigarettes with diseased lungs on the carton.
- Two-tailed paired t-tests, α<0.05, were conducted to compare differences pre- and post-exposure to HWLs with anti-gifting messages.

Mock cigarette packs with HWLs with anti-gifting messages (English translations)

Results

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Pre-exposure</th>
<th>Post-exposure</th>
<th>P value (α=0.05)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not at all likely</td>
<td>Somewhat likely</td>
<td>Likely</td>
</tr>
<tr>
<td>Overall (n=838)*</td>
<td>25.6</td>
<td>37.6</td>
<td>24.6</td>
</tr>
<tr>
<td>Smokers (n=424)</td>
<td>16.8</td>
<td>38.9</td>
<td>26.3</td>
</tr>
<tr>
<td>Non-smokers (n=414)</td>
<td>48.9</td>
<td>36.2</td>
<td>12.7</td>
</tr>
</tbody>
</table>

*Over 67% of the overall sample reported either they or their families have previously gifted cigarettes

Conclusion
- These data suggest cigarette gift giving remains common.
- Pictorial HWLs with anti-cigarette gift giving messages may help deter smokers from gifting cigarettes.
- More research needs to be done to identify HWLs that can help deter non-smokers from gifting cigarettes.

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