



Collection and analysis of longitudinal, individual-level tobacco control survey data in Poland

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*Presentation at the 13th World Conference on
Tobacco or Health, Washington, D.C., July 2006*

Research Team

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- ◆ Fieldwork:
 - ◆ GfK Polonia (Warsaw). Global headquarters in Nuremburg, Germany – www.gfk.com

Funding

- ◆ Roswell Park Transdisciplinary Tobacco Use Research Center (TTURC)
 - ◆ Developmental Research Program (DRP)
- ◆ Initiative for Cardiovascular Health Research in the Developing Countries (IC Health)
 - ◆ Start-up Grant Research Program (SUG)

Project Objectives

- ◆ A longitudinal evaluation of the population impacts of Poland's tobacco control policies on smoking behaviors
- ◆ Assess how these impacts compare to the effects of similar policies in the ITC Four Country Surveys

Tobacco Control Initiatives in Poland

- ◆ Full set of Tobacco Control Policies in Poland:
 - ◆ Ban on smoking in a range of public places
 - ◆ Ban on various aspects of sales (vending; youth; single cigarettes, etc)
 - ◆ Ban Tobacco advertising in all print and media
 - ◆ Ban tobacco company sponsorship
 - ◆ Prominent health warning labels
 - ◆ Ban production of smoke-free tobacco products
 - ◆ National Tobacco Control Program with earmarking of 5% of tax revenues for anti-tobacco initiatives

Tobacco Control Initiatives in Poland

- ◆ Policy-based tobacco control action: domestically motivated since early 1990's
- ◆ EU accession requirements and directives enhance Poland's progress in building tobacco control.
- ◆ Recent changes include:
 - ◆ Real annual increases in cigarette excise tax (last: 1.17.2006)
 - ◆ Beginning September 16, 2005 - change in cigarette packaging:
 - ◆ Expand set of health warning labels (14, black-on-white labels surrounded by 3mm border trim)
 - ◆ Ban use of "lights", "ultra/super lights", "low tar labels"
 - ◆ Harmful substance label to include: Tar, Nicotine and also, Carbon Monoxide
 - ◆ Ban tobacco advertising in informatics-based services (internet)

Methods

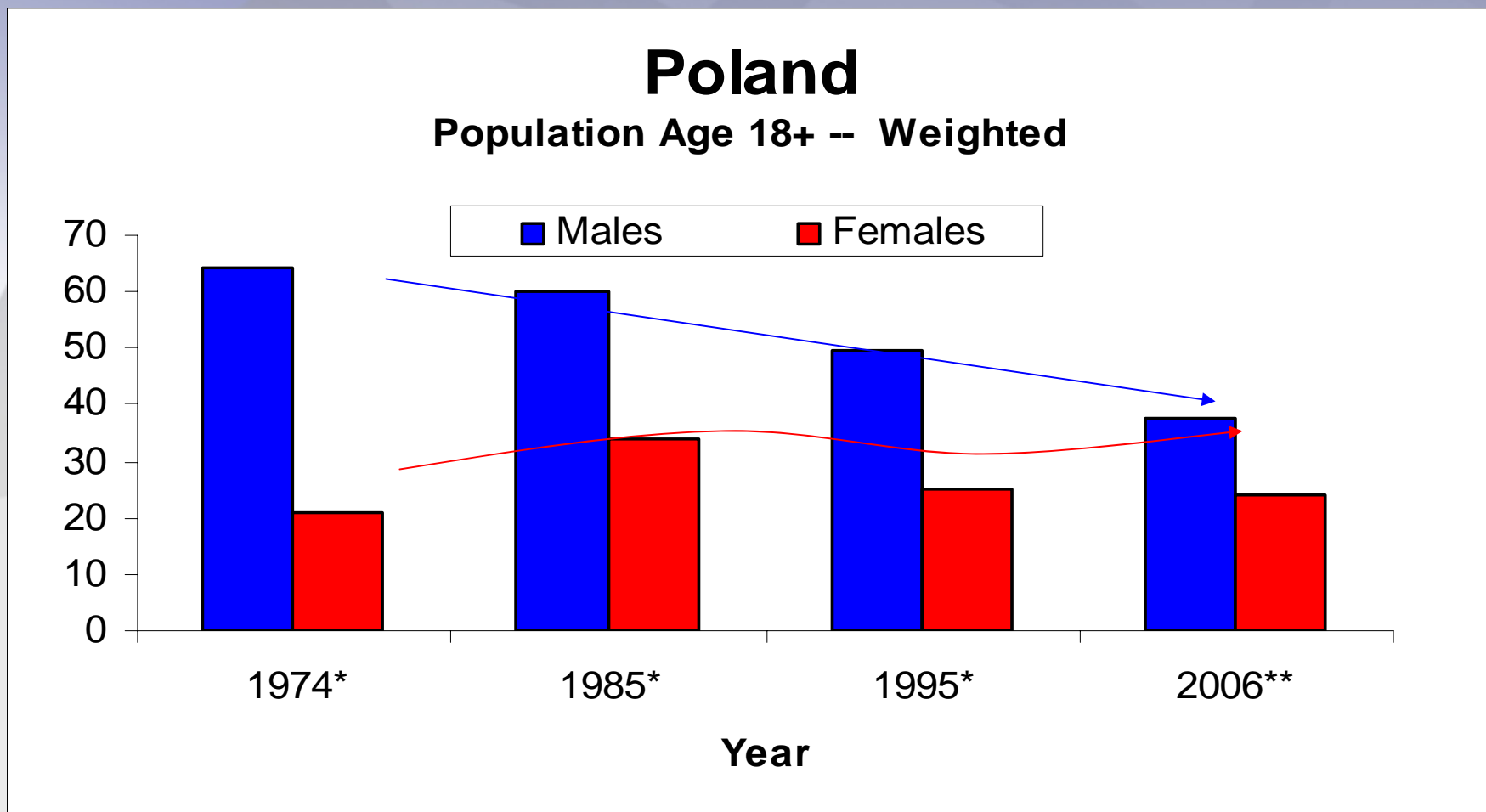
◆ Longitudinal Study

◆ Phase I: CAPI-BUS – March/April 2006

- ◆ face to face omnibus survey administered to a nationally representative sample (N=2000)
- ◆ 25 questions derived from 9 modules used in the Four Country ITC Surveys
- ◆ N=588 Smokers identified by the CAPI
- ◆ Motivational gift (pen) provided to all smokers at time of CAP
- ◆ 52.2% of smokers provided a contact phone number and agreement to participate in the fall 2006 CATI.

◆ Phase II: CATI-BUS – October 2006

Trends in Smoking Prevalence

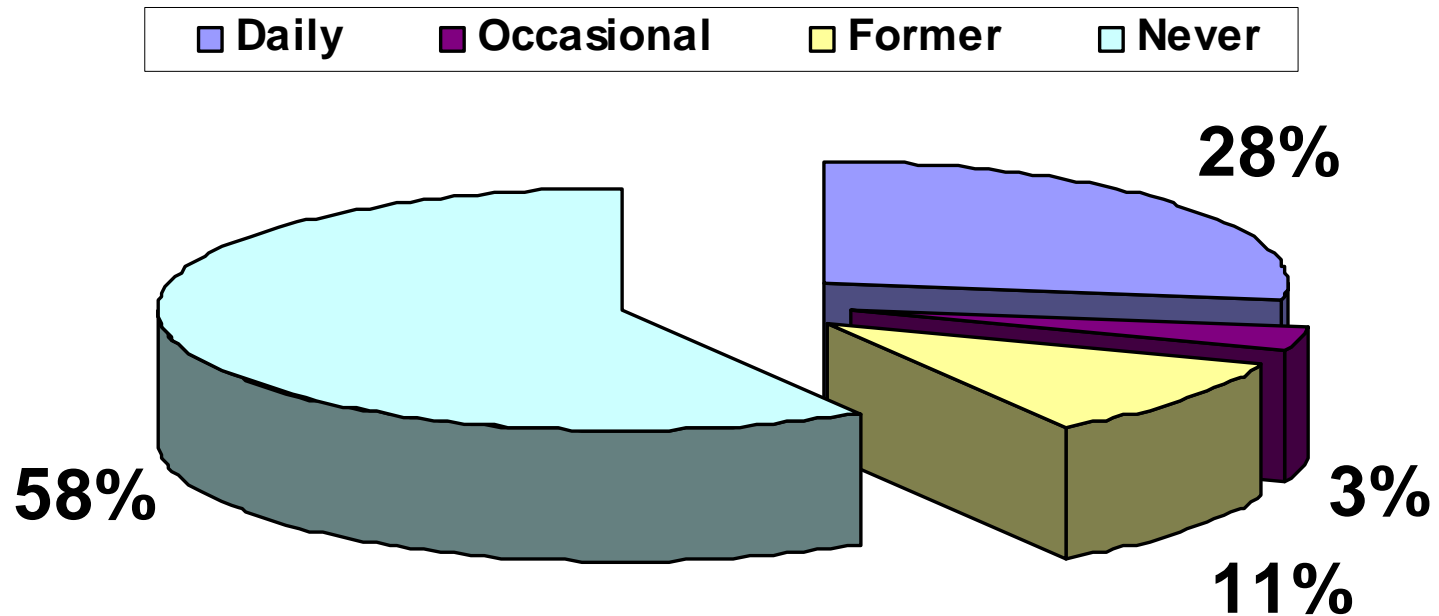


*Zatonski and Przewozniak, 1999

**Ciecierski, TTURC-DRP, 2005-2006, Spring 2006

Types of Smokers

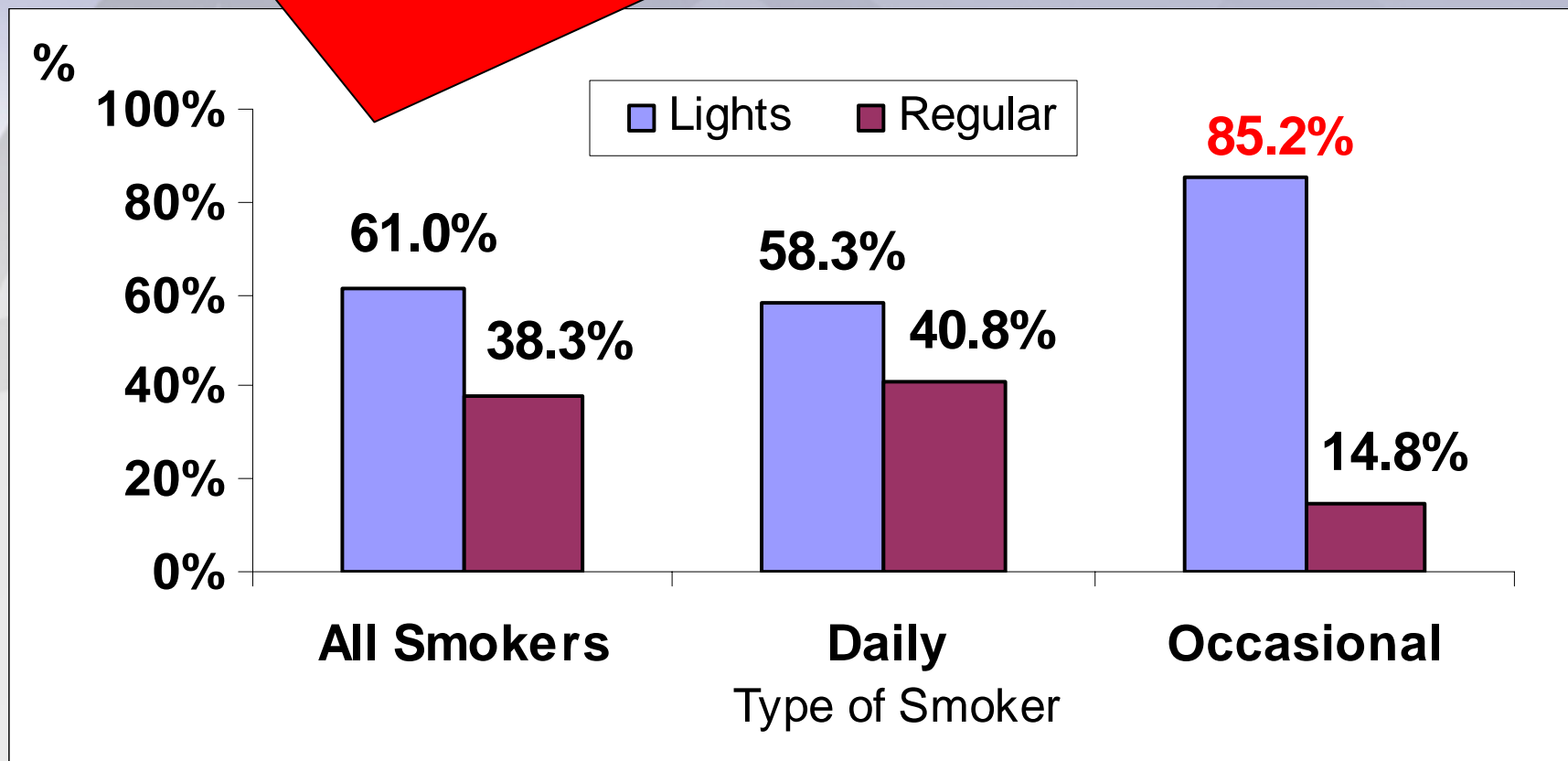
Overall: 31% Smoking Prevalence, 2006



SOURCE: Ciecierski, TTURC-DRP, 2005-2006, Spring 2006 - Weighted

Lights over Regular Flavor

Prevalence of “light” use within range of use in ITC Four Countries:
39.7% (UK) 57.2% (US) 59.5% (CAN) 62.6%(AUS)



SOURCE: Ciecierski, TTURC-DRP, 2005-2006, Spring 2006 - Weighted

Continued Differentiation of Lights

Fraction is large – particularly given that use of descriptor “lights” or “low tar” labels in product labeling illegal since 09.16.2005

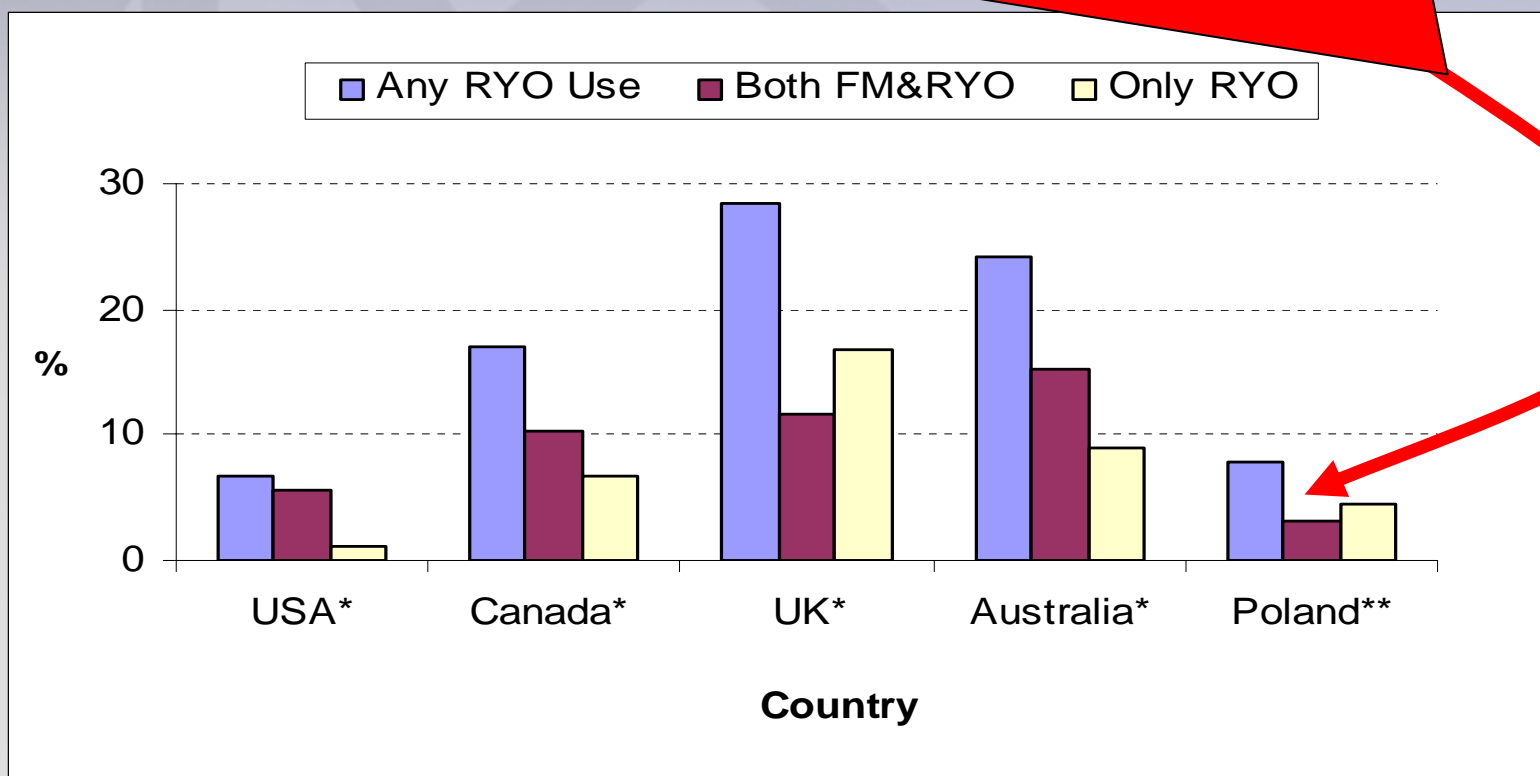
How did you determine that the cigarette was light, mild, or low-tar?

Front Panel "light"	54.8%
Side Panel (substance info)	30.7%
Pack Shape/Size	6.4%
Info from Clerk	1.2%
Other	1.2%
Do not know	5.8%

SOURCE: Ciecierski, TTURC-DRP, 2005-2006, Spring 2006 - Weighted

Level of Roll-Your-Own Use - By Country

The presence of RYO in the market not noted as significant until 2005[†].
However, approx. 25% of smokers sampled report having used RYO.
Nearly 8% use FYO sometimes or always



*Based on ITC Wave 1 - 2002. Authors: Young et al. 2005

** Based on TTURC-DRP Wave 1 - 2006. PI: Ciecierski

† Poradnik Handlowca, June 2005

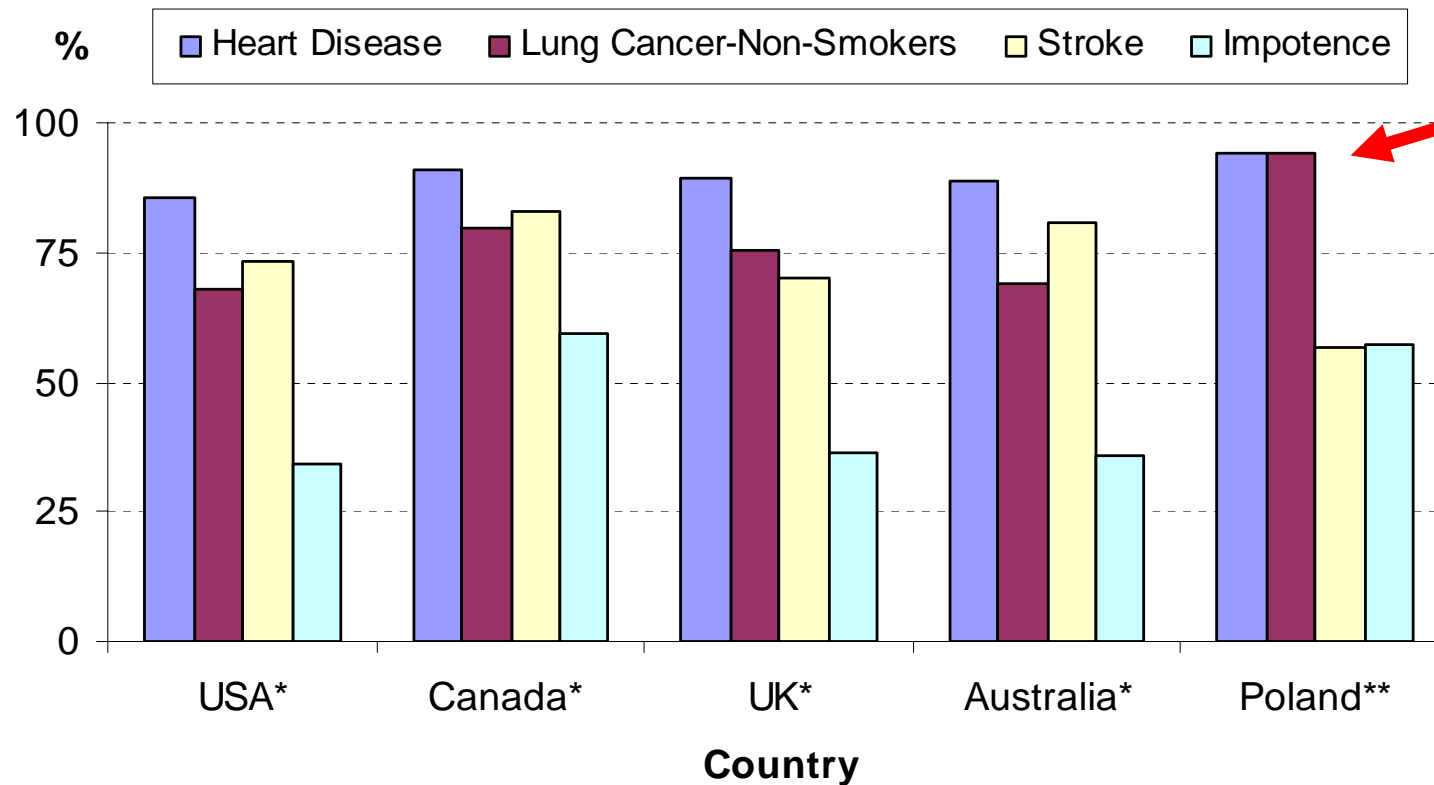
Non-Filter use larger among RYO than FM

Product Type Used:	All Smokers	Daily	Occasional
Factory Made UNFILTERED Cigarettes?	2.0%	2.0%	1.4%
Filter with Roll-Your-Own?			
Always	62.1%	62.5%	59.7%
Sometimes	10.3%	11.6%	0.0%
Never	27.6%	25.9%	40.3%
NEVER SMOKED RYO	76.8%	77.5%	69.1%

SOURCE: Ciecierski, TTURC-DRP, 2005-2006, Spring 2006 – Weighted
 * 11% in 1999, World Market File, Poland, 2001

Awareness of Health Effects of Smoking

For over 10 years (1996-2005) Poland's only two HW Labels read: "Smoking Causes Heart Disease" & "Smoking Causes Lung Cancer"



*Based on ITC Wave 1 - 2002. Authors: Hammond et al. 2005

** Based on TTURC-DRP Wave 1 - 2006. PI: Ciecierski

Conclusions from Preliminary Findings

- ◆ Proposal Hypothesis:

“although Poles continue to become increasingly conscious of the dangers of smoking, this awareness is less when compared to the four ITC survey populations “

- ◆ Not so. Preliminary analyses indicate comparable results across all 5 countries:

- ◆ market behavior of smokers
- ◆ penetration of anti-tobacco information campaigns

Questions/Comments

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