

# Effects of Warning labels on Adult Smokers in Thailand

## : Findings from the International Tobacco Control Policy Survey

---

Buppha Sirirassamee

Tawima Sirirassamee

Ron Borland

Phillip Guest

Pariya Gainroj

Hua Yong

Warangkana Polprasert

Geoffrey T. Fong

David Hammond



*Presented at*  
**9<sup>th</sup> International Congress of Behavioral Medicine**  
**Sofitel Central Plaza Hotel, Bangkok, Thailand.**  
**29 November – 2 December 2006**



## Objective

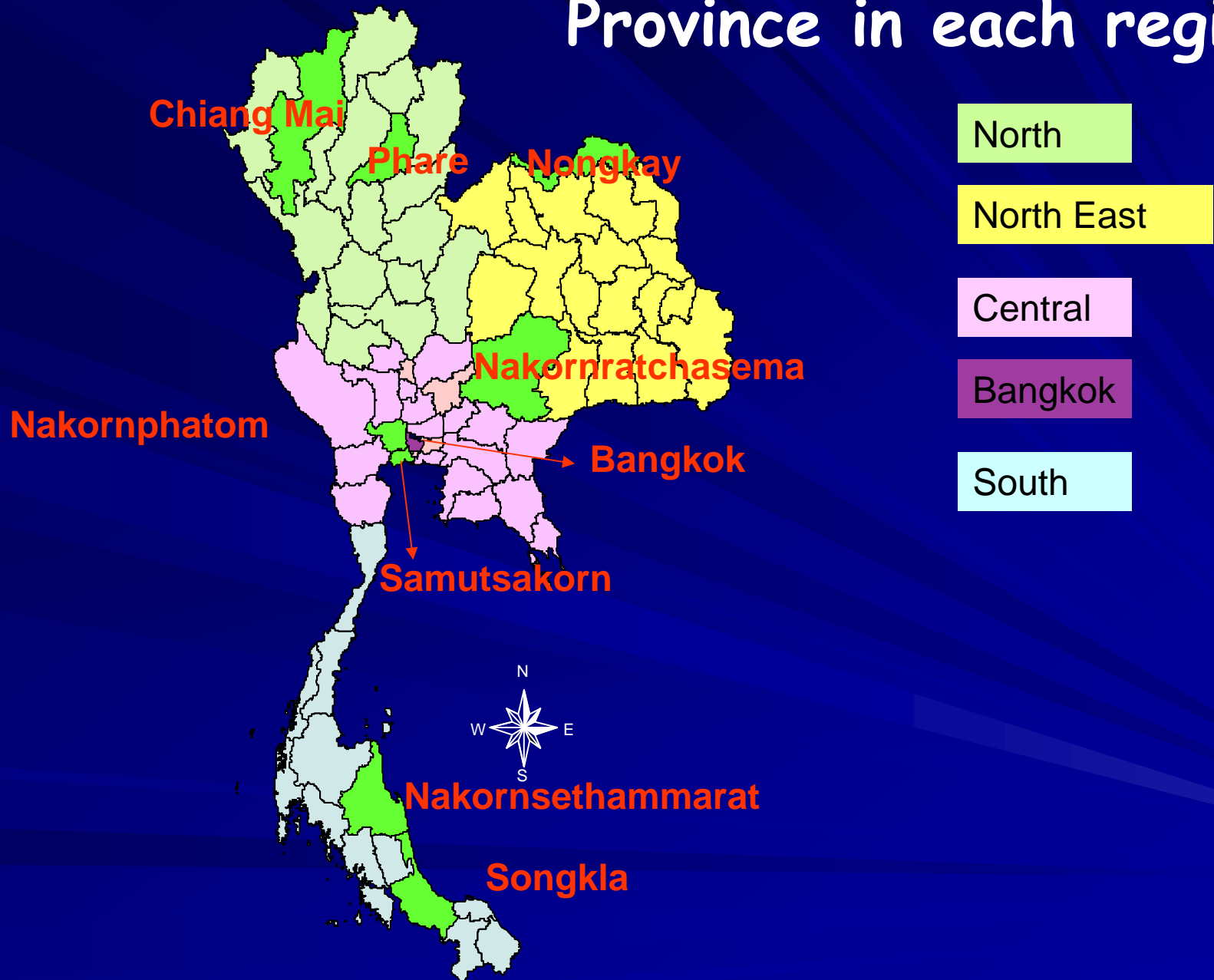
To evaluate the effects of new warning labels on knowledge, smoking behavior and quitting intention of adult smokers in Thailand.

## Methods:

- Sample :**
1. 2000 smokers in each of Malaysia and Thailand (Jan-Feb 2005)
  2. Cohort of 1,568 adult Thai smokers. Second wave Aug-Sept 2006

**Tools :** Interview questionnaire for adult smokers

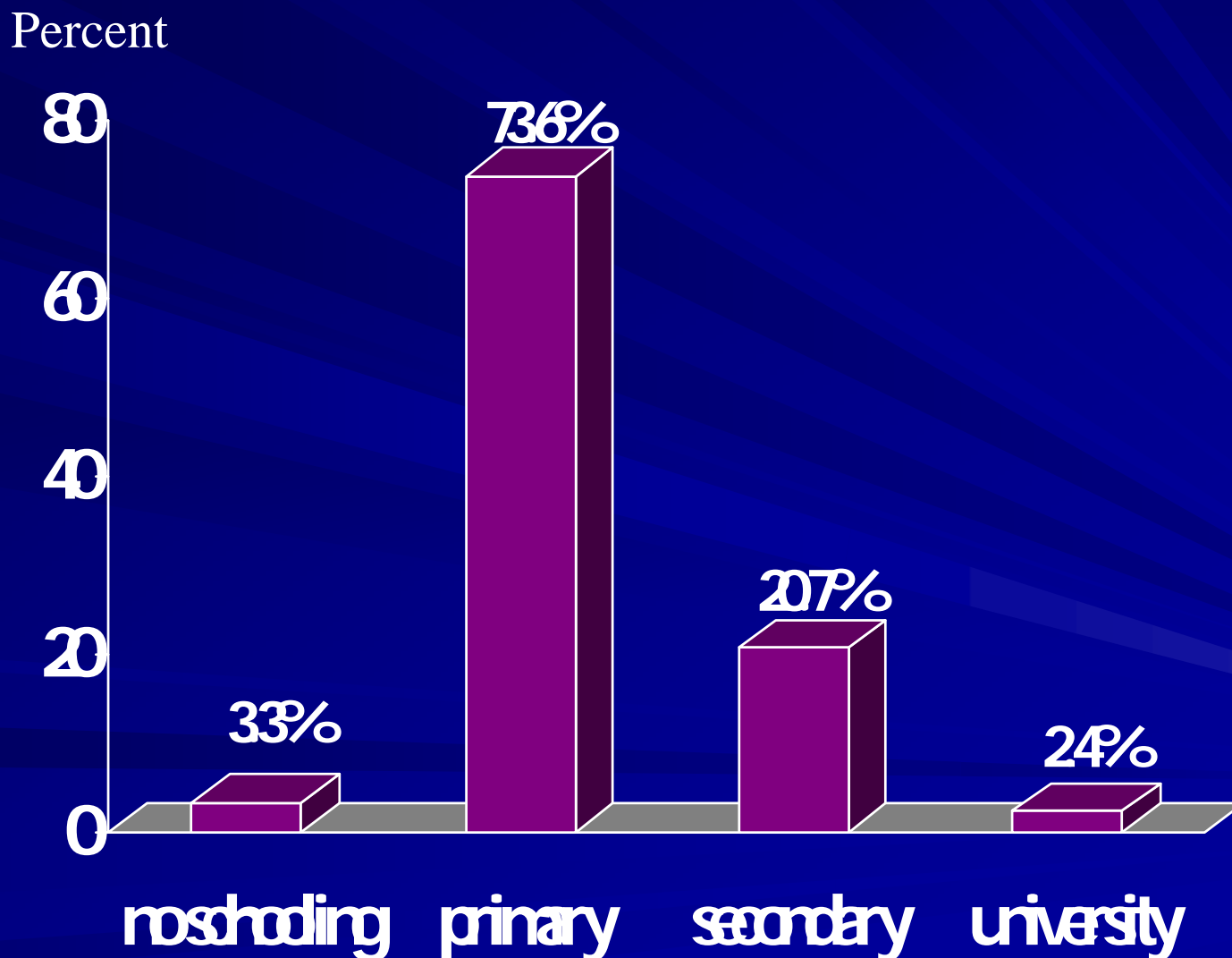
# Province in each region



## Gender and age group of adult smokers

<b>Age group (years)</b>	<b>Male (%)</b>	<b>Female( %)</b>	<b>Total (%)</b>
18 - 24	4.2	0.5	4.7
25 - 39	19.3	1.5	20.7
40 -54	<b>39.9</b>	<b>3.4</b>	<b>43.3</b>
More than 55	28.0	3.3	31.3
Total	91.4	8.6	100.0
<b>Total number</b>	<b>1,433</b>	<b>172</b>	<b>1,568</b>

# Level of education of adult smokers



# Evaluation Design

- Thailand had strong printed warnings at Baseline, and Malaysia , weak printed warnings
- Baseline data in Thailand and Malaysia Jan-Feb 2005
  - Also can compare with ITC-4 country
- Warnings implemented from late March 2005 in Thailand only
- Follow-up
  - Thailand Aug-Sept 2006
  - Malaysia Aug-Dec 2006

# Old warning labels



# New warning labels Introduced from 25 March 2005

สูบแล้ว จะเกิดกลิ่นปาก



สูบแล้ว  
แก่เร็ว



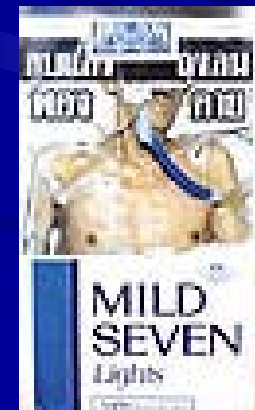
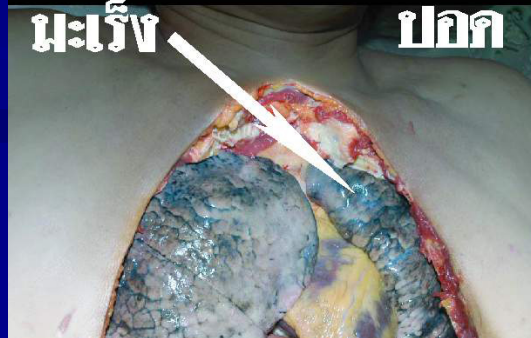
สูบแล้วถูกลมพองกาย



ควมบุตรี  
ร้าย จะทำ  
ลูก



ควมบุตรี  
มะเร็ง ทำให้เกิด  
ปอด



# Graphic warning labels help to know more about harmful of smoking

<b>graphic warning labels help to know more about harmful of smoking</b>	<b>Urban</b>	<b>Rural</b>
Yes	93.9	92.4
no	6.1	7.6

# Opinion on amount of health information on cigarette packages

Opinion	Urban	Rural
Too much	1.6	5.3
About right	55.6	52.7
Too little	42.8	42.0

# Believable of new health warning information on cigarette packages

<b>Believable of new health warning</b>	<b>Urban</b>	<b>Rural</b>
Not at all believable	8.7	5.6
A little believable	13.6	12.2
Very believable	80.7	82.2

# Opinion on old (text) warning labels and the new (pictorial) warning labels

Opinion	Urban	Rural
Text warning labels seem more dangerous	8.9	8.3
Pictorial warning labels seem more dangerous	82.9	82.9
About the same	8.3	8.8

# Effect of graphic warning label on smoking frequency

Effect of graphic warning label on smoking frequency	Urban	Rural
Less smoking	67.8	72.4
Not different	31.2	27.0
More smoking	1.0	0.6

**Comparing Knowledge and Behavior  
of Smokers between Wave 1 and  
Wave 2 Surveys**

<b>Knowledge on Health Effect of Smoking</b>	<b>Wave 1</b>	<b>Wave 2</b>
<b>Smoking leading to lung cancer</b>	96.4	97.2
<b>Smoking leading to Chronic Obstructive Pulmonary Disease</b>	95.0	97.3
<b>Smoking leading to Stained teeth</b>	95.6	96.8
<b>Smoking leading to Lung cancer in nonsmokers from secondhand smoke</b>	94.0	95.8
<b>Smoking leading to Premature ageing</b>	90.4	95.8
<b>Smoking leading to Impotence in male smokers</b>	74.9	84.5
<b>Smoking leading to stroke</b>	49.5	88.5

# Read or looked closely at the health warnings

Read or looked closely at the health warnings	Wave 1	Wave 2
Never	23.3	12.0
Once a while	30.0	25.7
Often	32.1	47.4
Very often	14.6	14.9
Total	100.0	100.0

**Health Warning Labels  
and Quitting related behavior  
and intentions**

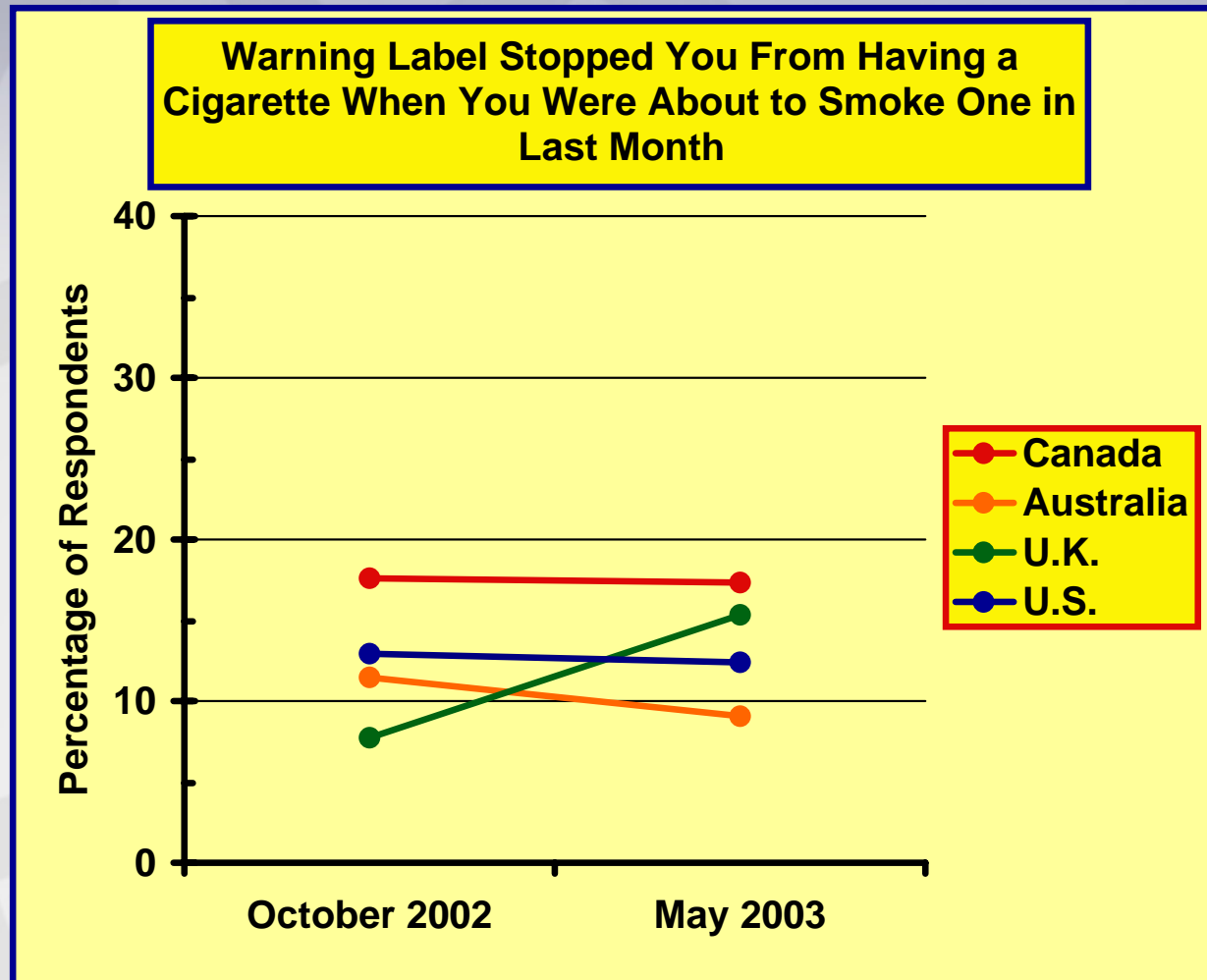
# Did the health warnings help to stop you from having a cigarette when you were about to smoke one

warnings help to stop you from having a cigarette when you were about to smoke one	Wave 1	Wave 2
Not at all	55.0	37.1
Once	6.5	15.6
A few times	15.6	24.1
Many times	22.8	22.2
<b>Total</b>	<b>100.0</b>	<b>100.</b>

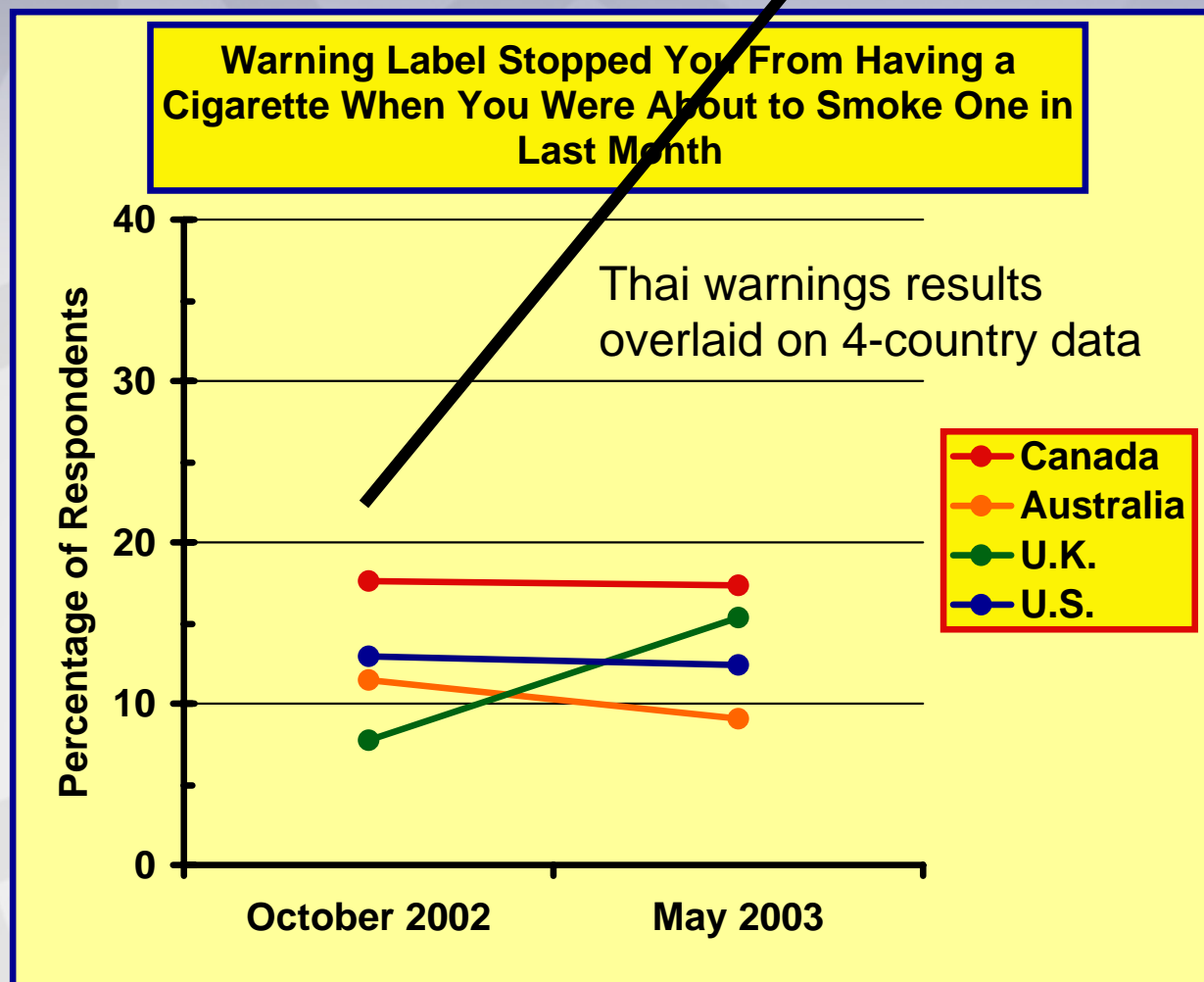
# Read the health warnings and thinking about quitting

thinking about quitting	Wave 1	Wave 2
Not at all	20.1	11.1
Once	20.0	10.7
A few times	30.3	32.4
Many times	29.6	45.8
<b>Total</b>	<b>100.</b>	<b>100.</b>
	0	0

# Labels Stopped You From Smoking: 4-country data



# Labels Stopped You From Smoking



# Conclusions

- Thai smokers strongly support new warnings and see them as useful
- Limited improvements in knowledge
  - From high baselines
- Limited increase in looking at closely
- Large increases in quit related behaviors

# Work still to do

- Compare with Malaysia once data is all in
- Analyse recent quitting in Wave 2 compared to Wave 1
- Follow-up in Wave 3 (2007)

# Recommendations

- The graphic health warnings have added important extra power to the already strong Thai warnings
- As current Thai warnings are around the minimum required under FCTC
  - Demonstrates that countries will gain benefits by opting for larger pictorial warnings
- May be even more important for developing countries

# International Tobacco Control Policy Evaluation Project

<http://www.itcproject.org>



## Research Support for ITC-SE Asia Project



TTURC Grant No: P50 CA111236

