



Public Health
Research Consortium

— The Centre for —
Tobacco Control Research



International Tobacco Control
Policy Evaluation Project

How do smokers engage with anti-smoking messages?

An ITC Collaboration study on understanding the roles of thoughts and worry.

Dr Louise Hassan



Agenda

- Why conduct the study?
- Study background
- Conceptual model
- Theoretical underpinnings
- Methods
- Results
- Discussion

Research objectives



- Explore
 - positive & negative consequences of anti-smoking ads
 - possible antecedents of attitude

What impact do anti-smoking ads have on adult regular smokers??

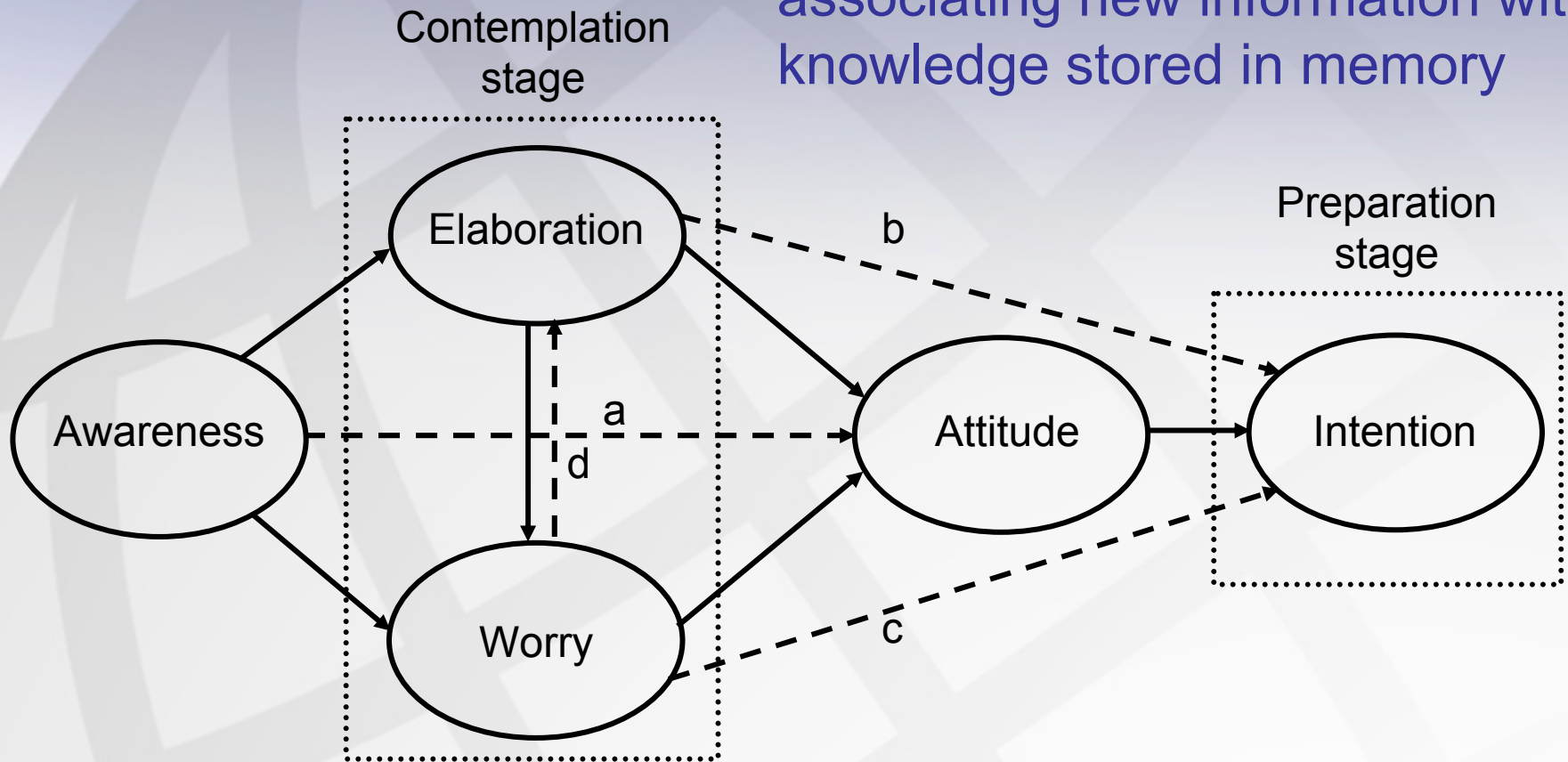
ITC Project and Countries

- Cohort survey (Natural experiment)
 - 2,000+ adult smokers
 - Canada, US, UK, and Australia
- Focus on evaluating national-level tobacco control policies
- Initially extended to evaluate Ireland and Scotland smoking ban
- Include China, Malaysia, Thailand



Conceptual Model

Elaboration Process of associating new information with knowledge stored in memory



Worry Repetitive and often related to fear of negative future events



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Theoretical underpinnings

Trans-theoretical model

(DiClemente & Prochaska, 1982)

Precontemplation

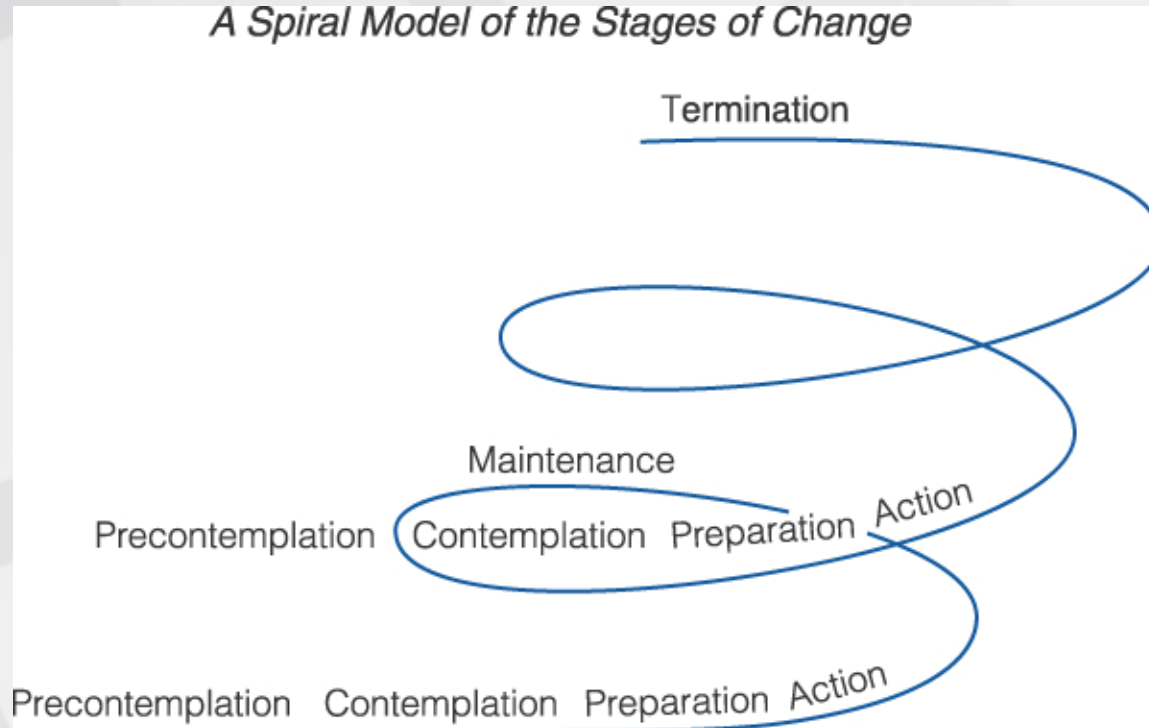
Contemplation

Preparation

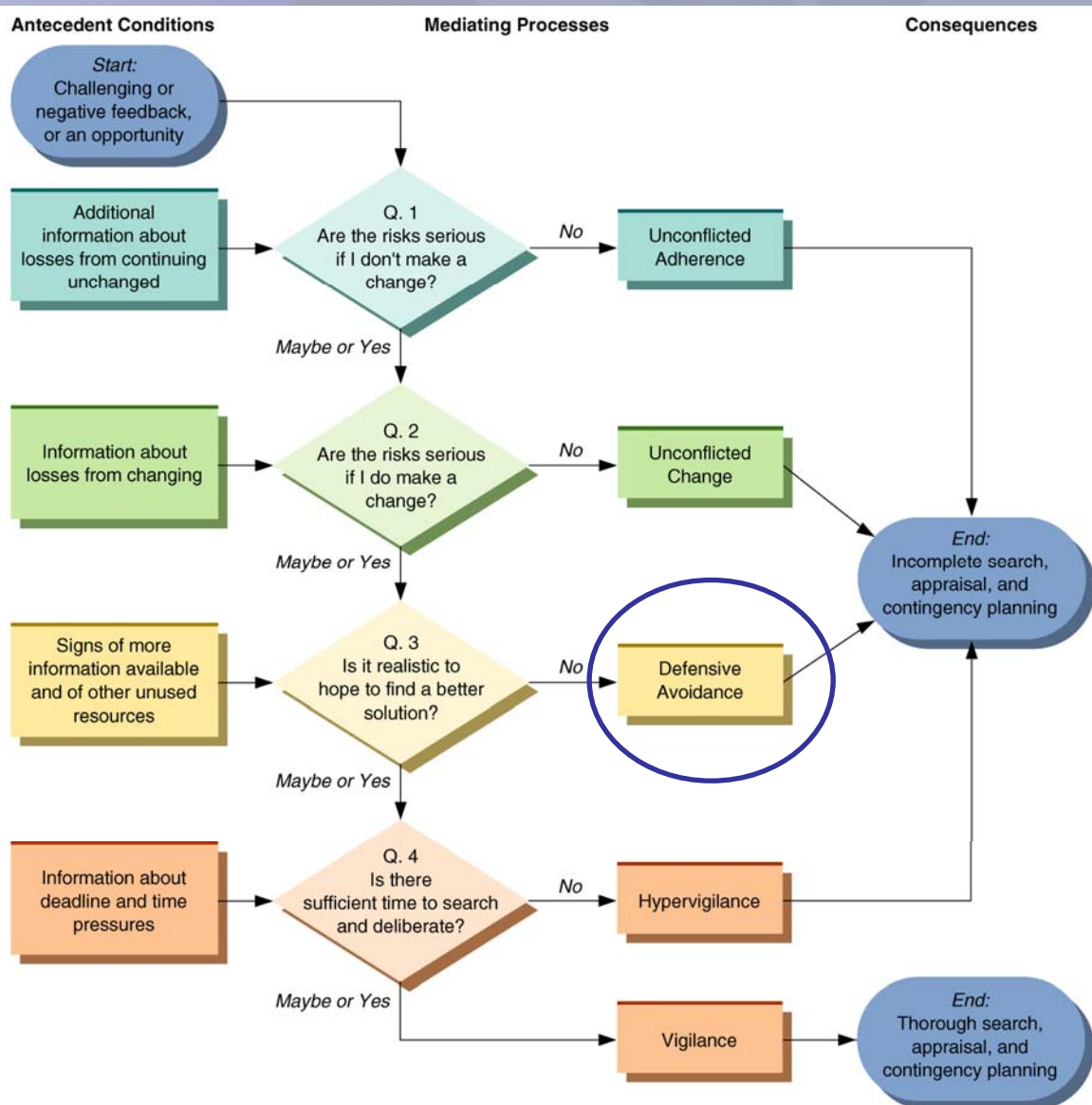
Action

Maintenance

A Spiral Model of the Stages of Change



Defensive avoidance

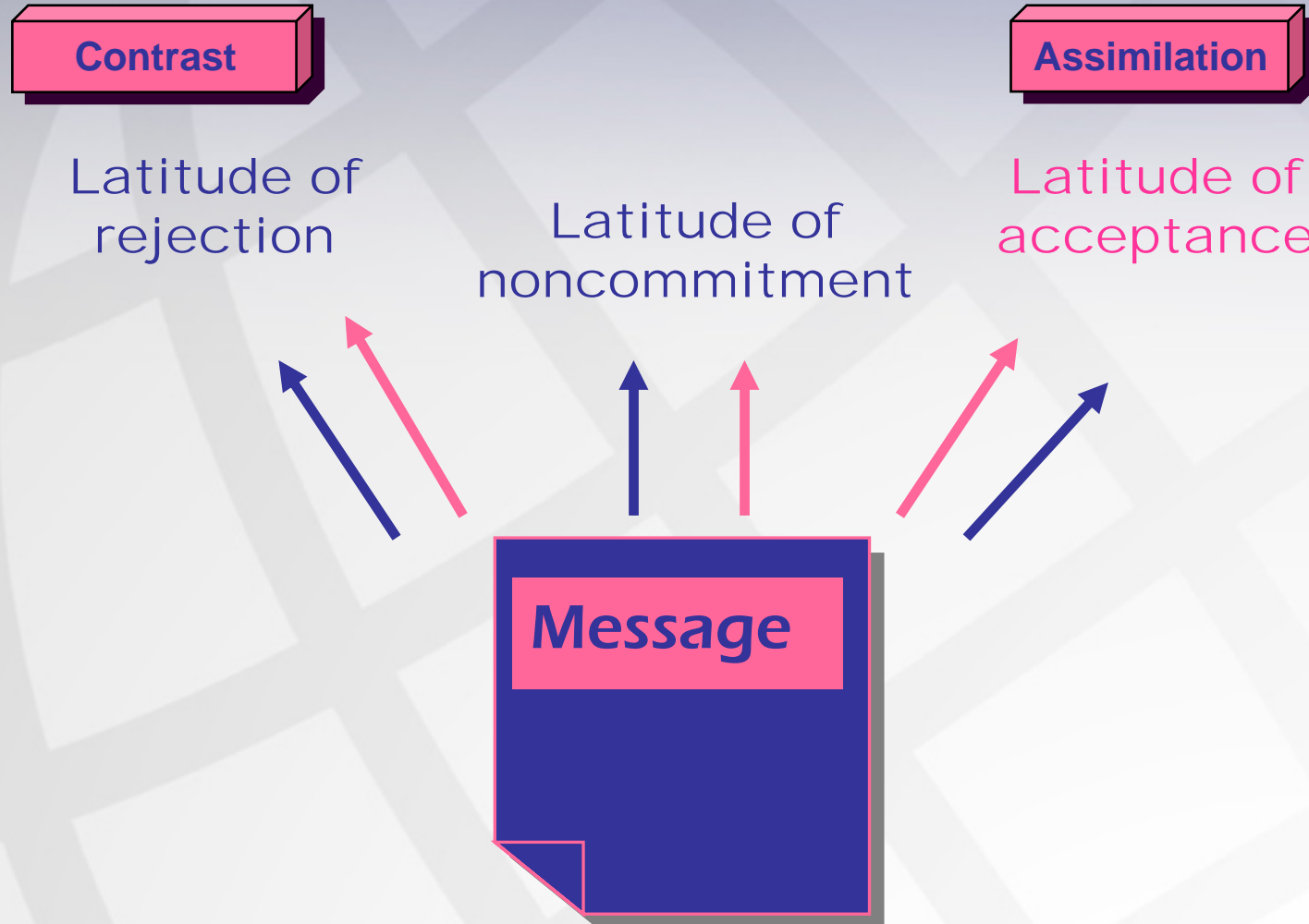


(Janis & Mann, 1977)

- Making no changes to current behaviour
- Avoiding further contact with associated issues
- Feeling of no hope of finding a better solution

Social judgement theory

(Sherif, Sherif & Nebergall, 1965)



Involvement and cognitive dissonance

(Greenwald & Leavitt, 1984)

(Festinger, 1957)

Elaboration

Comprehension

Focal
attention

Preattention

Cognitive dissonance
(state of tension) could
lead to worry

Sample and analysis

- Probability sampling
 - cohort + replenishment
- Telephone interview (RDD)
 - lasting approx 35 mins
- UK wave 3 (2004) data only
 - N = 1839
 - 55% female
 - 32% only smoker in their household
 - average number of cigarettes smoked / day = 17
- Structural equation modelling (SEM)



Results

$\chi^2 = 29.91$

$df = 21$

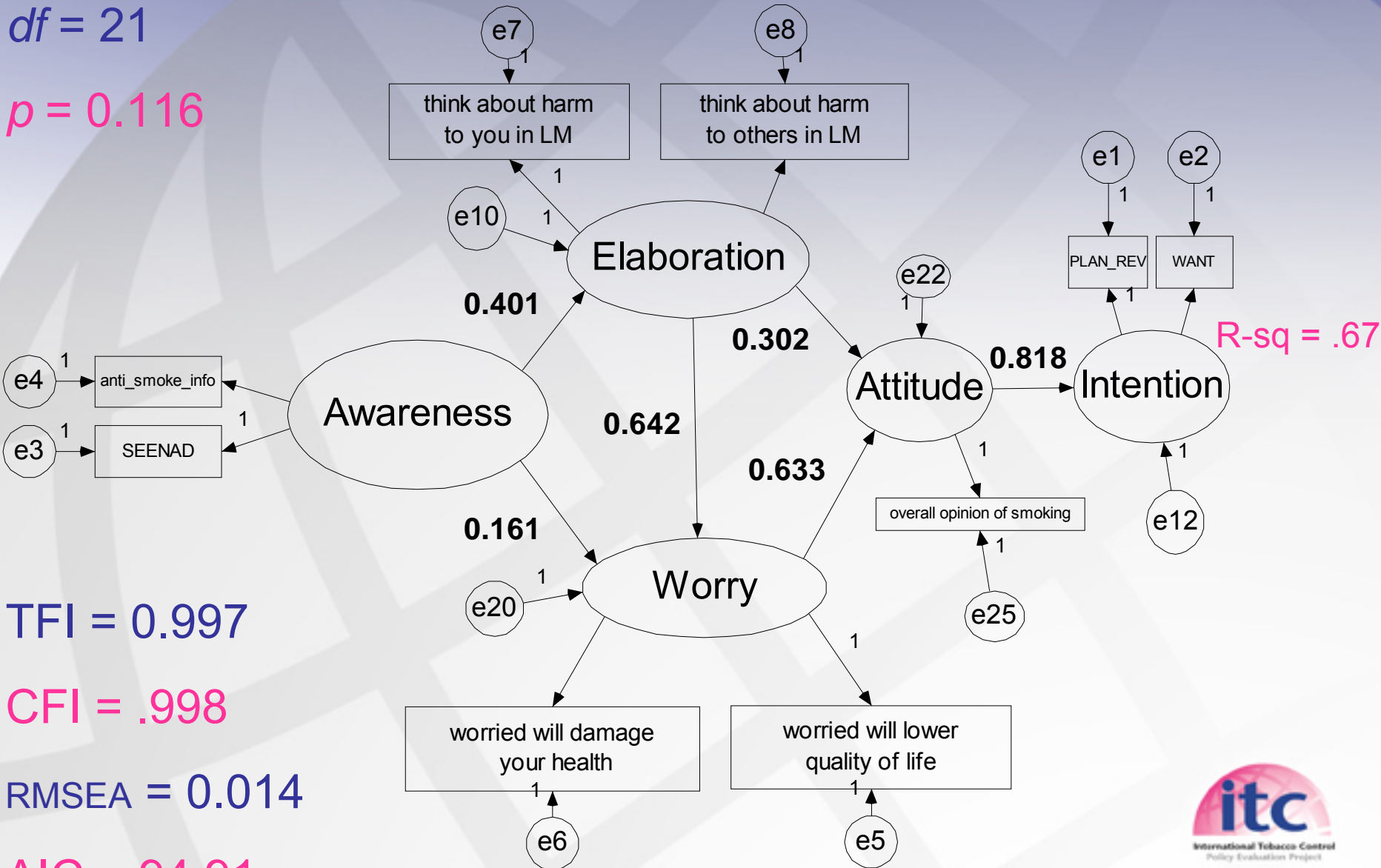
$p = 0.116$

TFI = 0.997

CFI = .998

RMSEA = 0.014

AIC = 94.91



Mediating tests

- χ^2 difference tests to test significance of paths a, b, c, d
- a – awareness \rightarrow attitude
- b – elaboration \rightarrow intention
- c – worry \rightarrow intention
- d – worry \rightarrow thinking
- All not significant \therefore fully mediated model



Discussion

- Confirms importance of elaboration and worry as antecedents to attitude
- Central role of attitude
- Negative emotions important → research to date has concentrated on fear other negative emotions need investigating
- Need to explore cognition and affect together to determine their combined effect

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