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Market Testing of Potential Health Warnings and Information Messages for Tobacco Product Packaging: Phase 1 Side of Pack Messages

Qualitative Formative Research Report

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TABLE OF CONTENTS

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TABLE OF FIGURES AND TABLES

Page

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1   EXECUTIVE SUMMARY

1.1   Objectives and methodology

The National Partnership on Preventative Health has the aim of reducing the proportion of Australians who smoke daily to 10% by 2018. Graphic health warnings on tobacco products are an important tool in the effort to reduce the health burden associated with smoking. The warnings, messages and images are intended to enhance consumer knowledge of the health effects of smoking, encourage smokers to give up, discourage people from starting to smoke and prevent relapse among ex-smokers.

A comprehensive evaluation of the health warnings used in Australia was conducted in 2008[1]. This indicated that the introduction of graphic health warnings has been successful, however, areas of improvement were also identified. A series of new health warnings is being developed to address these issues. A key area was the decline in readership of the information message on the side of pack that informs smokers about the chemicals in tobacco products and the chemicals released when they are smoked.

Market research was commissioned by the Department of Health and Ageing to assist in the development of the new health warnings. It is anticipated that this research will occur over three phases. The focus of this report is on the findings from Phase 1 market testing of potential new side of pack information messages.

The Department of Health and Ageing is considering replacing the current single message required with a series of new statements on tobacco constituents and emissions. The current side of pack information message is:

- Smoking exposes you to more than 40 harmful chemicals;

- These chemicals damage blood vessels, body cells and the immune system; and

- QUIT NOW to reduce your risk of chronic illness or premature death.

The research involved a qualitative methodology comprising 20 group discussions and four in-depth interviews conducted during April 2010. The sample was designed to include people who had smoked cigarettes, cigars or pipe tobacco in the last three months and was segmented by attitude using the Stages of Change model (see section 4.3 for the rationale of the sample). The research was conducted in metropolitan and regional areas of New South Wales, Victoria, Queensland and South Australia. Each group discussion was one hour in length, and consisted of five to six respondents. Each telephone depth was conducted with people living in rural areas and lasted approximately 45 minutes.

The research explored reactions to 29 potential new information messages for the side of packs as well as the use of different colours, symbols and layouts.

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[1] Shanahan, P. and Elliott, D., 2009, *Evaluation of the Effectiveness of the Graphic Health Warnings on Tobacco Product Packaging 2008*, Australian Government Department of Health and Ageing, Canberra.

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1.2   **Summary of findings: Attitudes to health warning messages**

Overall, group participants demonstrated a broad acceptance of the health problems related to smoking. Many even indicated that they did not want to smoke anymore. However, despite the acceptance of the health consequences, many smokers defended their choice to smoke by rationalising that there are many other elements to modern life that can cause health problems, such as pollution, alcohol, coffee and obesity.

There was also a sense of message fatigue among smokers. Constant messages containing similar information has resulted in perceived loss of relevance. They have seen the message before, are therefore able to easily ignore it, which limits the impact on smoking attitudes and behaviours. For example, referring to 'cancer' in general within messages no longer achieves the same impact that it did when warnings initially began to mention cancer as a possible consequence of smoking. Group participants had seen warnings on 'cancer' for a number of years and it is now perceived as a very broad threat. They found it easy to deflect the general message of cancer by claiming that there are so many other possible causes of cancer aside from smoking and / or that they had not yet developed the disease despite continuing to smoke. This indicated a need to move beyond the message of cancer in general to increase relevance of messages. More specific messages on cancer, such as which body part may be affected, or the mention of other health problems not previously associated with smoking, such as leukaemia would be helpful in increasing relevance.

The current side of pack information is recessive, with other warnings and information more likely to be noticed and recalled by smokers. Most claimed to have either never, or rarely noticed or read the information.

In developing new messages for the side of pack information, recognition should be given to that fact that this will never be the dominant health warning on the pack. The size and placement of the panel will also result in the information being recessive to some extent.

Messages on tobacco packaging do not operate in isolation. They impact on smokers' attitudes and behaviours by working in conjunction with other factors. The side of pack information message will be most effectively used if it capitalises on the broader factors that influence smokers such as anti tobacco advertising, pressure from family and friends and the perception of marginalisation experienced by changes in legislation prohibiting smoking in some public places.

1.3   **Summary of findings: Reactions to information message**

A total of 29 messages were tested in the research. To avoid respondent fatigue, these were divided into two sets of messages with groups asked to respond to one set only. Set A contained 14 messages labelled A-N for identification purposes. Set B contained 15 messages, labelled O – CC for identification. These can be found in Appendix B. The 29 messages represented six broad message territories. These were:

• number of chemicals;

• effect of toxic chemicals;

• second hand smoke;

- addiction;

- light and mild; and

- chemical specific.

Each message territory was represented in both set A and B.

There are a number of message territories that have potential to increase and reinforce negative health effects by creating greater personal relevance. The key aim of messages should be to provoke a reaction among smokers. Messages that provoke reactions, whether these reactions be ones of guilt, rage, protest, curiosity, discussion or even disbelief, should be considered effective as they prompt the smoker to think about their attitudes and behaviour in regard to smoking. Messages that cause no, or little reaction, should be avoided on packs as indifference to a message indicates no perceived personal relevance.

Messages were able to be grouped by the reaction they provoked in people. Four broad groups of messages emerged:

- Group 1 contains messages that had high impact among the majority of group participants;

- Group 2 contain messages that had impact among some group participants but were messages that others had heard previously;

- Group 3 contains messages that restated and reinforced knowledge that people already had; and

- Group 4 contains messages that had little, or no, impact on group participants.

The most fertile message territories to impact on attitudes, intention and motivation to quit were those that capitalised on awareness and knowledge that people already held, but added some new or specific information that the smoker had not heard of before. These were categorised as Groups 1 and 2. The messages in these Groups were seen as highly credible as people had some broad understanding or familiarity of the message area already, which is then extended by the provision of new and / or very specific information. For example, the messages with specific chemicals that were more impactful contained chemicals that group participants had some familiarity with through anti-tobacco television advertising. These included benzene, cyanide and benzopyrenes. The side of pack information messages extended the awareness of these chemicals that was initially generated by the television advertising. The types of messages within Groups 1 and 2 messages included:

- numbers of chemicals/ effects of chemicals over time;

- effects of smoking on specific body parts / reference to specific disease or health conditions that were previously unheard of or not previously related to smoking; and

- reference to chemicals found in tobacco smoke, particularly chemicals that they may have 'heard of' previously but were not too familiar with.

The specific messages that fell into group 1 and 2 are outlined in Table 1.3.1.

Table 1.3.1 : Summary of messages that provide education and add to knowledge for many

ID	MESSAGE	GROUP
P	WARNING: TOXIC SMOKE 10 puffs per cigarette x 20 cigarettes per day x 365 days per year = 73,000 toxic puffs per year.	1
C	WARNING : TOXIC CHEMICALS The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.	1
K	WARNING BENZENE Inhaling tobacco smoke releases benzene into your body. Benzene causes leukaemia, increases the risk of other cancers and is believed to be dangerous at any level of exposure.	1
Y	WARNING: BENZOPYRENES Inhaling tobacco smoke releases benzopyrenes into your body. Benzopyrenes cause cancer by damaging cells that normally protect your body from cancer.	1
AA	WARNING: CYANIDE Inhaling tobacco smoke releases hydrogen cyanide into your body. Hydrogen cyanide damages your heart and causes breathing problems, eye and skin irritation, headaches and nausea.	1
CC	CYANIDE Tobacco smoke contains hydrogen cyanide. Inhaling hydrogen cyanide damages your lungs' cleaning system allowing other toxic substances to build up in the lungs.	1
B	CANCER CAUSING CHEMICALS Inhaling tobacco smoke releases more than 75 cancer causing chemicals into your body.	2
Q	The toxic chemicals in tobacco smoke can go everywhere that your blood flows, causing harm to nearly every part of your body.	2
M	BUTADIENE BDE (1,3 Butadiene) is found in large amounts in tobacco smoke. BDE causes leukaemia and other cancers.	2
E	The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke.	2 (Older)
R	WARNING: TOXIC CHEMICALS The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. Quit today.	2 (Older)

The Group 3 messages can be categorised as reinforcement messages. They were perceived as highly credible but lacked impact. This is because they contain information that is generally understood and accepted but does not add any new knowledge. Reinforcement messages were found in two message territories:

- effect of toxic chemicals; and

- light and mild.

The specific messages that fell into Group 3 are outlined in Table 1.3.2.

Table 1.3.2 : Summary of messages that reinforce what is already known

ID	MESSAGE	GROUP
A	CANCER CAUSING CHEMICALS Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.	3
E	The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke.	3 (Younger)
R	WARNING: TOXIC CHEMICALS The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. Quit today.	3 (Younger)
O	CANCER CAUSING CHEMICALS When tobacco burns it releases a toxic mixture of over 4000 chemicals, more than 75 of these cause cancer.	3
I	There are no known health benefits in smoking products that taste lighter, milder, or less harsh. The smoke still contains a toxic mix of chemicals that cause death and disease.	3
J	Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.	3
S	TOXIC SECOND-HAND SMOKE Smoke from this product contains a toxic mixture of chemicals that cause disease and premature death in children and adults who do not smoke.	3
W	ALL TOBACCO SMOKE IS TOXIC Red, blue silver, gold? Classic, fine, rich or menthol? It doesn't matter. Whatever the colour, name or taste, each puff releases toxic chemicals into your body.	3
X	Red, blue, silver, gold? Classic, fine, rich or menthol? All are toxic. Switching to so-called lighter products doesn't help you quit. Quit today.	3

The last group of messages, Group 4, tended to provoke no or little reaction among group participants as they contained information they were already well aware of and / or information perceived as irrelevant. Essentially, people were indifferent to messages within Group 4.

These messages were found in three message territories:

• second hand smoke;

• addiction; and

• specific chemicals that people had no understanding of or familiarity with.

Messages containing information that smokers were well aware of or 'old news' are outlined in Table 1.3.3

Table 1.3.3 : Summary of messages that contain 'old' news

ID	MESSAGE	GROUP
D	TOBACCO SMOKE IS TOXIC There are many chemicals in tobacco smoke that are harmful. Mixed together they are even more dangerous than on their own.	4
F	ALL TOBACCO SMOKE IS TOXIC Smoke from your cigarette that is inhaled by others contains toxic chemicals that cause cancer, heart disease and respiratory problems in non -smokers.	4
G	TOXIC SECOND-HAND SMOKE Tobacco smoke that is inhaled by non -smokers contains hundreds of toxic chemicals. These are known to cause cancer, heart disease and respiratory problems in non-smokers.	4
T	ALL TOBACCO SMOKE IS TOXIC Exposure to second-hand smoke from this product releases hundreds of toxic chemicals into the body. There is no safe level of exposure to second -hand smoke.	4
H	This product contains nicotine. Nicotine causes changes in your brain and is responsible for cigarette cravings, withdrawal symptoms and addiction to tobacco products.	4
U	HIGHLY ADDICTIVE Inhaling smoke from this product releases nicotine into your body. Nicotine in tobacco products causes cigarette cravings, withdrawal symptoms and addiction.	4
V	Smoking this product delivers nicotine to your brain within seconds of inhaling. Nicotine is responsible for your addiction to tobacco products.	4

'Irrelevant' messages are outlined in Table 1.3.4.

Table 1.3.4 : Summary of messages that contain 'irrelevant' news

ID	MESSAGE	GROUP
L	WARNING: CARBON MONOXIDE Inhaling tobacco smoke releases carbon monoxide into your body. Carbon monoxide is a deadly gas that causes heart disease and damage to your nervous system.	4
N	NITROSAMINES Inhaling smoke from this product releases nitrosamines into your body. Nitrosamines cause cancer.	4
Z	WARNING: CADMIUM Inhaling tobacco smoke releases cadmium into your body. Cadmium causes lung, kidney and prostate cancer.	4
BB	ARSENIC Tobacco smoke contains arsenic. Inhaling arsenic causes cancer of the lung, skin and bladder.	4

1.4   **Summary of findings: Reactions to colours, symbols and layouts**

Mock packaging with the new side of pack information messages were used to test the impact of different colours and symbols. Through the course of the group, each respondent received a set of seven cigarette packs with mocked up side of pack information messages. This consisted of:

• four packs with the same message, each with the four colours being tested - red, black, yellow and orange colours; and

• three packs of the same colour, each with a different symbol being tested - the 'toxic' symbol (skull and crossbones), image of person with damage indicated in the chest area, and a cross.

Participants were also shown 11 different layout options in order to explore reactions to short and long messages, the use of headings and dot points.

The research findings indicate that yellow labels were the most likely to increase the noticeability of side of pack information messages. The brightness of the colour, compared to the colour of current cigarette packaging allowed them to stand out more to group participants. In addition, black text on yellow signage has existing associations with signs of caution and danger, road signage, hazard signs and poisons. This has the result of people being conditioned generally to take notice of these colours. Subsequently the yellow labels with black writing were most noticeable in the groups.

The toxic symbol (skull and crossbones) held an immediate association with danger and toxicity that was understood by all group participants. The other symbols were too ambiguous for an immediate understanding, nor did they create enough curiosity to read further.

The 'WARNING' heading also created a very similar impact on people as the toxic symbol. There is a universal understanding and instantaneous message take out from this heading. In addition it capitalises on people's existing associations in regards to something being dangerous or that a 'risk exists', which means that they are more likely to read on. In contrast, headings that were messages in themselves, for example 'Cancer causing chemicals', detracted from the impact of the side of pack message. These were seen as a summary of what the following text would refer to and the remaining message was not likely to be read.

The most effective layouts were those that used either the toxic symbol or the 'WARNING' heading. The headings effectively acted as signposts, engaging group participants to read the message regardless of whether it was short or long. The impact of the message was based on content rather than message length. The use of dot points as opposed to sentences did not test well. Group participants viewed dot points as official, authoritarian, bureaucratic and they seemed to make the message longer.

1.5   Key recommendations

Key recommendations from the research include:

- consider messages that are found in Group 1 and Group 2 for use as content;

- make use of yellow as the colour of the side of pack panel; and

- consider using the toxic symbol and 'WARNING' heading as 'signposts' to encourage smokers to read the further information.

However, recognition should be given to the fact that side of pack messaging does not work in isolation. Impact of the messages is influenced by broader tobacco communications and advertising. This means that there is scope for increasing the potential effectiveness for other messages that are currently considered as irrelevant, due to lack of familiarity with the content, if they are related to messages of the broader communications.

2 BACKGROUND

2.1 Overview

The National Partnership on Preventative Health has set the aim of reducing the proportion of Australians who smoke daily to 10% by 2018. Graphic health warnings on tobacco product packaging are an important tool in the battle to reduce the health burden associated with smoking. At least twenty seven countries across the world have finalised requirements for graphic health warnings and a number of others have announced their intention or are undertaking the process to introduce them. In 2004 Australia ratified the International Framework Convention on Tobacco Control and graphic health warnings have been required on most tobacco product packaging[2] in Australia since 2006.

The Australian Competition and Consumer Commission (ACCC) administers the regulation of on-pack tobacco health warnings, while the Department of Health and Ageing (the Department) provides policy input. The warnings, messages and images are intended to:

- increase consumer knowledge of the health effects of smoking;

- encourage smokers to give up; and

- discourage uptake or relapse.

In 2008 a comprehensive evaluation of the health warnings used in Australia was conducted[3]. The evaluation consisted of a literature review, as well as qualitative and quantitative consumer research. This indicated that the introduction of graphic health warnings has been successful. Consumer knowledge of the health effects of smoking has increased and the warnings have both encouraged smokers to quit and discouraged smoking uptake and relapse.

On-pack visuals were found to have been particularly helpful in enhancing the impact of health warnings. Images were found to increase the noticeability of the messages and make them more difficult to 'screen out'. Importantly many consumers felt the graphic health warnings have helped to deglamourise smoking. Moreover, almost a quarter of smokers surveyed admitted to hiding or concealing their packs, which indicates that the graphic warnings made them feel uncomfortable. Images alongside messages that generate an emotional response, such as 'Don't let children breathe your smoke', have been found to be particularly effective. The explanatory text was also seen by some as credible and helps convey the potential health consequences of smoking.

However, areas for improvement were identified in the evaluation. In particular there has been a decline in readership of the side of pack information message that informs smokers about the chemicals in tobacco products and the chemicals released when they are smoked. This appears to be as a result of the removal of information relating to tar and nicotine content, which means that smokers now do not see a need to read the side panel. There has also been a decline in readership of the front-of-pack warning, which currently only covers 30% of the front surface of packs. In addition, some consumers have problems with interpreting technical language in the health warning messages and

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[2] Warnings are currently not required on tobacco for export or cigars sold singly.

[3] Shanahan, P. and Elliott, D., 2009, *Evaluation of the Effectiveness of the Graphic Health Warnings on Tobacco Product Packaging 2008*, Australian Government Department of Health and Ageing, Canberra.

some of the images were not felt to be clear, or their impact is declining. The need to ensure the Quitline number and statistics are up-to-date and accurate was also identified. One of the conclusions of the evaluation was that the use of warnings relating to the social consequences of smoking could be considered in the future. A series of new health warnings is being developed to address these issues.

A great deal of research has been conducted internationally on graphic health warnings. In combination with the Australian research findings, the conclusions from international studies will help to inform the re-design of graphic health warnings in Australia. For example, findings from developmental research conducted in New Zealand have indicated that the exact positioning of the warning on the front of the pack affects its impact[4]. In addition, Canadian research indicates that images of people who are the same age and gender as the smoker have the greatest impact because they can relate to them at a personal level[5] .

The position and size of the front of pack image/message was contrasted with that on the back of pack. In this regard, it is worth noting that developmental research in New Zealand has demonstrated that the exact positioning of the warning on the front of the pack affects its impact, and contends that the positioning of the warning and image below the lid is more effective.

2.2   **The current need for research**

Market research is required to assist in the development of the new health warnings. The project as a whole will involve gaining consumers' reactions to all the elements that make up the graphic warnings:

- side of pack information message;

- warning images;

- warning statements; and

- detailed explanatory messages.

It is anticipated that the research on the new health warnings will occur over three phases. The focus of this report is on the findings from Phase 1 market testing of potential new side of pack information messages.

The Department of Health and Ageing is considering replacing the current single information message required on the side of tobacco packaging with a series of new statements on the tobacco constituents and emissions of tobacco products. The current side of pack message is:

- Smoking exposes you to more than 40 harmful chemicals.

- These chemicals damage blood vessels, body cells and the immune system.

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[4] Shanahan and Elliott, Evaluation of the Effectiveness of Graphic health Warnings on Tobacco Product Packaging 2008, P. 5

[5] Decima Research 2009. Testing of Health Warning Messages and Health Information Messages for Tobacco Products p. 3

- QUIT NOW to reduce your risk of chronic illness or premature death.

Australia is a party to the Framework Convention on Tobacco Control (FCTC)[6]. It is a requirement under Article 11 to ensure that each package of tobacco products contains information on relevant constituents and emissions of tobacco products. Article 11 Guidelines[7], designed to assist Parties to meet their FCTC requirements, indicate that in relation to requiring information on constituents and emissions, Parties:

- should require a relevant qualitative statement/s to be displayed on each pack or package about the emissions of the tobacco product;

- should require the information to be shown on parts of the principal display areas or an alternative display area (such as the side of packaging) not occupied by health warnings and messages; and

- should not require quantitative or qualitative statements that imply one brand is less harmful than another, such as the tar, nicotine and carbon monoxide levels or claims of reduced levels of some chemicals.

Although the current side of pack message addresses the FCTC requirement for information on constituents and emissions, it did not test well in the 2008 evaluation of the graphic health warnings. The side of pack information message was not well known and generally not read. Readership of the side of pack had decreased to only 41% of smokers compared with 58% reading the previously required yield levels in 2000. Half the sample (50%) either could not recall or did not know what was on the side of the pack. Many of the key stakeholders that were interviewed as part of the evaluation, thought the message was unlikely to be read and needed revising. Additionally, the statement is now out of date as there are over 69 carcinogens in tobacco smoke[8]. Some also saw a need to provide more comprehensive information on the ingredients in tobacco products.

As a result, Phase One of the research was designed to test elements that would constitute the new side of pack information messages. This involved exploring reactions to 29 potential new information messages as well as the use of different colours, symbols, and layouts.

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[6] A full copy of the text of the *WHO Framework Convention on Tobacco Control* is available at http://www.who.int/fctc/text_download/en/index.html

[7] A full copy of the *WHO Guidelines for implementation of Article 11 of the WHO FCTC Packaging and labelling of tobacco products* can be found at http://www.who.int/fctc/guidelines/article_11.pdf

[8] International Agency for Research on Cancer. *Tobacco smoke and involuntary smoking*. IARC monographs on the evaluation of the carcinogenic risk of chemicals to humans, Volume 83;2004.

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3   RESEARCH OBJECTIVES

The overall objectives of Phase 1 of the research were to:

- Identify the potential impact of messages on smoking attitudes and behaviours, specifically:
    - increasing and reinforcing awareness of negative health effects of smoking;
    - increasing intention and motivation to quit;
    - encouraging cessation; and
    - preventing uptake and relapse.

- Identify the messages, colour(s), symbol(s) and layout(s) that generate the greatest degree of:
    - salience, noticeability and cut-through;
    - emotional engagement;
    - personal relevance;
    - believability/credibility;
    - readability, clarity and understanding; and
    - memorability and recall.

- Identify the optimal mix and rotation of warnings and components in order to avoid wear-out.

- Make recommendations and/or suggestions for improving the proposed new messages to maximise their effectiveness.

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4   RESEARCH METHODOLOGY

4.1   Overview

The research involved a qualitative methodology comprising 20 group discussions and 4 in-depth interviews. The sample was designed to include people who had smoked cigarettes, cigars or pipe tobacco in the last three months and was segmented by attitude using the Stages of Change model (see section 4.3 for the rationale of the sample).

The research was conducted in metropolitan and regional areas of New South Wales, Victoria, Queensland and South Australia. Each group discussion was 1 hour in length, and consisted of 5-6 respondents. Each telephone depth was conducted with people living in rural areas and lasted approximately 45 minutes.

All research was conducted between 12th-21st April 2010.

4.2   The sample

The following sample was achieved in this round of research.

Table 4.2.1 : The Sample

Grp	Stimulus set	Stage of change	Age	Gender	Sate	Location
1	A	Pre-contemplation	16-17	Male	NSW	Parramatta
2	A	Pre-contemplation	16-17	Female	SA	Adelaide
3	A	Pre-contemplation	18-25	Mix	QLD	Brisbane
4	A	Pre-contemplation	26-39	Mix	VIC	Bendigo
5	A	Pre-contemplation	40-65	Mix	SA	Whyalla
6	A	Contemplation / preparation / action / relapse	26-39	Mix	VIC	Melbourne
7	A	Contemplation / preparation / action / relapse	16-17	Female	QLD	Brisbane
8	A	Contemplation / preparation / action / relapse	18-25	Mix	NSW	Coffs Harbour
9	A	Contemplation / preparation / action / relapse	26-39	Mix	SA	Adelaide
10	A	Contemplation / preparation / action / relapse	40-65	Mix	NSW	Parramatta

Grp	Stimulus set	Stage of change	Age	Gender	Sate	Location
11	B	Pre-contemplation	16-17	Male	QLD	Brisbane
12	B	Pre-contemplation	16-17	Female	VIC	Bendigo
13	B	Pre-contemplation	18-25	Mix	SA	Whyalla
14	B	Pre-contemplation	26-39	Mix	NSW	Parramatta
15	B	Pre-contemplation	40-65	Mix	VIC	Melbourne
16	B	Contemplation / preparation / action / relapse	16-17	Male	SA	Adelaide
17	B	Contemplation / preparation / action / relapse	18-25	Mix	NSW	Parramatta
18	B	Contemplation / preparation / action / relapse	18-25	Mix	VIC	Melbourne
19	B	Contemplation / preparation / action / relapse	26-39	Mix	QLD	Brisbane
20	B	Contemplation / preparation / relapse	40-65	Mix	NSW	Coffs Harbour

4.3 Rationale for sample

Smoking behaviour

The sample was designed to include people who had smoked cigarettes, cigars or pipe tobacco in the last three months and was segmented by attitude using the Stages of Change model. Respondents were asked about their smoking behaviour in the last three months rather than the number of cigarettes they smoke on average, as occasional smokers sometimes have difficulty calculating their average consumption patterns. The sample included a mix of daily and occasional smokers as well as people with different attitudes to quitting.

Stages of change

The groups were segmented using the Stages of Change model[9]. Respondents at the pre-contemplation stage were separated from those at the contemplation / preparation / action / relapse stages to ensure homogeneity within the groups. All four stages were adequately represented across the sample to allow further analysis by each stage.

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[9] Prochaska JO, Velicer WF, Rossi JS, Goldstein MG, Marcus BH, et al. *Stages of change and decisional balance for 12 problem behaviors.* Health Psychology 1994 Jan;13(1):39-46.

Age (lifestage)

The sample was split into the following age brackets: 16-17, 18-25, 26-39 and 40-65.

The sample included a mix of respondents at the 'pre-family', 'young family', 'older family', 'empty nester' lifestages. Within these, quotas were also used to ensure the inclusion of parents with children of a range of different ages.

Gender

Mixed gender groups for adults aged 18 to 65. Groups with 16-17 year olds were single gender.

SES / income / work status

The groups were conducted in relatively blue collar areas to ensure that the sample was skewed towards people from lower socio-economic groups. This reflects the demographics of smokers in Australia, and is based on the focus of the new National Tobacco Strategy towards lower socio-economic groups.

CALD and disability representation

Quotas were also set to ensure the sample included adequate representation of people with disabilities and people with English as their second language.

4.4   Recruitment of respondents

Recruitment for the discussion groups was completed through Interviewer Quality Control Australia (IQCA) accredited recruitment specialists. A recruitment screener including all relevant demographic variables was provided to use for recruitment. A copy of the recruitment screener is included in Appendix A.

4.5   Use of stimulus materials

A range of stimulus materials were used within the group discussions. These included:

- mock ups of four different colours on the side of pack - yellow, orange, red and black;

- mock ups of packs containing three symbols comprising toxic (skull and cross bones), harmful (a cross) and health hazard (outline of a person);

- a sheet containing 11 different layout and format options for the messages; and

- one of two sets of messages (Set A or Set B) each comprising 14 and 15 messages (respectively) across the six identified message territories of:

    – number of chemicals;

    – effect of toxic chemicals;

– second hand smoke;

– addiction;

– light and mild; and

– chemical specific.

Messages were separated into two stimulus sets to prevent respondent fatigue, which would likely have happened if each respondent was asked to review all 29 messages. Respondents would have been highly likely to lose interest in the group and it would have become difficult for them to provide detail as to why messages seemed to have greater or lesser impact and influence of their attitudes and behaviour. This would have been compounded with many messages being very similar to each other.

The methodology was designed to ensure that each set (Set A and Set B) of messages was reviewed by ten groups each across a range of ages. Each set of messages was also designed to contain a similar number from the six different message territories.

These materials are discussed within relevant sections of this report. All final materials can be found in Appendix B.

4.6 **Discussion guide**

A semi-structured discussion guide was developed and approved by the Department prior to use. The general flow of the discussions is described below. The full guide is appended Appendix C.

Initially, respondents were shown one pack displaying a side pack information message in one of the four colours to understand if they would notice the colour. Subsequently, they were all given packs with the three other colours on them. The initial colour handed out to respondents was rotated across the groups. Each person was given a full set of the same colour with the three different warning symbols.

In order to test reactions to the various messages, respondents were asked to respond to either Set A or Set B messages each comprising 14 or 15 messages. Respondents were asked to initially rate each message, in terms of whether it provoked a reaction, on a self-complete sheet. A scale of 1-5 was used, where 1 meant that it has the least impact on them and 5 has the greatest reaction on them. They were also asked to tick which statement they believed was true. Following on from this, as a group respondents were asked to sort the messages into categories according to whether they had a high, medium or low impact on them. Each message was then discussed in detail.

Lastly, respondents were asked to comment on the layout and format of 11 different ways of displaying the side of pack information messages. Reactions were gauged to 'long' and 'short' message formats, use of headings, dot points and paragraphs.

DETAILED FINDINGS

5   EXISTING ATTITUDES AND PERCEPTIONS TOWARDS SIDE OF PACK INFORMATION MESSAGES

5.1   **Attitudes of smokers to health warnings**

Overall, respondents demonstrated a broad acceptance of the health problems related to smoking. Continual marketing of health problems associated with smoking has resulted in a greater acceptance that it is not 'good for you'. There was a strong sense that many people felt 'worn down' by the constancy of messaging, with health warnings about smoking found across all tobacco materials and repeated constantly in media. Only a minority throughout the research demonstrated attitudes that indicated that they were unwilling to accept possible health consequences as real and credible.

Many participants, particularly older ones who had been smoking most of their life, exhibited signs of, or even openly claimed, that they did not want to smoke anymore. Even during recruitment there was a need to soften the 'Pre-contemplation' and 'Contemplation' statements used within the recruitment screener in some states.

The statement used to describe the 'Pre –contemplation' behaviour was changed from "I don't want to quit" to "I think it would be too hard to quit" as recruiters were finding it difficult to find people who agreed that they did not want to quit. This resulted in the statement used to describe the 'Contemplation' behaviour being changed from the statement "I would like to quit but am worried it will be really hard" to "I would like to quit, and hope to do so, but am worried it will be really hard."

Despite the acceptance of health consequences, many smokers were still ready to defend their choice to continue to smoke. The rationale for this was that so many other elements of modern life can also cause health problems, such as pollution, alcohol, coffee and obesity. They felt that because people are not asked to give up these other elements that cause health difficulties, they should not be expected to give up smoking based on the possibility of health consequences.

> *"I know this bloke in his 40s that got lung cancer. He never touched a cigarette."*

> *"They come out and say red wine is good for you and then it's bad for you … you don't believe what people say."*

> *"You inhale more fumes walking down the street in Sydney."*

There was a sense of message fatigue regarding health warnings among smokers. It was claimed that constantly seeing the same types of messages has resulted in reduced impact of the messages on attitudes and behaviours. Messages that are seen constantly were seen as less relevant, as 'old news' and able to be easily ignored. The message that 'cigarettes cause cancer' was seen as typical of this type of message. The use of 'cancer' in health messaging was perceived as a very broad threat. It was seen as a catch all disease that could be applied to any body part. Additionally, smokers felt that 'cancer' had so many other possible causes.

People found it easy to dismiss messages on cancer, given that nothing had happened to them despite them continuing to smoke. Combined with the perception that there are so many other possible causes of cancer, much of

the impact of the threat of cancer from smoking was therefore lost. As a result, warning messages mentioning 'cancer' in general were seen as able to be easily ignored.

To increase the relevance of health messages there is a clear need to move beyond simply mentioning 'cancer'. If messages are to include the word 'cancer', more specific detail about 'cancer' is required to provoke a reaction. Specific details that were more likely to gain reactions in the groups included:

- which body part is affected by the cancer;

- how severe would the cancer be; and

- how the cancer is caused.

In addition, other health problems not usually associated with smoking, such as leukaemia, increased perceptions of message relevance. Overall, based on the findings in the groups, there appears to be a need for some health warnings to be very specific in regards to cause and effect. The challenge in being very specific with health warnings lies in not allowing people to self-exclude themselves from the message.

5.2   **Reactions to current side of pack information message**

Context in which side of pack information operates

Messages on tobacco packaging do not operate in isolation. The impact they have on smokers' attitudes and behaviours work in conjunction with a number of other factors.

Broader anti-tobacco communication such as the 'Every cigarette is doing you damage' advertising appears to have created familiarity with several warning messages among smokers. This was demonstrated throughout the research with relatively strong spontaneous recall of then current television and outdoor advertising, particularly of the messages on the number or type of chemicals in tobacco smoke.

Health warnings can also have an impact on the attitudes of friends and families of smokers. Research participants claimed that health warnings about tobacco often acted as a provocation to their 'loved ones' to ask them to stop smoking, or make negative comments about their smoking.

Lastly, smokers also talked about the effects that smoking laws have had on their current attitudes and behaviours. They talked about being increasingly marginalised as it becomes harder to smoke in various places.

> *"It's impossible to smoke at uni now – there's two areas cordoned off for the whole of uni."*

> *"I can't even smoke in my car if my kids are in there now."*

Current attitudes towards side of pack information message

Group participants were indifferent to the current side of pack information message. The front and back of pack were perceived as the more dominant and provoking health warnings. Smokers claimed they were forced to see the front

and back when opening the pack, with the size and use of images meaning that smokers were visually reminded of health warnings without having to focus on or read messages.

The sides of pack were largely overlooked. Most respondents in the groups had difficulty in recalling what is currently on the side of their packs.

> *"What colour is it now?"*

> *"There isn't anything written on the side, is there?"*

When prompted, older smokers (those aged 25 and above) expected to see some chemical information on the side. However, they claimed they rarely noticed this information expecting to have 'seen it', 'read it' or 'heard it' somewhere before. Most younger smokers, (aged 16 to 25) claimed they had never read the side of pack information. When prompted, they claimed they expected it to display product 'ingredient information' which they would not read.

Role of side of pack information

This research confirms the findings from the 2008 evaluation on tobacco health warnings that demonstrated a decline in readership of the side of pack information message . However, while there is a great deal of opportunity to use the side of the pack more effectively, recognition needs to be given to the fact that it will never be the most noticeable panel on cigarette packs due to its placement. It is most suited to reinforce and extend existing knowledge and provide evidence to back up other broader messaging territories, rather than displaying completely new information.

That said, the aim of the side of pack information message should be to provoke a reaction. Any reaction, whether it is belief, disbelief, defensiveness, outrage or ridicule indicates that smokers are thinking about their smoking behaviour in some way. That is, the message has resonated in some manner with the smoker demonstrating it has achieved some relevance. For example, even if the reader tries to detract from the credibility of the message or defend their choice in smoking, this indicates it has made them question their choice to smoke. For this reason, 'indifference' is the reaction that should be avoided when evaluating the effectiveness of the side of pack messaging.

It is likely the side of pack information will be most effectively used if it capitalises on these broader factors that impact on smokers, namely:

- broader anti-tobacco communication;

- pressure from family and friends; and

- the perception of marginalisation experienced by smokers.

For example, side of pack messaging could be used to further or reinforce knowledge of a message that is introduced in broader anti-tobacco communications such as mass media advertising. It could be designed to be highly noticeable to family and friends of the smoker, who may be provoked to comment on the message. It could contain messages or visual elements that reinforce the sense of marginalisation that is increasingly being experienced by smokers.

**6   REACTIONS TO MESSAGE CONTENT ON SIDE OF PACKS**

In order to test reactions to the various messages, respondents were asked to respond to either Set A (messages A-N) or Set B (messages O – CC) found in Appendix B. They were asked to rate each message in terms of its impact and its ability to provoke a reaction. They were also asked to indicate whether they felt the message was credible. The six broad message territories that were included were:

•   number of chemicals;

•   effect of toxic chemicals;

•   second hand smoke;

•   addiction;

•   light and mild; and

•   chemical specific.

6.1   Classification of message types based on people's reactions

The findings suggest that the messages can be grouped according to people's reactions (see Figure 6.1.1). Please note, these broad groups of messages are based on qualitative interpretation of the findings, not on any quantitative data.

Figure 6.1.1: Classification of reactions
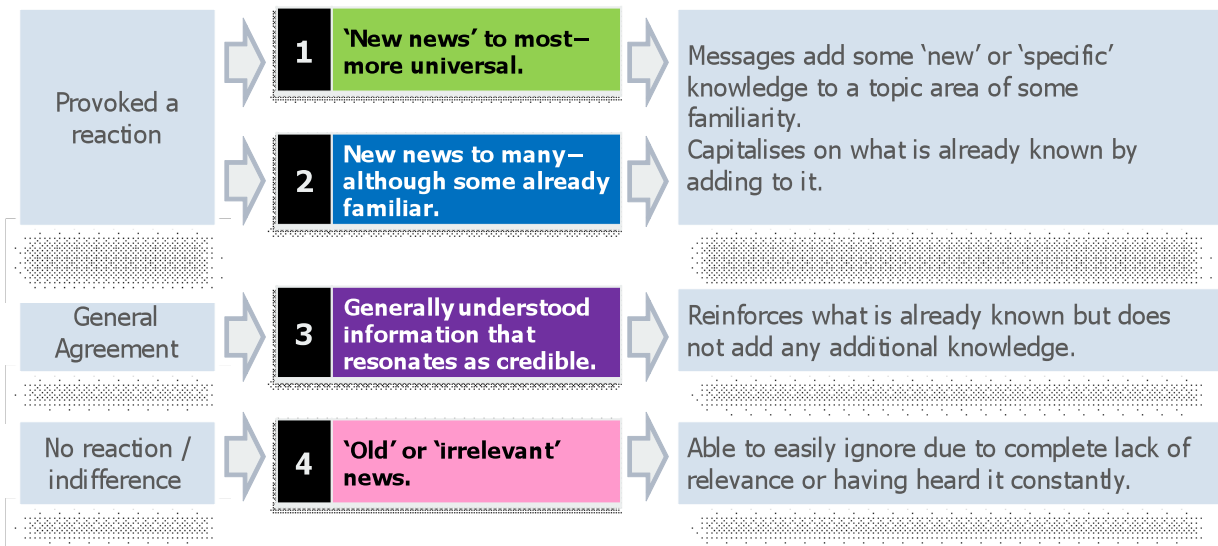
Groups 1 & 2: New news or messages with additional specific knowledge

Messages in Group 1 and 2 contained previously unknown information, or added specific information to an area that participants were already familiar with. These messages have the greatest potential to impact on smokers. They contribute to people's knowledge and help to educate them on the health effects of smoking. The messages in these groups were seen as highly credible as people had some broad understanding or familiarity of the message area already. They were perceived as more likely to be read as they introduced some new information. They were also perceived to be personally relevant by most respondents due to being very specific in content.

Messages in Group 1 tended to be slightly more impactful among most group participants, whereas messages in Group 2 were more likely to have been heard before by some, but contained new or additional specific information for others.

These messages were more likely to be found in three different message territories:

• number of chemicals / effects over time;

• effects of smoking on specific body parts/referring to specific diseases previously unheard of; and

• referring to chemicals found in tobacco smoke – those that they had heard of but were not overly familiar with.

Group 3 - Reinforcement messages

The reinforcement messages were perceived as highly credible but lacked impact. Messages in Group 3 tended to contain information that was generally understood, was 'accepted lore', resonated as credible, but at the same time did not add any new knowledge. These messages provoked a reaction of guilt among smokers who were actively seeking to cease smoking. This guilt was due to being reminded of the reasons why they felt they should be stopping smoking. Reinforcement messages were found in two message territories:

• effect of toxic chemicals; and

• light and mild.

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Group 4 - Old news or irrelevant messages

'Old news' or irrelevant messages provoked no or little reaction among group participants. Essentially, people were indifferent to messages within Group 4. The perceived lack of 'new' news or information allowed respondents to easily ignore or dismiss the message.

> *"I've heard this all before."*

> *"Why would this be relevant to me?"*

These messages were found in three message territories:

• second hand smoke;

• addiction; and

• some of the specific chemicals.

6.2 **Specific reactions to 'number of chemicals' messages**

Overview

The 'number of chemicals' message territory is potentially a strong area. Some group participants felt the use of numbers provided evidence and added certainty to the information. Stronger messages were those that participants could immediately relate to. For example, in message P, participants could immediately relate to '10 puffs per cigarette'. The message achieved personal relevance as all thought about how many puffs they take.

However, some care needs to be taken when using numbers and statistics as some people do not easily understand numbers. This leads people to see the message as irrelevant or lacking in credibility. Greater credibility is achieved when people can identify with the numbers, and can envisage the amount they represent. For example, the number of 4000 is difficult for some to comprehend and, therefore, loses impact.

Table 6.2.1: Classification of 'number of chemicals' message territory

ID	MESSAGE	GROUP
A	CANCER CAUSING CHEMICALS Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.	3
B	CANCER CAUSING CHEMICALS Inhaling tobacco smoke releases more than 75 cancer causing chemicals into your body.	2
O	CANCER CAUSING CHEMICALS When tobacco burns it releases a toxic mixture of over 4000 chemicals, more than 75 of these cause cancer.	3
P	WARNING: TOXIC SMOKE 10 puffs per cigarette x 20 cigarettes per day x 365 days per year = 73,000 toxic puffs per year.	1

Message P

P) WARNING: TOXIC SMOKE 10 puffs per cigarette x 20 cigarettes per day x 365 days per year = 73,000 toxic puffs per year.	1

Message P was effective as participants had never seen the information presented in this manner before. The message was credible and it was easy for people to see how the calculation works. It was regarded to be most relevant by younger respondents and those thinking of quitting. The weakness in the message is that numbers are polarising. While some perceive them as offering solid evidence and 'proof' that is difficult to deny, others have a more difficult time in understanding numbers. This latter group of people will tend to ignore messages that contain numbers or statistics.

Strengths	Weaknesses
• New message: ² a phrase they have not heard before • Most relevant to: ² younger respondents (16-25) and ² those thinking of giving up • Makes people realise that actions now, can mean harm later. • Credible and easy for people to see how the calculation works. • Also prompts some younger people to start thinking about the financial implications of smoking. *"If you say 10 puffs you don't think that's a lot but then when you see it added up it's a lot."*	• Some people switch off at the sight of statistics. *"It's just a number"* • Some will exclude themselves from the message, claiming it does not relate to them. *"But I only smoke 5 a day so this doesn't mean much to me."* • Younger males felt the message could be strengthened by mentioning specific facts about the toxic chemicals alongside this message. • 'Puff' sounds wrong / childish: ² 'drag' sounds more effective • The heading is long and may not provoke people to read on – 'Toxic smoke' is unnecessary.

Message B

B) CANCER CAUSING CHEMICALS Inhaling tobacco smoke releases more than 75 cancer causing chemicals into your body.	**2**

Message B contained statistics that were previously unknown to most. This message was regarded to be more powerful than Messages A or O (which contained similar information) by not using the phrase '4000 chemicals'. '75 cancer causing chemicals' does not seem like a lot when the cigarette contains 4000. Eliminating 4000 from the message results in '75 cancer causing chemicals' being perceived as more substantial, and, therefore, more impactful. The impact of this message could be increased with a reference to a specific type of cancer, instead of mentioning cancer in general.

Strengths	**Weaknesses**

• Most have not heard this statistic before.
• Stronger message than A and O:
   [2] not mentioning 4000 chemicals substantiates the '75 cancer causing chemicals'
   [2] harder to overlook the message
"75 is an intimidating number."
• Describing how the chemicals can affect them personally i.e. 'inhaling ... releases them into your body' also provokes a strong reaction.
	• Mentioning ' cancer' is old news:
	   [2] likely to have very little impact
	*"Everything these days causes cancer –
	cement dust, air conditioning... "*

Messages A & 0

A) CANCER CAUSING CHEMICALS Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.	
O) CANCER CAUSING CHEMICALS When tobacco burns it releases a toxic mixture of over 4000 chemicals, more than 75 of these cause cancer.	**3**

Reactions to these two similar messages, message A from Set A and message O from Set B, were consistent. Strong recall of television and transit advertising that contained '4000 chemicals' resulted in these messages being useful as reinforcement information only. They did not offer any new information to the majority of group participants. Importantly, it was consistent across groups that the use of 4000 chemicals detracted from the impact of the 75 causing cancer. Seventy-five was not seen to be many when placed in the context of 4000.

Strengths	Weaknesses

• Using statistics strengthens the credibility of the messaging.
• Useful reminder of the large numbers of chemicals in tobacco smoke.
• O explains how chemicals are released:
   ² new news to some younger respondents
	• Only reinforces knowledge already known to most:
	   ² strong recall of '4000' chemicals statistics in TV and bus ads
	• Mentioning 75, in the context of 4000 chemicals weakens its potential impact. *"75 is that all? I don't need to worry."*
	• Not personalised:
	   ² does not state the implications affecting *their* body
	• Mentioning 'cancer' is old news:
	   ² likely to have very little impact

6.3   Reactions to 'effect of toxic chemicals' messages

Overview

Reactions to the 'effect of toxic chemicals' message territory were extremely varied. Some messages such as message C provided new information to people about damage caused to specific body parts or systems that they had not heard about previously. In contrast, messages that lacked any specifics in relation to the harm caused and what was causing harm, beyond general mentions of toxic smoke such as Message D, had little impact as they offered no new information to people.

Table 6.3.1: Classification of 'effect of toxic chemicals' message territory

ID	MESSAGE	GROUP
C	WARNING : TOXIC CHEMICALS The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.	1
D	TOBACCO SMOKE IS TOXIC There are many chemicals in tobacco smoke that are harmful. Mixed together they are even more dangerous than on their own.	4
E	The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke.	2 (older) 3 (younger)
Q	The toxic chemicals in tobacco smoke can go everywhere that your blood flows, causing harm to nearly every part of your body.	2
R	WARNING: TOXIC CHEMICALS The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. Quit today.	2 (older) 3 (younger)

Message C

> C) WARNING : TOXIC CHEMICALS
> The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

1

Message C was the most effective message within the 'effect of toxic chemicals' territory. This message provoked the strongest reaction because it mentioned specific damage caused to the body and immune system and was perceived as new information. This is despite the fact that this message is a rephrasing of the current side of pack information. This demonstrates the findings from the 2008 evaluation, that few people read or recall the current side of pack warnings.

One of the strengths of this message was that the implication of immediate potential damage to their body, as opposed to a disease they may get in the future such as cancer. This meant that people could not self-exempt from this message. This information provoked a reaction among all ages and genders.

Strengths	Weaknesses
• This is new information: ² not heard that smoking damages blood vessels, cells and the immune system *"Your blood cells sound more fragile than a big organ."* • Message that hits home: ² talks about the immediate potential damage ² as opposed to a disease they imagine they may / may not get in the distant future (i.e. cancer) • Sounds believable and that it is more likely to affect them. • Provokes a response that smoking could affect their financial livelihood. *"I can't afford to get sick and not work."* • Provoked a reaction among all age groups and genders.	• Including 'TOXIC CHEMICALS' in the heading implies the message is old news: ² not likely to encourage people to read on

Message Q

| Q) The toxic chemicals in tobacco smoke can go everywhere that your blood flows, causing harm to nearly every part of your body. | **2** |

This message contained new specific information about where the chemicals go which created an impact among some smokers. Informing people that chemicals go 'everywhere the blood goes' meant that people could imagine this happening to them now, resulting in no denial of this message. It could be strengthened further to specify what harm could be caused.

Strengths	Weaknesses
• The new specific information is about chemicals going 'everywhere that the blood flows': ² easy for people to imagine happening to them now • No denial of message: ² they know blood flows all around the body	• Being non-specific about the likely harm weakens the message. • Mentioning 'nearly' every part of the body provokes less of a reaction. • No 'WARNING' heading to act as a signpost.

Messages E & R

| E) The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. | **2** (older) |
| R) WARNING: TOXIC CHEMICALS
 The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. Quit today. | **3** (younger) |

Messages E and R talk about a 'build up of chemicals over time' and were received differently among younger and older respondents. For the older respondents these messages sparked a reaction and were seen to contain new specific information to some. These messages prompted them to think about the effects of smoking over a long time. However, younger respondents were more likely to dismiss these messages, given the shorter periods they had been smoking.

Strengths	Weaknesses

• Mentioning 'over time' is new news:
 	
  ² prompted older respondents to think about the effects of smoking over a long time
 	
  "I guess it's obvious, but I've never thought of it like that."
 	
  ² 'Your' body, 'your death' personalises and strengthens the message
 	
• Mentioning 'death' scares some of the younger respondents (16-17).
 	
• Mentioning 'death' may act as a prompt to non smokers to ask their loved ones to stop.
	• Younger respondents more likely to dismiss message about 'over time' given the short time period they have been smoking.
	
	• Not mentioning specific body parts weakens message for some:
	
	  ² too general and easy to ignore
	
	• Older respondents no longer react to 'death and disease':
	
	  ² old news
	
	• No 'WARNING' heading (E) acting as a signpost
	
	• 'Quit today' has no impact:
	
	  ² old news
	
	  ² already found on packs

Message D

D) TOBACCO SMOKE IS TOXIC There are many chemicals in tobacco smoke that are harmful. Mixed together they are even more dangerous than on their own.	**4**

This is the weakest of the 'effect of toxic chemicals' messages. It was perceived to lack details about the implications of how the chemicals are harmful. This was regarded to be old news which could be easily dismissed or overlooked. There were no strengths identified with this message.

Weaknesses

• Old news:
 	
  ² smokers know chemicals are harmful / toxic
 	
  ² no new news about the harmful effects of chemicals (as with C)
 	
• The information about being 'more dangerous mixed together' has no impact:
 	
  ² simply accept this is how cigarettes are made
 	
• Only saying 'many' as opposed to stating numbers contributes to this weak message.
 	
• No impact on older smokers:
 	
  ² claiming that mentioning specific %s/numbers of chemicals is more effective

6.4 **Reactions to 'second hand smoke' messages**

Overview

The message territory of 'second hand smoke' did not offer any new information to smokers. They had all heard this before and were constantly reminded of it by family, friends and even strangers on the street. Most believed they did all they could to not impact on others when smoking by only doing so in 'designated areas'. This type of reaction was typical across most smokers, and resulted in the messages being treated with indifference as they believed they were already acting accordingly.

The exception to this was in messages mentioning children. All smokers claimed to do all they could to ensure that cigarette smoke did not go near children. They would undertake actions such as smoking outside, and hold their cigarettes away from children if they happened to walk past on the street. Messages mentioning children were more impactful for those with children, as they tended to prompt some sense of guilt among those in the contemplation and preparation stages.

Table 6.4.1: Classification of 'second hand smoke' message territory

F	ALL TOBACCO SMOKE IS TOXIC Smoke from your cigarette that is inhaled by others contains toxic chemicals that cause cancer, heart disease and respiratory problems in non-smokers.	4
G	TOXIC SECOND-HAND SMOKE Tobacco smoke that is inhaled by non -smokers contains hundreds of toxic chemicals. These are known to cause cancer, heart disease and respiratory problems in non-smokers.	4
S	TOXIC SECOND-HAND SMOKE Smoke from this product contains a toxic mixture of chemicals that cause disease and premature death in children and adults who do not smoke.	3
T	ALL TOBACCO SMOKE IS TOXIC Exposure to second-hand smoke from this product releases hundreds of toxic tobacco products causes cigarette cravings, withdrawal symptoms and addiction.	4

Messages F, G & T

F) ALL TOBACCO SMOKE IS TOXIC Smoke from your cigarette that is inhaled by others contains toxic chemicals that cause cancer, heart disease and respiratory problems in non-smokers.

4

G) TOXIC SECOND-HAND SMOKE Tobacco smoke that is inhaled by non-smokers contains hundreds of toxic chemicals. These are known to cause cancer, heart disease and respiratory problems in non-smokers.

T) ALL TOBACCO SMOKE IS TOXIC Exposure to second-hand smoke from this product releases hundreds of toxic tobacco products causes cigarette cravings, withdrawal symptoms and addiction.

Messages about second hand smoke are regarded to be old news and none of them prompted a reaction among respondents. Smokers are constantly bombarded by this message. In addition, many claim that it is irrelevant to them, either because they regard themselves to be considerate smokers, or because smoking laws have made it very hard to smoke around others.

Strengths	Weaknesses

• May act as a prompt to non-smokers to ask their loved ones to stop smoking.	• Old news:
	  ² constantly bombarded with this message
	  ² currently on some packs
	• Most claim it is irrelevant:
	  ² either because they regard themselves to be a 'considerate' smoker who smokes away from others
	  ² or because smoking laws make it hard to smoke near anyone now
	• Others admit they're selfish:
	  ² do not care about implications to others
	  ² dismiss it as irrelevant
	• G and F mention non specific diseases (i.e. cancer, respiratory) which is old news.

Message S

S) TOXIC SECOND-HAND SMOKE
Smoke from this product contains a toxic mixture of chemicals that cause disease and premature death in children and adults who do not smoke.

3

Message S was the only second hand smoke message that provoked a reaction, specifically the reference to smoking causing 'disease and premature death in children'. Although not new news, many people felt guilty reading this, particularly younger females and those with young children.

Strengths	Weaknesses
• The mention of 'disease and premature death in children' provokes an impact. • Although not new news, many feel guilty about their behaviour when reading this: *"Children are innocent, they shouldn't suffer from something I do."* • Younger female respondents and those with young children reacted the most strongly: *"Makes me feel guilty because I know it can cause serious damage to their health."*	• Easy to exclude themselves from this message if they do not currently find themselves around children: *"This is much more for parents or pregnant women."*

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6.5   **Reactions to 'addiction' messages**

Overview

The message territory of 'addiction' held little interest for smokers. The fact that nicotine causes addiction was known by all. These messages provoked a strong reaction among some but, rather than assisting people in contemplating giving up, H and U reminded people of how hard it is to give up and are likely to reinforce reasons for people to not give up.

Table 6.5.1: Classification of 'addiction' message territory

ID	MESSAGE	GROUP
H	This product contains nicotine. Nicotine causes changes in your brain and is responsible for cigarette cravings, withdrawal symptoms and addiction to tobacco products.	4
U	HIGHLY ADDICTIVE Inhaling smoke from this product releases nicotine into your body. Nicotine in tobacco products causes cigarette cravings, withdrawal symptoms and addiction.	4
V	Smoking this product delivers nicotine to your brain within seconds of inhaling. Nicotine is responsible for your addiction to tobacco products.	4

Messages H, U & V

Strengths	Weaknesses
• Being labelled as an 'addict' resonated with a small few: ² associations of stigma and discrimination ² marginalised by the majority of society	• A well known fact: ² all know that what they are doing is addictive and that nicotine is the cause of theaddiction • Can provoke a strong reaction, but not one that will assist contemplation of stopping smoking: ² H & U in particular remind people of how hard it is to give up. ² reinforce the reasons to not give up.

6.6   **Reactions to 'light and mild' messages**

Overview

The 'light and mild' messages reinforced existing knowledge, rather than adding to this knowledge. Older participants could recall when cigarette branding and packaging clearly indicated the 'strength' of the cigarette. The impact of the message that all cigarettes cause harm for these smokers was to remove any reason to change to cigarettes 'less' in strength. Instead they tended to stay with their preferred brand.

Younger smokers just tended to be aware of the general message that regardless of what is written on the pack, tobacco products cause damage. Younger smokers claimed that they did not choose which tobacco product to smoke based on it being 'heavier' or 'lighter'.

Table 6.6.1: Classification of 'light and mild' message territory

ID	MESSAGE	GROUP
I	There are no known health benefits in smoking products that taste lighter, milder, or less harsh. The smoke still contains a toxic mix of chemicals that cause death and disease.	3
J	Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. there are no known health benefits. Cancer causing chemicals are still inhaled with each puff.	3
W	ALL TOBACCO SMOKE IS TOXIC Red, blue silver, gold? Classic, fine, rich or menthol? It doesn't matter. Whatever the colour, name or taste, each puff releases toxic chemicals into your body.	3
X	Red, blue, silver, gold? Classic, fine, rich or menthol? All are toxic. Switching to so-called lighter products doesn't help you quit. Quit today.	3

Messages I, J, W & X

Strengths	Weaknesses
• Strong awareness and acceptance of this message already exists across all age groups: ² younger smokers have never known any differently *"I've heard it before, but this kind of says it in a different way"* ² older smokers have heard this before, having undergone the change from different milligram labelling to colours and descriptors to denote different strengths *"It's true, there's no difference between them. Doesn't matter what you smoke"* • Has removed association of image with milligram strength: ² Perception that smoking heavier cigarettes is 'cool' does not seem to exist among younger people at all, but is still strongly recalled by older respondents.	• Older smokers already have their brand and 'strength': ² some still refer to the cigarettes using 'mg'. • The messages can also prompt negative thoughts in regards to trying to give up: ² swapping to a 'lighter' cigarette is now no longer seen to be useful, so can prompt people to no longer try *"Once upon a time, they used to say you should smoke lighter cigarettes when you were trying to quit. Now that's not even an option."* *"May as well just stay with the ones you like if swapping down isn't going to help"*

6.7   **Reactions to 'chemical specific' messages**

Overview

The 'chemical specific' territory is potentially a very rich area as it prompted some strong reactions. Among those smokers at the contemplation and preparation stages the territory added to the reasons to stop smoking. However, among those at the 'pre-contemplation' phase it provoked strong denials, with participants attempting to exclude themselves from the messages. They questioned the credibility of messages and felt the messages appeared to be 'having a go' at smokers.

"If the chemicals were that bad for you why wouldn't they just ban cigarettes overall?"

"If it really was poisonous the government wouldn't let people smoke"

The chemical specific messages that prompted the strongest reactions held personal relevance for the reader through a number of different ways.

Firstly, relevance of the message was established if the reader already had a frame of reference in which to understand the toxicity of the chemical. For this reason, when using specific chemicals in messaging there needs to be an association of 'toxicity' with the particular chemical which people understand to gain maximum effect of the message. This can be achieved by:

- people having heard of the chemical before;

- placing it in context of being used; or

- mentioning the chemical in another recognisable toxic substance.

Those chemicals which people already had a frame of reference for included benzene, benzopyrenes and cyanide.

In contrast, the chemicals cadmium and nitrosamines did not resonate with people as they had never heard of them before and, therefore, they had no reference to other toxic substances. However, at the same time, over familiarity with a chemical decreases it impact. When group participants had a greater awareness and understanding of the chemical's other uses this detracted from the risk of it being found in tobacco products. For example, carbon monoxide which was broadly understood as produced by cars, and likely to be inhaled by everyone with no great impact on their health. This minimised the impact of it being found in tobacco products.

> *"We breathe this in every day in the city and it's not killing me."*

For some older smokers who worked in the motor industry, benzene was identified as being in fuel and, therefore, relatively common. These respondents were able to self-exempt themselves from messages about benzene, claiming that breathing in this chemical has had no real impact on their health to date.

> *"Benzene's in unleaded fuel – it can't be that bad as I'm around it all the time in this job."*

Secondly, personal relevance of messages was also enhanced when specific diseases or health impacts that have not been strongly related to smoking previously are mentioned. These diseases included leukaemia, kidney, prostate and bladder cancers and having an impact on the nervous system. These are specific conditions or diseases rather than a 'catch all' threat of cancer. This creates a sense of being definitive and is seen to pose more of a threat. That is, more of a sense that 'you will get these', as opposed to 'you could'. In addition, the impact is strengthened by most respondents already having a level of familiarity with these conditions as being life threatening.

> *"Prostate cancers are all the go these days."*

> *"You see people with leukaemia on the medical shows….with scarves around their heads."*

Lastly, many of the chemical messages were also strong because they did not allow for self-exclusion. The phrase 'inhaling tobacco smoke releases (chemicals) into your body' does not provide a caveat for any smoker because if they are inhaling tobacco smoke there is no denying that chemicals are being released. Similarly, the phrase 'dangerous at any level of exposure' does not provide a caveat for any smoker because it implies that it impacts on both light and heavy smokers and that it could occur from one cigarette, twenty or fifty.

Specific, everyday conditions were more powerful when they were linked to the possibility of more serious conditions that occur internally which people cannot deny are happening. For example, smokers could relate to the message that said that 'hydrogen cyanide causes breathing problems, which damages the lung's cleaning system, allowing other toxic substances to build up'. It is credible because it explains that the damage is happening internally and cannot be refuted. The strengths and weaknesses of each of the specific chemical messages are outlined below.

In summary, some 'chemical specific' messages such as K, Y, AA and CC were regarded to be new news, while others such as L, N, Z and BB were seen to be completely irrelevant.

Table 6.7.1: Classification of 'chemical specific' message territory

ID	MESSAGE	GROUP
K	WARNING BENZENE Inhaling tobacco smoke releases benzene into your body. Benzene causes leukaemia, increases the risk of other cancers and is believed to be dangerous at any level of exposure.	1
L	WARNING: CARBON MONOXIDE Inhaling tobacco smoke releases carbon monoxide into your body. Carbon monoxide is a deadly gas that causes heart disease and damage to your nervous system.	4
M	BUTADIENE BDE (1,3 Butadiene) is found in large amounts in tobacco smoke. BDE causes leukaemia and other cancers.	2
N	NITROSAMINES Inhaling smoke from this product releases nitrosamines into your body. Nitrosamines cause cancer.	4
Y	WARNING: BENZOPYRENES Inhaling tobacco smoke releases benzopyrenes into your body. Benzopyrenes cause cancer by damaging cells that normally protect your body from cancer.	1
Z	WARNING: CADMIUM Inhaling tobacco smoke releases cadmium into your body. Cadmium causes lung, kidney and prostate cancer.	4
AA	WARNING: CYANIDE Inhaling tobacco smoke releases hydrogen cyanide into your body. Hydrogen cyanide damages your heart and causes breathing problems, eye and skin irritation, headaches and nausea.	1
BB	ARSENIC Tobacco smoke contains arsenic. Inhaling arsenic causes cancer of the lung, skin and bladder.	4
CC	CYANIDE Tobacco smoke contains hydrogen cyanide. Inhaling hydrogen cyanide damages your lungs' cleaning system allowing other toxic substances to build up in the lungs.	1

Message K

| K) WARNING BENZENE |
| Inhaling tobacco smoke releases benzene into your body. Benzene causes leukaemia, increases the risk of other cancers and is believed to be dangerous at any level of exposure. |

1

The message mentioning benzene was seen to be personally relevant to most smokers, as most had some familiarity with this chemical. Many people recognised that it is found in paint stripper and fuel.

Strengths	Weaknesses

• Mention of 'leukaemia' as a disease is 'new news' and is frightening for anyone
   ² seen as more specific than just 'cancer'
• '...any level of exposure' limits ability to 'self exclude'
   ² adds to immediacy of potential harm which is important for younger people
   ² 'inhaling tobacco smoke...' does not allow for self exclusion
² Some familiarity with Benzene that allows for it to be identified with other toxic substances increases impact of message:
   ² resonance of 'found in paint stripper' from TV advertising
   ² some general belief that it is found in fuel
	• The impact of Benzene being seen as toxic and therefore harmful is minimised among those more familiar with the chemical:
	   ² those working with motors and fuel in particular
	   ² have not seen people come to harm from working directly with the chemical in this capacity, so do not identify its harm in cigarettes.
	• The vague familiarity / frame of references with the chemical that allows it to have impact is strongly related to the television advertising:
	   ² plants a seed in people's minds
	   ² without this the message would have less impact.

Message L

| L) WARNING: CARBON MONOXIDE |
| Inhaling tobacco smoke releases carbon monoxide into your body. Carbon monoxide is a deadly gas that causes heart disease and damage to your nervous system. |

4

A general awareness of carbon monoxide as a common pollutant lessened the impact of this message. The risk was not regarded to be a unique risk to smoking.

Strengths	Weaknesses

• 'Inhaling tobacco smoke...' does not allow for self exclusion.
• Damage to the 'nervous system' from smoking is not broadly known, so is a 'new' health risk for many:
   ² one that easily imagined as quite debilitating.
	• There is a great deal of familiarity with 'carbon monoxide' as an everyday pollutant that most people are exposed to:
	   ² most are aware that it is produced by cars
	   "You breathe it everyday on the street"
	• Perceived as something everyone is exposed to, therefore not a unique risk to cigarettes:
	   ² lessens the credibility of the message

Message M

> M) BUTADIENE
> BDE (1,3 Butadiene) is found in large amounts in tobacco smoke. BDE causes leukaemia and other cancers.

2

The specific mention of leukaemia was the key strength of this message as it was new information as a possible health risk for all age groups. However, most people had no frame of reference for butadiene.

Strengths	Weaknesses

• The new news of leukaemia as a possible health threat impacts on all age groups.
• 'Tobacco smoke' creates a personally relevant link for many.
	• Lack of specificity in the phrasing weakens the impact due to questioned credibility:
	  ² people question what is meant by 'large amounts'
	  ² 'other cancers' seems to be an 'add on' to the message.
	• Most had no frame of reference for 'butadiene', resulting in the message being meaningless.

Message N

> N) NITROSAMINES
> Inhaling smoke from this product releases nitrosamines into your body. Nitrosamines cause cancer.

4

A complete lack of familiarity with nitrosamines as a chemical resulted in the message being perceived as irrelevant. Respondents had no frame of reference with which to understand its toxicity.

Strengths	Weaknesses

• The phrase 'Inhaling smoke from this product' means that people cannot self exclude from nitrosamines being released into their body.	• However, the lack of any awareness or knowledge as to what nitrosamines are results in this message having little meaning for people:
	  ² no frame of reference withwhich to understand their toxicity.
	• The lack of specificity of the health effects of nitrosamines contributes to this:
	  ² 'cause cancer' is seen as a catch all phrase that is 'old news'
	  ² well worn out phrase.

Message Y

Y)   WARNING: BENZOPYRENES
Inhaling tobacco smoke releases benzopyrenes into your body. Benzopyrenes cause cancer by damaging cells that normally protect your body from cancer.

1

There is potential for the benzopyrenes message to be developed further. The strengths of the message are that it attempts to provide a specific link as to how cancer is caused, but it is currently too complicated in its phrasing and the message could be simplified.

Strengths	Weaknesses

• 'Inhaling tobacco smoke...' limits self – exclusion:
   ² smoking will results in benzopyrenes being released into their body.
• Attempts to provide a specific link as to how cancer is caused:
   ² goes beyond just saying it will cause cancer.
   ² provides an explanation of '*by damaging cells that normally protect your body*'...'
• Some latent familiarity among younger respondents of the name benzopyrenes meant that the chemical has some association with toxicity:
   ² although none could identify from where they would know this
     "It sound like its poisonous"
	• While the attempt at making the specific link is appreciated, it is currently too complicated in the way it is phrased for easy comprehension:
	   ² '*Cause cancer by damaging cells that normally protect your body' from cancer...*'
	• Many lack a frame of reference or association for benzopyrenes regarding toxicity:
	   ² risks being meaningless unless some familiarity with it is created using other mediums.

Message Z

Z)   WARNING: CADMIUM
Inhaling tobacco smoke releases cadmium into your body. Cadmium causes lung, kidney and prostate cancer.

4

The issue with this message was that a lack of association of the toxicity of cadmium undermines the strength of the specific cancers.

Strengths	Weaknesses
• There is some strength in the use of specific cancers: ² 'kidney and prostate' cancer is new news. ² stating a specific cancer is more definitive • 'Inhaling tobacco smoke...' does not allow for self exclusion: ² cadmium will be released	• No existing knowledge on cadmium: ² no existing association of toxicity on which to capitalise. • The specific cancers mentioned do not impact across all audiences: ² lung cancer is 'old news' in relation to smoking; ² prostate is irrelevant for women; and ² none had heard of kidney cancer previously.

Message AA

> AA) WARNING: CYANIDE
> Inhaling tobacco smoke releases hydrogen cyanide into your body. Hydrogen cyanide damages your heart and causes breathing problems, eye and skin irritation, headaches and nausea.

1

The cyanide message is likely to be impactful because the message has multiple points of personal reference. It had the right level of familiarity with cyanide as a poison, but there was no sense of over familiarity as was found with carbon monoxide and benzene.

Strengths	Weaknesses

• There is some familiarity with cyanide as a poison:
   ² general knowledge
   ² associated with 'rat poison' from current television advertising on cigarettes
• But there was no sense of over familiarity:
   ² such as found with carbon monoxide and benzene (to some extent).
• Some identified quite strongly with the 'everyday' problems:
   ² many with 'breathing problems'
   ² less with eye and skin irritation, headaches and nausea
• 'Inhaling tobacco smoke...' does not allow for self exclusion:
   ² certainty in inhaling cyanide
	• The everyday problems were *too* everyday for some people:
	   ² a range of possible causes for eye and skin irritation, headaches and nausea
	   ² not just cigarettes.
	   ² almost too mundane to worry about for some.
	• However, there is strong potential in linking the everyday problems with more long term consequences that are not readily identifiable:
	   ² eg: breathing problems could be an indication of the lung's cleaning system being damaged.

Message BB

| BB) ARSENIC Tobacco smoke contains arsenic. Inhaling arsenic causes cancer of the lung, skin and bladder. | **4** |

The confusion that some people made with arsenic undermines any strength in this message. A surprising number related it to 'arson', which meant that the message made no sense to them at all.

Strengths	Weaknesses

• Strong impact for those who were familiar with arsenic as a poison:
  ² debilitating and eventual death if exposed in small amounts over time
 • Attempt of the specificity in the cancers mentioned was appreciated:
  ² every one related to having a bladder
	• Few were familiar with arsenic as a poison.
	 • Some had no knowledge or reference for the name at all:
	  ² therefore no association with its toxicity.
	 • However, a surprising number related it to 'arson':
	  ² meaning the message made no sense at all.
	 "Isn't it something to do with starting fires"
	 "I don't understand what people who start fires has to do with smoking? Is it about throwing away your butts"
	 • If the same level of confusion noted in the research is representative of the population, there would be a risk in using Arsenic in messaging:
	  ² at a minimum some frame of reference would need to be established via other messaging mediums.
	 • The specific cancers mentioned do not impact across all audiences:
	  ² lung cancer is 'old news' in relation to smoking;
	  ² Skin cancer is not seen as serious by many
	 "Just get it cut out"
	  ² none had heard of bladder cancer previously resulting in some issues with credibility (although not by all)

Message CC

| CC) CYANIDE Tobacco smoke contains hydrogen cyanide. Inhaling hydrogen cyanide damages your lungs' cleaning system allowing other toxic substances to build up in the lungs. | **1** |

Strengths	**Weaknesses**

• As noted previously, there is the right level of familiarity.
• Association of toxicity without it being over familiar or used everyday.
• 'In tobacco smoke' and ' inhaling….' limits the ability for self exclusion:
  ² certainty in inhaling cyanide
² The specificity in stating the health problems caused by cyanide implies definitiveness.
	• Some difficulty in imagining the health issue which limits relevance for some:
	  ² is a long term impact
	  ² occurring internally, therefore unable to be seen.
	• However, this is minimised when linked to early every day signs of 'breathing problems':
	  ² potential long term impact becomes more credible

This 'long term impact' message of CC would work well in combination with other messages on 'everyday problems' with cyanide (as is found in AA).

6.8   Impact of separating the messages into two groups

Across the groups, there was a great deal of consistency in reactions to the different message territories within each group, suggesting that the separation of messages into Set A and Set B did not impact on findings.

That said, it should be noted that within Group 1 (the category of the most effective messages), there is a greater number of messages from Set B (messages P, Y, AA and CC) than from Set A (message C and K). This is likely due to the specific chemical messages within Set B being found more effective compared to those in Set A, and not due to any difference in how the messages were presented or who they were presented to.

Specific chemical messages were found to be more effective if people had some existing familiarity with the specific chemicals as this increased their perception of the chemical's toxicity. Set B contained more specific chemicals that people had some familiarity with than Set A. As familiarity with the chemicals increasing impact is one of the key findings from the research, this could not have been pre-empted in designing the set of messages. Additionally, Set B contained two messages containing the chemical cyanide which was one of the chemicals that people were familiar with. Should one of the cyanide messages have been in Set A, it is likely that there would have been an even number of messages from each set within Group 1 (the category of the most effective messages).

7 REACTIONS TO COLOURS AND SYMBOLS

7.1 Overview

Based on the findings above, the key criteria for evaluating the potential effectiveness of the side of pack information message was whether the sides of packs would be:

* noticed;

* read; and

* provoke a reaction.

The colours and symbols for the side of packs were explored with the respondents using the stimulus as outlined in Section 4.6.

7.2 Reactions to colours

The main purpose of the colour of side of packs is to get smokers to notice them and read the messages as the colour greatly affects noticeability. The four colours shown to respondents are displayed in Figure 7.2.1.

Figure 7.2.1 : Colours shown to respondents

When yellow was handed out first to respondents, most were quick to spot the side of pack information.

> *"The yellow caught my eyes as soon as I picked it up."*

However, when black and orange side of packs were handed out first, the information was largely overlooked. Reactions were mixed when red was handed out first. Spontaneous impact of the use of red on the side of pack information largely depended on the brand of pack and the colour of the pack itself.

Yellow is the colour that is most likely to have the greatest stand out effect. The brightness of the colour was highly visible and was most noticeable on packs. It was perceived as the least likely to blend in with the other colours on packs, even those that were 'gold' in colour. Yellow was associated with messages of caution, poisons or danger

such as those found on road signs, hazard signs and tram stops. It was regarded to be highly appropriate to convey messages of 'hazard' or 'warning', as it indicated something to take notice of.

"I think you're programmed to read yellow and black signs."

There were some advantages identified to using the colour red, however it tended to blend easily with existing pack designs. While red is seen to signify danger or a warning, such as stop signs and traffic lights, the red did not stand out as much overall compared to yellow. A red side label was obscured completely on packs which use red as a colour within the brand packaging, such as Marlboro Red, Peter Stuyvesant and Dunhill Red. On other brands, it was competing with other red colours such as the other red health warning labels on the back, and graphic pictures such as the blood on the message about having a minor stroke.

As a colour for the side of pack information, orange was largely overlooked. It was perceived as dull and thought to blend in with the colours on the pack, particularly on gold packs. People felt the black lettering on the orange background made it appear even less noticeable. A very small number commented that they were not aware of any brand using orange as a dominant colour, therefore it may be eye-catching. These respondents thought it stood out because it did not fit in. However, this was not a common response.

"It's not meant to be there, it's grossly different from the pack."

Black was the least effective colour in creating noticeability and cut through. Symbolically, black was associated with 'seriousness' and death. On face value, this was perceived as appropriate for what the label was attempting to convey. However, given that current side of pack messages are on a black background, any changes with the black labels are likely to be overlooked. Participants in groups could not identify any difference to the packs that used the mock up black side of pack labels. Using the same colour will not alert smokers to new messages and it is unlikely to encourage them to read messages. In addition, older people, aged 45 and above, claimed it was difficult to read the white writing on a black background.

In summary, yellow is recommended for the background colour of the side of packs information message. Ultimately, while people's associations may be relevant for some coloured warning labels such as red, if the colour blends in, or is too easily overlooked, then these associations will not be made.

Figure 7.2.2 : Summary of reactions to colours

Characteristics	Associations
Bright Stand out Noticeable	Caution / danger Road signs Hazard signs (eg. Poison) Tram stops
Blends in with pack / other messaging	Danger: Stop signs Traffic light
Overlooked Dull	Baby poo Workmen vests
Blends in with other messages Dark Same as existing side of pack message colour so easily overlooked	Death Seriousness

7.3 **Reactions to symbols**

The main purpose of the symbol on the side of packs is to get smokers to notice the message, read it and react to it. An effective symbol can achieve all three of these aims. The intention within the groups was to explore the possible role of symbols on side of packs in order to understand which one is the most noticeable. Group participants were shown three symbols:

• toxic (skull and cross bones);

• harmful (a cross); and

• health hazard (outline of a person).

These are displayed in Figure 7.3.1

Figure 7.3.1: Symbols shown to respondents
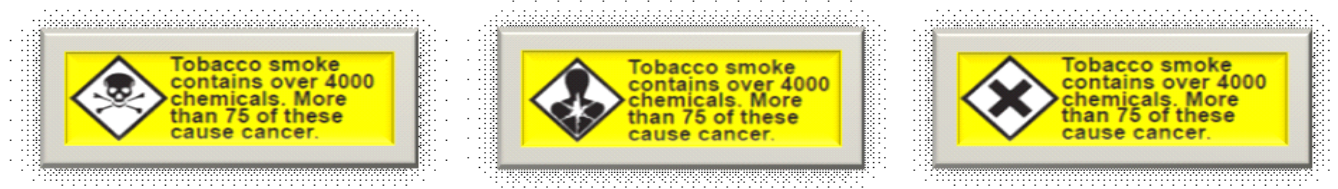
Toxic

The toxic symbol (skull and cross bones) stood out the most among the three symbols. It was also universally understood with instantaneous message take out and association with danger, poison and toxicity. Many participants felt that they would be compelled to read the accompanying message to find out what, and how, it is dangerous. However, there was some risk identified in that the instant message take out is so strong, some smokers felt they did not need to continue reading the text of the message. This risk should be placed in the context of the symbol delivering an immediate message about toxicity and poison in itself, regardless of accompanying text. Overall, this symbol provoked the strongest reaction.

Health hazard

In contrast, the health hazard symbol, depicting an outline of a person, created very little impact among group participants. Few claimed they would notice this symbol due to the ambiguity surrounding its meaning. Unlike the toxic symbol, which was universally understood, the health hazard symbol was open to interpretation and did not bring with it immediate or strong associations.

> *"Unless you think about it, you don't know what it means."*

People felt the symbol could be depicting several messages such as internal damage from smoking, sun affecting someone's chest, a person being shot, medication for alleviating cold and flu, or even associated health benefits. This suggests that the symbol could be easily overlooked as people had no instantaneous understanding of the meaning. Once understood, the 'correct' interpretation of internal damage from smoking was easily dismissed as old news meaning that it would have little subsequent impact.

> *"If it's saying it's bad for my lungs, then I've heard it all."*

Overall, this symbol is more likely to cause people to dismiss the accompanying message, or even possibly become confused over its meaning.

Harmful

The harmful symbol (the cross) was the weakest of the symbols tested. As was found with the health hazard symbol, the meaning of the harmful symbol was ambiguous for most. The message take out was wide ranging from 'stop', 'don't', 'it's wrong' through to a 'first aid' sign, a 'hospital' road sign, a 'railway crossing' sign and the 'Swiss flag'.

> *"It says it's wrong, but we all know that, it's not saying anymore than that."*

Overall, it was the weakest image as it merely suggests smoking is wrong but does not give an indication of how or why it is wrong. People did not believe they would be likely to read on as it holds very little meaning for most. Overall, this symbol did not provoke a reaction among readers and was easily dismissed.

Figure 7.3.2: The 'WARNING' heading

When looking at the layout at a later stage in the group discussions, it became apparent that the 'WARNING' heading had the same role as the toxic symbol. Readers believed that the large capital letters make it highly noticeable, which made it impossible not to read. There was an immediate message take out warning the reader that there is something negative about smoking that they should take notice of. People believed that this symbol is likely to encourage people to read on as people are conditioned to read warning signs. Overall, this symbol provoked an immediate reaction, prompting either an instantaneous message take out or prompting people to read the accompanying message.

8   REACTIONS TO LAYOUT AND FORMAT

Group participants were shown 11 different layouts of side pack information messages in order to explore reactions to short and long term messages, the use of headings and dot points. The following layouts were shown to respondents:

Figure 8.0: Layouts shown to group participants

8.1   Discussion of layout and format options

Some characteristics of the layout and format of side of pack information messages were identified as likely to be more noticeable than others. The layouts and formats that most respondents felt people would notice and read were those that contained a 'WARNING' heading and the toxic symbol. While the label that contained both of these, a toxic symbol plus a WARNING heading, was perceived as impactful and achieved instantaneous comprehension with immediate message take out, people did not feel they needed to read further. This means they would not read the potentially persuasive information that would be found in the accompanying message. Group participants did not feel the need to investigate further for other information.

Longer message heading, such as 'Cancer causing chemicals' tended to detract from the impact of the message that followed. The headings were perceived as a summary of the message underneath it. People then did not feel the need to read the more detailed information.

Group participants did not react any differently to the layout and format option of both long and short messages. If their interest was engaged with the use of the WARNING heading or the toxic symbol, they indicated they would read the message that followed regardless of the perceived 'length'. The impact of the message was then based on the content. For example, a longer 'new' news message will be more impactful than a short 'old' news message.

While dot points are often useful when trying to convey complex information, they do not seem to work in this instance. Group participants indicated that they seemed to make the message seem longer, official, authoritarian, and

bureaucratic. While not indicated directly by group participants, this may be due to the messages within the testing being cohesive pieces of information rather than individual facts (as is the case now with the side of pack messages).

The most effective layouts in terms of noticeability, as indicated by group participants, included those shown in the figure below.

Figure 8.1.1: Most effective layouts for side of pack

The toxic warning symbol was perceived to strengthen the impact of messaging about toxicity and chemicals. It was seen as relevant for messages about the effect of toxic chemicals, the number of toxic chemicals and specific chemicals. It is perceived as less relevant to other message territories such as second hand smoke.

The WARNING heading was perceived as relevant to most of the message territories. It was perceived to be most consistent in theme, and likely to be impactful with the toxic chemicals, number of chemicals and specific chemicals territories. Group participants also identified that this heading would be most meaningful with messages communicating the warnings and health risks associated with smoking as opposed to other topics such as second hand smoke or addiction.

9 RECOMMENDATIONS

Based on the findings of this research, recommendations for the side of pack information message are as follows:

9.1 Main recommendations

1. Make use of multiple, rotating messages to increase readership and assist in avoiding wear out of side of pack information. It will also allow the use of different messages that have specific impact and relevance for different demographic groups.

2. Make use of the toxic symbol on some messages and the WARNING heading on others to increase noticeability and readership and to assist people to notice that multiple messages are being used. Both the symbol and heading are universally understood with instantaneous message take out about danger. People also expect them to be accompanied by important information about risks that they should be aware of, encouraging and compelling them to read the messages.

3. Messages within Group 1 and Group 2 will be most effective for use on side of pack messaging. These messages had the greatest impact on people's attitudes, intention and motivation to quit as they capitalised on awareness and knowledge that people already held, but added some new or specific information that the smoker had not heard before. These include messages on:

   • numbers of chemicals / effects of chemicals over time;

   • effects of smoking on specific body parts / reference to specific disease or health conditions that were previously unheard of or not previously related to smoking; and

   • chemicals found in tobacco smoke, particularly chemicals that they may have 'heard of' previously but were not too familiar with.

4. Before finalising messages within Group 1 and 2, relevant recommendations should be incorporated if possible and feasible.

5. The Group 3 messages should be used as reinforcement messages only. They were perceived as highly credible but lacked impact as they were generally already understood and accepted. This includes all of the light and mild messages.

6. Avoid using messages with 'old news' or news that is regarded to be irrelevant (Group 4), such as the addiction messages, most of the second hand smoke messages and some of the specific chemical messages. People were already familiar with the content of these message territories, and/or did not engage with the information.

7. Side of pack information messages will be most effective if they are designed to work in conjunction with broader tobacco communications and advertising, and other tobacco control measures. Messages currently perceived as irrelevant due to lack of familiarity with the content, could be made effective if they are related to messages of broader communication.

8. Black text on yellow background will be the most effective colour to increase noticeability of the side of pack information messages. This combination was the most noticeable tested, it stood out against the branded tobacco packaging and it is also strongly associated with symbols of hazard and caution.

9. The impact of the message content should be the key consideration over and above the length of message (the number of characters used) for the new side of pack information messages. If engaged with the content, people will read both the longer and shorter messages.

10. Avoid the use of dot points. They do not add to message take out for this style of information where the messages are a cohesive piece of information, rather than three separate facts as is found on the current side of pack information message.

11. Exercise care when using statistics and numbers in messages. Statistics can be very impactful if the numbers are real and tangible to people. For example, in message P, people could easily understand the '10 puffs' and the '20 cigarettes'. However, some people find numbers and statistics difficult to relate to generally, which will minimise the impact of messages. Large numbers, in particular, can be difficult for people to envisage. For example, 4000 chemicals (Message A and O) meant little to people simply because they have difficulty comprehending the size of that number.

12. Personalise messages where possible, for example, 'your body' or 'your death'. This increases perceived relevance of the impact of toxic chemicals.

13. Make use of health warning messages that are very specific in regards to cause and effect. Greater impact was achieved among people with messages that are specific about what body part is affected or those that mention a specific disease such as leukaemia, the nervous system, damaging lungs or kidney, bladder and prostate cancer. Messages that explain how severe the damage would be and how it is caused also caused a greater impact. In contrast, general messages of toxic chemicals and broad mention of cancer had little impact.

14. Make use of phrases such as 'inhaling tobacco smoke…releases chemical into your body' and 'any level of exposure'. These phrases eliminate the potential for smokers to self-exclude themselves.

15. Inclusion of 'children' in the messages will likely increase impact. For example the only second-hand smoke message that had any impact was message S, which referred to the impact on children. This message made some feel guilty and many smokers claimed to take particular care about second hand smoke around children.

GfK bluemoon

9.2   **Recommendations on chemical specific messages**

16.   Make use of chemicals that people are likely to have some familiarity / frame of reference to ensure that readers have some understanding of toxicity. Chemicals such as benzene, benzopyrenes and cyanide provide people with an existing association of toxicity / danger about the chemical, making the information seem relevant and credible.

17.   Consider broader tobacco communications and advertising, as a means of providing familiarity with currently unfamiliar chemicals. This will allow for further extension of the number and type of messages that could be utilised on side of pack messaging within this message territory. For example, introducing cadmium through mainstream advertising, would provide some context within which it could then be used on side of pack information.

18.   Avoid using chemicals that are too commonly found in everyday life and / or those that are found in other common places, such as carbon monoxide. Smokers easily dismiss these messages as lacking in credibility, as the chemical and its effects can be found in other circumstances.

APPENDICES

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APPENDIX A – RECRUITMENT SCREENERS

TOBACCO RECRUITMENT QUESTIONNAIRE

1a.   Do you or any of your close relations, work in any of the following industries?

Market research	1	**TERMINATE**
Advertising, marketing, public relations	2	
Media and journalism	3	
Water industry	4	**CONTINUE**
Energy industry	5	
Automotive manufacture or retail	6	
Teaching	7	
Medicine or healthcare	8	**TERMINATE**
Department of Health & Ageing	9	
Tobacco manufacturing, for a tobacco company, at a tobacconist	10	
An organisation dealing with health issues	11	

1b.   When was the last time you took part in a group discussion or depth interview? (Write in)

TERMINATE IF LESS THAN 6 MONTHS AGO

2a.   Which of the following applies to you?

Under 16 year old	1	**CLOSE**
16-17 years	2	**See Quotas**
Between 18-25 years old	3	
Between 26-39 years old	4	
Between 40-65 years old	5	
Over 65 years old	6	**CLOSE**

2b.   Which of the following applies to you?

No children	1	**PRE - FAMILY**	
At least one child under 10 living at home	2	**YOUNG FAMILY**	
At least one child between 10 and 17 living at home	3	**OLDER FAMILY**	**See Quotas**
No kids aged under 18 living at home (may have adult children living at home)	4	**POST FAMILY**	
Never had children	5	**NO FAMILY**	

3a.   **READ OUT**: This research is on what people think about the warnings on tobacco packaging. We are looking for smokers who are willing to speak honestly about how they feel about this. Importantly, no one will judge you for being a smoker or tell you to quit.

Do you, or have you ever, smoked cigarettes, pipe tobacco or cigars?

Yes, cigarettes	1	**CONTINUE**
Yes, pipe tobacco or cigars	2	**CONTINUE**
No (have never smoked any of the above)	3	**TERMINATE**

3b.   Which of the following statements describes your behaviour in relation to smoking cigarettes, cigars or pipe tobacco:

I have smoked today	1	DAILY SMOKER
I have smoked in the last three days	2	OCCASIONAL SMOKER
I have smoked in the last week	3	
I have smoked in the last month	4	
I have smoked in the last three months	5	
I have not smoked in the last three months	6	THANK AND CLOSE (PHASE 1)

3c.   Which of the following statements describes your general attitude and behaviour in smoking:

I don't want to quit (Pre-contemplation)	1	SEE QUOTAS
I would like to quit but am worried it will be really hard (Contemplation)	2	
I'm planning to quit in the near future (Preparation)	4	
I quit smoking within the last three months (Action)	5	
I have quit smoking in the last six months but have started again (Relapse)	6	
I quit smoking between three months and one year ago (Maintenance)	7	THANK AND CLOSE (PHASE 1)
I quit smoking more than one year ago (Ex-smoker)	8	
I have never smoked on a regular basis (Non - Smoker)	9	

4.   Record gender.

Male	1
Female	2

SEE QUOTAS

5.   **ASK THOSE WITH CHILDREN ONLY**: How old are each of your children under 18 who live at home with you? **WRITE IN AGES**

Child no 1	
Child no 2	
Child no 3	
Child no 4	

SEE QUOTAS

6.   What is your employment status?

Working full or part time	1
Unemployed	2
Full time student	3
Retired	4

SEE QUOTAS

7.   What is the occupation of the chief wage earner in your household? (Record job and SES)

White collar	1
Blue collar	2

SEE QUOTAS

8.   We need to ensure we include a representative sample of the population in our study. How would you describe your family's ethnic background? **READ LIST AND CODE ANY THAT APPLY**

Aboriginal or Torres Strait Islander	1
African	2
Asian	3
Australian	
Eastern European	4
Latin American	5
Middle Eastern	6
North American	7
Northern European	8
Southern European	9
Other (please specify)	10

SEE QUOTAS

9.   Do you ever speak a language other than English at home?

Yes	1
No	2

SEE QUOTAS

10.   We also need to ensure we include a representative sample of the population, with regard to disabilities. Do any of the following apply to you?

You have sight problems not fully corrected by glasses or contact lenses	1	SEE QUOTAS
You have a mobility related disability e.g. arthritis, walking with a stick	2	SEE QUOTAS
You have hearing problems	3	THANK & CLOSE
You have speech problems	4	THANK & CLOSE
You have difficulty learning or understanding things (e.g. learning disability)	5	THANK & CLOSE
You have another type of disability – please specify	6	CHECK WITH GfK BLUE MOON

QUOTAS

Each group should include 5-6 respondents and will last for about one hour. Please tell respondents they will not be admitted to the group if they arrive late and will not be given their incentive.

Attitudes and Behaviour

NB: The most important variable for this project are the behavioural and attitudinal groups. It is vital that respondents select the appropriate answer for their group. We will require a list of respondents' answers to the behaviour and attitude questions PRIOR TO THE COMMENCEMENT OF THE GROUPS. These are for our analysis only, and respondents will not be questioned on the specific behaviour or attitudes in the groups.

Behaviour

We can expect that some groups will have higher numbers of daily smokers to occasional ones (and vice versa), but we would like to ensure that we have coverage of occasional smokers across all groups. Please aim to recruit 2 occasional smokers per group from 6 respondents (this will likely be higher in younger groups).

Please aim to recruit 1-2 people across your state sample that smoke cigars or pipe tobacco rather than just cigarettes. We can expect that cigar smokers might smoke both cigarettes and cigars.

Attitude

Where 2 attitudinal segments are included in a group on the schedule (e.g. Contemplation/ preparation/action/ relapse), please aim to recruit 1-2 from each for each group.

Demographics

We recognise that recruiting according to attitudes could be difficult. Please therefore use the group quotas on demographics below as a guide. This is less important than getting the attitudes right.

Within each mixed gender group include:
- 3 men and 3 women
- a mix of socio-economic status where possible
- a spread of ages within the defined age bands
- a representative proportion of employed, unemployed people and non-working parents / retired people for that lifestage

Lifestage:
- For each age group – please recruit a mix of the possible lifestages
- 16- 17 year olds – we can expect that these will mainly be no children
- 18-25 year olds – expect no children and some young family
- 26-39 year olds – expect mainly young and older family. Please ensure some inclusion of pre / no family in these as well. Please ensure a mix of ages of children.
- 40-65 – expect mainly older / post family with some / no family. Use young family if falls naturally in recruitment.

Ethnicity

Across the sample include:
- A representative mix of ethnic backgrounds and those who speak a language other than English at home for the area that each group is being conducted. No quotas – but we expect a natural fall out – we are OK with a couple 1-2 respondents across all groups in your state who have good enough English to participate in groups but still might not be totally proficient in English. They will be able to help us identify any specific issues with language that may arise. For example, their conversational English may be fine, but they may have greater difficulty with more technical terms or words. These usually fall out naturally, but please monitor.

Disability question

Please include people that respond positively to the disability question as they fall out naturally.

APPENDIX B- STIMULUS

Four Colours

Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.

Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.

Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.

Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.

Three Symbols

Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.

Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.

Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.
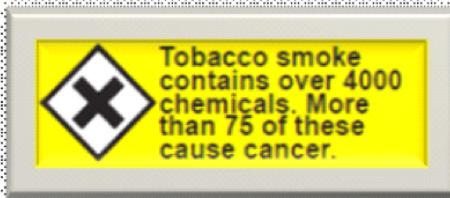
Layouts and Formats

Red, blue, silver, gold? Classic,
fine, rich or menthol? It doesn't
matter. There are no known health
benefits. Cancer causing chemicals
are still inhaled with each puff.

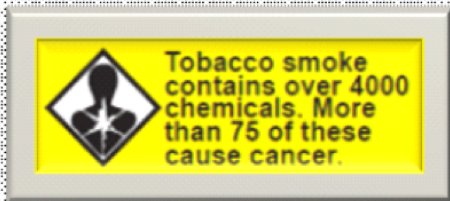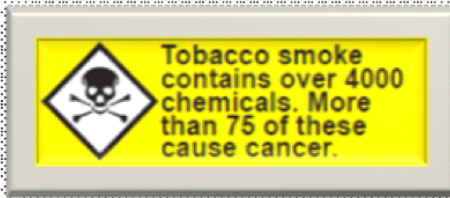**WARNING**
Red, blue, silver, gold? Classic, fine, rich
or menthol? It doesn't matter. There are
no known health benefits. Cancer causing
chemicals are still inhaled with each puff.

Tobacco smoke contains
over 4000 chemicals. More
than 75 of these cause cancer.

Red, blue, silver, gold? Classic,
fine, rich or menthol? It doesn't
matter. There are no known health
benefits. Cancer causing chemicals
are still inhaled with each puff.

Red, blue, silver, gold?
Classic, fine, rich or menthol?
It doesn't matter. There are
no known health benefits.
Cancer causing chemicals
are still inhaled with each puff.

WARNING
Tobacco smoke contains over
4000 chemicals. More than 75
of these cause cancer.

Tobacco smoke
contains over 4000
chemicals. More
than 75 of these
cause cancer.

Tobacco smoke contains
over 4000 chemicals. More
than 75 of these cause cancer.

• Tobacco smoke contains over
  4000 chemicals
• More than 75 of these cause
  cancer

WARNING: TOXIC
Tobacco smoke contains
over 4000 chemicals. More
than 75 of these cause
cancer.

• Tobacco smoke
  contains over 4000
  chemicals
• More than 75 of these
  cause cancer

SET A MESSAGES

A	CANCER CAUSING CHEMICALS
	Tobacco smoke contains over 4000 chemicals. More than 75 of these cause cancer.
B	CANCER CAUSING CHEMICALS
	Inhaling tobacco smoke releases more than 75 cancer causing chemicals into your body.
C	WARNING: TOXIC CHEMICALS
	The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.
D	TOBACCO SMOKE IS TOXIC
	There are many chemicals in tobacco smoke that are harmful. Mixed together they are even more dangerous than on their own.
E	The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke.
F	ALL TOBACCO SMOKE IS TOXIC
	Smoke from your cigarette that is inhaled by others contains toxic chemicals that cause cancer, heart disease and respiratory problems in non-smokers.
G	TOXIC SECOND-HAND SMOKE
	Tobacco smoke that is inhaled by non-smokers contains hundreds of toxic chemicals. These are known to cause cancer, heart disease and respiratory problems in non-smokers.
H	This product contains nicotine. Nicotine causes changes in your brain and is responsible for cigarette cravings, withdrawal symptoms and addiction to tobacco products.
I	There are no known health benefits in smoking products that taste lighter, milder, or less harsh. The smoke still contains a toxic mix of chemicals that cause death and disease.
J	Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. There are no known health benefits. Cancer causing chemicals are still inhaled with each puff.
K	WARNING: BENZENE
	Inhaling tobacco smoke releases benzene into your body. Benzene causes leukaemia, increases the risk of other cancers and is believed to be dangerous at any level of exposure.

L	WARNING: CARBON MONOXIDE
	Inhaling tobacco smoke releases carbon monoxide into your body. Carbon monoxide is a deadly gas that causes heart disease and damage to your nervous system.
M	BUTADIENE
	BDE (1,3 Butadiene) is found in large amounts in tobacco smoke. BDE causes leukaemia and other cancers.
N	NITROSAMINES
	Inhaling smoke from this product releases nitrosamines into your body. Nitrosamines cause cancer.

SET B MESSAGES

O	CANCER CAUSING CHEMICALS
	When tobacco burns it releases a toxic mixture of over 4000 chemicals, more than 75 of these cause cancer.
P	WARNING: TOXIC SMOKE
	10 puffs per cigarette x 20 cigarettes per day x 365 days per year = 73,000 toxic puffs per year.
Q	The toxic chemicals in tobacco smoke can go everywhere that your blood flows, causing harm to nearly every part of your body.
R	WARNING: TOXIC CHEMICALS
	The chemicals in tobacco smoke build up to high levels in your body over time. This increases your risk of death and disease the longer and more you smoke. Quit today.
S	TOXIC SECOND-HAND SMOKE
	Smoke from this product contains a toxic mixture of chemicals that cause disease and premature death in children and adults who do not smoke.
T	ALL TOBACCO SMOKE IS TOXIC
	Exposure to second-hand smoke from this product releases hundreds of toxic chemicals into the body. There is no safe level of exposure to second-hand smoke.
U	HIGHLY ADDICTIVE
	Inhaling smoke from this product releases nicotine into your body. Nicotine in tobacco products causes cigarette cravings, withdrawal symptoms and addiction.
V	Smoking this product delivers nicotine to your brain within seconds of inhaling. Nicotine is responsible for your addiction to tobacco products.

W	ALL TOBACCO SMOKE IS TOXIC
	Red, blue, silver, gold? Classic, fine, rich or menthol? It doesn't matter. Whatever the colour, name or taste, each puff releases toxic chemicals into your body.
X	Red, blue, silver, gold? Classic, fine, rich or menthol? All are toxic. Switching to so-called lighter products doesn't help you quit. Quit today.
Y	WARNING: BENZOPYRENES
	Inhaling tobacco smoke releases benzopyrenes into your body. Benzopyrenes cause cancer by damaging cells that normally protect your body from cancer.
Z	WARNING: CADMIUM
	Inhaling tobacco smoke releases cadmium into your body. Cadmium causes lung, kidney and prostrate cancer.
AA	WARNING: CYANIDE
	Inhaling tobacco smoke releases hydrogen cyanide into your body. Hydrogen cyanide damages your heart and causes breathing problems, eye and skin irritation, headaches and nausea.
BB	ARSENIC
	Tobacco smoke contains arsenic. Inhaling arsenic causes cancer of the lung, skin and bladder.
CC	CYANIDE
	Tobacco smoke contains hydrogen cyanide. Inhaling hydrogen cyanide damages your lungs' cleaning system allowing other toxic substances to build up in the lungs.

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APPENDIX C – DISCUSSION GUIDE

2983_Tobacco packaging _Discussion Guide

1   Introduction (5 mins)

Purpose of section is to introduce topic of discussion, explain the group process to the participants and obtain some brief demographics about respondents.

- Introduce self

- Explain confidentiality/viewing facility/recording

- Explain project background:

  – Research is on the health warnings on cigarette and tobacco products packs. (Moderator to keep this deliberately broad as to what parts of the packaging that we will be looking at specifically. We want to gain some spontaneous reactions first).

  – Confirm that all are aware of health warnings on the packs.

  – Reiterate that not here to discuss or judge their smoking behaviour, just to get their views on some ideas about the packaging.

- Participant introduction:

  – Name

  – Home set up

  – How they spend their day

  – Favourite spare time activities

2   Colour (10 mins)

Moderator note – We do not want to lead reactions at all to the impact of colour to the side of the packs, so do not introduce this section as looking at colour. Just a general introduction about 'to start with, pass these around'. Using rotational schedule of colours for groups – distribute 'first colour' pack to respondents. Without leading on difference, note body language and physical reactions, and then ask:

- Do you notice anything different? What?

- If raised spontaneously,

- What are you first thoughts about the colour?

- Do you think you would notice the change in colour?

- Any other initial reactions to the colour?

- Do you think you would look at what is on there / what is written on there? Why / why not?

Moderator to distribute other three colours – all at once.

- What are your initial thoughts on these other colours?

Ask respondents to rank them in order of colour that stands out to them the most and the one that stand out the least. 'Stands out' = prompts a reaction which can be either positive or negative.

- Which one 'stands out' the most? Why?

Moderator to probe on whether colour is provoking a positive or negative reaction.

- Which one 'stand out' the least? Why?

Moderator to probe on whether colour is provoking a positive or negative reaction.

- Which ones would you be more likely to look at what is written on them? Which colours would you not look at what is written on them?

3   **Symbols (5 mins)**

Moderator to distribute all the warning symbol packs together to each respondents. Do not identify what we will be looking at specifically.

Each respondent to receive a full set of 'same colour' warning labels.

- What do you notice about these packs?
- What is your thoughts on that idea?
- Which one gets your attention the most? Why?
- Would you read what was written on the side with the symbol?

Ask respondents to rank the symbols in order to ones that would be more likely to get their attention and those that would not.

- Which one 'stands out' the most? Why?
- What does it mean to you as a symbol (is it understood)?
- Which one 'stand out' the least? Why?
- What does it mean to you as a symbol (is it understood)?
- What about the other symbols? What do they mean? (are they understood)?
- Which ones would you be more likely to look at what is written on them? Which ones would you not look at what is written on them?
- Would any of the symbols have any impact on your attitude to smoking? If so, how?
- Would they affect your smoking behaviour? If yes, how?

Moderator to be aware of any differences that the different colours may have on the impact of the symbols. Get respondents to look at each others, if they feel the colours change the impact of the symbols.

4   Messages (30 mins)

Distribute messages on a sheet of paper (Self Complete 1)

Moderator note – we want to obtain individual reactions first to the messages. Then the card group exercise will help us get those spontaneous reactions on all out before we start discussing as a group. The card group should be done as a quick exercise – majority rules exercise in the group. When asking individual reactions to messages – need to get through fairly rapidly so maintain momentum.

Please give the following instructions in terms of how to complete the self-completes.

Read each message first.

Please put a tick in the box of the number that indicates the impact the message has on you. 5 is the greatest impact and 1 is the least. Impact means that it provokes some reaction in you – this may be a negative or a positive reaction. You may or may not 'LIKE' it. We are NOT looking for the message you like, but the ones that provoke some reaction in you.

We also would like you to 'tick' the message that you believe. Again, you may or may not like the message. Please leave those that you don't believe blank.

When self complete is finished, go through messages using the sorting card. Moderator to start with asking the group as a whole to categorise the message in terms of high impact (4-5), medium impact (3) and low impact (1-2). Once all messages are grouped into a 'high', 'medium' and 'low' category, moderator to explore:

Overall grouping of messages:

•   How would you describe the messages that are in the 'high' impact group?

•   Are they a type of message? On a particular theme? Explore in detail if certain themes are working and other are not.

•   How would you describe their tone? Style of the messages?

•   Would these type of messages impact on your attitude to smoking? If so, how?

•   Would they affect your smoking behaviour? If yes, how?

•   If not, why not? (Moderator to probe out if respondents had commented on the messages being highly impactful – how come they would not influence their attitudes or behaviour? Why do respondents think they would not?)

Then for each message in the group:

•   Who gave this a 'high' score on impact? (ask according to which card sort group you are talking about – best to start with the high impact message and work through to least impact)

•   What reaction did it prompt in you?

•   What emotion did it make you feel?

•   What was it saying to you? (Message comprehension)

•   Does it have any new information in it?

•   For messages with a heading…did it increase the impact of the message or not? Why / why not?

Moderator to identify why headings may work with some and may not work with others.

- Do you think the message would keep having that sort of impact on you? How long for?

- For those with 'Medium'/ 'low' impact (1-3), why?

- Is there anyone that does NOT believe the message?

- Why not?

- What about the language? Was it clear? Is there anything you did not understand?

- Who is the message aimed? What type of person? (e.g. young/ old, those with family, those with no family).

- What do you think your family and friends might say about this message?

- Would this message impact on your attitude to smoking? If so, how?

- Would it affect your smoking behaviour? If yes, how.

Repeat for the messages in the 'medium' and 'low'.

Moderator to start with a different message in each group – i.e., aim is to rotate the order of the discussion.

5   **Other layout and format options (8 mins)**

Moderator will introduce the different layout options on a sheet of paper and explore:

Reactions to example of 'long message' formats / short message formats?

Are there any that look difficult to read / you would not read due to length?

What about the use of dot points and paragraphs, what is your reaction to each of these? What are you least likely to read / notice?

The use of the headings / signal words now you've seen them on the pack?

(Maybe we have one short and one long with or without a heading).

6   **Summing up: (2 mins)**

- Which colour is going to impact on you the most?

- What about a symbol?

- What type of messages had the most impact on you.

APPENDIX D – USING THIS RESEARCH

It is important that clients should be aware of the limitations of survey research.

Qualitative Research

Qualitative research deals with relatively small numbers of respondents and attempts to explore in–depth motivations, attitudes and feelings. This places a considerable interpretative burden on the researcher. For example, often what respondents do not say is as important as what they do. Similarly, body language and tone of voice can be important contributors to understanding respondents' deeper feelings.

Client should therefore recognise:

- that despite the efforts made in recruitment, respondents may not always be totally representative of the target audience concerned; and

- that findings are interpretative in nature, based on the experience and expertise of the researchers concerned.

Quantitative Research

Even though quantitative research typically deals with larger numbers of respondents, users of survey results should be conscious of the limitations of all sample survey techniques.

Sampling techniques, the level of refusals, and problems with non-contacts all impact on the statistical reliability that can be attached to results.

Similarly quantitative research is often limited in the number of variables it covers, with important variables beyond the scope of the survey.

Hence the results of sample surveys are usually best treated as a means of looking at the relative merits of different approaches as opposed to absolute measures of expected outcomes.

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The Role of Researcher and Client

Blue Moon believes that the researchers' task is not only to present the findings of the research but also to utilise our experience and expertise to interpret these findings for clients and to make our recommendations (based on that interpretation and our knowledge of the market) as to what we believe to be the optimum actions to be taken in the circumstances: indeed this is what we believe clients seek when they hire our services. Such interpretations and recommendations are presented in good faith, but we make no claim to be infallible.

Clients should, therefore, review the findings and recommendations in the light of their own experience and knowledge of the market and base their actions accordingly.

Quality Control and Data Retention

GfK Blue Moon is a member of the Australian Market and Social Research Organisations (AMSRO) and complies in full with the Market Research Privacy Principles. In addition all researchers at GfK Blue Moon are AMSRS members and are bound by the market research Code of Professional Behaviour.

GfK Blue Moon is an ISO 20252 accredited company and undertakes all research activities in compliance with the ISO 20252 quality assurance standard

Raw data relating to this project shall be kept as per the requirements outlined in the market research Code of Professional Behaviour.