

STANDARDISED PACKS AND LARGER HEALTH WARNINGS: VISUAL ATTENTION AND PERCEPTIONS AMONG COLOMBIAN SMOKERS AND NON-SMOKERS

Carlos Sillero-Rejon*, Osama Mahmoud, Ricardo M Tamayo, Alvaro A Clavijo-Alvarez, Sally Adams, Olivia M Maynard

RESEARCH QUESTION

Do larger health warnings and standardised packaging increase visual attention to warnings, reduce likelihood of trying them and reduce positive perceptions of the taste and harmfulness of tobacco products among Colombian smokers and non-smokers?

METHODS

Participants:

- 62 daily-smokers;
- 56 weekly smokers;
- 54 non-smokers.

Eye-tracking task:

Viewing images of cigarette packs on screen that varied in branding and warning size.

We calculated :

$$\text{Bias number of fixations} = \text{Number of fixations toward the warning} - \text{Number of fixations toward the brand}$$

Discrete choice experiments:

Conditional and unconditional trials.

Outcomes:

- Pack they would rather try (**Try**);
- Pack would taste better (**Taste**);
- Pack would be less harmful (**Harm**)

Attributes:

- **Branding** (branded vs standardised);
- **Warning size** (30% vs 70%);
- **Brand** (Marlboro vs Lucky Strike).

Standardised packaging but especially larger warnings increase attention to warnings



First experimental research in Colombia examining the impact of tobacco packaging

Larger warnings and standardised packaging negatively impact intentions to try tobacco and perceptions of taste and harm



Scan me to download a copy

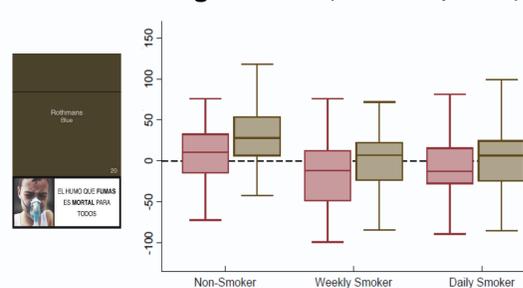


Carlos Sillero-Rejon
carlos.sillero-rejon@bristol.ac.uk
@csrejon

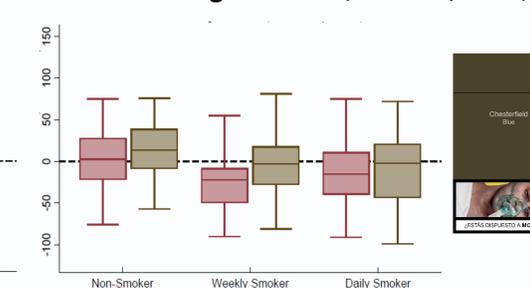
RESULTS

Eye-tracking

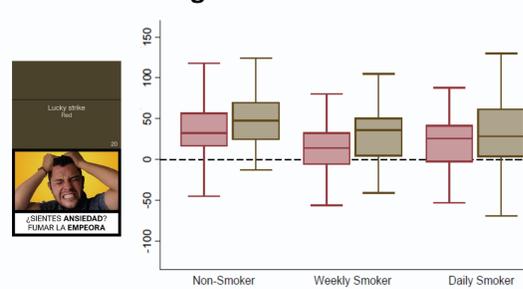
Health Warning Size 30% (text next to pictorial)



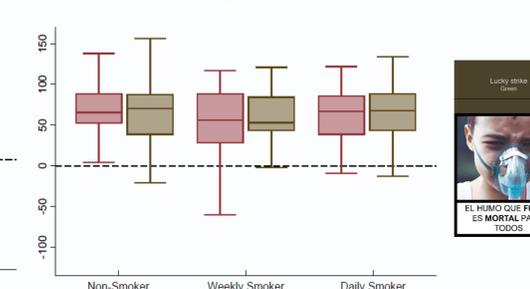
Health Warning Size 30% (text below pictorial)



Health Warning Size 50%

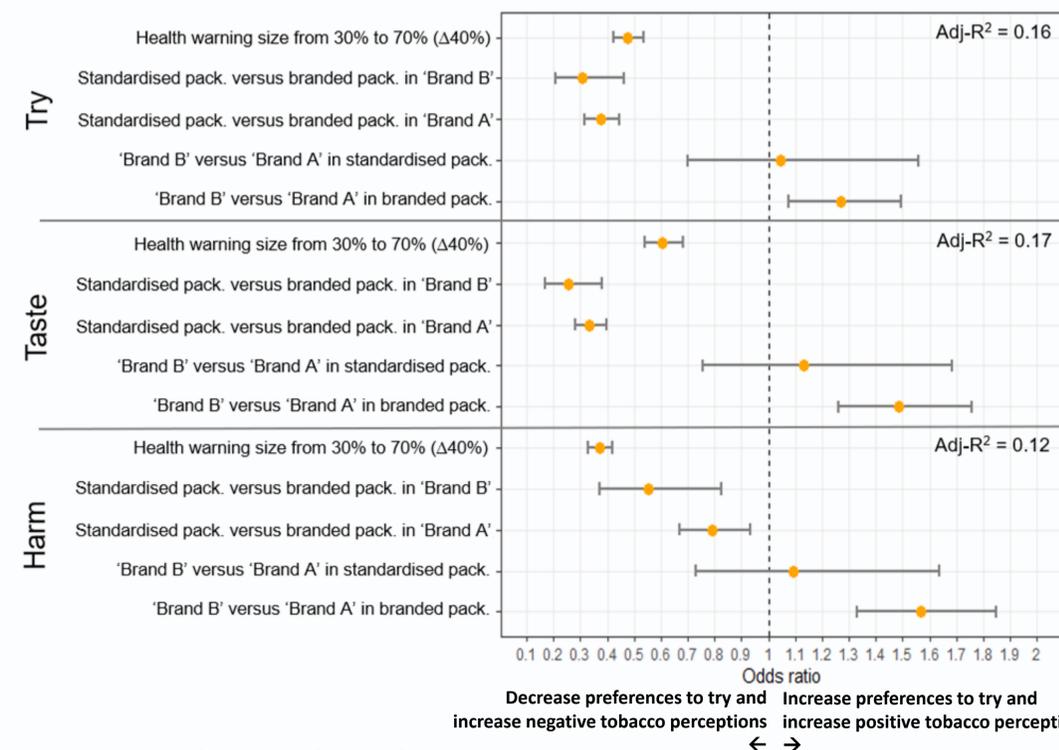


Health Warning Size 70%



■ Branded Dash line means equal attention to the warning and the brand
■ Standardised Values above the dash line = more attention to the warning
 Values below the dash line = more attention to the brand

Discrete Choice Experiments - Conditional trials



- Unconditional trials similar results.
- Standardised packaging more effective among non-smokers and younger participants.
- Larger warnings were more effective among non-smokers.