

Determinants of Adolescents' Perceptions of Plain Packaging



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Overview

Rationale for plain packaging

- What benefits are sought?

What support exists?

- Rationale for examining adolescents' views?

Results of study based on ASH Y10 data

- Views of 14-15 year olds

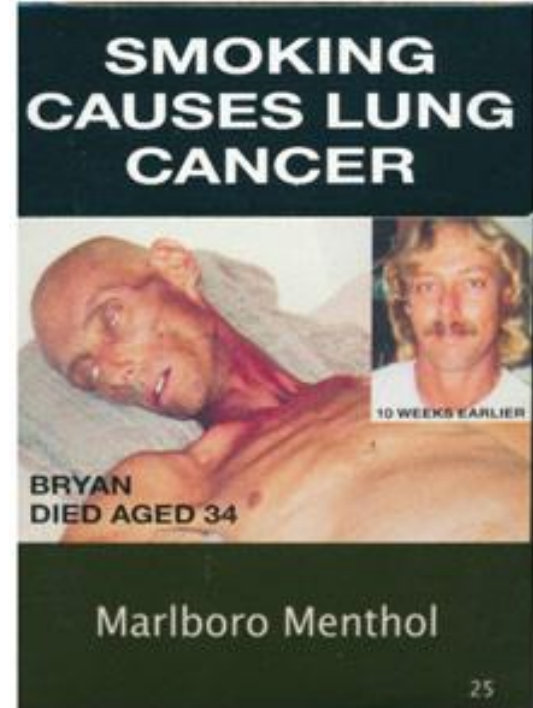
Implications

Plain packaging

Australian objectives:

- To reduce misconceptions created by packaging
- To increase salience of warning labels
- To reduce the appeal of tobacco to all, especially young people

Highlights protective function of the policy



Current support

Very strong evidence that plain packs:

- Increase perceptions of product harm (Moodie, 2011)
- Heighten warning salience (Thrasher, 2011)
- Decrease appeal of tobacco and smoking (Germain et al., 2011; Hoek et al., 2011a; 2011b)

ALSO

Very strong evidence the public support plain packs

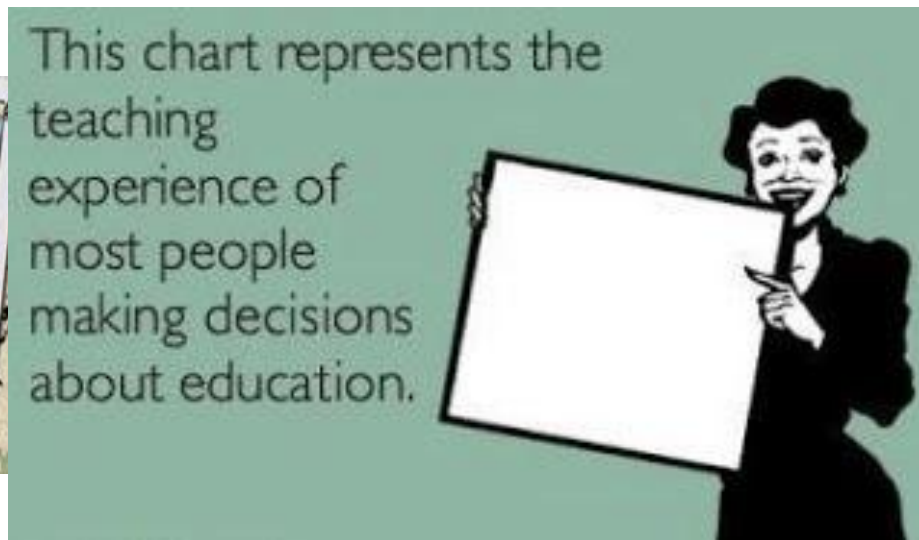
(Rosenberg et al., 2012; Hoek, et al., 2012; Wakefield et al., 2013)



Examining adolescents' support for PP

Two reasons:

- Could galvanise policy action if evidence of strong support from those targeted by policy
- Many reasons why young people should have input into policy decisions (Buckingham, 2000; Cockburn, 2005)



Research Question

What support do adolescents (14-15 y.o.) have for plain packaging?

Methods

- Data from ASHY10 surveys (2009-12)
- Samples of 25,000-30,000 each year
- Showed agreement or disagreement with statement about plain packaging
 - Statement wording varied over time

Determinants of support

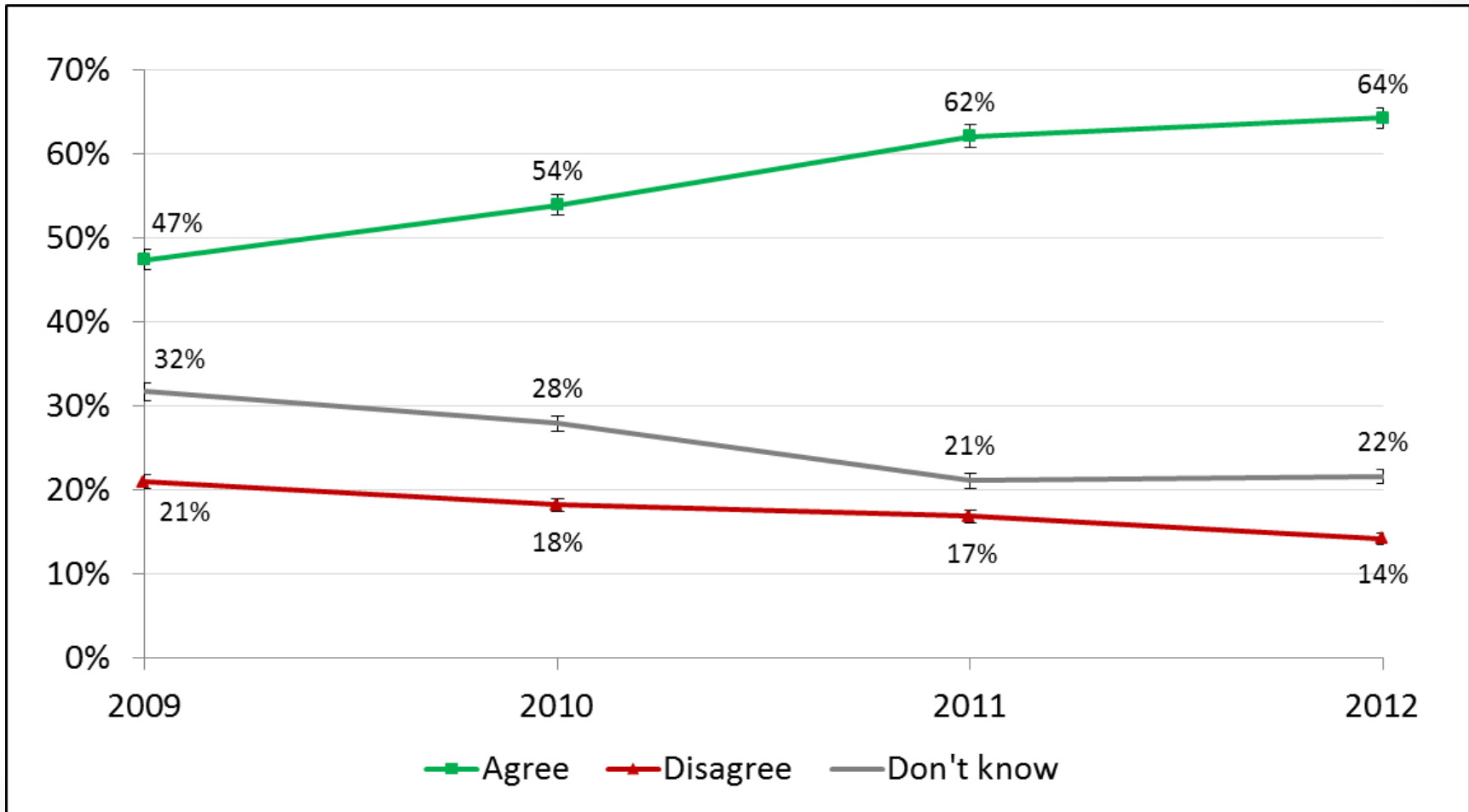
Developed logistic regression models including

- Demographic variables (age, gender, ethnicity, SES)
- Behavioural and environmental variables (smoking among family and friends, and own smoking)

Findings

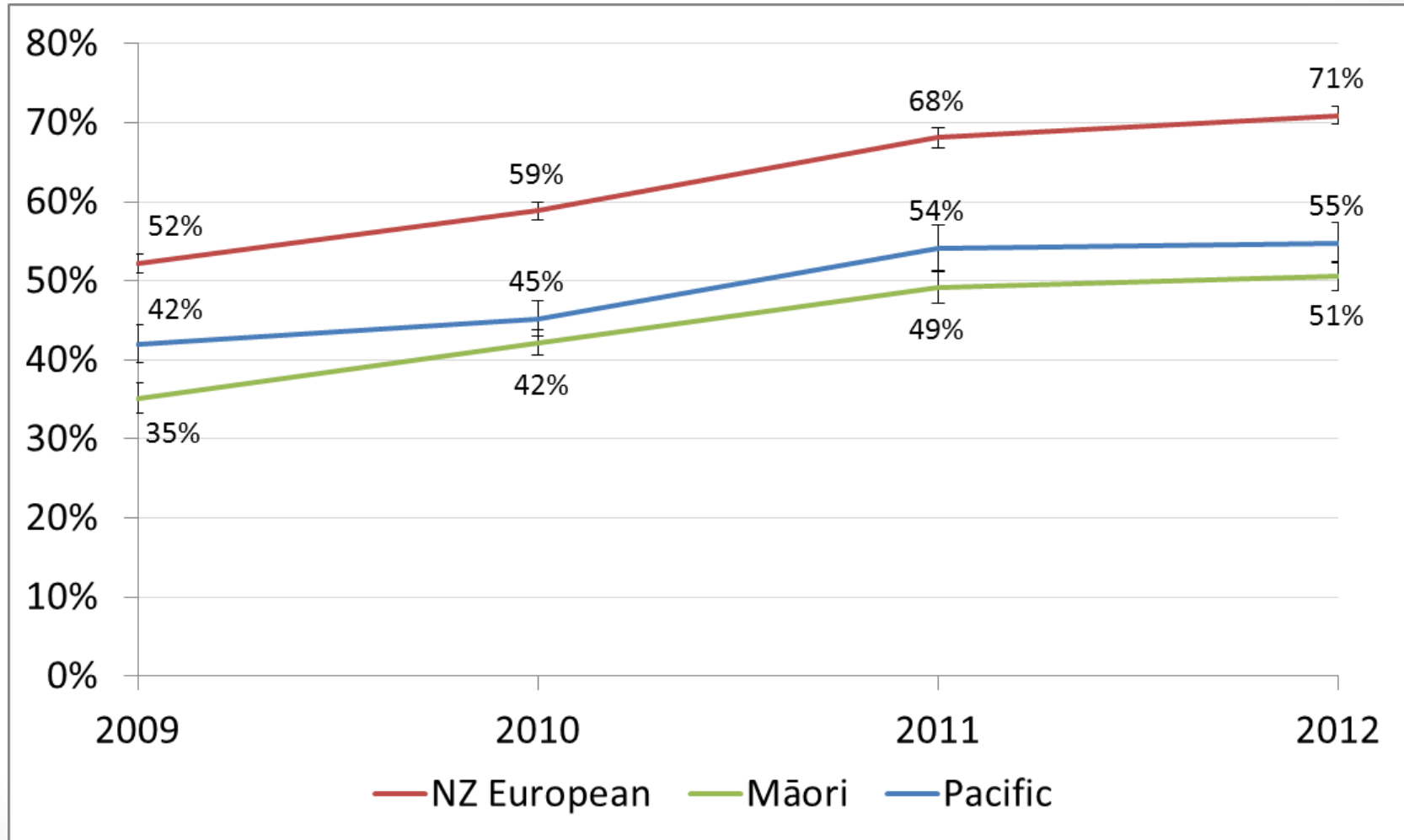
- Support increased significantly among age, gender, ethnicity and SES over time
- Very strong relationship between behaviour and environment, and support

Overall support for plain-style packs, by year



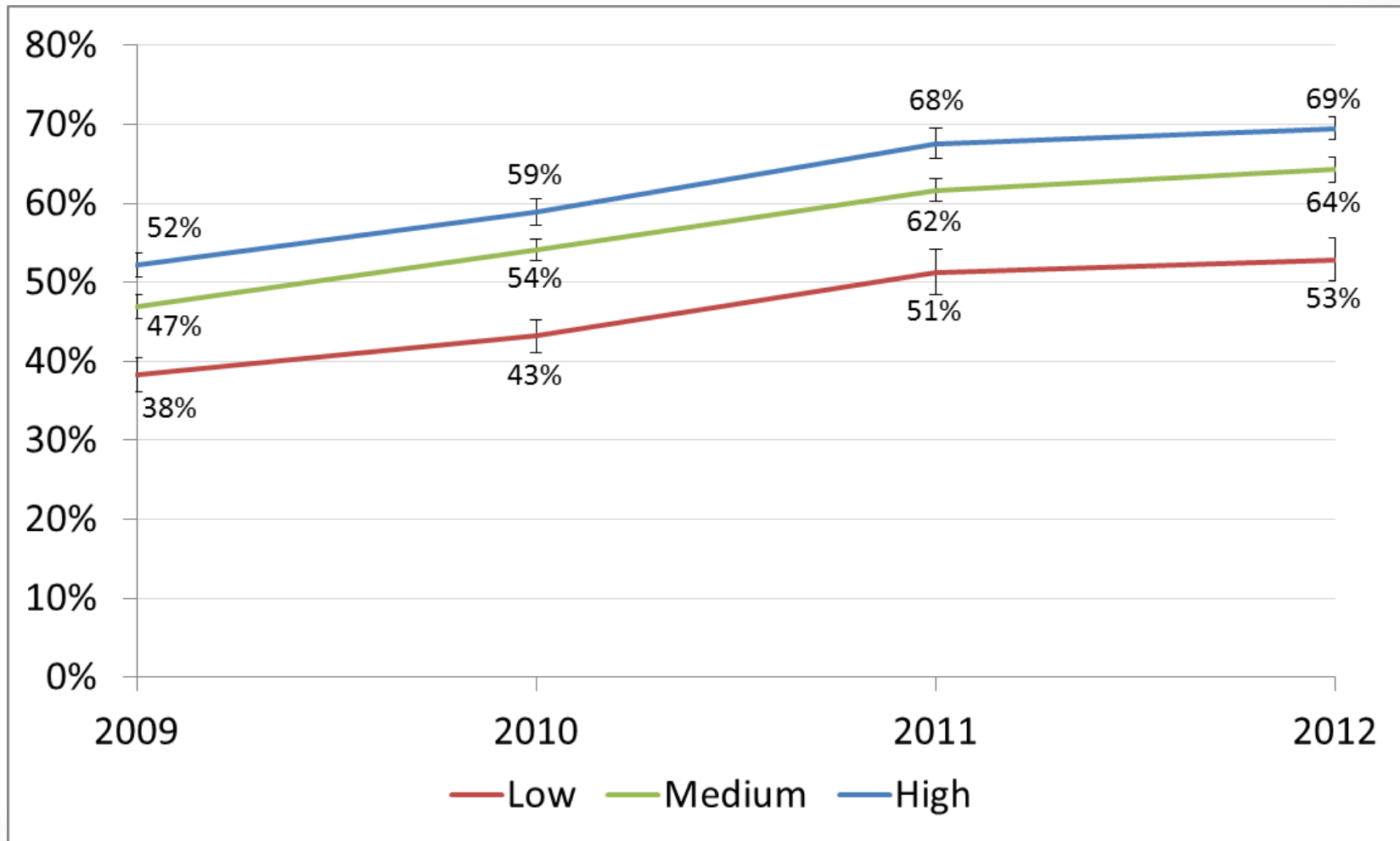
Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level.

Agreement for introduction of plain-style packs by ethnicity and year



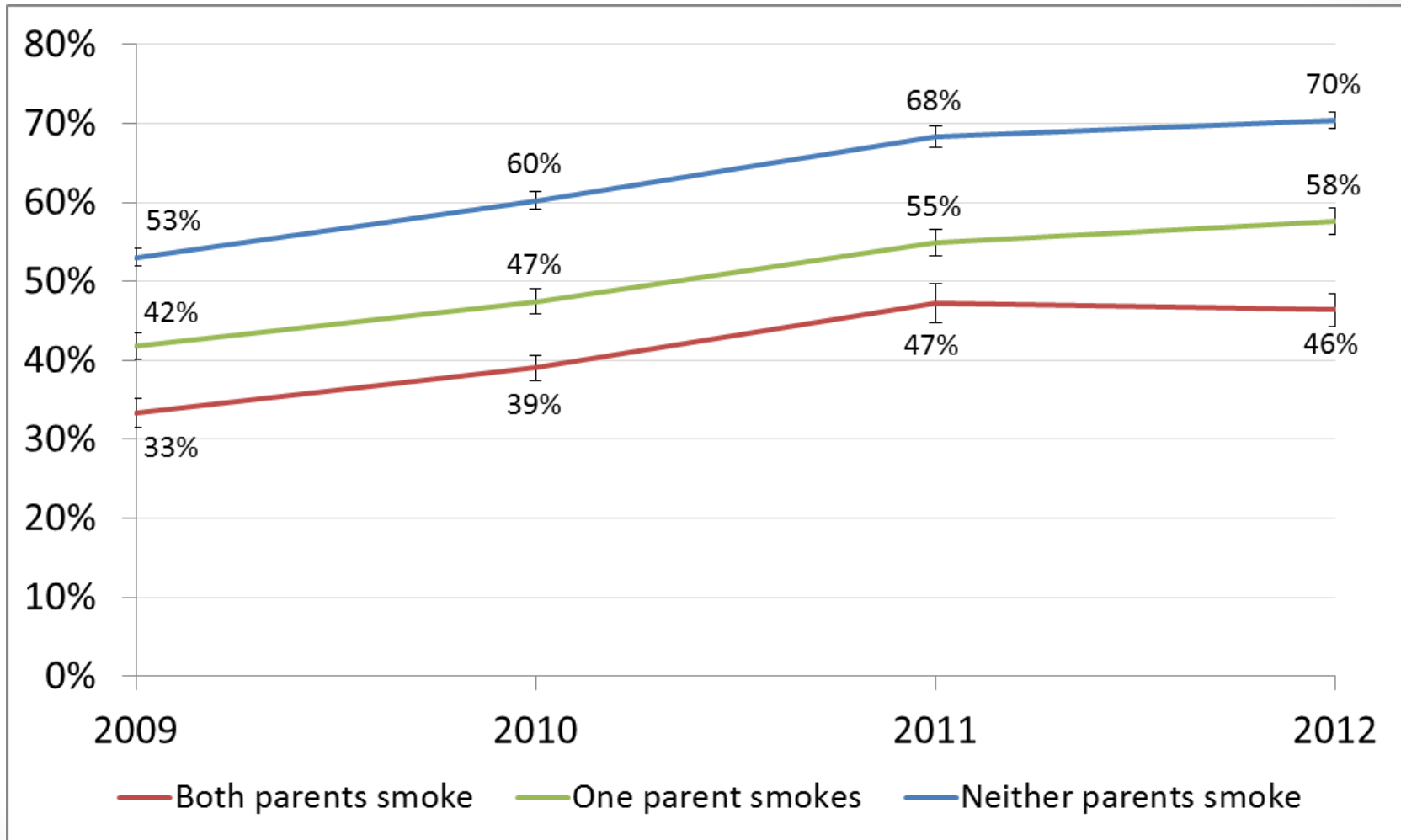
Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level. Figures for Asian and Other ethnicities not shown here, but similar to those for NZ European

Agreement for introduction of plain-style packs by school based socio-economic status and year



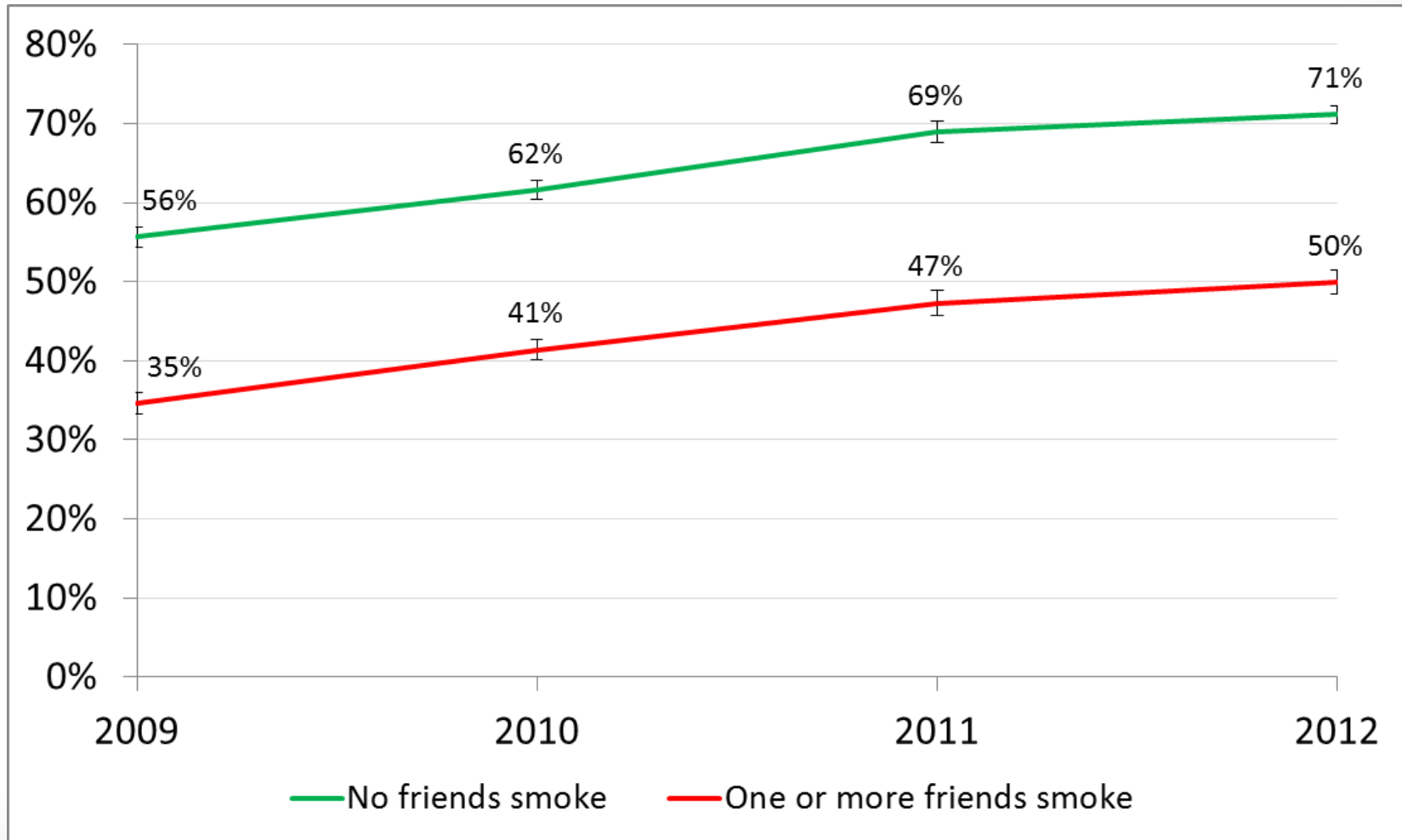
Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level.

Agreement for introduction of plain-style packs by parental smoking status and year



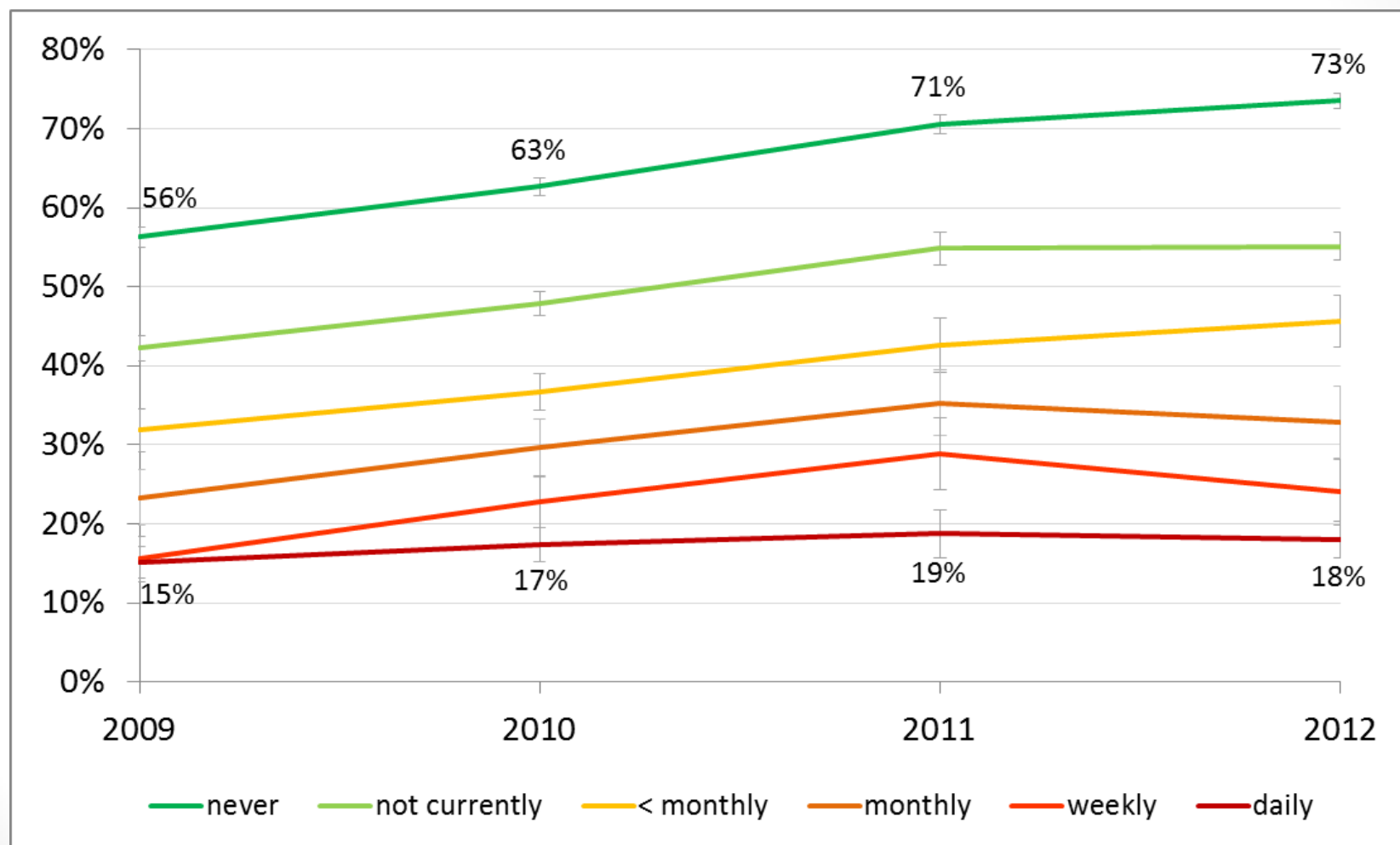
Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level.

Agreement for introduction of plain-style packs by friend smoking status and year



Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level.

Agreement for introduction of plain-style packs by current smoking status and year



Note: Estimates weighted by age, ethnicity and SES. Confidence intervals adjusted for clustering at the school level.

aOR Behavioural Determinants of PP Support

Determinants	2009 Odds Ratio	2010 Odds Ratio	2011 Odds Ratio	2012 Odds Ratio
Own smoking status (Never smoked)	1.00	1.00	1.00	1.00
Smoked at least one cigarette ever	0.75	0.71	0.66	0.60
Smoke < monthly	0.49	0.45	0.41	0.41
Smoke at least monthly	0.34	0.34	0.33	0.25
Smoke weekly	0.22	0.26	0.26	0.16
Smoke daily	0.24	0.21	0.16	0.13

In summary...

Support for plain packaging has grown over time

- Irrespective of age, gender, ethnicity or SES
 - Though within-group differences in support exist
- Majority support among all demographic groups

Most important determinant of support is environment and own behaviour

- Decline in support by smoking status suggests policy efficacy

Implications

- Support for plain packaging evident among multiple population groups
 - But inversely related to smoking status
- Children respondents in this study, but more opportunities to work with them as actors?



Kia ora, thank you



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Hoek, J. et al., How do adolescents perceive plain packaging? NZMJ, 27 September 2013, Vol 126 No 1383.

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