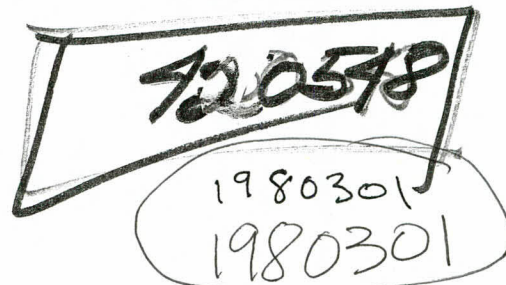


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**Focus Group Report on
Warning Labels for
Cigars, Pipes and Chewing Tobacco**

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Prepared for: Health Canada - Office of Tobacco Control

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Introduction

Environics Research is pleased to present this report to the Office of Tobacco Control of Health Canada. A series of 10 focus groups were conducted between March 11 and 24, 1998 among users of non-cigarette tobacco products such as cigars, cigarillos, pipes and chewing tobacco. This report summarizes the findings of the six English language groups held in Toronto and Lethbridge, Alberta. Another report under separate cover will be prepared on the findings of the four groups conducted in French in Montreal.

The composition of the English language groups was as follows:

Toronto (4 groups): one group of 20 to 34 year old cigar and pipe smokers, one group of 15 to 19 year old pipe and cigar smokers and two groups of 35 to 50 year old pipe and cigar smokers.

Lethbridge (2 groups): one group of 17 to 30 year old users of chewing tobacco and group of 17 to 30 year old users of either chewing tobacco or cigars or pipes.

The purpose of these groups was essentially to probe the motives and attitudes of users of these products, their awareness of the health risks inherent in their use, awareness of current warning labels and finally their ideas on what new warning labels would be effective.

Overall Orientations to Cigar and Pipe Smoking

Users of all these non-cigarette tobacco products describe a pattern of use that is quite different from usage patterns with cigarettes.

Most cigar smokers regard their habit as an occasional luxury indulgence. With just a few exceptions, most cigar smokers only smoke one or two cigars a month and usually reserve it for special occasions. For many people cigars are very expensive and are seen as a real treat. One woman said, "A cigarette is like a beer, whereas a cigar is like a glass of cognac". Most cigar smokers will smoke with a few friends who are also cigar aficionados or when they are engaging in specific activities. These include: "after a good meal", "after a golf game", "while gambling in a casino", "after the birth of a child", "during an intellectual discussion" or "while fishing or playing dominoes".

Only a couple of people – one a contractor and one a trucker – said that they smoke a cigar by themselves on a really regular basis. Several people in Toronto made reference to the new phenomenon on "cigar lounges" which have opened up, where you can sit back and sample high quality cigars in an opulent setting and meet interesting people. This scenario seemed to hold some appeal for some of the women cigar smokers.

The motives for smoking cigars are quite varied. For some it is simply a matter of having an occasional indulgence and enjoying something "luxurious", for others it is a nostalgic sort of practice bringing back memories of another era or even hearkening back to the smell of the cigar of a favourite uncle etc... Several of the men mentioned smoking cigars after playing a sport and seeing it as a very "male" thing to do. Some women mentioned that they smoked cigars when they want to be "one of the boys". All mentioned that the occasions where they smoke cigars tend to be social and linked to relaxation and the consumption of alcohol.

Colts and cigarillos are in somewhat of a hybrid category. They are not regarded as being such a refined product as a fine cigar, but they are still seen as a more unique and special product than cigarettes. Women, in particular regarded these products as an alternative to cigars that are a bit more individualistic and special than cigarettes.

The teenagers who smoke cigars and pipes had very similar motivations and attitudes towards these products as adults. They also regard it as something that sets them apart from others and as something done on more special occasions. The main difference was that teenagers were more sensitive to the higher price of these products. Also, some teenagers mentioned that one reason for the growing popularity of cigars was the fact that one could mix the cigar tobacco with various illegal drugs and smoke them!

With regard to pipes, it should be mentioned that only three participants could be described as regular pipe smokers. The pipe smokers had similar motivations for smoking as cigar smokers. It is also regarded as a fine indulgence and it also seemed that some people like image associated with smoking a pipe in that it seems refined, upper-class and intellectual. The fact that it is so difficult to light up and use a pipe adds to its appeal. It is seen as something special that one must learn to use. Pipe smokers are somewhat more regular in their pipe smoking with most of them reporting that they will light up a pipe on a daily basis usually in the evening after dinner.

Chewing Tobacco Behaviour

Chewing tobacco in Canada appears to be a practice with some clear demographics. In recruiting participants for the focus groups, there was great difficulty in finding tobacco chewers in Eastern urban centres such as Toronto and Montreal. It is a much more prevalent practice in smaller western communities such as Lethbridge. Most tobacco chewers tend to be very regular users of the product, with many reporting that they chew on a daily basis. In this sense it is a habit comparable in frequency to cigarette smoking. It is not as much of an occasional indulgence as is the case with cigars.

Chewing tobacco is very much associated with a rural, masculine sub-culture with the vast majority of users reporting that they associate their tobacco chewing with playing on sports teams or with riding on horse back and rounding up cattle etc... It is seen as adding to a sense of camaraderie among men. Most began chewing when they were in their early teens and said that when they were playing baseball it gave them something to do on the bench. In many cases there was a lot of peer pressure to chew – “If you play on a baseball team and you don’t chew you are seen as a ‘wuss’”. Others learned to chew from their fathers and grandfathers while working on a farm. Some women also reported chewing tobacco from time to time usually when they are outdoors in the summer and want to be “one of the guys”.

There are a number of practical considerations associated with chewing tobacco as well. Unlike cigarettes, which must be held, one can chew and play hockey or baseball or use farm implements at the same time. Also, cigarette smoking is banned in many places and chewing tobacco is much easier to conceal. In this way, many participants report that they can chew in school and in arenas etc... where they would never get away with smoking. Also, unlike cigarettes and cigars, there is no issue of second-hand smoke! As one chewer said “The only way that chewing tobacco can have an adverse effect on other people is if someone accidentally drinks the cup I am spitting the tobacco juice into!”. One other factor, which favours the use of chewing tobacco, is the fact that, unlike smoking, it does not reduce lung capacity and therefore does not impair athletic performance.

Frequency of Cigar/Pipe Use and Inhalation

As mentioned above, almost all of the cigar smokers reported smoking cigars very infrequently. Most people commented on the high cost of the cigars as being a factor in this and also the fact that the smoke is so dense and heavy that one really must be in a special place if one is to indulge in a cigar. Also it takes time to smoke a cigar and it therefore requires a lot of time and usually an activity and company to go with it. Some only smoke cigars in summer, when they can do it outdoors. Others only smoke cigars in cigar lounges. Many people commented that one cannot “chain-smoke” cigars as one can with cigarettes – they are something which needs to be savoured slowly. It is a very different experience from cigarette smoking.

It should be noted that most of this discussion was relating to “real cigars” or “stogies” which can be quite expensive etc... Several people also smoked Colts and cigarillos and the use of these products was not seen as being quite as refined a practice. Even Colts and cigarillos are seen as a product which is used with much less frequency than are cigarettes. Most people reported using one or two a day and often at a certain time etc... part of the appeal of these products is that they have a nice flavour from being dipped in wine etc...

Almost all cigar smokers swear that they never inhale the cigar smoke and that, even if they wanted to inhale, they would get sick if they did! There is also a strong belief that cigars are a lot less unhealthy than cigarettes for various reasons discussed in greater detail below.

The cigar smokers are about evenly divided between those who also smoke cigarettes and those who do not use any other tobacco products. Many started smoking a cigar because it was a new experience and was a way of showing their individuality and being “a cut above other people”. Some regard it as a more “macho” image and others make an association between cigars and a more high-brow and intellectual image.

Those who smoke pipes tend to do it more often and several reported that lighting up their pipe was more of a daily activity in the evening (i.e.: by the fireplace while reading the newspaper”.) The pipe smokers also all claimed that they never inhaled the smoke but just held in their mouths.

Increasing Popularity of Cigar and Pipe Smoking and Chewing Tobacco

There was a clear consensus in all groups that cigar smoking is a practice on the rise in Canada. People talked of how so many big movie stars are being seen with cigars and how cigar lounges are trendy and have been followed by cigar magazines that show it as a very glamorous practice. Several people mentioned how the whole image of a cigar smoker has changed from being an older, male, overweight, "fat-cat big shot" to being a young trendy person of either gender. Women now smoke cigars quite regularly and this also represents a big change in the image of the typical cigar smoker. Magazines are even featuring people like Demi Moore and Cybil Shepherd smoking cigars!! Many participants did comment on the fact that cigar smoking is a "fad" right now and that they fully expect its popularity to wane once a new fad takes over.

Pipe smoking on the other hand is not seen to be on the increase at all. On the contrary, even regular pipe smokers see it as a practice that is declining in popularity.

With regard to chewing tobacco there was a division of opinion. In Toronto and Montreal, people seemed surprised that anyone chews at all since it is such a rare practice. In Lethbridge the consensus was that it was very much a practice associated almost totally with "cowboys, hockey players and baseball players". It has not become very popular outside of those groups. However, there was a feeling that chewing tobacco could catch on because of all the restrictions on smoking which will leave it as the only form of tobacco which can still be done in most public places.

Positive and Negative Connotations

Cigar smokers are quick to acknowledge a variety of positive and negative connotations which go with cigar smoking.

On the positive side, it is regarded as "refined", "relaxing", "classy", "social", "evokes intellectual discussion", "makes you think of powerful people and 'big shots'", "individualism", "fine tasting", "interaction with others", "more natural tobacco", "tradition", "a new experience", "being safer than cigarettes", "various flavours such as wine, chocolate and cinnamon", "after dinner elegance", "successful young executives and traders", "women showing power", "the fact that you can only smoke one or two at the most in an evening!" and "nostalgia for the 50s" etc... Lately cigars are also associated with a more luxurious indulgent lifestyle and there is apparently a lot of new advertising which makes cigar smoking seem like a real treat. It is also seen as a habit associated with wealth and power, celebration and for some people it also has the advantage of being something that can be re-lit over the course of an evening.

The negative connotations associated with cigars are very much linked to the odor and the difficulty finding places in which to "enjoy a smoke". There is also an assumption that, while smoking the odd cigar is not as unhealthy as chain smoking cigarettes, it cannot be very healthy! Many comments were made about the pungent smell of cigars

and the thick smoke they produce and how this was very offensive to many people. Some of the words used to describe these negative connotations included: “pretentious”, “expensive”, “loud big shots”, “ugly old end of a cigar”, “turns other people off”, “no filter”, “lingering smell” and “mouth cancer and lesions”.

Cigar smokers are very conscientious about the impact of their habit on others and often have to go to great lengths to find a place to smoke a cigar where the odor and second hand smoke will not offend others. Cigar smokers themselves are troubled by the extent to which cigar smoke gets into everything including their clothes. There was also some mention of how sick you can get if you ever inhale a cigar! There is also a consensus that cigar smoke may be more unhealthy for non-smokers than cigarette smoke because of its greater pungency and density.

With regard to chewing tobacco, the positive connotations tend to revolve around it being a social activity that makes you “fit in” and be “one of the guys”. It is also seen as harmless to non-chewers in that it produces no second hand smoke and as “something to do with your mouth”. There is also a definite macho imagery associated with chewing which is connected with the baseball player and cowboy image. It is also something you can do anywhere, including places where you cannot smoke! The negative connotations of chewing tobacco are that it “stinks”, “stains teeth”, and tends to be hated by women!! It is also acknowledged as being addictive and as possibly leading to mouth cancers. Several, chewers also talked about the “grossness” of carrying around a styrofoam cup full of tobacco juice and spit!

Connection to Cigarette Smoking

As mentioned above cigar smokers seem to be divided into two groups: those that smoke cigarettes regularly for whom a cigar now and then is a little indulgence, variety or added pleasure; and those who do not smoke cigarettes at all, who simply have a cigar once in a while in specific circumstances as a refined pleasure. The cigar smokers who do not smoke cigarettes are either people who never smoked cigarettes in the first place and really find that cigars offer them a very unique experience unlike what a cigarette would offer, or they are people who quit smoking and still crave tobacco from time to time but feel that it is less unhealthy to have a couple of cigars a month than it is to smoke and inhale cigarettes regularly.

Those that smoke cigarettes as well as cigars, pipes or cigarillos report that cigarettes are more of a constant addiction and are smoked on a very regular basis. Cigars are very much for special occasions and places. The consensus is that anyone who smokes both cigars and cigarettes is doing their health far more damage from the regular smoking and inhaling of cigarettes than they are from a weekly cigar which is not inhaled. Some people who smoke Colts inhale, but only have one a day and again, this is seen as palling in comparison with the damage done by cigarettes.

Those who smoke pipes, generally do not use any other tobacco product – there is therefore much less crossover between cigarette and pipe smoking.

There is less of a connection between chewing tobacco and cigarette smoking since chewing tobacco is more of a constant habit it acts as more of a complete substitute for smoking.

Awareness of Health Risks of Cigars and Pipes

Cigar and pipe smokers are well aware that there are health risks associated with their habit. For the most part, all the information which they have been exposed to regarding cigarettes has tended to give them the impression that anything containing tobacco is bad for them. Awareness of the specific hazards associated with cigars and pipes are quite sketchy and usually based on hearsay. Most people make some mention of mouth and throat and lip cancers and also speak of how bad their throat and mouth sometimes feels after having a cigar. However, there is a strong consensus that there is no comparison between the risks from cigars and pipes and those from cigarettes. This is largely because the frequency of use of cigars is generally so infinitesimal, compared to cigarettes. Also, most people are under the impression that a lot of damage to lungs is caused by the inhalation of cigarette smoke. Almost no one inhales cigar or pipe smoke and therefore it is not seen to be as bad for the lungs as cigarettes. Although it is acknowledged that cigars are unfiltered and stronger than cigarettes, this is seen to be outweighed by the low frequency of use and the fact that people do not inhale them.

Although there is some vague awareness that smoking these products can lead to oral cancers, there is also awareness that, as unpleasant as these cancers are, they are not at all as invariably fatal as lung cancer. There is also a perception that there are no clear statistics on just what the risk is from these products.

One finding of particular interest was the fact that in almost every group, there was a lot of talk of the “fact” that cigar and pipe tobacco is “cleaner” and “more natural” than cigarette tobacco. Many cigar smokers have an image that tobacco in cigarettes has all sorts of chemicals and additives in it and that it is all mass-produced. Cigars are seen to be hand-made using very “natural” tobacco with no additives. For that reason, many cigar smokers conclude that cigar smoke is less dangerous!

Some people made mention of the effects of exposure to second hand smoke from cigars since the smoke is so thick compared to cigarette smoke and there was an awareness of detrimental effects on others. However, most people who smoke pipes and cigars are so aware of the odours that they emanate that they are used to having to smoke outside or away from other people.

Awareness of Health Risks of Chewing Tobacco

There is quite a high level of awareness of the health risks of chewing tobacco. In the groups of regular tobacco chewers, everyone seemed to have heard of someone with very disfiguring lip or mouth or tongue cancer from the habit. At the same time there was also a feeling that nothing was going to happen for quite a few years and that in any case the odds of these diseases was still quite low. There was also some mention of having stomach trouble and heartburn from chewing and some also complained about the effect on tastebuds which made things have less taste.

There was some mention of the fear of losing a lip being in the back of peoples' minds when they chew and one participant mentioned that the warning label was a "constant reminder". Several participants claimed to know some tobacco chewers with oral cancers personally and that this had made them hesitate about chewing. One very important factor is the absence of second hand smoke from chewing tobacco. Many people felt that, unlike smoking, they had made a choice to take a risk for themselves and this it was not impacting on the health of others. However, a number of tobacco chewers said that they were trying to cut down because of the health impact. Even those who were very regular users of chewing tobacco acknowledged that it was a "dirty habit" and one that they wished they had never taken up.

Health Risks Compared to Cigarettes

As mentioned above, there is quite a strong consensus that, while any tobacco product has some health hazards by its very nature, cigars, pipes and chewing tobacco are not as unhealthy as cigarettes. In the case of cigars and pipes, this is simply because people do not use these products at all as frequently as they smoke cigarettes and when people do smoke cigars and pipes, they do not inhale the smoke! In the case of chewing tobacco, there is a similar thought that it is simply not used with the frequency of cigarettes and is not inhaled. Chewing tobacco has the added feature of not creating any second hand smoke, therefore creating no ill effects on others.

In addition, users of all of these products have a widely held belief that the tobacco used in cigars and pipes, and to a lesser extent, chewing tobacco, is more natural and does not have toxins and chemicals added to it, the way cigarettes do! One participant went so far as to say that “cigars are to tobacco as granola is to breakfast cereal”. Many people mentioned examples of cigar smokers who lived very long lives such as George Burns who died at the age of 100! There was a definite acknowledgement of the risks of throat, mouth and lip cancers from these products, but the consensus was that one would have to really smoke or chew a lot in order to run a serious risk of these illnesses.

Many cigar and pipe smokers do acknowledge that these products may be less dangerous than cigarettes for the smoker. But they also admit that these products may be more dangerous to others because the second-hand smoke is so much stronger and thicker and they were quite sensitive about the effects on family members and friends.

Some participants also mentioned the fact that life insurance premiums do not increase if a person reports smoking the odd cigar or pipe, whereas these premiums do go up quite a bit if a person smokes cigarettes. This is cited as further evidence of how much less damaging to health cigars and pipes are compared to cigarettes.

Tobacco chewers are also quick to point out that they produce no second hand smoke and that their habit therefore, only affects themselves. There was a split in terms of how the risks of chewing tobacco compare with cigarettes with some thinking the risks were greater and others seeing them as being less.

Current Sources of Information

Participants mentioned various sources of information about the health risks of cigars, pipes and chewing tobacco. For the most part, they do not recall having been exposed to any specific information about the health risks of these products as distinct from the risks from smoking cigarettes. For the most part people say that they have been inundated with information on television, public information campaigns and word of mouth about the consequences of smoking cigarettes. They know that tobacco is a dangerous product and they extrapolate that information about cigarettes to mean that other forms of tobacco must also be dangerous.

Many participants mentioned hearing things through word of mouth about the possible consequences of cigars and pipes and links with mouth cancers etc..., but they do not recall ever being exposed to any particular information from “official” sources about these products. Some have been told of hazards by their doctors and dentists or from family members, but generally cigar and pipe smokers expressed an interest in getting more specific information about the consequences of these products. A couple of people also mentioned having seen some news documentaries about possible consequences from these products, but in general, people felt that one has to **ask** for specific information on the health risks of cigars and pipes.

The warning labels on some of these products were mentioned by a couple of participants as helping to plant a subliminal message about the consequences of cigar and pipe use. Others had never noticed these labels in the first place.

In the case of chewing tobacco, there was a similar tendency to extrapolate knowledge about the hazards of cigarettes to chewing tobacco. Once again there was little specific awareness about the hazards of chewing. Some mentioned seeing some posters in their school, but none reported learning about it in school classes. A couple of participants also mentioned having seen some Alberta government TV ads on the dangers of chewing tobacco. A couple mentioned that the warning label on the can was the only information they had which drew a clear link between the dangers of tobacco in general and the dangers of chewing tobacco.

Awareness of Current Warning Labels

There is remarkably little awareness of existing warning labels on cigars, cigarillos and pipe tobacco. A majority of participants either do not recall there being any warning labels at all, or do not have any recall of the messaging. In the case of cigars, it was often pointed out that no warning label appears on individual cigars and most people buy cigars individually. There may be labels on cigar boxes, but people seldom buy whole boxes and in any case these cigar box labels are quite inconspicuous. In the case of cigarillos and Colts, the current warning labels are so inconspicuous and totally blend in with the colour of the packaging that participants were genuinely surprised when it was pointed out that there is any warning label currently on Colts at all! The fact that most people do not recall any warning labels at all is bolstered by the fact that many of the people who do claim to recall labels talk about “The Surgeon-General’s Warning” – something which does not exist in Canada.

A couple of people correctly recalled that these labels say “This is not a safe alternative to cigarettes” or “This product can cause cancer”. Many more confuse the warning labels on cigars and pipes etc...

In the case of chewing tobacco, there was more awareness of the messaging on packages. Many said that this was their only source of information on the dangers of chewing. Most chewers were able to identify the message on the containers of chewing tobacco, though many mentioned that it would be more conspicuous on the top of the can.

Opinion of Current Warning Labels

Participants were generally not very enthusiastic about the current warning labels and this is very consistent with what we have observed in past research with cigarette smokers. Since the participants are current users of cigars, pipes or chewing tobacco, the warning labels have clearly failed to deter these individuals from their habit. As a result, many comments are made that to the effect that reading a warning label is not going to make anyone suddenly stop smoking or chewing. In any case, as has been pointed out, the warning labels on these products are so inconspicuous, many people have not even noticed them. There was also a sentiment that the labels do not tell people anything specific about cigars or pipes and that the general idea that tobacco is unhealthy is something everyone already knows.

There is also a feeling that many people use these products to show their individuality and defiance of convention and that the warning labels can sometimes have the reverse effect of actually making people feel more rebellious about smoking! In this vein, one participant suggested using reverse psychology on warning labels such as "Your parents and teachers want you to smoke".

Many participants felt that the warning labels really were there to please non-smokers and that television ads and education programs in schools were more effective. Many also believe that the tobacco companies themselves put the warning labels on the product as a way of avoiding being found liable for damages. Others feel that the warning labels do provide some information and serve a useful purpose in that way.

There was also some acknowledgement that the warning labels work in tandem with other methods of informing people and therefore have a cumulative effect. Participants generally felt that there was nothing wrong with informing people about risk and perhaps making them think twice about their tobacco habits, even if very few people would decide to quit for this reason alone.

In general, the older cigar smokers were more cynical about the warning labels and felt they already knew what the labels were saying. The older participants felt that the labels could have some modest impact on young people thinking of starting to smoke, but not on middle aged people who have clearly resisted efforts to get them to quit! The younger participants were more positive about the whole idea of informing people through warning labels and were more inclined to suggest ways of improving the labels as opposed to questioning their utility in the first place.

The label "This product is not a safe alternative to cigarettes", is criticized for being a weak and vague and not very relevant to cigars which are smoked very occasionally. The fact is that relatively few people use these products because they think they are a safe alternative to cigarettes in the first place! This label **could** be relevant to cigarillos or chewing tobacco, but not large cigars.

“This product may cause cancer” was also criticized a great deal. The word “may” immediately makes people very sceptical. Several participants point out that anything “may” cause cancer, including breathing polluted air!

“This product can cause mouth cancer” was seen to be somewhat better because of the specific reference to the mouth that differentiates from the lung cancer oriented cigarettes warnings. Nonetheless there was still criticism of the use of the word “can” as being too conditional and likely to provoke scepticism.

Effective Strategies and Kinds of Warning Labels

Participants had many ideas about new approaches to informing people about the health risks of cigars, cigarillos, pipes and chewing tobacco. The older cigar and pipe smokers felt that the best strategy would be more educational and would feature bold lists of toxic ingredients in cigar and pipe tobacco. They want to know what the nicotine levels are etc... As has been mentioned before, people do not feel that it is credible to make sweeping statements about cigars causing cancer etc... when they are usually smoked so infrequently and without inhalation. There was also some mention of using television to have testimonials of how individuals had suffered as a result of smoking these products. There was also a consensus that any information about the effects of second hand smoke from cigars on others would be welcome.

The younger participants suggested things like symbols showing a skull and crossbones or a picture of a cancer victim on the label. There was also some talk of how the appearance of a black and white warning label as a band around each individual cigar would be quite effective in making people stop and think. The younger people also tend to like more motivational approaches such as ads that ask - “Do you really want to do this?” or which stress responsibility to others. There was also a lot of talk of making cigar smoking less glamorous. Several people recalled TV ads showing a woman suddenly turning into an old lady as an example of the kind of approach that should be taken. Younger people also favour information campaigns that put more of an emphasis on aesthetics and how use of these products will do bad things to body odour, teeth, skin etc....

The tobacco chewers had a number of ideas about strategies to discourage people from chewing. As mentioned above, it is essential to go after the sports connection. The tobacco chewers in the focus groups were all between the ages of 17 and 30 and almost all of them played on sports teams. They were generally interested in learning more about the consequences of the habit and suggested putting a skull and crossbones on the lid of chewing tobacco pack and using more contrasting colours. They also suggested using sports heroes to go on speaking tours and to educate coaches who often actually encourage tobacco chewing among their players etc.... Many of these people started chewing when they were 13 or 14 and suggested that stores should be stricter about not selling to minors. Ads, posters and lectures in school would also help since most of these young people reported that they never learned anything about the hazards of chewing

tobacco in school. These people also want more statistical information of just how much chewing tobacco increases the risk of mouth cancer.

Reactions to Suggested New Warning Labels

Before participants were asked to create their own new ideas for warning labels, they were shown a few new ideas. Response to these suggested new ideas was quite mixed. “This product is as dangerous as cigarettes if inhaled” was roundly criticized because it was seen as implying that as long as you don’t inhale, these products are perfectly safe!! “Smokeless tobacco can cause health problems” was seen to be too vague. It would be better if it specified which health problems could be created. Others felt that this was good since not everyone may realize that this is the case. Still, most people felt that chewing tobacco warning labels should be more hard hitting. The third suggested new label “This product may cause cancer” also received mixed reviews. Some felt it was good and direct and brought in the specific cancer risk. Other saw it as “nebulous” and using the conditional word “may”. This is seen to make the whole statement “wishy-washy”. Some suggested that more specific focus on mouth cancer or more specific diseases would be better.

New Ideas for Warning Labels

Respondents in all groups were asked to develop their own warning labels for cigars, pipe tobacco and chewing tobacco. See Chart 1 below.

The most frequent responses given were messages that strongly associated the product with danger to one’s health.

- | | |
|-------------------------------------|-------------------------|
| 1. This product can kill you. | suggested by 28 persons |
| 2. Warning! Cancer causing agents. | suggested by 26 persons |
| 3. Use statistics | suggested by 11 persons |
| 4. The skull and cross bones symbol | suggested by 10 persons |

Increasing awareness about the related dangers of cigars, pipe tobacco and chewing tobacco is a main characteristic of the warnings that the respondents created. In the labels created by the respondents we find information about cancer, dangers to health and the reminder that these products are not safer than cigarettes (which are now accepted as not being healthy).

Most Effective Warnings

Once all of the new warnings that were generated by the group participants had been discussed, the respondents were asked to select the warnings labels that they considered were most effective (see chart 2). The warnings that were most frequently chosen as most effective, are notably less severe than the new ideas respondents generated. Softer words like “may” and “can” were chosen rather than labels which included harder terms like “will” and “warning.”

The most frequent responses:

- | | |
|--|-----------------------------|
| 1. This product may cause cancer. | suggested by 22 respondents |
| 2. This product can cause mouth cancer | suggested by 20 respondents |
| 3. This product is not a safe alternative
to cigarettes | suggested by 13 respondents |
| 4. Contains cancer causing agents. | suggested by 12 respondents |

The link of these products to cancer arises prominently in the warning labels that were chosen as most effective. All but one mention cancer specifically and the one label which does not, “this product is not a safe alternative to cigarettes,” has an indirect cancer association linking the product to all of the warning labels that are connected to cigarettes. Respondents also frequently commented that the current labels are barely noticeable as the wording is often in very similar style and color as used on the rest of the package, very unlike the warning labels that are now characteristic of cigarette packaging. In fact, one group firmly believed that the samples brought to the group were mock-ups of proposed warning labels. They did not believe that there were currently any warning labels on these products.

Chart One - Summary of New Ideas

Top Mentioned New Ideas	TOTAL Remarks	Wed. 6PM Group	Wed. 8PM Group	Thurs. 6PM Group	Thurs. 8PM Group	Leth. 6 PM Group	Leth. 8PM Group
This product can kill you (You are going to die, Do you want to die?), may be fatal	28	2	2	8	5	5	6
Warning! Cancer causing agents (Cancer causing agents) (Will/may cause cancer) (causes cancer, cancer kills)	26	4	7		7	5	3
Use Statistics	11					8	3
Skull and cross bones symbol	10				10		
Inhaling this product is not recommended (dangerous if inhaled/excessive inhaling will cause health problems)	9	4	1	2	1		1
This product may cause long-term health problems (...may be dangerous to your health)	9	3	1	1			4
This product can be as (is more) dangerous as cigarettes	9		6		2		1
Show ingredients	9					9	
May cause lip to fall off, Have a dip lose a lip. Hey, lipless how 'bout a chew	8					2	6
Use at your own risk	8	8					
Photograph	6					1	5
Tobacco may kill you (Tobacco can be dangerous)	6	3	3				
Danger!	5			4	1		
Will stain teeth, make teeth look bad	5			3			2
You are not the only one affected	4	4					
Will cause mouth cancer, etc.	3						3

Chart Two - Summary of Warnings Considered Most Effective

*New ideas **bolded**

Top Mentioned New Ideas	TOTAL Remarks	Wed. 6PM Group	Wed. 8PM Group	Thurs. 6PM Group	Thurs. 8PM Group	Leth. 6 PM Group	Leth. 8PM Group
This product may cause cancer	22	7	3	3	4	3	2
This product can cause mouth cancer	20	3	3	4	5	3	2
This product is not a safe alternative to cigarettes	13	1	3	3	2	2	2
Contains cancer causing agents (causes cancer, cancer kills)	12	2	4			4	2
This product is as dangerous as cigarettes	8	1	2	3	2		
Use at your own risk	8	8					
Skull and cross bones symbol	6			6			
Use photo	6					1	5
Use statistics	5					4	1
List ingredients	5					5	
You are not the only one affected	4	4					
You are going to die (Do you want to die?) (You have 2 years less to live)	4			4			
Tobacco can kill you (...may kill, kills)	4	2			1		1
Hey lipless, how 'bout a chew, may cause your lip to fall off	4					2	2
This product may prove fatal	3		2		1		
Jeopardizes health, may cause health problems	3						3
Smokeless tobacco may also cause cancer	2					1	1
This product will cause cancer	2				2		

Conclusions

- There are clear differences between the kinds of strategies that would be most effective with full-sized cigars, cigarillos, pipes and chewing tobacco.
- In the case of full-sized cigars and pipes warning labels must take into consideration the fact that these are products which are consumed on a very occasional basis. Warning labels must be credible. People who smoke a cigar once or twice will not respond to warning labels that are more suited to regular cigarette smokers and seem to imply that smoking one cigar a month and not inhaling will lead to cancer!
- The warning label strategy for full-sized cigars and pipe tobacco should focus on informing people, as opposed to scaring them. It is simply not credible to tell these people that smoking one cigar a month will kill them. Using very “alarmist” messages will only create a backlash among cigar smokers. Unlike cigarette smokers, most occasional cigar smokers have no desire to stop smoking cigars. They do want to be educated about what they are smoking.
- The focus of warning labels for these products should instead deal with the provision of information. This can include listing ingredients and toxic constituents, as well as health warning which are more focused on effects on particular parts of the body such as mouth, throat, lips etc....
- Conditional phrases such as “May cause cancer” should be avoided as they seem to invite scepticism. Use of statistics about risk levels are more effective.
- Cigar and pipe smokers, especially older ones are quite sensitive to the impact of the second hand smoke they have both on the smoker and on others in a room. Warning labels should raise this point.
- In the case of cigarillos, such as Colts, the approach must be more like that used with cigarettes. These products are consumed much more regularly and are often inhaled as well. There is no reason why the kinds of warning labels used on cigarettes should not also be used on these products.
- Warning labels on cigarillos should stress the health risks and the fact that the products are even more dangerous than cigarettes if inhaled.
- In the case of all of these cigar products and pipe tobacco, the warning labels **MUST** be made more conspicuous. In the case of cigarillos, they should be as large and in colours that are as conspicuous and contrasting as those used on cigarette packages. In the case of large cigars, the warning labels should either appear inside the boxes or on each individual cigar!

- The approach to chewing tobacco has to be quite different again. This is a product which is used by a very discrete subset of the population. Warning labels are often the only source of information on these products and they should be placed in a more conspicuous location on the containers.
- Tobacco chewers will not, for obvious reasons, respond to labels focusing on second hand smoke or effects on others. The approach should focus more on the possibility of disfigurement and immediate effects such as impairment of the sense of taste.
- A targeted approach aimed at sports teams, with speaking tours by professional athletes on the hazards of chewing tobacco would also be very effective.

APPENDICES

APPENDIX ONE

March 11, 1998

Cigar, Pipe and Chewing Tobacco (PN4234) Warning Label Groups Discussion Outline

Introduction (10 minutes)

Intro { Introduction to Focus Group procedures
We want your opinion
Feel free to agree or disagree
You are being taped and observed
There will be a 10 minute break
You will be paid by the hostess at the end

Adults - Let's go around the table so that each of you can tell us your name and a little bit about yourself, such as where you work and if you have a family?

Smoking/Chewing Behaviour and Attitudes (15 minutes)

- 1abcd(4) I want to begin the discussion by talking about tobacco and smoking. Could you each describe to me your smoking and tobacco behaviour. What do you smoke? — 1a
How often do you smoke? Do you use smokeless tobacco, also known as chewing tobacco? — 1b
- 2 When do you smoke/chew? — 1c
- 3 Why did you start smoking/chewing in the first place? — 1d
- 4 Why do you smoke/chew?
- 5 Positive associations? Negative associations?
- 6 All of you are in this group because you use tobacco products other than cigarettes (ie: cigars, cigarillos, pipes, chewing tobacco). How many of you also smoke cigarettes? — 1e
- 7 What are the occasions where you would smoke a cigar or pipe, as opposed to a cigarette or nothing at all?
- 8 When would you chew tobacco?
- 9 In general, do you feel that these other tobacco products are becoming more popular?

Knowledge of Health Risks (15 minutes)

- 10 What are your opinions on the health risks of smoking cigars or pipes or using chewing tobacco?
- 11ab 2 Are you worried about the health risks associated with these products? What kind of concerns do you have? 11a 11b
- 12abcd 3 What are you at greater risk of getting when you smoke? How about Cigars or pipes or use chewing tobacco? What kind of health problems do you believe are associated with these health risks? **PROBE FOR: diseases, addiction, appearance of smokers/chewers** 12a 12b 12c 12d
- 13 How do you think the health risks of cigars compare with cigarettes?
- 14 What is the effect of inhaling or not?
- 15 What about pipes? (PROBE what about mouth cancer risks?)
- 16ab 2 What about chewing tobacco? (PROBE what about mouth cancer risks? Effect on breathe, colour of teeth etc...) 16a 16b
- 17abcd 4 What about the effects of these products non-smokers? Does this concern you? Do you think that there are any significant risks to non-smokers from being exposed to cigar or pipe smoke? Any possible effects from chewing tobacco? 17a 17b 17c 17d
- 18 What about compared to second hand smoke from cigarettes?
- 19ab 2 Where do you find out about the health risks associated with these tobacco products? Are there any other sources where you get information? 19a 19b
- 20 To what extent is your behaviour in using these tobacco products affected by what you know about the health hazards of smoking?

BREAK

Existing Health Warning Labels (15 minutes)

- 21abc 3 Are you aware of any health warning labels that are on cigars, pipe tobacco, cigarillos, or chewing tobacco? Do you read these warning labels? Why or Why not? 21a 21b 21c
- 22 Without looking, can you tell me what these warning labels say? **RECORD ON FLIP CHART**

DISTRIBUTE HAND OUT: Here is a sheet of paper. You will see that there are some warning labels listed some of which may be familiar to you and some of which may not.

There are also some blanks in the bottom half of the page and a question I want you each to answer on what each of you uses in terms of tobacco products. We will fill in that part a bit later.

Could you each check off in the first column, which of these statements are currently on cigar boxes, cigarillos, pipe tobacco and chewing tobacco.

IF NECESSARY... Remind respondents of labels they are unable to recall:

I.e: "This product is not a safe alternative to cigarettes."

"This product can cause mouth cancer."

"This product may cause cancer"

SHOW SAMPLES OF TOBACCO PRODUCTS WITH WARNING LABELS

23abc. 3 23a 23b 23c
What do each of these mean to you? Do you pay attention to them? Do they affect your behaviour?

24ab. 2 24a 24b
What do you think of the colour and placement of these warnings? Are they conspicuous enough?

25abc 3 25a 25b
What do you think the health warning labels are for? Are they to inform, or change behaviour? **IF CHANGE ...** Do they cause immediate change, or change over time? 25c

26 To what extent is your smoking/chewing behaviour affected by warning labels?

27abc. 3 27a 27b 27c
What about new smokers? What affects them? What messages would have affected you when you were first starting to smoke?

28ab 2 28a 28b
What makes for a good warning label? What kind of messages are effective?

Development of New Warning Labels (30 minutes)

29abc 3 Let's start by discussing these new warning labels we have here. What do you think of each of these?

"This products is just as dangerous as cigarettes if inhaled" 29a

"Smokeless tobacco can cause health problems" 29b

29 "This product may cause cancer"

Let's try to think of some new warning labels. I want everyone to take a minute and try and come up with three new warnings that you think would be effective with your peer group.

30abc. 30a Let's talk about the warning labels you came up with. Tell me what you wrote down. (RECORD ON FLIP CHART). Why do you think these would be effective? How do others feel about these ideas? 30b

31abc. 31a 31c Does anyone have any more ideas? (RECORD ON FLIP CHART). Why do you think these would be effective? How do others feel about these ideas? 31b 31c

32 All in all, between the ideas you came up with the couple and that I suggested, which do you each prefer?

33a 2 OK, now if there are any other warning labels other people in the group suggested which you think would be good, please add those to the page and then fill out the rest of the form. In other words looking at the existing warning labels, the couple of new ones I suggested, the ones you thought of yourself and the ones that others in the group thought of which you liked, which two do you think would be most effective. 33a

Also, put down which tobacco product each warning would apply to and answer the question at the bottom of the page. 33b.

**That concludes this focus group session.
Thank you very much for your participation!**

APPENDIX TWO

Smokeless Tobacco/Cigar/Pipe Warning Label Research for Health Canada (PN4234) Recruitment Specs for Toronto and Lethbridge PN4234

Toronto - Wednesday, March 11, 1998

Group 1 (6:00pm – Cigar/Pipe/Smokeless Mix)

-age 20 to 35

-Nine have smoked cigar or pipe in past year on at least a monthly basis and would do so again.

-Three have chewed smokeless tobacco at least twice in past year and may do so again

Group 2 (8:00pm – Cigar/Pipe only)

-age 36 to 50

-All have smoked cigar or pipe in past year on at least a monthly basis and would do so again.

Toronto - Thursday, March 12, 1998

Group 1 (6:00pm – Cigar/Pipe and Smokeless if possible)

-age 15 to 19

-Have smoked cigar or pipe in past year on at least a monthly basis and would do so again.

-Anyone 15 to 19 who has chewed smokeless tobacco at least twice in past year and may do so again will also be included, if any can be found.

Group 2 (8:00pm – Cigar/Pipe only)

-age 36 to 50

-All have smoked cigar or pipe in past year on at least a monthly basis and would do so again.

Lethbridge - Monday, March 16, 1998

Group 1 (6:00pm – Smokeless Tobacco)

-age 17 to 30

-All age 17 to 30 who chew smokeless tobacco on a monthly basis or more.

Group 2 (8:00pm – Smokeless Tobacco/Cigar/Pipe Mix)

-age 17 to 30

-Eight 17 to 30 who chew smokeless tobacco on a monthly basis or more.

-Four 17 to 30 have smoked cigar or pipe in past year on at least a monthly basis and would do so again.

APPENDIX THREE

Smokeless Tobacco/Cigar/Pipe Warning Label Research for Health Canada (PN4234) Recruitment Screener Toronto and Lethbridge PN4234

Good morning/afternoon/evening, my name is _____ and I am calling on behalf of _____, a public opinion research company. We are conducting a research project on issues that face (young) Canadians. I would like to ask you a series of questions about yourself, and if you meet the requirements of our project, I will invite you to attend a group discussion session on _____, with 8 to 10 other (young) people from the area. This is a research project designed to get input from the public, and it involves no selling or marketing of any kind. Are you interested in taking part? **(IF NECESSARY, MENTION \$50 INCENTIVE)**

IF YES, CONTINUE: IF NO, THANK AND TERMINATE. IF RESPONDENT ASKS TO IDENTIFY CLIENT, REPEAT THAT PROJECT IS ABOUT ISSUES FACING CANADIANS.

1. Which of the following age categories may I place you in:

Toronto

15 to 191 **SEE
RECRUITING**
20 to 352 **SPECS**
36 to 503

Lethbridge

17 to 201 **SEE
RECRUITING**
20 to 302 **SPECS**
31 and over.....3
.....**TERMINATE**

2. Gender **(CODE ONLY: DO NOT ASK)**

Male1
Female.....2

3. Have you participated in a focus group in the last six months?

Yes1 **TERMINATE**
No.....2 **CONTINUE**

4. Have you participated in a focus group session in the last year?

Yes1 **ASK Q.5**
No.....2 **SKIP TO Q.6**

5. **IF YES ...**What was the topic of that focus group session?

TERMINATE IF GROUP WAS ABOUT SMOKING, TOBACCO LABELING, TOBACCO ADVERTISEMENTS, ETC.

6. Have you smoked cigars or pipes or used chewing or smokeless tobacco at all in the past year?

Yes, cigars/pipes1 **ASK Q.7**
Yes, chew tobacco2 **ASK Q.7**
No.....3
.....**TERMINATE**

7. **IF YES ...** On average, how often do you smoke cigars or pipes or chew tobacco?
Would it be...? **READ**

Every day1
A couple of times a week.....2
A couple of times a month3
About once a month.....4
Less than once a month.....5 **TERMINATE**

8. During this discussion group, participants may be asked to answer questions in writing or read materials before commenting on them. Is there any reason you could not participate in these activities?

Yes1
No.....2

**Screen for reading/writing difficulties,
hearing/speech impediments, or concern about
ability to communicate.**

9. I would like to invite you to attend a group discussion on _____ at _____ pm at _____. The session will last approximately two hours and refreshments will be provided. Participants will each receive a \$50 payment for taking part in our research. Could I please have your:

Name: _____

Address: _____

Home Phone: _____

Business Phone: _____

I will call you again on _____ to remind you about the session and confirm your participation. If, for any reason, you are unable to attend, please call me at _____.

Recruiter: _____

Date: _____

Note to recruiters: Tell respondent that the groups are very small and anyone who does not show or cancels at the last minute will compromise the project. Make sure they know we feel their opinions are valuable and we are serious about finding out what they have to offer.

Also: If people express concern, you can tell them the purpose of the group is NOT to encourage smoking, to test tobacco products, or to watch commercials. Neither will we try to discourage, or make them feel defensive, about their tobacco behaviour.

APPENDIX FOUR

INDIVIDUAL WARNING LABEL RESPONSES

TORONTO
WEDNESDAY, 6PM
20 TO 35 YEAR OLD CIGAR AND PIPE SMOKERS

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	C, P, CT	
This product is not a safe alternative to cigarettes		..	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.	✓	C, P	
This product may cause cancer	✓	C, P, CT	X
New Ideas			
Second Hand Smoke May Cause Health Problems		C, P	
You're Not The Only One Affected.		C, P, CT	X
Excessive Inhalation Can Cause Health Problems.		C, P	
All Forms of Tobacco		C, P, CT	
Products can cause cancer.			
USE AT OWN RISK.		C, P, CT	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT, P, C	X
This product is not a safe alternative to cigarettes		CT, P, C	
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
This product may cause cancer	✓	CT, P, C	X
New Ideas			
Smoke "K: (48)		C, P	
Inhaling this product is not recommended		C, P	X
Remember who you'll be kissing next.		CT, P, C	
"Use at your own risk"		C, P, CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO -I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C, P, CT	
This product is not a safe alternative to cigarettes	✓	"	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
This product may cause cancer	✓	C, P, CT	
New Ideas			
You ARE NOT THE ONLY ONE AFFECTED		"	X
PROLONGED USE CAN CAUSE HEALTH PROBLEMS		"	
TOBACCO USE MAY KILL YOU		"	
USE AT OWN RISK		"	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	
This product is not a safe alternative to cigarettes		CT, P, C	
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.		P, C	
This product may cause cancer	✓	CT, P, C	
New Ideas			
Health Risks may occur with use		CT, P, C	
Contains Cancer causing agents		CT, P, C	X
18 or older		CT, P, C	
Tobacco use can kill you		CT, P, C	X

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C P CT	
This product is not a safe alternative to cigarettes		C P CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P	X
This product may cause cancer	✓	C P CT	X
New Ideas			
Cigars can be hazardous to your health.			
Avoid inhaling cigar smoke.			
Cigar smoking may cause cancer, emphysema etc.			
Use at own risk			X
Tobacco use can kill you.			X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABLES

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
This product may cause cancer		C, P, CT	X
New Ideas			
I do not believe Cigars need warning labels.			
use at your own risk			X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	P, CT	X
This product is not a safe alternative to cigarettes	✓	P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P	
This product may cause cancer	✓	C, P, CT	X
New Ideas			
prolonged use of THIS product will shorten your lifespan		C, P, CT	
prolonged use of THIS product will eventually cause emphysema		C, P	
you are not the only one affected		C, P	X
use at own risk		C, P, CT	X
Do you really want to do this		C, P, CT	
Is this for you		C, P, CT	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO -I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C CT P	X
This product is not a safe alternative to cigarettes	✓	C P CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P CT	
This product may cause cancer	✓	C P CT	X
New Ideas			
This Product is dangerous if inhaled		all	
This Product will increase health risk		all	
Contains Cancer Causing Agent		all	X
Use at own risk		all	X
Think of your love ones		all	
Remember who you kiss next		all esp. chewing tobacco	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		✓	
This product is not a safe alternative to cigarettes		✓	
Smokeless tobacco can cause health problems.	✓		-
This product is as dangerous as cigarettes if inhaled.		✓	
This product may cause cancer	✓		
New Ideas			
we will see you sooner than water.		C +	
you will see your doctor soon		P - C	
you are not the only one affected. ✓			X
Smoke kills.		P - L	
used at own Risk. ✓	✓		X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO -I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C P CT	
This product is not a safe alternative to cigarettes		C P CT	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P	
This product may cause cancer	✓	C P CT	X
New Ideas			
This Product May Cause Long Term Health Problems.		C P CT	
Prolonged use will reduce Lifespan		C P CT	
Cancer Causing Agent.		C P CT	
You are not the only one affected		C P	X
Use at your own risk.		C P CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

TORONTO
WEDNESDAY, 8PM
35 TO 50 YEAR OLD CIGAR AND PIPE SMOKERS

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer			
This product is not a safe alternative to cigarettes			
Smokeless tobacco can cause health problems.			
This product is as dangerous as cigarettes if inhaled.			
This product may cause cancer			
New Ideas			
THIS PRODUCT MAY DAMAGE YOUR HEALTH		C, P, CT	X
TOBACCO CAN BE DANGEROUS WARNING: CANCER CAUSING AGENTS		C, P, CT	
SMOKING TOBACCO CAN BE HAZARDOUS		C, P, CT	X
TO YOUR CHILDREN		C & P.	

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO -I would choose as most effective (put an X by TWO)
This product can cause mouth cancer			
This product is not a safe alternative to cigarettes		C	X
Smokeless tobacco can cause health problems.			
This product is as dangerous as cigarettes if inhaled.			
This product may cause cancer	✓	C	X
New Ideas			
both warning label			
This product may cause cancer			
"and is 'dangerous to health'			
Tobacco can be passed			
to your children			X

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

C

Pipes

Chewing tobacco



3 3286 51608 4015

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	
This product is not a safe alternative to cigarettes	✓	CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P C	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT	
This product may cause cancer	✓	CT	
New Ideas			
Chewing tobacco can kill you.		CT	
Chewing = cancer = death!		CT	
Do you want to look like this.		CT	X
Have a dip... lose girl/p.		CT	
Using statistics		CT	X

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____✓_____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	X
This product is not a safe alternative to cigarettes	✓	C, P, CT	X
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.		C P	
Smokeless tobacco may also cause cancer	✓	CT	
Contains cancer causing agents		C, P, CT	
This product may cause cancer	✓	C, P, CT	
New Ideas			
- Smoke and die			
- This Product is very to unhealthy		C, P CT	X
- Inhaling this product could kill you		C, P,	X
- Hey lipless, how about a chew		CT	

- **STATS**

Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes
Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	CT/C/P	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C/P	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT/C/P	
This product may cause cancer	✓	CT/C/P	X
New Ideas			
DEATH may occur		C/P	
Cigar a day = \$500.00/year		C	
Photo of mouth cancer, etc		CT	X
Hey lipless!! How 'bout a chew!!		CT	
STATS		C/P/CT	

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

Pipes

Chewing tobacco

✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓		
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		CT	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT	
This product may cause cancer	✓	CT	
New Ideas			
What doesn't cause cancer?		C P	
using This product may attract annoying anti-smoking lobbyists		CP	
This product may cause bad breath		C CT	X
This product may jeopardize your health		CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes ✓
Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
Smokeless tobacco may also cause cancer	✓	CT	
Contains cancer causing agents		C, P, CT	
This product may cause cancer	✓	CT	
New Ideas			
Early Death Bringer		P, CT, C	
Hey lipless, how 'bout a chew?		CT	X
This product has been proven to deteriorate your health and cause early death.		P, CT, C	
PHOTOS		P, CT, C	X

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____✓_____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		C, P, CT	
This product may cause cancer	✓	C, P, CT	
New Ideas			
THIS Product May Kill you.		C, P, CT	X
THIS Product may cause gum disease.		CT	
THIS Product causes bad breath.		CT, P, C	
photo of Mouth Cancer		CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes
Chewing tobacco ✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT - P - C	
This product is not a safe alternative to cigarettes	✓	CT - P - C	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P - CT - C	
Smokeless tobacco may also cause cancer		PCT	
Contains cancer causing agents		CT - C - P	X
This product may cause cancer	✓	CT - C - P	X
New Ideas			
Do not ^{or chew} smoke this product -		P - C	
Do not smoke around children -		P - C	
This product may annoy others -		P - CT - C	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.			
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents	✓	CT	X
This product may cause cancer	✓	CT	
New Ideas			
Bigger, Brighter, Bolder Print → so it stands out against the package			
This product can will harm your health.		CT	X
Smokeless tobacco can cause throat, lip, and mouth cancer		CT	
Smokeless tobacco is not may have has cause health risks.		CT	
Smokeless tobacco makes your teeth look bad.		CT	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____✓_____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	X
This product is not a safe alternative to cigarettes	✓	C, P	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents	✓	C P CT	
This product may cause cancer	✓	CT	X
New Ideas			
Mouth cancer is near!			
Chewing tobacco will cause cancer			
Your health may be jeopardised.			
Look at this products increases the risk of cancer			
Hey lipless, how bout a chew?			X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____ ✓ _____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	X
This product is not a safe alternative to cigarettes	✓		
Smokeless tobacco can cause health problems.			
This product is as dangerous as cigarettes if inhaled.			
Smokeless tobacco may also cause cancer			X
Contains cancer causing agents			
This product may cause cancer	✓	CT	
New Ideas			
- Chewing tobacco can kill you			
- Chewing tobacco can cause mouth cancer			
- Chewing tobacco is rude, disgusting, and can cause extreme halitosis			
- Try dipless how about a chew			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____ ✓ _____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		C, P, CT	
This product may cause cancer	✓	C, P, CT	
New Ideas			
→ Small picture of mouth cancer with some saying like "this could be you"		CT	X
→ Chewing tobacco causes cancer.		CT	
→ Smokeless tobacco is dangerous!		CT	
→ My lips are ^{Chew!} AAAA!		CT	
→ Cigar a day = \$1500/year		C	X
→ Smokeless tobacco makes you and your teeth look bad!		CT	

☐ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____✓

LETHBRIDGE
MONDAY, 7PM
17 TO 30 YEAR OLD TOBACCO CHEWERS
AND PIPE AND CIGAR SMOKERS

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	XXXX	CT, C	XXXX
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT, C, P	XXXX
This product may cause cancer	✓	CT, C, P	
New Ideas			
Cancer is a killer.		C, P, CT	
1 in 15 tobacco chewers get cancer. (Stat)		CT	
Stop before it's too late.		C, P, CT.	
Causes cancer, cancer kills.		C, P, CT	✓
INGREDIENTS.		CT	✓

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____
Pipes _____
Chewing tobacco _____ ✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓✓	CT, P, C	
This product is not a safe alternative to cigarettes	✓	CT, P, C	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P, C	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT, P, C	X
This product may cause cancer	✓	CT, P, C	X
New Ideas			
This product can kill you		CT, P, C	
This product ^{is} may be more harmful than cigarettes		CT, P, C	
This product ^{is} may increase your risk of cancer		CT, P, C	
Statistics / Pictures		CT	X
Ingredients etc. . .		CT	X

Cause

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes
Chewing tobacco ✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		PC	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		ALL	X
This product may cause cancer	✓	ALL	X
New Ideas			
THIS PRODUCT CONTAINS FIBRE GLASS.		CT	
YOU ARE COMMITTING SUICIDE BY USING THIS PRODUCT.		ALL	
DO NOT ARE YOUR AFFAIRS IN ORDER? Enjoy			
1 OF 5 - CANCER / STATS			
CANCER KILLS			
IS THIS PRODUCT WORTH RISK			
INGREDIENTS - FIBER GLASS - ARSENIC - ADDITIVES.			

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____
Pipes _____
Chewing tobacco _____✓_____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	X
This product is not a safe alternative to cigarettes	✓	CT	
Smokeless tobacco can cause health problems.			
This product is as dangerous as cigarettes if inhaled.		PC	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CPCT	
This product may cause cancer	✓	CT	
New Ideas			
Statistics - deaths - deformities CT & P			
eye openers (warnings) - CT CT, C, P			
This product can make your lip fall off.		CT	
(contains black black black CT, C, P)		(deformities)	X

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____

Pipes _____

Chewing tobacco _____

✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	
This product is not a safe alternative to cigarettes	✓	CT	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P C	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT C P	
This product may cause cancer	✓	C P CT	X
New Ideas			
Continued use is dangerous! C/P/CT			
Is use of this product worth the risks! C/P/CT			
Prolonged use can kill you! C/P/CT			
(List the ingredients)	C/P/CT		X
(give a statistic)	C/P/CT		X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

Pipes

Chewing tobacco

_____ ✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT, P	X
This product is not a safe alternative to cigarettes	✓	CT, P	X
Smokeless tobacco can cause health problems.		CT, P	
This product is as dangerous as cigarettes if inhaled.		C	
Smokeless tobacco may also cause cancer		CT, P	
Contains cancer causing agents		C, P, CT	
This product may cause cancer	✓	CT, C, P	
New Ideas			
Lip may fall out if contents are used.		CT	X
This product won't make you get			
This product won't allow you to pick up ^{women} .		CT	X
Chew is like a hot dog, you never know what ingredient you're going to get.		CT	

Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes
Chewing tobacco ✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	C P CT.	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P.	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		C P CT	
This product may cause cancer	✓	C P CT	
New Ideas			
I see a stat. 1 in 10 people who use the smokeless tobacco get cancer.		CT	✓
This product may be fatal		C P CT	
Causes Cancer, Cancer Kills.		C P CT	
Have a dip, lose your lip.		CT	
Show Ingredients,		CT	✓

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT	
This product is not a safe alternative to cigarettes	✓	CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		CT	
Smokeless tobacco may also cause cancer		CT	
Contains cancer causing agents		CT	
This product may cause cancer	✓	CT	
New Ideas			
This Product Kills			
Causes Cancer, Cancer Kills			✓
Use a Stat 1 in 5 chance of Cancer			✓
Just Additive			

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

✓

Chewing tobacco

✓

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT, C	X
This product is not a safe alternative to cigarettes	✓	CT, C	
Smokeless tobacco can cause health problems.	Use	CT	
This product is as dangerous as cigarettes if inhaled.	Use	A	
Smokeless tobacco may also cause cancer	Use	CT	X
Contains cancer causing agents	Use	C, P, CT	
This product may cause cancer	✓	C, P, CT	
New Ideas			
This product is contains poison. X		Use a statistic X C, P, CT	
This is the worst thing you could put in your mouth, try Ham. Hey stupid, this is crap.		List the additives, use the word poison CT	
It you chew this, you are dead.		C, P, CT CT	
you are not cool if you chew this you're you are dumb.		CT	
RETARD!!		every kind of tobacco	
This product won't let let allow a low class to pick up women		CT	

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓
Pipes
Chewing tobacco ✓

LETHBRIDGE
MONDAY, 5PM
17 TO 30 YEAR OLD TOBACCO CHEWERS

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product <u>can</u> cause mouth cancer		CT	X
This product is not a safe alternative to cigarettes		C	
Smokeless tobacco can cause health problems.		CT	
This product <u>is</u> as dangerous as cigarettes if inhaled.		P C	X
This product may cause cancer	✓	P, C, CT	
New Ideas			
This Product "will" cause cancer			X
Your children are gonna			
be like 'em			
Don't be a smoker			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT P C	X
This product is not a safe alternative to cigarettes	✓	CT P C	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P	
This product may cause cancer	✓	CT P CT	
New Ideas			
TOBACCO KILLS		C, P, CT	X
SMOKING CAUSES CANCER		C, P,	
SMOKE AND DIE		C, P	
JUST AS DEADLY AS CIGARETTES		C, P, CT	
Enjoyment of this product is like the enjoyment that comes w/ unprotected sex with a stranger		C, P	

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

✓

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C, P & CT	
This product is not a safe alternative to cigarettes	✓	C, P & CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C & P	
This product may cause cancer	✓	C, P & CT	✓
New Ideas			
Lowers life expectancy			
Reduces Physical Performance			
This is not an all natural product.			✓
CIGAR AND PIPE SMOKING CAN BE ADDICTIVE.			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes ✓

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C, P	X
This product is not a safe alternative to cigarettes		C, P	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
This product may cause cancer	✓	C, P, CT	
New Ideas			
BEFORE YOU SMOKE THIS, HAVE YOU MADE FUNERAL ARRANGEMENTS CAUTION HEALTH HAZARD			X
✓ CANCEROUS WILL CAUSE DEATH			
WILL REDUCE PERFORMANCE			
✓ HAPHAZAROUS			
LOWERS LIFE EXPECTANCY			
✓ SMOKING WILL INCREASE THE AGING PROCESS			
WOULDN'T YOU RATHER BE ALIVE TO ENJOY YOUR GRANDCHILDREN			X

Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C, P, CT	✓
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C P	
This product may cause cancer		C, P, CT	✓
New Ideas			
SMOKING CIGARS/PIPES IS MORE HARMFUL THAN CIGARETTES			
TOUNGE LIP & THROAT CANCER IS VERY COMMON WITH CIGARS			
THIS PRODUCT CAUSES CANCER WHETHER INHALED OR NOT.			
WOULDN'T YOU RATHER BE ALIVE TO ENJOY YOUR GRANDCHILDREN			

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

✓ (NOT OFTEN)

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO -I would choose as most effective (put an X by TWO)
This product can cause mouth cancer			
This product is not a safe alternative to cigarettes	✓		
Smokeless tobacco can cause health problems.			
This product is as dangerous as cigarettes if inhaled.			
This product may cause cancer			
New Ideas			
1. This product will cause cancer.		C, P, CT	X
2. Enjoyment of this product is like the enjoyment that comes after unprotected sex with a stranger.		C, P, CT	
3. Do you want to make a fashion statement with those OXYGEN TUBES UP YOUR NOSE.		C	
1. Wouldn't you rather be alive to enjoy your grandchildren.		C	
5. Do you really need to make a fashion statement this badly		C, CT, P	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____ ✓

Pipes _____ ✓

Chewing tobacco _____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		P, CT	
This product is not a safe alternative to cigarettes		C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P	
This product may cause cancer	✓	C, P, CT	X 2
New Ideas			
THIS PRODUCT WILL SHORTEN YOUR LIFE			
WOULDN'T YOU RATHER BE ALIVE TO ENJOY YOUR GRANDCHILDREN ?			X 1
YOUR PET MAY OUTLIVE YOU, IF YOU USE THIS PRODUCT.			

Which of these do you smoke/ use..... (✓ All that apply)

DO YOU WANT TO
MAKE A FASHION
STATEMENT WITH
THOSE OXYGEN
TUBES UP YOUR
NOSE FOR ____ YEARS?

Cigars?

✓

Pipes

✓

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		C, P, CT	
This product is not a safe alternative to cigarettes		C, P, CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C, P, CT	
This product may cause cancer	✓	C, P, CT	X
New Ideas			
Dangerous health risk smoking ^{shatters} life span.			
Use with caution + product can cause infertility + sterility			
Prolonged smoking is fatal.			X
You might not get it up if you take this product in.			

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____ ✓

Pipes _____

Chewing tobacco _____

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	C, P, CT	
This product is not a safe alternative to cigarettes	✓	C, CT	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C	
This product may cause cancer	✓	C, P, CT.	
New Ideas			
- This product will cause your tongue to fall off.		C, CT.	
- If you smoke this product you'll end up looking like Fidel Castro.		C	
- Cigars kill your sex drive.		C, CT, P.	
- This product contains aluminum.		C, CT, P.	X

~~smoke this~~ before you smoke this, nice see you
 Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT-P-C	X
This product is not a safe alternative to cigarettes	✓	P-C-CT	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		P-C	X
This product may cause cancer	✓	C-P-CT	
New Ideas			
IF YOU PUFF YOU DIE			
THIS WILL KILL YOU IN THE LONG RUN OR IT MAY NOT			
WOULDN'T YOU LIKE TO BE AROUND FOR YOUR GRANDCHILDREN.			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes ✓

Chewing tobacco ONCE A YEAR

TORONTO
THURSDAY, 8PM
35 TO 50 YEAR OLD CIGAR AND PIPE SMOKERS

PRODUCT WARNING LABELS

Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer		CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	X
Smokeless tobacco can cause health problems.		C	
This product is as dangerous as cigarettes if inhaled.	✓	C	
This product may cause cancer	✓	C	X
New Ideas			
Smoking will kill you.			
Smoking can cause serious health problems.			
You are going to die?			
Symbols.			
Bigger, colorful writing			
Life is as short as these cigarettes.			

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____

Pipes _____

Chewing tobacco _____

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Warning Label	Is currently on products (✓ all that apply)	This warning label is best used for... C= Cigars P= Pipes CT= Chewing tobacco (indicate all that apply)	The TWO I would choose as most effective (put an X by TWO)
This product can cause mouth cancer	✓	CT, C, P	3
This product is not a safe alternative to cigarettes	✓	CT, P, C	X
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.	✓	C, P	X
This product may cause cancer	✓	CT, P, C	

New Ideas

Poison symbol. (Skull and cross bones.)

Biohazard symbol.

Bigger, more noticeable, writing (brighter, colourful)

You are going to die.

You are killing yourself.

Danger! Danger!

Picture of Person smiling with heavily stained teeth

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

Pipes

Chewing tobacco

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This product can cause mouth cancer	✓	P P CT	X
This product is not a safe alternative to cigarettes	✓	C	X
Smokeless tobacco can cause health problems.	✓	C	
This product is as dangerous as cigarettes if inhaled.		C	
This product may cause cancer	✓	C, CT, P	X
New Ideas			
You will die if inhaled		C, CT, P	
Reason This will kill you		C, P, CT	
Danger			
Do you really want to die		C, P	
Skull & cross bone		C, P, CT	3
You have 2 years less to live		C, P	X X
Danger		C, P, CT	

☒ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

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This product can cause mouth cancer	✓		
This product is not a safe alternative to cigarettes		C	
Smokeless tobacco can cause health problems.	✓		
This product is as dangerous as cigarettes if inhaled.	✓		
This product may cause cancer	✓		
New Ideas			
Death relating symbols.		C, P, CT	X
going to die.		C, P, CT	X
Life is short as these cigarettes		C, P, CT	
Do you want to die?		C, P, CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____

Pipes _____

Chewing tobacco _____

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This product can cause mouth cancer	✓	CT	X
This product is not a safe alternative to cigarettes	✓	C	
Smokeless tobacco can cause health problems.	✓	C	
This product is as dangerous as cigarettes if inhaled.	✓	C	X
This product may cause cancer	✓	C & P	
New Ideas			
YOU ARE GOING TO DIE		C & P & CT	
PICTURE OF SOME OLD GUY		C & P & CT	
MIRROR ON THE BACK ^{PACK}		C & P & CT	
SKULL AND CROSS SYMBOL		C & P & CT	X X

MOST EFFECTIVE SYMBOLS BY FAR BECAUSE PICTURES OBVIOUSLY ARE
 Which of these do you smoke/ use..... (✓ All that apply)
 Cigars? ✓
 Pipes
 Chewing tobacco

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This product can cause mouth cancer		C and ct	X
This product is not a safe alternative to cigarettes		C, CT, P	
Smokeless tobacco can cause health problems.	✓	ct	
This product is as dangerous as cigarettes if inhaled.		C	
This product may cause cancer	✓	C, ct, P	X
New Ideas			
Your going to die			
You just bought ^{a pack of} 2 years less to live			
You have 2 years less to live			
Dead People with deformities			
examples of lungs that have cancer			
Pictures of damaged lungs			
Skull and cross bones symbol			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____

Pipes _____

Chewing tobacco _____

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This product can cause mouth cancer	✓		
This product is not a safe alternative to cigarettes	✓		
Smokeless tobacco can cause health problems.	✓		
This product is as dangerous as cigarettes if inhaled.	✓		
This product may cause cancer	✓		
New Ideas			
		C P CT	X
We will kill you!		C P	
Do you want to die?		C P	X
Picture of person smiling with stained teeth		CT C P	3
Biohazard Symbol		CT CP	
Life is so short as these cigarettes.			

 Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

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This product can cause mouth cancer	✓	C, P, CT	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.	✓	C, P, CT	
This product is as dangerous as cigarettes if inhaled.	✓	C, P,	X
This product may cause cancer	✓	C, P, CT	X
New Ideas			
It can stain your teeth	CT		
You are going to die	C, P, CT		
Danger	C, P, CT		
Skull and cross bones	C, P, CT		
This can kill you	C, P, CT		
Bigger colourful writing	C, P, CT		

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

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This product can cause mouth cancer	✓	CT, P	
This product is not a safe alternative to cigarettes	✓	C, P, CT	
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.			
This product may cause cancer	✓	C	
New Ideas			
symbols (skull & cross bones)		C, P, CT	① X
"Life is as short as this cigarette"		C	
Puff and die		P	
You are going to die		C, P, CT	② X
Danger		C, P, CT	
A picture of a person with heavily stained teeth		CT	③

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? _____

Pipes _____

Chewing tobacco _____

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This product can cause mouth cancer			
This product is not a safe alternative to cigarettes		P	
Smokeless tobacco can cause health problems.	✓		
This product is as dangerous as cigarettes if inhaled.	✓		
This product may cause cancer	✓		
New Ideas			
you are Going TO DIE	C		
SKULL & CROSS SYMBOL	C		① X
Biohazard Symbol	C		② X
Danger	C		

☞ Which of these do you smoke/ use.....

(✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

TORONTO
THURSDAY, 6PM
15 TO 19 YEAR OLD CIGAR AND PIPE SMOKERS

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This product can cause mouth cancer		C	X
This product is not a safe alternative to cigarettes		P	
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C	
This product may cause cancer			X
New Ideas			
This product is dangerous if inhaled		C, P, CT	
SMOKING TOBACCO CAN BE DANGEROUS		C, P, CT	X
WARNING - CANCER CRUSING AGENTS		C, P, CT	
DO NOT INHALE		C, P, CT	X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes

Chewing tobacco

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This product can cause mouth cancer	✓	✓	
This product is not a safe alternative to cigarettes	✓		
Smokeless tobacco can cause health problems.	✓		
This product is as dangerous as cigarettes if inhaled.			
This product may cause cancer	✓		
New Ideas			
THIS PRODUCT COULD BE		C P CT	X
FATAL IF TAKEN		" " "	
DEATH MAY OCCUR		" " "	X
IF TAKEN Regularly often		" " "	
THERE IS A GOOD		" " "	
CHANCE (DANGER) WILL		" " "	
OCCUR IF TAKEN.		" " "	

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

✓

Chewing tobacco

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This product can cause mouth cancer		CT	X
This product is not a safe alternative to cigarettes		CT - C - P	
Smokeless tobacco can cause health problems.	✓	CT	
This product is as dangerous as cigarettes if inhaled.	✓	C - P	X
This product may cause cancer	✓	C - P - CT	
New Ideas			
THIS PRODUCT IS JUST AS DANGEROUS AS CIGARETTES		CT - P - C	
THIS PRODUCT MAY PROVE FATAL		C - P	X
SMOKELESS TOBACCO MAY ALSO CAUSE CANCER		CT	
WARNING - CANCER CAUSING AGENTS		CT - P - C	X

☐ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes ✓

Chewing tobacco

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This product can cause mouth cancer		P	X X
This product is not a safe alternative to cigarettes		P C	
Smokeless tobacco can cause health problems.		C T	
This product is as dangerous as cigarettes if inhaled.		C	
This product may cause cancer		P C CT	
New Ideas			
This product is			
dangerous to your health			
causing			
Cancer causing agents			X X
Do not inhale			
Tobacco can be hazardous to your health			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes ✓

Chewing tobacco

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This product can cause mouth cancer		P C T	
This product is not a safe alternative to cigarettes		C P C T	X
Smokeless tobacco can cause health problems.		C P C T	
This product is as dangerous as cigarettes if inhaled.		C P C T	
This product may cause cancer		C P C T	X
New Ideas			
Non Smoking is best			
This does the same damage as cigarettes			
Warning - Cancer Causing agents			X

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars?

✓

Pipes

Chewing tobacco

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This product can cause mouth cancer		?	
This product is not a safe alternative to cigarettes		C/P	X
Smokeless tobacco can cause health problems.		CT	
This product is as dangerous as cigarettes if inhaled.		C/P	X
This product may cause cancer		?	
New Ideas			
This product can be as dangerous as cigarettes			
WARNING - CANCER CAUSING AGENTS			

☞ Which of these do you smoke/ use..... (✓ All that apply)

Cigars? ✓

Pipes ✓

Chewing tobacco