

ENVIRONICS RESEARCH GROUP

FINAL REPORT

Testing of Mock-ups of Health Warning Messages and Warning Notices on Tobacco Product Advertisements for Smokeless Tobacco

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ENVIRONICS
RESEARCH GROUP

33 Bloor St East

Suite 1020

Toronto, ON M4W 3H1

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EXECUTIVE SUMMARY

Introduction

Health Canada's Tobacco Control Programme has undertaken the development of new health warning messages for possible display on tobacco product packages, and new warning notice concepts to accompany tobacco product advertisements.

For this study, 10 mock-ups of health warning messages (HWMs), and five English and five French mock-ups of warning notices on ads were developed for smokeless tobacco. Health Canada retained Environics Research Group Limited to test and assess these HWMs and warning notices in focus group research, with regard to their potential in being effective, noticeable, understood, informative, credible and relevant.

Focus groups were conducted with smokeless tobacco users and potential users, with users defined as someone aged 16 or over who has used a smokeless tobacco product in the past 30 days, and potential users defined as current cigarette smokers or users of tobacco products other than cigarettes. A total of 28 focus group sessions were held, including 24 in English in Alberta, Saskatchewan and Ontario, consisting of 12 groups with smokeless tobacco users and 12 with potential users. Four focus groups were held in French in Quebec, all with potential users.

The 10 HWMs were divided into two sets of five messages (B and C). Each focus group session reviewed one set of five HWMs (B or C) and the one set of five warning notices (A). The two sets of HWMs were rotated so that each set was tested in 14 of the 28 sessions. As well, the order of presentation of the HWMs and warning notices was systematically rotated from session to session.

The HWMs (B and C) tested are as follows.

SET B	English Headline	French Headline
ST- 3	You're chewing your way to tooth decay	À force de mâcher, vos dents vont se détériorer.
ST-7	This product can cause heart attacks	Ce produit peut causer des crises cardiaques.
ST-8	"I always thought smokeless tobacco	«J'ai toujours cru que le tabac sans fumée

	was a safe alternative to cigarettes”	était un substitut sécuritaire à la cigarette.»
ST-13	This product contains cancer-causing chemicals	Ce produit contient des produits chimiques cancérigènes.
ST-14-2	Smokeless doesn't mean harmless: This product is highly addictive	Sans fumée ne signifie pas sans danger : ce produit peut créer une forte dépendance.

SET C	English Headline	French Headline
ST-9	This product causes mouth disease	Ce produit cause des maladies de la bouche.
ST-10	You may not see any smoke, but you see the damage	Il n'y a peut-être pas de fumée, mais les dommages sont bien visibles.
ST-12	This product may be smokeless, but it's not harmless	Ce produit est peut-être sans fumée, mais il n'est pas sans danger.
ST-14-1	Don't get trapped. Smokeless tobacco is addictive	Ne vous laissez pas piéger. Ce produit entraîne une dépendance.
ST-15	This product can cause heart attacks	Ce produit peut provoquer une crise cardiaque.

The warning notices (A) are as follows.

Set A	English Smokeless Notices
Q1	Choose not to chew
H1	Smokeless doesn't mean harmless
Q2	Chewing tobacco spitting your health away
H2	Can cause mouth cancer. There's something to chew on!
H3	Any way you use it, it's still dangerous

Set A	French Smokeless Notices
H4	La chique n'est pas chic, elle est mortelle (Chew is not chic, it's deadly)
H5	Le tabac tue sous toutes ses formes (Whatever the format, tobacco kills)

Q3	Pourquoi cracher sa santé en l'air ? (Why spit away your health?)
Q4	Même sans fumée, vous brûlez votre santé (Even without smoke you are burning your health)
H6	Un aller simple pour le cancer de la bouche (A one-way ticket to mouth cancer)

The focus group testing included written exercises and group discussion. Participants completed a recall exercise with written responses, followed by a structured questionnaire assessing each mock-up and choosing the top two, and finally a group discussion.

Summary of Findings

The key findings of the research on the English warning notices are:

- Spontaneous recall of warning notices (actual phrases or general meaning) was high among all segments.
- Certain phrases/words from the notices stood out in participants' memories: *cancer*, *spit* or *spitting*, *chew* or *chewing*, *chew on that*, *something to chew on*, and *dangerous*.
- Notices with the strongest overall recall in the written recall exercise were Q2 and H2.
- In the written evaluation, H2 was highest rated overall on all four dimensions: clarity, motivational impact (motivating them to quit or reduce tobacco use or deterring them from starting) and memorability.
- The top two choices in the written exercise were H2 followed by H1.
- Q1 (*Choose not to chew*) received mixed opinions; some found it catchy, but others thought it was weak. Some appreciated the message of empowerment and recognition of personal choice, but others were reminded of "just say no" anti-drug campaigns, which were felt not to be effective.
- H1 (*Smokeless doesn't mean harmless*) was well received and viewed as believable and informative, although some felt it lacked impact.
- Q2 (*Chewing tobacco spitting your health away*) was felt to have a powerful impact due to the visual imagery it provoked, and potential users tended to see it as highly effective. Users were less enthusiastic and tended to divert discussion to the mechanics of spitting.
- H2 (*Can cause mouth cancer. There's something to chew on!*) was seen as believable and memorable and evoked a strong sensory impression. The word *cancer* was seen as

- powerful although some denounced it as “scare tactics.” Many appreciated the multiple levels of meaning and the tone, which was perceived as ironic or slightly sarcastic.
- H3 (*Any way you use it, it's still dangerous*) received mixed opinions. Some found it informative and believable, but others found it vague or argued that smokeless tobacco products really are safer. Most found that the word *dangerous* stood out but that the rest of the notice had limited impact.
 - The tone of the messages was seen as important. Participants did not appreciate perceived lecturing or judgemental messages. Many found a touch of humour to be effective and memorable, but others felt warning notices should be serious and discuss the consequences of using smokeless tobacco.
 - Suggested approaches for warning notices: list specific serious health consequences; use facts and statistics; appeal to financial costs; appeal to concern for children; stress addictiveness; emphasize “disgusting” aspects of smokeless tobacco use.

The key findings of the research on the French warning notices are:

- In the recall exercise, the vast majority of participants in all groups made at least some mention of the warning notices.
- Certain phrases/words from the notices seemed to stand out: *cancer, tue, la chique, cancer de la bouche, (meme) sans fumée, cracher en l'air*, and *un aller simple*.
- Spontaneous recall was similar for four of the notices: H4, H5, Q3 and H6. Q4 appeared to generate less recall.
- In the written evaluation, the warning notices H5 and H6 were rated highly on clarity, believability, motivational impact and memorability. H4 was rated lowest on all four attributes.
- The top two choices in the written exercise were H6 followed by H5.
- H6 (*Un aller simple pour le cancer de la bouche*) was seen as delivering a strong impact due to the “one-way ticket” image and the reference to mouth cancer, which was seen as particularly associated with chewing tobacco.
- H5 (*Le tabac tue sous toutes ses formes*) was seen as powerful, direct and believable, although some noted that it lacked specifics and did not offer new information. Some linked this notice to second-hand smoke as well as (or instead of) chewing tobacco.
- Q3 (*Pourquoi cracher sa santé en l'air ?*) created a strong and for most highly unpleasant visual image of spitting tobacco juice. Some also associated this notice with an image of coughing up phlegm when one has a cold or bronchitis.

- Q4 (*Même sans fumée, vous brûlez votre santé*) was viewed as believable and informative but not particularly memorable. Some thought it might deter smokers from switching to smokeless products.
- H4 (*La chique n'est pas chic, elle est mortelle*) was seen as catchy, memorable and youth-oriented, with a humorous beginning and a stark and pointed conclusion. There were some language issues: some did not understand the expression *la chique* and others felt *chic* was not culturally appropriate.
- Participants felt that notices should focus on specific negative consequences, and that to be most effective, these should appear to be obviously linked to smokeless tobacco rather than smoking.
- Participants felt that warning notices should focus on “repulsive” aspects of smokeless tobacco use, such as spitting.

The key findings of the research on the health warning messages are:

- Almost all participants spontaneously recalled specific details about at least one health warning message, and usually more than one. In some cases, the visual image was the most clearly recalled part of the health warning message, while in other cases, the headline or some information from the text had a strong impact.
- Health warning messages that presented images of people – and particularly people’s faces in full or in part – were recalled more often and in greater detail. Some participants were particularly affected by such images to the point that this was the major, or only, element that they mentioned.
- Many indicated that the images were a significant element in drawing them into reading the text of the HWMs, and that they would have less impact without the visual component.
- The messages appeared to have a strong initial effect on many. Many potential users said the information was enough to keep them from considering starting to use smokeless tobacco.
- ST-10, ST-12 and ST-13 were evaluated most positively in terms of their ability to catch the attention of the viewer. ST-12 and ST-13 ranked high on clarity, believability, and ability to inform.
- Despite receiving relatively low ratings on three dimensions, ST-8 received the most mentions as a top two choice.
- ST-3 (*You’re chewing your way to tooth decay*) had a strong impact on many, who called the image “gross” and found the text highly informative. Despite the powerful appeal to

vanity and pride in appearance, some felt the image was over-used and hence less effective. Francophones were less affected by this message than anglophones.

- ST-7 (*This product can cause heart attacks*) was seen as believable and informative, with an important message, but some thought this kind of graphic was too familiar. Others could not differentiate between the healthy and diseased heart.
- ST-8. (*I always thought smokeless tobacco was a safe alternative to cigarettes.*) was viewed as highly effective and having a very strong impact. The use of a real person made many connect personally with the message, see it as believable, and contemplate a similar consequence for themselves or someone they cared for who uses smokeless tobacco.
- ST-9 (*This product causes mouth disease*) evoked a mixed response. It was seen as powerful and eye-catching by those who perceived the image as depicting a potentially serious health problem, but weak by those who saw the image as showing something trivial such as a canker sore. Most agreed that it provided new and important information.
- ST-10 (*You may not see any smoke, but you see the damage*) provided a strong and disturbing visual impact which many, particularly potential users, felt could be a deterrent. The word *damage* was also seen as conveying a powerful message. Some however found the image too strong and a few questioned its reality.
- ST-12 (*This product may be smokeless, but it's not harmless*) had an emotional impact on participants both through the image and the personal details, which made the message stronger and more personalized.
- ST-13 (*This product contains cancer-causing chemicals*) was seen as powerful, direct factual and informative. The reference to “cancer-causing chemicals” was particularly memorable and meaningful to many.
- ST-14-1 (*Don't get trapped. Smokeless tobacco is addictive*) was considered to be clear, straightforward and realistic, but not particularly strong or powerful. Some appreciated the humour and the image of being “trapped” but felt it was insufficiently “scary.” Some felt the image quality was poor.
- ST-14-2 (*Smokeless doesn't mean harmless: this product is highly addictive*) lacked visual impact and was described as plain and boring despite being informative and believable with an important message.
- ST-15 (*This product can cause heart attacks*) received a mixed response. Some found it powerful, but others thought the graphic was cluttered and confusing. Most saw this as informative but not personalized and lacking in impact.
- Many felt that the messages that showed physical disfigurement, and particularly facial damage, had the strongest impact, because the image of a face creates the sense of being a real person.

- In terms of the physical placement of health warning messages on smokeless tobacco packaging, there were repeated concerns, especially by older participants, about the size of the messages, and especially the text, which they thought could be too small to be clearly visible and legible.
- One suggestion in a number of groups across the country was the idea of creating a series of HWMs to be placed on all tobacco products consisting of the picture of a real person disfigured as the result of disease related to tobacco product consumption, accompanied by the person's name, their medical condition and history of tobacco use.

Other findings and observations:

- While spontaneous mentions in the initial written exercise were low, most participants were able to identify Health Canada as the sponsor of the HWMs and warning notices when prompted, and at least some in each session recalled something about the gosmokefree.ca or the infotobacco.com websites, or the Quitline.
- Both English-speaking and French-speaking participants provided mixed opinions on whether the warning notices or the ads on which they appeared drew first attention, but most agreed that they did look at both when they were shown the concept boards. Some felt that which is seen first would depend on the design of the ad.
- A number of participants, particularly in the western provinces, suggested that they have been over-exposed to warning notices, health warning messages and other tobacco control messages, and a small but vocal group of primarily users but also including potential users, both anglophone and francophone, consistently offered resistance to the warnings and messages.

To obtain a PDF version of the complete report (available in English only), please contact the Tobacco Control Programme:

Mail:

Tobacco Control Programme, Health Canada
P.L. 3507A1
Ottawa, Ontario
Canada
K1A 0K9

Telephone:

1-866-318-1116

Fax:

(613) 954-2284

E-mail:

TCP-PLT-questions@hc-sc.gc.ca

RÉSUMÉ

Introduction

Le Programme de la lutte au tabagisme a entrepris l'élaboration de nouveaux messages d'avertissement concernant la santé qui pourraient être affichés sur les emballages de produits du tabac, ainsi que de nouveaux concepts de mises en garde qui accompagneraient la publicité sur les produits du tabac.

Aux fins de cette étude, 10 maquettes des messages d'avertissement concernant la santé, ainsi que cinq mises en garde sur des publicités en anglais et cinq en français ont été élaborées pour les produits du tabac sans fumée. Santé Canada a retenu les services d'Environics Research Group Limited pour mettre à l'épreuve et évaluer ces messages et ces mises en garde au cours de séances de groupes de discussion portant sur la mesure dans laquelle ils pourraient être efficaces, visibles, compris, instructifs, crédibles et pertinents. # ?

Des séances de groupes de discussion ont été réalisées avec des utilisateurs et des utilisateurs potentiels de tabac sans fumée; les utilisateurs se définissent comme étant des individus âgés de 16 ans ou plus qui ont utilisé un produit du tabac sans fumée au cours des 30 derniers jours, tandis que les utilisateurs potentiels se définissent comme étant des individus qui fument la cigarette présentement ou qui utilisent des produits du tabac autres que la cigarette. Un total de 28 séances de groupes de discussion ont eu lieu, comprenant 24 groupes en anglais en Alberta, en Saskatchewan et en Ontario, répartis en 12 groupes d'utilisateurs de tabac sans fumée et 12 groupes d'utilisateurs potentiels. Quatre séances de discussion se sont déroulées en français au Québec, toutes avec des utilisateurs potentiels.

Les 10 messages d'avertissement concernant la santé ont été répartis en deux séries de cinq messages (B et C). Chaque séance de discussion a examiné une série de cinq messages (B ou C) et la série des cinq mises en garde (A). Les deux séries de messages ont été choisies en rotation, afin que chaque série soit examinée dans 14 des 28 séances. De surcroît, l'ordre de présentation des messages et des mises en garde a fait l'objet d'une rotation systématique d'une séance à l'autre.

Les messages d'avertissement concernant la santé (B et C) examinés sont les suivants.

SÉRIE B	Titre en anglais	Titre en français
ST- 3	You're chewing your way to tooth decay	À force de mâcher, vos dents vont se détériorer.
ST-7	This product can cause heart attacks	Ce produit peut causer des crises cardiaques.
ST-8	"I always thought smokeless tobacco was a safe alternative to cigarettes"	« J'ai toujours cru que le tabac sans fumée était un substitut sécuritaire à la cigarette. »
ST-13	This product contains cancer-causing chemicals	Ce produit contient des produits chimiques cancérigènes.
ST-14-2	Smokeless doesn't mean harmless: This product is highly addictive	Sans fumée ne signifie pas sans danger : ce produit peut créer une forte dépendance.

SÉRIE C	Titre en anglais	Titre en français
ST-9	This product causes mouth disease	Ce produit cause des maladies de la bouche.
ST-10	You may not see any smoke, but you see the damage	Il n'y a peut-être pas de fumée, mais les dommages sont bien visibles.
ST-12	This product may be smokeless, but it's not harmless	Ce produit est peut-être sans fumée, mais il n'est pas sans danger.
ST-14-1	Don't get trapped. Smokeless tobacco is addictive	Ne vous laissez pas piéger. Ce produit entraîne une dépendance.
ST-15	This product can cause heart attacks	Ce produit peut provoquer une crise cardiaque.

Les mises en garde (A) sont les suivantes.

Série A	Mises en garde sur le tabac sans fumée en anglais
Q1	Choose not to chew [<i>Choisissez de ne pas mâcher</i>]
H1	Smokeless doesn't mean harmless [<i>Sans fumée ne veut pas dire sans danger</i>]

Q2	Chewing tobacco spitting your health away [<i>Mâcher du tabac, c'est cracher sa santé en l'air</i>]
H2	Can cause mouth cancer. There's something to chew on! [<i>Peut causer le cancer de la bouche. De quoi vous faire ruminer !</i>]
H3	Any way you use it, it's still dangerous [<i>Peu importe la façon de l'utiliser, c'est toujours dangereux</i>]

Série A	Mises en garde sur le tabac sans fumée en français
H4	La chique n'est pas chic, elle est mortelle [<i>Chew is not chic, it's deadly</i>]
H5	Le tabac tue sous toutes ses formes [<i>Whatever the format, tobacco kills</i>]
Q3	Pourquoi cracher sa santé en l'air ? [<i>Why spit away your health?</i>]
Q4	Même sans fumée, vous brûlez votre santé [<i>Even without smoke you are burning your health</i>]
H6	Un aller simple pour le cancer de la bouche [<i>A one-way ticket to mouth cancer</i>]

L'examen en séance de groupe de discussion comprenait des exercices écrit et une discussion de groupe. Les participants ont complété un exercice de rappel avec des réponses par écrit, suivi d'un questionnaire structuré évaluant chaque maquette et choisissant les deux premières et, enfin, une discussion de groupe.

Résumé des résultats

Les résultats clés de la recherche sur les mises en garde en anglais sont les suivants :

- Le rappel spontané des mises en garde (les véritables expressions ou le sens en général) a été élevé au sein de tous les segments.
- Certaines expressions provenant de ces mises en garde ont fait saillie dans la mémoire des participants : *cancer*, *spit* ou *spitting*, *chew* ou *chewing*, *chew on that*, *something to chew on*, ainsi que *dangerous*.
- Les mises en garde ayant généralement suscité le plus fort rappel dans l'exercice de rappel par écrit ont été Q2 et H2.
- Dans l'évaluation écrite, H2 a reçu les cotes les plus élevées dans l'ensemble pour les quatre dimensions étudiées : clarté, incidence sur la motivation (motiver à cesser ou à réduire la consommation de tabac ou, encore, dissuader de commencer) et mémorabilité.

- Les deux premiers choix notés dans l'exercice écrit ont été H2 suivi de H1.
- Q1 (*Choose not to chew*) a suscité des opinions mitigées; certains l'ont trouvé accrocheur, mais d'autres l'ont trouvé faible. Certains ont apprécié le message renforcement de l'autonomie et la reconnaissance du choix individuel, mais d'autres se sont rappelé les campagnes antidrogues du type « dites tout simplement non, » qu'ils ont jugées non efficaces.
- H1 (*Smokeless doesn't mean harmless*) a été bien accueilli et perçu comme étant crédible et instructif, quoique certains ont jugé qu'il manquait d'impact.
- Q2 (*Chewing tobacco spitting your health away*) a été perçu comme ayant un impact puissant en raison de l'image visuelle qu'il provoque, les utilisateurs ont plutôt eu tendance à le juger comme étant très efficace. Les utilisateurs ont été moins enthousiastes et ont eu tendance à détourner la discussion sur la mécanique de l'action de cracher.
- H2 (*Can cause mouth cancer. There's something to chew on!*) a été jugé crédible et mémorable et a évoqué une forte impression sensorielle. Le mot *cancer* a été vu comme puissant, et ce, même si certains l'ont dénoncé comme un mot destiné à engendrer la peur. Un grand nombre de participants ont apprécié les divers sens possibles et le ton utilisé qui a été perçu comme étant ironique ou légèrement sarcastique.
- H3 (*Any way you use it, it's still dangerous*) a suscité des opinions mitigées. Certains l'ont jugé instructif et crédible, mais d'autres l'ont trouvé vague ou ont soutenu que les produits du tabac sans fumée sont vraiment plus sécuritaires. La plupart ont jugé que le mot *dangerous* ressortait bien, mais que le reste de la mise en garde avait peu d'incidence.
- Le ton des mises en garde a été perçu comme étant important. Les participants n'ont pas apprécié des messages qui leur donnaient l'impression de se faire sermonner ou juger. Un grand nombre de participants ont trouvé qu'une touche d'humour était efficace et mémorable, mais d'autres étaient d'avis que les mises en garde doivent être sérieuses et discuter des conséquences de l'utilisation du tabac sans fumée.
- Les approches suggérées pour les mises en garde : donner la liste des conséquences graves pour la santé; présenter des faits et des statistiques; évoquer les coûts financiers; évoquer des préoccupations à l'égard des enfants; insister sur la dépendance; souligner les aspects « dégoûtants » de l'utilisation du tabac sans fumée.

Les résultats clés de la recherche sur les mises en garde en français sont les suivants :

- Dans l'exercice de rappel, la vaste majorité des participants dans tous les groupes ont au moins fait quelques mentions des mises en garde.

- Certaines expressions provenant de ces mises en garde ont fait saillie : *cancer, tue, la chique, cancer de la bouche, (même) sans fumée, cracher en l'air et un aller simple*.
- Le rappel spontané a été semblable pour quatre mises en garde : H4, H5, Q3 et H6. Q4 a semblé susciter moins de rappel.
- Dans l'évaluation écrite, les mises en garde H5 et H6 ont reçu des cotes élevées pour la clarté, la crédibilité, l'impact motivationnel et la mémorabilité. H4 a été coté le plus faiblement pour ces quatre aspects.
- Les deux premiers choix notés dans l'exercice écrit ont été H6 suivi de H5.
- H6 (*Un aller simple pour le cancer de la bouche*) a été perçu comme ayant beaucoup d'impact en raison de l'image d'un « aller simple » et de la référence au cancer de la bouche, ce qui a été vu comme étant tout particulièrement associé au tabac à chiquer.
- H5 (*Le tabac tue sous toutes ses formes*) a été perçu comme étant un message puissant, direct et crédible, bien que certains aient noté qu'il manquait de précisions et ne donnait pas de renseignements. Certains ont établi un lien entre cette mise en garde et la fumée secondaire, en plus du (ou à la place du) lien avec le tabac à chiquer.
- Q3 (*Pourquoi cracher sa santé en l'air ?*) a créé chez les participants une image forte et, pour la plupart d'entre eux, déplaisante, soit celle de cracher du jus de tabac. Certains ont aussi associé cette mise en garde à l'image d'une toux accompagnée de mucosités lorsque quelqu'un a un rhume ou une bronchite.
- Q4 (*Même sans fumée, vous brûlez votre santé*) a été perçu comme étant crédible et instructif mais pas particulièrement mémorable. Certains ont pensé qu'il pourrait dissuader les fumeurs d'adopter les produits sans fumée.
- H4 (*La chique n'est pas chic, elle est mortelle*) a été jugé accrocheur, mémorable et orienté vers les jeunes, avec un début humoristique et une conclusion sèche et pointue. Il y a eu quelques problèmes de langue : certains n'ont pas compris l'expression *la chique* et d'autres ont été d'avis que *chic* n'était pas approprié au plan culturel.
- Les participants ont été d'avis que les mises en garde doivent être centrées sur des conséquences négatives précises et que, pour être le plus efficace, elles doivent visiblement sembler se rapporter au tabac sans fumée plutôt qu'au tabagisme en général.
- Les participants ont été d'avis que les mises en garde doivent être centrées sur les aspects « répugnants » de l'utilisation du tabac sans fumée, notamment le fait de cracher.

Les résultats clés de la recherche sur les messages d'avertissement concernant la santé sont les suivants :

- Presque tous les participants se sont spontanément rappelé de détails précis au sujet d'au moins un message d'avertissement concernant la santé, habituellement plus d'un. Dans certains cas, l'image visuelle a été l'élément suscitant le plus fort rappel dans le message, mais dans d'autres cas, la ligne d'appel ou certains renseignements contenus dans le texte ont eu beaucoup d'impact.
- Les messages d'avertissement concernant la santé qui présentaient des images de personnes – en particulier des visages humains en totalité ou en partie – ont suscité plus souvent le rappel et, de surcroît, un rappel plus détaillé. Certains participants ont été tout particulièrement touchés par ces images, au point où cet aspect a été le principal ou le seul élément qu'ils ont mentionné.
- Un grand nombre de participants ont indiqué que les images constituaient un facteur important pour les inciter à lire le texte du message et que ces derniers auraient moins d'impact sans leur composante visuelle.
- Les messages ont semblé avoir un effet initial fort sur un grand nombre de participants. Un grand nombre d'utilisateurs potentiels ont affirmé que cela avait suffi pour les dissuader d'envisager l'utilisation du tabac sans fumée.
- ST-10, ST-12 et ST-13 ont été évalués le plus positivement en termes d'être capables de capter l'attention du lecteur. ST-12 et ST-13 ont reçu des cotes élevées pour la clarté, la crédibilité et la capacité d'informer.
- Malgré le fait de recevoir des cotes relativement faibles pour trois dimensions, ST-8 a reçu le plus grand nombre de mentions à titre de deuxième choix.
- ST-3 (*À force de mâcher, vos dents vont se détériorer*) a eu une forte incidence sur un grand nombre de participants qui ont décrit l'image comme étant « dégoûtante » et qui ont trouvé le texte très instructif. Malgré cette allusion puissante à la vanité et à la fierté de son apparence, certains ont été d'avis qu'on abusait de cette image, ce qui réduisait son efficacité. Les francophones ont été moins sensibles à ce message que les anglophones.
- ST-7 (*Ce produit peut causer des crises cardiaques*) a été perçu comme étant crédible et instructif, avec un message important, mais certains ont jugé que ce type d'éléments graphiques leur est devenu trop familier. D'autres ne pouvaient pas différencier le cœur sain du cœur malade.
- ST-8. (*J'ai toujours cru que le tabac sans fumée était un substitut sécuritaire à la cigarette.*) a été perçu comme étant très efficace et comme ayant un impact fort. L'utilisation d'une personne véritable en a aidé un grand nombre à s'identifier personnellement avec le message, à le voir comme étant crédible et à envisager une conséquence semblable pour eux-mêmes ou pour une personne qui leur est chère et qui utilise du tabac sans fumée.

- ST-9 (*Ce produit cause des maladies de la bouche*) a évoqué des réactions mitigées. Il a été perçu comme étant puissant et accrocheur par ceux qui ont vu une image décrivant la possibilité d'un problème de santé grave, mais comme étant faible par ceux qui ont plutôt vu une image décrivant quelque chose d'aussi banal qu'un ulcère de la bouche. La plupart ont été d'accord pour dire qu'il apportait de l'information nouvelle et importante.
- ST-10 (*Il n'y a peut-être pas de fumée, mais les dommages sont bien visibles*) a eu un impact visuel fort et dérangeant qui selon un grand nombre de participants, en particulier des utilisateurs potentiels, pouvait être un facteur dissuasif. Le mot *dommages* a aussi été perçu comme apportant un message puissant. Certains ont toutefois trouvé l'image trop forte et quelques-uns ont remis en question son authenticité.
- ST-12 (*Ce produit est peut-être sans fumée, mais il n'est pas sans danger*) a eu une incidence affective sur les participants, à la fois par le truchement de l'image et par les détails personnels qui venaient renforcer et personnaliser le message.
- ST-13 (*Ce produit contient des produits chimiques cancérigènes*) a été jugé comme étant puissant, direct, factuel et instructif. L'allusion aux « produits chimiques cancérigènes » a été particulièrement mémorable et éloquente pour un grand nombre de participants.
- ST-14-1 (*Ne vous laissez pas piéger. Ce produit entraîne une dépendance*) a été jugé à la fois clair, sans détour et réaliste, mais pas particulièrement fort ou puissant. Certains ont apprécié l'humour et l'image d'être « piégé, » mais ils étaient d'avis qu'il n'était pas assez « effrayant. » Certains ont été d'avis que la qualité de l'image laissait à désirer.
- ST-14-2 (*Sans fumée ne signifie pas sans danger : ce produit peut créer une forte dépendance*) manquait d'impact visuel et a été décrit comme étant ordinaire et ennuyeux même s'il était instructif et crédible avec un message important.
- ST-15 (*Ce produit peut provoquer une crise cardiaque*) a suscité des réactions mitigées. Certains l'ont trouvé puissant, mais d'autres ont pensé que la composante graphique était encombrée et prêtait à confusion. La plupart l'ont jugé instructif, mais non personnalisé et manquant d'impact.
- Un grand nombre de participants ont été d'avis que les messages illustrant des défigurements (préjudices esthétiques), en particulier des effets sur le visage, avaient le plus d'impact, parce que l'image d'un visage donne l'impression qu'il s'agit d'une personne véritable.
- En termes de placement des messages d'avertissement concernant la santé sur les emballages de produits du tabac sans fumée, des préoccupations ont été répétées maintes fois, en particulier par des participants plus âgés, au sujet de la taille des messages, en particulier du texte qui, selon eux, pourrait être trop petit pour être clairement visible et lisible.

- Une suggestion faite dans bon nombre de groupes au pays a été l'idée de créer une série de messages d'avertissement concernant la santé à placer sur tous les produits du tabac et comprenant l'image d'une personne véritable qui a été défigurée à la suite d'une maladie causée par la consommation d'un produit du tabac, accompagné du nom de la personne, de son état pathologique et de son historique d'utilisation du tabac.

Autres résultats et observations :

- Même si les mentions spontanées ont été faibles dans le premier exercice écrit, la plupart des participants ont été capables d'identifier Santé Canada comme étant le commanditaire des messages et des mises en garde quand on le leur a demandé en présentant des suggestions et au moins quelques-uns dans chaque séance se sont rappelé quelque chose à propos des sites Web vivezsansfumée.ca ou infotabac.com ou, encore, des lignes d'aide.
- Les participants d'expression anglaise et d'expression française ont émis des opinions mixtes quant à savoir si ce sont les mises en garde ou les annonces sur lesquelles elles figurent qui avaient d'abord attiré leur attention, mais la plupart ont été d'accord pour dire qu'ils avaient regardé les deux quand on leur a présenté les maquettes. Certains ont été d'avis que ce qui serait aperçu en premier dépendrait de la conception publicitaire.
- Bon nombre de participants, en particulier dans les provinces de l'Ouest, ont suggéré qu'ils ont été surexposés aux mises en garde, aux messages d'avertissement concernant la santé et à d'autres messages antitabac, alors qu'un petit groupe s'exprimant énergiquement et composé surtout d'utilisateurs, mais aussi d'utilisateurs potentiels, tant anglophones que francophones, a constamment offert une résistance aux mises en garde et aux messages.

Pour obtenir le rapport complet en format PDF (disponible en anglais seulement),
communiquez avec le Programme de la lutte au tabagisme :

Poste :

Programme de la lutte au tabagisme, Santé Canada
Indice de l'adresse : 3507A1
Ottawa (Ontario)
Canada
K1A 0K9

Téléphone :

1-866-318-1116

Télécopieur :

(613) 954-2284

Courriel :

TCP-PLT-questions@hc-sc.gc.ca

INTRODUCTION

Background

The *Tobacco Products Information Regulations* (TPIR), which became law on June 26, 2000, outline the current tobacco labelling requirements for tobacco products sold in Canada. The purpose of these labelling requirements is to enhance public awareness of the health hazards of using tobacco products. The TPIR require manufacturers and/or importers of tobacco products to ensure that every package or carton of cigarettes, tobacco sticks, cigarette tobacco, leaf tobacco, kreteks (clove and tobacco cigarettes), bidis (small tendu leaves hand-wrapped over tobacco), pipe tobacco, cigars, chewing tobacco and snuff display a prescribed health warning message (HWM).

Paragraph 33 (b) of the *Tobacco Act* authorizes the Governor in Council to make regulations “respecting the advertisement of tobacco products for the purposes of subsection 22(2).” These proposed regulations would require warning notices to be displayed on tobacco advertisements and on advertisements for accessories that display a tobacco product-related brand element. Tobacco advertising in Canada is minimal at this time.* Most of the advertising observed by Health Canada comes from tobacco retailers, particularly cigar stores. Typically, this advertising is found in magazines aimed at tourists or on websites and occasionally in bars.

Health warnings and other required tobacco product labels must be effective. Research shows that to be effective they must be noticeable, understood, informative, credible and relevant. The Tobacco Control Programme is also aware that many forms of communications have a limited time span of effectiveness and there is a potential for the current messages to wear out over time. With this in mind, the TCP is undertaking to renew the labelling requirements.

Accordingly, the TCP has awarded a contract to a graphic design firm to undertake the development and design of new health warning and health-related message concepts for

* Under the Tobacco Act, information advertising and brand-preference advertising are allowed for tobacco products, but only in publications mailed to named adults, in publications with an adult readership of not less than 85 percent or on signs in places where young persons are not permitted by law.

possible display on tobacco product packaging, and new warning notice concepts to accompany tobacco product advertisements. Health Canada plans to use the new health warnings, health-related messages and warning notices on advertisements when developing future labelling and promotion regulations for tobacco products, including smokeless tobacco (i.e. chewing tobacco, oral snuff, nasal snuff, etc.).

Stimulus Materials

For this study, a total of 10 mock-ups of new health warning messages (see appendix) were developed for smokeless tobacco. The health warning mock-ups are of a rectangular shape and measure approximately 10.5 cm by 4.5 cm. The basic layout consists of a picture or illustration on the left half and a textual component on the right half. The textual part includes the following:

- **Headline:** communicates the main message; presented in large font.
- **Sub-text:** provides additional information that supports/complements the headline.
- **Signature:** attributes the health warning to Health Canada.
- **Contact information:** provides a phone number and a website address for cessation help.

For this study, a total of five English and five French mock-ups of warning notices on advertisements (see appendix) were developed for smokeless tobacco. These mock-ups display a warning notice, in white text on a black background and black text on a white banner, positioned at the top of a mock ad for smokeless tobacco. The notice occupies 25 percent of the total surface area of the advertisement and includes the following:

- **Text:** communicates the main message; presented in large font.
- **Signature:** attributes the health warning to Health Canada.
- **Contact information:** provides a website address for cessation help.

Research Objective

Health Canada commissioned this study in order to test mock-ups of new health warning messages (HWM) and warning notices on tobacco product advertisements for smokeless

#1

tobacco. The ^{intention} purpose is to assess these HWMs and warning notices on advertisements as to their potential in being effective, noticeable, understood, informative, credible and relevant.

#2 The specific research objective is to ^{entrepreneur} undertake a qualitative ^{evaluation} assessment of the HWMs and warning notices with users and potential users of smokeless tobacco to determine if the concepts:

- are easily noticeable;
- are credible and relevant for the target audiences;
- are in plain language and easily understood (in the intended way) by the target audiences;
- appeal and are sensitive to the cultural and emotional sensitivities of the target audiences;
- are effective in informing and educating;
- have memorable impact in the minds of the target audiences.

EnviroNics Research Group Limited was retained by Health Canada to conduct the qualitative research.

Methods

TARGET AUDIENCES

Available evidence indicates that smokeless tobacco products are at times presented as a smoking cessation aid, a potential “harm-reduced” product, or as an alternative to smoking tobacco products. This may contribute to increasing the risk of users of other tobacco products taking up or switching to smokeless tobacco products. Therefore, the target audiences for this POR study include:

- Users: English speaking smokeless tobacco product users, predominantly male, aged 16 years and older; and,
- Potential Users: English and French speaking tobacco product users, male and female, aged 16 years and older.

For the purpose of this study, a smokeless tobacco product user is defined as someone aged 16 years and over, who has used a smokeless tobacco product in the past 30 days, as of the date of recruitment.

A tobacco product user is defined as someone aged 16 years and over who is either:

- a) A current cigarette smoker – daily smokers and non-daily smokers (also known as occasional smokers). Current smoker status is determined from the response to the question “At the present time, do you smoke every day, occasionally, or not at all?”
- b) A user of tobacco products other than cigarettes – someone who has used or smoked a tobacco product (such as cigars (including little cigars), pipe tobacco, leaf tobacco, tobacco sticks, bidis, kreteks, as well as smokeless tobacco) in the past 30 days, as of the date of recruitment.

According to the Wave 1, 2005 Canadian Tobacco Use Monitoring Survey (CTUMS), the prevalence of smokeless tobacco product users among the Canadian population is less than one percent. In order to reduce anticipated recruitment difficulties, smokeless tobacco participants were recruited from selected locations in Alberta, Saskatchewan and Ontario where the highest rates of smokeless tobacco product users are found. Given the extremely low prevalence of smokeless tobacco product users in Québec, the French versions of the HWMs and warning notices were tested only with potential users in that province.

RESEARCH DESIGN

The 10 HWMs were divided into two sets (B and C) of five messages. Each focus group reviewed one set of HWMs (B or C) plus the one set of five warning notices on advertisements (A). The order in which the set of HWMs (B or C) and the set of warning notices (A) were presented to each target audience was rotated systematically. In addition, the order of presentation of both the HWMs within each set (B and C) and the warning notices within its set (A) was rotated for each subsequent focus group. The tables below outline the rotation scheme.

Rotation Scheme: Alberta, Saskatchewan and Ontario	City 1 – Evening 1	City 1 – Evening 2	City 2 – Evening 1	City 2 – Evening 2
Session - <i>Users</i>	B & A	A & C	A & B	C & A
Session – <i>Potential Users</i>	A & C	B & A	C & A	A & B

Rotation Scheme: Québec	City 1 – Evening 1	City 2 – Evening 1
Session – <i>Potential Users</i>	B & A	C & A
Session – <i>Potential Users</i>	A & C	A & B

The structure of the focus group sessions included the following elements:

- Participants were shown the mock-ups of warning notices on advertisements or HWMs for approximately 2 minutes with no discussion and completed a recall exercise.
- Participants completed a structured questionnaire to obtain individual participant views and indicated their top two (2) warning notices/HWMs, prior to group discussions.
- Participants discussed the key qualities of each of the warning notices/HWMs.
- This process was then repeated with the other set of stimuli (warning notices or HWMs).

The discussion agenda of topics is appended to this report.

GROUP COMPOSITION

Twenty-eight (28) focus group sessions were conducted between January 29 and February 15 in eight locations. Twenty-four (24) of the 28 sessions were held in English in: Camrose, Alberta (4 sessions), Lethbridge Alberta, (4 sessions), Saskatoon, Saskatchewan (4 sessions), Regina, Saskatchewan (4 sessions), Sudbury, Ontario (4 sessions), Waterloo, Ontario (4 sessions). In each of these locations, two sessions were conducted with users, and two sessions were conducted with potential users, over two evenings. One session with users and one with potential users were held back-to-back each evening, with the user session being held first one evening, and the potential user session being held first the other evening.

Four (4) sessions in French were conducted with potential users only in Québec City, PQ (2 sessions) and Outaouais, PQ (2 sessions). Participants for the Outaouais groups were recruited from Quebec but the sessions were held in an Ottawa facility.

Ten participants per group were recruited for this study . Between five and ten participated per group.

Participants in the user sessions were paid \$75 to attend and those in the potential user sessions were paid \$60.

The sessions lasted approximately two hours.

Dr. Donna Dasko, Senior Vice President, Environics, directed the project. All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA – previously the Professional Market Research Society and the Canadian Association of Market Research Organizations).

Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. Although this research includes quantitative-type reporting and techniques in some sections, the results of this study should be viewed as indicative and not projective.

DETAILED FINDINGS

The following sections present the detailed findings of this research. Part One discusses the findings concerning the five mock-up English-language warning notices for smokeless tobacco advertising. Part Two discusses the findings concerning the five mock-up French-language warning notices. Part Three examines responses to the 10 mock-ups of health warning messages (HWMs) and includes the findings from both the English-language and the French-language groups.

In each part, the report first analyses the results of the two written exercises (one testing spontaneous recall and one gathering evaluations of the warning notices and health warning messages on several dimensions) and then summarizes the findings of the written exercises and group discussions for each notice and message.

Observations on impact of research design

Among those identified as potential users, a number of participants were clearly unfamiliar with smokeless tobacco products. This is of particular relevance to the research among francophones, given that due to the low incidence of smokeless tobacco use among this segment, all the groups were conducted among potential users. Though a handful of potential users, primarily male and older, admitted having once tried smokeless tobacco, many years ago, the rest had no experience with the product. Furthermore, a number insisted, quite convincingly, that they would not consider trying it. This was true of most female participants (and all female participants in Quebec) and many men as well. In Quebec, a few were not even aware that the product was still available on the market and initially did not understand why this research was being conducted: for example, the comment: “Je ne comprends pas trop qu’on me parle de ça. Il n’y a plus personne qui fait ça tant qu’à moi.” (I don’t understand why we are talking about this. No one chews tobacco anymore as far as I know).

One effect of this is that some potential users, particularly in Quebec, took some time to realise that the first set of stimuli shown (either warning notices or health warning messages) applied to smokeless tobacco as opposed to cigarettes. This was particularly true when the warning notices for ads were presented first in the group, as many potential users related to the messages primarily from the perspective of a smoker. They therefore connected a little

more strongly with messages that played on issues related to smoking, and sometimes initially interpreted messages as referring to smoking and cigarettes, not to smokeless tobacco.

The second notable research design issue is related to whether the warning notices or health warning messages were presented first. The decision to rotate presentation order from one group to another effectively permits the detection of order bias and accounts for it in the analysis. In this research, some order bias does appear to occur, notably with respect to the warning notices, which are brief and therefore more dependent on the assumed context for their assessment.

Among potential users in Quebec, when the warning notices were seen after the health warning messages, participants were more likely to recall the warning notices than elements of the ad. This effect was not noticeable in other locations. Users (who tended in general to recall more details about the product ad than did potential users) who saw the health warning messages first were in fact more likely to recall elements of the advertising than users who saw the warning notices first.

In all centres, those who saw the health warning messages first were more likely to comment that the health warning messages with pictures were more striking and memorable than the text-only warning notices.

PART 1: WARNING NOTICES ON SMOKELESS TOBACCO ADS: ENGLISH LANGUAGE

Five English-language warning notices intended to appear on advertising for smokeless tobacco products were tested (See Appendix for images shown). Each warning notice was shown with the same ad for a fictitious smokeless tobacco product, as a black background with white text and black text on a white banner occupying the top 25 percent portion of the ad space. The gosmokefree.ca web address and the words Health Canada also appeared in the banner. All groups in Alberta, Saskatchewan and Ontario assessed all five English-language notices. These five notices were:

Set A	English Smokeless Notices
Q1	Choose not to chew
H1	Smokeless doesn't mean harmless
Q2	Chewing tobacco spitting your health away
H2	Can cause mouth cancer. There's something to chew on!
H3	Any way you use it, it's still dangerous

Spontaneous Recall of Notices

Participants were shown all five notices on 11 inch by 17 inch storyboards at the same time for approximately two minutes, and were then asked to record everything they could remember about what they had been shown.

(A) GENERAL PATTERNS OF RECALL

Almost all participants, users and potential users, mentioned the text of the notices, either in general or with reference to specific notices. Most participants (users and potential), also mentioned elements of the sample ad, either the visuals or the text. Some participants only mentioned elements of the notices. A few mentioned only elements of the sample ad; users

more often focused exclusively on the ad or mentioned elements of both the ad and the notices.

There were few differences in the pattern of recall or in the notices recalled by region or by target group (users vs. potential users); rather, most notices received much the same relative degree of recall in all groups. There was also little difference in the nature of other comments and observations made by participants after viewing these notices for the first time.

Some participants recalled notices or significant phrases from the notices completely and accurately; this is true of all the notices tested. Some paraphrased the notices, giving what they remembered as the overall sense of the recalled notice; these paraphrases were not always accurate, and sometimes combined one or more notices, suggesting that for some, certain notices did not stand out as being different and distinct from one another.

Most participants – both users and potential users – who recalled one or more notices mentioned or paraphrased the notices *Chewing tobacco spitting your health away* (Q2) and *Can cause mouth cancer. There's something to chew on* (H2). Potential users in Ontario, were, however, not as likely to recall Q2 as often as other participants. Many, particularly potential users, also recalled the words or the meaning of the notice *Choose not to chew* (Q1) and about as many – both users and potential users – recalled or paraphrased *Smokeless doesn't mean harmless* (H1). Relatively few mentioned or paraphrased *Any way you use it, it's still dangerous* (H3).

Both as part of notices and paraphrases, and on their own, some key words were recalled more frequently than others, suggesting that even if a notice does not fully engage the memory of the participant, certain words are memorable. Words or phrases that would appear to have the most significant impact (other than repeated references to smokeless tobacco and chewing tobacco) are *cancer*, *spit* or *spitting*, *chew* or *chewing*, *dangerous* and *something to chew on*.

The notices *Choose not to chew*, *Chewing tobacco spitting your health away* and *Can cause mouth cancer. There's something to chew on!* seemed to be more often recalled in a garbled form or in combination with other, similar notices. This is likely due to the fact that each of these notices can stimulate in some the sensory memory of chewing. This raises the possibility that if all three were part of the same campaign, a similar effect might occur. Examples of this effect included:

- Causes cancer – chew on that!
- You chew it all day, choice if you want it.
- Chewing your way to cancer.
- Mouth cancer, chew on that.
- You are spitting out your health, chew on that
- You can chew and spit
- Don't chew there's something else to chew on

Some participants commented on the effectiveness of specific notices as part of the recall exercise. Their comments give some insight into what struck them about those specific notices or what they thought of them at first impression.

- I read all of them but I focused on the shortest one “choose not to chew.”
- “Choose not to chew” – The choice is yours type of slogan, very effective!
- First thing to catch my eye was the word cancer!
- They're simple – “spitting your life away,” Good metaphor.
- The best – “choose not to chew.” Simple, easy – to the point.
- The one I like is “choose not to chew.” Short, sweet and to the point. Not offensive. The other ones had too much to read and really did not capture my attention.
- The board that said “Smokeless not harmless,” because I know people who chew because they think it is healthier than smoking. The one that said “chewing is spitting your health away” made me think a bit but one that said “choose not to chew” or something like that just sounded lame.

A few participants also mentioned Health Canada, or the website referenced in the warning notices (www.gosmokefree.ca).

(B) GENERAL COMMENTS

Participants made a variety of more general comments about various issues related either to the materials they had seen or to the concept of warning notices on advertising.

Some participants chose to summarize their perceptions of the overall meaning of all the warning notices presented, rather than record any recall of specific notices. Most of those participants who gave such comments clearly understood that the overall message is that chewing tobacco is not safe, although a few did not think this message was effectively conveyed by any of the notices. Some such comments also appeared to have been influenced by prior exposure to the health warning messages.

- I remember mostly that all the captions on the top were about the harmfulness of chew, I don't recall the specific captions though.
- The messages were telling you about the risks of chewing, the overall message is that it causes cancer and cancer kills.
- All messages imply negatively with respect to chewing tobacco and mouth related concerns.
- It doesn't matter what form of tobacco you use it is harmful to your health. I believe this is a very forthright message in all of the material shown.
- Just because it's chewing tobacco does not mean it's not harmless cause it still cause the same effect as smokes but either way you put your still going to end up with cancer.
- That chewing tobacco is not the healthiest thing you could be doing.
- Just because you don't smoke doesn't mean that tobacco is good for you. It is harmful and just as addictive as smoking.
- Chewing tobacco can cause mouth cancer and health issues, and is not a better alternative to smoking as well it can or may cause disease.
- Chewing tobacco is not harmless and holds all the hazards of smoking itself
- The product is still dangerous; using the product can and will cause cancer and mouth diseases.

Some participants gave their evaluation of the overall effectiveness of the warning notices. For some, the notices were assessed positively, but most of the comments of this nature were more critical of the overall impact of the notices. Some evaluations, possibly influenced by previous exposure to the HWMs, suggested that notices containing graphic elements would be more interesting and effective.

- Catchy slogans
- Sloganized warnings, easy to ignore, becomes part of product packaging.

- Plain packaging with health warnings above. This set of messages don't catch my attention like visual warnings.
- Some old messages they tried on cigarette packages before they went to the photo images for a little shock value.
- Message – clearly visible gets the point across. As always not taken seriously by the general smoking public.
- It nowhere compared itself to smoking products on a level of both being equally dangerous to your health.
- Not very strong messages. Not very colourful.
- No real flash. Words are bare and too cliché. No health warnings. Bad attempt at making puns.
- That most of the advertised warnings were clever play on words and not really anything concrete or real.

A few made comments concerning their views on Health Canada or the government's anti-tobacco campaigns or policies.

- Health Canada trying to tell you what to do and not to do.
- I believe that the government is giving the wrong impression it is all due to the so called medical profession! I think the majority should rule.

(C) RELATIVE IMPACT: WARNING NOTICES VS. ADS

Some offered more general impressions of what they saw, focusing primarily on the relative effectiveness of the warning notices in comparison to the ad. Most of those who commented on what they saw first, or what made the greatest impression on them, suggested that the tobacco ad was a stronger stimulus than the warning notice.

- Overall colour scheme is pretty boring, the warning just fades in to the overall blandness
- I found myself much more interested in the brand name of the tobacco than what the warnings were saying. When I looked at the first sheet it took me about 20-30 seconds to even realize there was a warning on the paper.
- The warnings, well, I didn't really pay the most attention to them, I was liking the rest of the presentation.

- Messages were last thing to catch eye. Didn't stay with me.
- Chewing tobacco labels, simple ones to more in depth, saying didn't seem realistic, picture drew my attention away from saying.
- Browncap [the fictitious product brand on the ad] seems worse after reading messages. Tobacco ad gets more attention than the warning without looking and paying attention to warning it can be ignored. Source not prominent for anti-tobacco ad.

Assessments of Warning Notices: Written Evaluation

Before the discussion of the warning notices, participants were given the notices, each on a separate 8.5 inch by 11 inch page, and were asked to complete a written exercise in which they evaluated each one on four dimensions: clarity and ease of understanding; believability; motivational impact on decision to quit or reduce tobacco use; and memorability.* They were also asked to select their top two notices from the five presented.

(A) CLARITY AND EASE OF UNDERSTANDING

With minor exceptions, all five warning notices received their most positive evaluations on the dimension of clarity and ease of understanding, with average scores clustered around the "one thumb up" point. There was very little difference overall in scores between the most highly rated and the least highly rated – *Can cause mouth cancer. There's something to chew on* (H2) and *Smokeless doesn't mean harmless* (H1) received top scores from both segments – suggesting that most participants felt they understood these warning notices well. The responses of both users and potential users were similar, although potential users rated *Choose not to chew* (Q1) slightly more positively, and users rated *Any way you use it, it's still dangerous* (H3) slightly more positively.

A few notable differences were observed based on region and segment: H2 received its lowest ratings from Alberta potential users and H3 received its highest ratings from Saskatchewan users.

*Participants rated each Warning Notice on an un-numbered, 5-point visual scale composed of thumbs up or down. Two thumbs down = 1, one thumb down = 2, one thumb up and one down = 3, one thumb up = 4 and two thumbs up = 5.

(B) BELIEVABILITY

Four out of five warning notices received strong positive evaluations on the dimension of believability, with average scores clustered around the “one thumb up” point. Overall, both users and potential users were in agreement on their relative assessments of these notices on this dimension, with H2 and H1 receiving the strongest evaluations, followed by H3, *Chewing tobacco spitting your health away* (Q2), and Q1.

Notable differences by region and segment included: Q1 received its lowest rating from Alberta users; both Q2 and H2 received their lowest ratings from Saskatchewan potential users; and H1 received its strongest rating from Saskatchewan users.

(C) MOTIVATIONAL IMPACT

With minor exceptions, all five warning notices received their least supportive evaluations on the dimension of motivational impact, suggesting that participants in general were pessimistic about the ability of such notices to influence their quit behaviour. Overall, both users and potential users agreed on the relative motivational impact of the warning notices, with H2 receiving the most positive evaluation, and Q1 the least positive evaluation; scores for the other three were essentially the same.

All five notices received their best scores on this dimension from Saskatchewan users. Other interesting regional trends noted: Q1 was also rated strongly by Saskatchewan potential users; both Q1 and H3 received their lowest ratings from Alberta users.

(D) MEMORABILITY

Overall, both users and potential users were in agreement on their relative assessments of these notices on this dimension, with H2 receiving the strongest evaluations, followed by H1 and Q2, with similar ratings, and then by H3 and Q1, also with similar ratings.

In terms of notable differences by region and segment, both Q1 and H3 received their weakest evaluations from Alberta users.

(E) TOP TWO NOTICES

Among both users and potential users, H2 was selected most often as one of the top two notices, followed by H1, Q2 and H3, with Q1 being mentioned least often. It is of interest to note that among potential users, H1 and Q2 were mentioned with equal frequency, while users responded more positively to H1 than to Q2.

H2 was the most often mentioned notice and Q1 the least mentioned notice across all regions and segments. H1 was consistently the second or third ranked notice, and H3 consistently the third or fourth ranked notice. Q2 was ranked second by users and potential users in Alberta, but fourth by users and potential users in Saskatchewan; in Ontario, potential users placed it second and users placed it third. It should be noted, however, that in many cases, the gap between second and third, or third and fourth, was quite small.

Responses to Specific Warning Notices

This section presents the findings for each warning notice with regard to the written exercise gauging spontaneous recall, the written exercise evaluating the notices on four dimensions and indicating the top two, and the group discussion.

(A) Q1: CHOOSE NOT TO CHEW

In the spontaneous recall exercise, this notice was the most likely to be recalled fully and accurately.. Examples of the range of spontaneous recall of this notice include the following.

<i>Q1. Choose not to chew</i>
Choose not to chew
Don't chew
Don't chew smokeless tobacco.
Choose not to use it.
It's your choice

In the written evaluation, this notice was rated high on clarity and ease of understanding,

medium on believability and memorability, and low on motivational impact. It received the least number of top two mentions.

In the discussion, participants' reactions to this message were mixed. Some felt that its brevity, internal rhyme and alliteration made it easier to remember. Others felt it was weak and did not grab the viewers' attention. Some felt that the tone and the play on words were not appropriate given the seriousness of the message, but others found the playfulness effective and memorable. This warning was also noted for providing a choice rather than preaching or lecturing.

Some users, particularly younger ones, said it is just a slogan that they will tune out. Younger users in particular suggested that it sounded too much like their parents talking to them; some said they would be less likely to quit because of it. Other users compared it to the "just say no to drugs" campaigns, which they argued have not been effective. Some potential users felt that the message might reduce the pressure to rebel for younger people considering use of smokeless products; on the other hand, some users felt it would encourage people to try the product, saying, for example, "it sounds like you're daring me to try it."

Some participants, both users and potential users, had a positive response to the message, saying that it acknowledges that they have a choice and offering a measure of empowerment: for example "it's suggesting that you don't chew, but it's still your choice." They said that, as a government-sponsored label, it is palatable to them because the message does not lecture. However, some felt the message is ineffective as a motivator because it does not give a reason not to chew, saying, for example, "if you can choose not to chew, I can choose to chew." Some felt that without a clear health message and some degree of urgency, the notice would not be an effective deterrent; as one participant said: "if it's a warning, make it a warning."

Some, particularly potential users, tended to be confused about what it was that one was not supposed to chew, and felt the message needed to be more specific about referring to chewing tobacco; they suggested that without more context, people might think the notice referred to chewing gum, for example. Further, a few felt that the notice might encourage people to read the ad more closely to discover what they are being told not to chew. Potential users and some users also felt the notice should give information about health effects of using smokeless products; one participant suggested the wording be changed to: "Choose not to chew – it can cause cancer."

(B) H1: SMOKELESS DOESN'T MEAN HARMLESS

In the spontaneous recall exercise, this notice was often recalled exactly as shown, but also frequently paraphrased. Examples of the spontaneous recall of this notice include the following.

H1. Smokeless doesn't mean harmless

It says smokeless, not harmless
Smokeless isn't harmless.
Just because its smokeless does not mean its harmless
Smokeless yes, harmless no.
Smokeless tobacco is harmful
That even though it smokeless it still harms your body.
Smoke free doesn't mean disease free.
Smokeless doesn't mean safe
Just cuz you don't smoke it doesn't mean its not harmful

Some participants appeared to be confused by this notice and recalled instead variations or paraphrases suggesting that smokeless tobacco is in fact harmless; some also inserted the word harmless into paraphrases of other notices. Examples of such recalled phrases include:

- Tobacco is harmless no matter how you use it
- Chew is harmless
- Harmless anyway you use it
- Smokeless is harmless

In the written evaluation, this notice received high ratings for clarity and ease of understanding and for believability, a medium-high rating for memorability and a medium-low rating for its motivational impact. It received the second-highest number of top two mentions.

In the discussion, the notice was generally received positively, particularly by potential users, although many felt that it did not have a strong impact. Most found it clear and easy to understand, although the responses of some potential users suggested that the word *smokeless* could be confusing or be misinterpreted as anything that normally emits smoke but might still be harmful when no smoke is visible, such as a propane barbecue.

Most agreed that the notice is believable; in fact a few said it was indisputable, because they believed that everyone knows that all tobacco products are harmful, at least to some extent. However, a few argued that it was unfair or misleading, saying, for example, “what is ‘harmless’ anymore? – everything causes harm.”

Most – both users and potential users – thought the message was informative, because it tells them that smokeless tobacco is harmful; an example of this was the comment, “don’t fool yourself, it’s just as bad as cigarettes.” Some participants said they know people who switched because they believed this, and a few acknowledged that they believed it themselves; these participants in particular found the message informative and effective because it talks specifically about smokeless products. Users in particular saw it as an important message for experimenters or those thinking of smokeless products for reasons of health. At the same time, the notice was seen as a good reminder for those who may know but haven’t really thought about the dangers of smokeless tobacco, and are thinking of switching – or have switched – to save money or because they want to chew in places where they cannot smoke: several participants made comments to the effect that it tells people “something they know but need to hear again.”

While some did not perceive the notice as memorable, others thought the internal rhyme (smokeless, harmless) would stick with them, and others found the message to be a personal one because they have seen the effects of smokeless tobacco on their own health or that of their friends. Others said it would be memorable because it is giving them information about the potential harm from smokeless products, and they would think about this information.

Some participants suggested adding more facts or examples to the notice, or comparing chewing tobacco and cigarettes directly. Others thought the wording might not be strong enough, and suggested adding a word with impact, like *danger*. A few were concerned that the combination of the words *smokeless* and *harmless* might actually give the unintended subliminal message that smokeless equals harmless, and recommended using words like *harmful* instead, even at the risk of losing the effect of the internal rhyme.

(C) Q2: CHEWING TOBACCO SPITTING YOUR HEALTH AWAY

This notice generated strong recall, and particularly it generated three frequently repeated variants during the spontaneous recall exercise: “Chewing your health away,” “Chewing your life away” and “Spitting your life away.” Examples of the spontaneous recall of this notice in the first written exercise include the following.

Q2. Chewing tobacco spitting your health away

Chewing tobacco is spitting your health away.

Smokeless tobacco spitting your health out.

You’re spitting away your health.

Don’t spit your health away

Don’t spit your life away

Chewing is spitting your life away.

Chewing means spitting life away.

In the written evaluation, this notice was given a high rating on clarity and ease of understanding, a medium-high rating on believability, a medium rating on memorability and a medium-low rating on motivational impact. It was third in terms of top two mentions.

This notice was fairly well-received in the discussion. For both users and potential users, it had a strong initial impact because of the close associations between chewing tobacco and spitting – many felt that the image of spitting would stick out in their mind. However, users were divided in their reaction to the message. Some users thought that this notice might make them think about the health effects of chewing tobacco every time they spit, and acknowledged that it reminded them of people they know who have gotten mouth or tongue cancer. Others argued that they have been chewing for 30 years and are still healthy. Potential users for the most part thought the notice was very effective; it was referred to, for example, as a “slap in the face” that, as one participant noted, made one “think of spitting it out, spitting your life away – you chew and chew and suddenly you’re spitting blood.”

For most potential users, the visual image of spitting brought out a strong negative response, especially among those who could remember their grandfathers spitting into the spittoon, as one participant described it, “a big wad of juice flying across the room.” It also evoked an association with sports, especially baseball. Many potential users, particularly in Western Canada, noted that spitting is “crude,” “disgusting,” or “gross,” and added that one of the reasons they don’t chew tobacco is because of the spitting. To many potential users, this notice said, for example, that “every time you spit, your health is worse.”

While users also indicated that the notice provokes strong sensory images, many tended to focus on a literal interpretation of the wording, and criticized it as being inaccurate; many made comments such as “you’re supposed to spit – swallowing would be even less healthy for you.” Others argued that for example “not everyone spits when they chew,” “swallowing your juice is no problem once you get used to it” and “I’m not spitting my health away, I’m spitting the crap away” – focusing on technicalities in order to avoid having to acknowledge the essential meaning of the notice. Most users, and some former users among the potential users groups, said the message would likely have a minimal effect on their tobacco use.

Some, primarily users, also argued that the language relied on gimmicks, which reduced the seriousness and effectiveness of the message. Others, however, found the message funny and said that would be why they would remember it – the more humorous the message, the better. Some mentioned that the message is more effective because it is not seen as being a lecture but others described the message as being condescending and said it prompts them to feel rebellious.

A number suggested that to make the notice more effective, it should read: *Chewing tobacco spitting your life away*. They felt that saying *health* rather than *life* implies, for example, that “it won’t kill you, you can live with the health problems.” Some associated the phrase with *pissing your life away*, and felt this was an effective association.

(D) H2: CAN CAUSE MOUTH CANCER. THERE’S SOMETHING TO CHEW ON!

This notice received quite a high recall. Examples of the spontaneous recall of this notice in the first written exercise include the following.

H2. Can cause mouth cancer. That's something to chew on!

Here's something to chew on.

Now there's something to chew on.

Can cause mouth cancer – that's something to chew on.

Smokeless tobacco causes cancer, there's something to chew on

Chew can cause mouth cancer just like cigarettes.

Mouth cancer now that's something to chew on!

Chewing can lead to cancer.

This notice was rated high on clarity and ease of understanding and on believability, medium-high on memorability and medium on motivational impact. It was the notice most frequently mentioned as a top two choice.

In the discussion, for many participants, both users and potential users, it evoked a strong sensory impression of something in their mouth, something that might be chewed but might be the cancer itself: as one participant described it, “what am I chewing on – mouth cancer?”

Participants were profoundly affected by this image. Many spoke to some length about the play on words, and multiple levels of meaning: chewing on tobacco, chewing on (that is, thinking about) the idea of cancer, chewing on the cancer in your mouth. Some participants indicated, for example, that it says “think about it before you do it – or while you do it.” As one participant noted, the phrase *something to chew on* can mean “think about that, or suck it up and deal with it – you bit it off, you can chew on it.” A very few felt there might be a mixed message that sounded positive about tobacco – that there is something good to chew on – in spite of the mention of mouth cancer.

For many, the word *cancer* was a strong and attention-drawing word that made people pay attention and remember what they have seen. Others described the use of the word as being scare tactics or overkill, saying that cancer is always mentioned in tobacco warning messages. Some participants said they are, as one participant put it, “cancered out” and others argued that many things lead to cancer so it would only be fair to label all such products as opposed to targeting tobacco. A few found the notice too familiar, adding that everyone knows tobacco causes mouth cancer.

Among both users and potential users, some approved of the tone of this notice, which they described as humorous, catchy, ironic, even sarcastic. They said the notice was to the point, specific, and memorable; it delivers its message with the concerned sarcasm of a friend – one whom they might listen to – rather than the lecturing of a parent. Others felt that the tone was inappropriate, rude, mean, harsh and condescending, and not appreciative of the seriousness of a message referring to cancer.

A number of heavy users described the message as relevant to their lives and said it was more likely than other notices to encourage the reader to quit or reduce their usage. Others, both users and potential users, noted that it made them think of people who have or had throat or mouth cancer, and hits home for that reason. Some felt that, with its irreverent tone, the message was targeted toward young people just starting to chew, and thought it might be effective in reaching them.

Some said the use of the word *can* makes the notice weaker and less believable – as several asked, “does chew cause cancer or doesn’t it?” Others felt that this makes the notice more realistic, because it does not imply that everyone who chews tobacco will get mouth cancer.

The suggestion was made to combine H2 with Q1 to be more effective: “Can cause mouth cancer, choose not to chew.”

(E) H3: ANY WAY YOU USE IT, IT'S STILL DANGEROUS

Examples of the spontaneous recall of this notice in the first written exercise include the following.

<i>H3. Any way you use it, it's still dangerous</i>
Any way you cut it, it's still dangerous
Any way you do it it's still harmful.
Dangerous anyway you use it.
Still dangerous the way you use it.
You don't have to smoke in cancer for it to be dangerous

Which ever way you choose it is still dangerous.
Smokes is still dangerous.
Chew tobacco is dangerous

In the written evaluation, this notice was ranked medium-high in terms of clarity and ease of understanding and of believability, medium in terms of memorability, and medium-low for its motivational impact. It was fourth out of five in terms of the numbers of top two mentions it received.

In the discussion, most agreed that the intended message is that smokeless tobacco is not a safe alternative to cigarettes. Some participants summarized the meaning as “don’t go from one to the other” or “smoking is bad and so is chewing.” Some felt this message is believable, but others argued that smokeless tobacco *is* safer than cigarettes, or said, for example, “it’s not dangerous if you don’t use it often.” Some dismissed the notice, saying that it “could apply to anything” or that “anything can be dangerous.”

Some thought the notice was clear and to the point, in that it reminded people that chewing tobacco is not healthy for people, while others said it was not very effective because the message, that tobacco is dangerous, is both well-known and overly familiar. Many thought the word *dangerous* would catch people’s attention, stand out and be motivating, but that otherwise, there was little to make this notice memorable.

Some were confused about the meaning of this notice, and asked how many ways one can use chewing tobacco, saying, for example, “what other way are you going to use it – stick it in your ear?” To overcome this confusion, some suggested identifying *it* as tobacco so that readers will understand the message is referring to all uses of tobacco, as one participant said, “whether you smoke it, chew it, or snort it.”

Some thought the notice was too vague – it did not say why *it* is dangerous. Others were concerned that while it reminded users that the product isn’t harmless, it still left the impression that it might be safer than smoking. As one participant explained, “some think ‘if there’s no smoke, there’s no fire’ – without the smoke, it’s not as dangerous.”

Some suggested improving the message by just saying “this product is dangerous” or by comparing cigarettes and chewing tobacco directly, and saying how dangerous they are when

compared to each other. It was also suggested that this notice be printed in red, because it is a stronger colour and means danger.

Overall Assessments

There was no clear-cut response to the question whether the ad or the warning notice draws attention first. Some participants said they saw the words in the notice first, others said they saw the image in the ad first. Some felt that because the notices are placed at the top of the ads, people are likely to glance over the notice first, and then look closely at the ad, which would be more memorable because it was the last thing seen. A smaller number suggested that the notices be placed at the bottom of the ads to counteract this tendency. Others argued that the notice is already in what they considered to be the strongest position – at the top. A few wanted the notices to be placed diagonally across the ads, like a banner.

Some, both users and potential users, suggested that whether you see the ad or the notice first would depend on what the ad is like – is it colourful, strong, striking, well designed, or not. Some users said that they saw the ad first because they use the product but were not familiar with the brand.

Many also said it is highly unlikely that they would pay any attention to such warning notices and that a visual element, particularly something in colour with a strong emotional impact, needed to be added in order to capture their attention. Some suggested that the warning notices should be accompanied by the universal symbols for hazardous or poisonous substances. Some also suggested that the notices needed to be more creative, although they were not able to give examples of what they meant.

A few noted that the combination of white on black is a strong, attention-getting combination, but others urged that the notices be in colour, or somehow be made to appear brighter or bolder, in colour or design, in order to draw attention away from the advertising. A few felt that notices that address the product directly, such as H1 and H3, seemed to detract more from the advertising message.

Some were concerned that the notices might not be suitable with all ads, and said that the notice loses impact if not matched properly to the advertising. They argued that tobacco companies would design ads to counteract the messages once they saw them. A very few appeared to believe that Heath Canada and tobacco companies consulted on messages

together, or that the government says the messages must be displayed but that the tobacco companies choose or even design them.

A few felt that the overall impression given by the use of rhymes and word play was one of insincerity and commercialism, as if Health Canada were trying to out-sell the tobacco companies. They urged the use of notices that are blunt and direct in contrast to the glamour associated with advertising messages.

Some, notably younger participants, were concerned about the effectiveness of catchy phrases and plays on words with non-native speakers of English and people with reading difficulties.

Some users demonstrated hostility in the context of Health Canada's on-going tobacco control policies, suggesting that the use of such warning notices was an example of the government lying to the people and using scare tactics to persuade them that tobacco is dangerous, a position they reject; a number of these users made comments such as "tobacco isn't any more dangerous than anything else." Some participants asked why HC is putting notices on tobacco, saying, for example, "If they don't want us to use tobacco, why don't they just ban it?"

Several participants noted that the use of the website address gosmokefree.ca seemed somewhat inappropriate with these notices, as their intent is to keep people from "going smokefree," i.e., switching to or taking up smokeless tobacco products.

Suggestions

Participants suggested a number of approaches to take in creating more effective notices.

- Listing a specific consequence is more attention-getting than a general warning, so refer to serious health conditions such as cancer.
- Use facts and statistics to say why one shouldn't use chew, because reading this kind of information might encourage people to do some research into the health effects for themselves.

- Mention the amount of money one spends on tobacco products: for example “if you use tobacco products for 20 years, this is what you’ll spend.”
- Remind users that their use of smokeless tobacco can hurt children and that they are influencing their children to smoke or chew: “do you want your kids to imitate you and end up like this?”
- Use reverse psychology, and be more sarcastic in tone: “Vote Darwin – buy tobacco.”
- Focus more on facts that would disturb or concern non-users and act as a deterrent.
- Expose more about the practices of tobacco companies, what’s in tobacco, how all of the chemicals affect people – they should be giving people the truth, the information the tobacco companies don’t want you to know.
- Make use of the fact that many users are stress-motivated by using messages that imply a weakness in relying on tobacco products: “I’m confident – I don’t need this to feel good.”
- Stress the addictiveness of tobacco products.
- Play more on how disgusting it is when people spit: create a notice with a picture of someone spitting and caption “Do you look like this? You’re spitting your health away.”

PART 2: WARNING NOTICES ON SMOKELESS TOBACCO ADS: FRENCH LANGUAGE

Five French-language warning notices intended to appear on advertising for smokeless tobacco products were tested in the four French-language sessions (See appendix for images shown). Each warning notice was shown with the same ad for a fictitious smokeless tobacco product, as a black background with white text and black text on a white banner occupying the top 25 percent portion of the ad space. The French language web address, “www.vivezsansfumée.ca” and the words Santé Canada also appeared in the banner. All French-language groups assessed all five notices; it should be noted that all these groups were conducted with potential users. These five notices were:

Set A	French Smokeless Notices
H4	La chique n'est pas chic, elle est mortelle (Chew is not chic, it's deadly)
H5	Le tabac tue sous toutes ses formes (Whatever the format, tobacco kills)
Q3	Pourquoi cracher sa santé en l'air ? (Why spit away your health?)
Q4	Même sans fumée, vous brûlez votre santé (Even without smoke you are burning your health)
H6	Un aller simple pour le cancer de la bouche (A one-way ticket to mouth cancer)

Spontaneous Recall of Notices

Participants were shown all five notices at once, on 11 inch by 17 inch storyboards, for approximately two minutes, and were then asked to record everything they could remember about what they had been shown.

(A) GENERAL OBSERVATIONS AND PATTERNS OF RECALL

In the written recall exercises, the majority mentioned some aspect of the warning notices. Many, particularly among those who viewed the notices second, focussed primarily on the warning notices in their recall exercises. Only a couple of participants wrote *only* about the product advertisement. Many reproduced or paraphrased at least a few of the

notices. A few paraphrased the aspects of the notices that they recalled most (or that impacted them most), or the overall message they perceived.

- Même sans fumée, le cancer est présent avec la chique (Even without smoke, cancer is present with chew)
- On crache notre vie en l'air. Le tabac tue sous toutes ses formes. C'est mortel (We spit away our lives. Tobacco kills whatever the format. It's deadly).
- Je retiens que la chique est autant dommageable que le tabac que tu fumes (I remember that chew is as harmful as tobacco that you smoke)

Several participants in groups that began with the warning notices dedicated at least part of their recall exercise to elements of the ad: the baseball cap, the can, the dark colours of the ad. A couple even mentioned parts of the ad text: *tabac humide* (moist tobacco); *procurez-vous ce produit chez un détaillant* (get this product at a retail store).

Participants in the groups that were shown the warning notices after the health warning messages were more likely to focus their attention and comments directly on the warning notices and to mention the value of images or graphics. They were also more likely to write their general observations about the notices, such as:

- Sans photos, certains messages passent moins bien (without pictures, some messages have less impact),
- Avertissements teintés d'humour (warnings with a touch of humour)

When considering the notices in their entirety, *Même sans fumée, vous brûlez votre santé* (Q4), seemed to have a little less retention than the others since few participants recalled it completely or accurately. The others were recalled fully about as often as they were paraphrased and there did not seem to be notable differences in the rates of recall or paraphrasing.

Certain words and phrases seem to stand out in participants' minds, based on high rates of recall and repetition. The most frequently repeated words and phrases were: *cancer, tue, la chique, cancer de la bouche, même sans fumée, cracher en l'air*, and *un aller simple*.

(B) GENERAL COMMENTS

A few participants used the recall exercises to provide their feedback on the effectiveness of the warning notices. This feedback was mainly positive.

- Titres accrocheurs, frappants (Catchy, attention-grabbing titles)
- Avertissement teinté d'humeur (passe bien) (Warnings with a touch of humour (good effect))
- Sans photos, certains messages passent moins bien (some messages have less effect without images)

As smokers, some were prompted by the shape of the boards and the black warning rectangle on top to associate the boards with a pack of cigarettes, an association several took a while to move away from, even after the discussions had begun.

(C) RELATIVE IMPACT: WARNING NOTICES VS. ADS

The written recall exercises provide some cues as to which of the notices or the product advertisements drew the most attention. Among those who saw the notices first, many mentioned elements of the warning notices and of the ad; most of them mentioned the ad elements either first or most often. A smaller number mentioned only elements of the warning notices and very few mentioned only the ad.

Participants' responses to specific probes about the order in which their visual attention was drawn to various aspects of the ads provided further insight but no definitive answers. Many said that the eye first focuses on images -- the baseball cap, the can. Note that, as non-users who had not noticed the cans of chewing tobacco at retail outlets, several took a little while to understand that the ads were for smokeless tobacco.

Some only noticed the warnings in the black boxes once they started looking for the differences between the boards. Some even said that, as smokers, they are used to ignoring the black warning message box.

- On a tellement l'habitude de voir la barre noir sur des produits de tabac on ne regarde plus (We are so used to seeing the black band on tobacco products that we don't look any more)
- Si je l'avais vu à la Cage aux Sports je n'aurais pas vu le haut (If I had seen this at La Cage aux Sports [a Quebec sports bar chain] I would not have seen the top)

Some also surmised that the relative attention paid to the warning notices could depend on the visual appeal of the ads. For example, some felt that the colour and design of the sample ad seemed to offer relatively weak competition to the stark contrasts found in the black and white message boxes and that the notices might not stand out when placed on a more visually arresting ad.

Assessments of Warning Notices: Written Evaluation

Before the discussion of the warning notices, participants were given the notices, each on a separate 8.5 inch by 11 inch page, and were asked to complete a written exercise in which they evaluated each one on several attributes: clarity and ease of understanding; credibility; motivation to quit or reduce tobacco use, and memorability.* They were also asked to select their top two notices from the five presented.

The notices given the strongest positive evaluations in terms of their clarity, credibility, motivational impact and memorability were *Un aller simple pour le cancer de la bouche* (H6) and *Le tabac tue sous toutes ses formes* (H5), which also received the most top two mentions. The notice *La chique n'est pas chic, elle est mortelle* (H4) was evaluated the lowest on all four dimensions and received the lowest number of top two mentions.

The results for each notice are discussed below.

*Participants rated each Warning Notice on an un-numbered, 5-point visual scale composed of thumbs up or down. Two thumbs down = 1, one thumb down = 2, one thumb up and one down = 3, one thumb up = 4 and two thumbs up = 5.

Responses to Specific Warning Notices

This section presents the findings for each warning notice with regard to the written exercise gauging spontaneous recall, the written exercise evaluating the notices on four dimensions and indicating the top two, and the group discussion.

(A) H6. UN ALLER SIMPLE POUR LE CANCER DE LA BOUCHE

Examples of the range of spontaneous recall of this notice in the first written exercise include the following.

<i>H6. Un aller simple pour le cancer de la bouche</i>
--

Un aller simple pour le cancer de la bouche

Cancer de la bouche

Fumer donne le cancer de la bouche (smoking gives you mouth cancer)

Un aller directe au cancer de la bouche (a straight path to mouth cancer)

In the written evaluation, this notice was rated high on clarity/ease of understanding, and medium high on believability, memorability, and motivational impact. This notice was most likely to receive a top two mention.

In the discussion, the reference to a one-way ticket had a strong impact. Even many of those who did not choose this warning notice among their top two used strong and intense words to describe the connotations of this statement. The phrase *un aller simple* evoked a direct and immediate link between the product and mouth cancer. It almost seemed to suggest a direct causality, yet in a way that was powerful and eloquent enough to generate little resistance or scepticism in relation to the claim. A few participants even read into the one-way ticket analogy that the cancer is incurable, that there is no return. The expression confronted the user with the irrevocability of the consequences of their tobacco use, adding gravity to the message.

- L'expression l'aller simple pour une maladie épouvantable, c'est très punché, ça surprend le lecteur (The expression one-way ticket for a horrible illness, it packs a strong punch, surprises the reader)

- La manière que la phrase est mise, ça dit que c'est les faits, que si tu embarques là dedans, tu embarque pour des problèmes ("The way the statement is phrased, it says it's a fact, that if you get involved, you are heading for problems")
- C'est évident que ça va arriver (It's obvious that that is what will happen)
- Ça frappe. Il dit qu'il n'y a rien qu'un chemin (It hits hard. Says there is only one path)
- Aller simple, tu ne peux pas guérir la maladie que tu peux avoir – ça va directe au but (One-way ticket, says you cannot cure the sickness you could get – goes straight to the point)

Though several participants showed scepticism when some of the other notices drew links between tobacco and negative health consequences (arguing, for example, that there are plenty of other things that cause cancer or heart attacks), this seemed to be slightly less often the case for this statement which relates to mouth cancer. Some explained that the fact that a specific type of cancer is named makes the statement more credible. Some also surmised that the link may indeed be more direct and immediate because the tobacco is chewed and therefore enters the blood stream directly.

- C'est le seul [message] qui reflétait le produit. Comparer avec le cancer des poumons associé avec la boucane, là ça (le tabac à chiquer) va directe dans ta bouche (it's the only message that reflects the product. Compared to lung cancer associated with smoke, here this (chewing tobacco) goes straight into your mouth)
- C'est dit crûment mais de façon réaliste (it's said crudely but realistically)

Some said that mouth cancer seems a particularly horrible type of cancer. Participants mentioned that it is striking because it is relatively rare; they are not used to seeing or hearing about it and are therefore more captured by the image of mouth cancer than other types of cancer often associated with smoking: as one participant noted, "Juste d'avoir le cancer de la bouche, c'est terrible, surtout que c'est quelque chose qu'on ne voit pas souvent" (just to have mouth cancer is terrible, especially since it's something we don't see often). Also, it affects the mouth – part of the body one is particularly conscious of because it is visible, as opposed to lungs and heart which are unseen.

One of the possible reasons that potential users were somewhat less critical of harmful side-effect claims is that the notices are tied specifically to chewing tobacco and do not apply to cigarette smoking, therefore they may not have felt the need to justify and rationalize *their*

behaviour when the notices focus on the harmful effects of chewing tobacco. Nonetheless, a few felt that this statement was a little too strong and that it attempted to create fear, of which they say they are increasingly weary: for example, “Ça ne vient pas me provoquer. On essaie trop de faire peur – CANCER – des fois on pousse trop les limites. Moi la consommation c’est pour le plaisir, quand on dit le cancer on va trop loin” (this does not get me. They are trying too hard to create fear – CANCER – sometimes they push the limits too far. For me, consumption is for pleasure, when they say cancer they are going too far).

A few who did not choose this statement among their top two felt that they had little concept of mouth cancer or because they do not feel directly affected since they do not associate cigarettes with mouth cancer. Examples of such comments include:

- “C’est difficile imaginer quelqu’un avec le cancer de la bouche” (it’s hard to imagine someone with mouth cancer)
- “Je ne chiquerai jamais, fait que je trouve que celui là a moins de punch” (I will never chew, so I found this one had less punch)

(B) H5. LE TABAC TUE SOUS TOUTES SES FORMES

Examples of the range of spontaneous recall of this notice in the first written exercise include the following.

<i>H5. Le tabac tue sous toutes ses formes</i>
Le tabac tue sous toutes ses formes
Le tabac nuit sous toutes ses formes (Tobacco is bad whatever the format)
Tabac tue
Fumer tue (smoking kills)
Le tabac est mortel de toutes les manières (Tobacco is deadly whichever way you see it)
C’est pas mieux que fumer (it’s not better than smoking)

In the written evaluation, this notice received high marks for clarity/ease of understanding, medium high marks for believability and memorability, and medium marks for motivational impact. It was second in terms of number of top two mentions.

In the discussion, one of the strengths of this warning notice was the power of the first three words: *Le tabac tue* (Tobacco kills). The simplicity, directness and lack of ambiguity of the statement seemed to quell any challenge to its validity. (Note the similar effect found with the statement *c'est mortelle* in H4. It appeared that participants may question the validity of statements related to specific consequences of smoking and smokeless tobacco use while accepting that tobacco is a killer, generally-speaking.) Examples of this kind of response include:

- C'est clair le message...tu ne peux pas être plus clair que ça (the message is clear...you can't get clearer than that)
- Ça dit tout : le tabac tue ("It says it all: Tobacco kills")
- C'est pas menteur...on le sait (it's no lie...we know it)

The notice also seemed to resonate more with these potential users because it relates to smoking. Some participants' responses suggested that the message is well geared to confront the mindset of a person who is considering switching from cigarettes to chewing tobacco: for example, "Ça dit tu n'es pas obligé de fumer, tu peux priser, tu peux chiquer [ça tue pareil]" (it says you don't have to smoke, you can snuff, you can chew [either way it kills]).

One participant said this notice evoked her guilt about the second hand-smoke she exposed her children to, reading into the notice that tobacco can even kill when in the form of second-hand smoke: "Que tu le respires ou que tu le consommes toi-même, c'est une question de santé pour tout le monde. On est coupable à tous les jours" (whether you breathe it or consume it yourself, it's a matter of health for everyone. We are guilty on a daily basis). On the other hand, for some, this statement aroused confusion about which of the side-effects of smoking are related to tobacco and which are related to smoke, creating a certain degree of doubt: for example, "C'est un peu ambigu – c'est tu le tabac qui tue ou la fumée ?" (it's a bit blurry – is it the tobacco that kills or the smoke?). Some even noted that smokeless tobacco does offer the relative advantage of not having to deal with issues around second-hand smoke.

Criticisms of this notice centred on the complaint that it is too general and that it does not provide new information. As a result, for some, particularly those who would never consider using chewing tobacco and therefore tend more to assess the messages based on impact on them as smokers, it had little motivational impact: for example, “C’est pas assez spécifique. Tout tue finalement, c’est pas en lisant ça que je vais arrêter” (it’s not specific enough. Everything kills eventually, it’s not on reading this that I am going to stop).

(C) Q3. POURQUOI CRACHER SA SANTÉ EN L’AIR ?

Examples of the range of spontaneous recall of this notice in the first written exercise include the following.

<i>Q3. Pourquoi cracher sa santé en l’air ?</i>
Pourquoi cracher sa santé en l’air? Cracher en l’air Pourquoi cracher sa vie en l’air (Why spit away your life) Cracher pas votre santé en l’air (don’t spit away your health) Vous crachez sans fumée ? (you spit without smoke?)

In the written evaluation, this notice was given medium-high ratings on clarity/ease of understanding, believability and memorability, and medium ratings on motivational impact. It ranked third in terms of number of top two mentions.

In the discussion, the images associated with the word *cracher* had a strong impact on participants. First responses during the discussion usually centred on spitting, which was seen as a repulsive act and by far the most repulsive aspect of chewing tobacco. As a result, some felt this statement related particularly well to the product involved.

- Le mot cracher est laid (the word spit is ugly)
- A chaque fois que je vois la chique, je vois un joueur de baseball cracher (every time I imagine chewing tobacco I imagine a baseball player spitting)

Some also connected the word *cracher* with one of the negative consequences of smoking they are aware of in their daily lives: throat problems, coughs and bronchitis. The statement evoked memories of spitting-up phlegm and being conscious that it is probably related to their smoking: for example, “Ça m’arrive à moi, quand tu fumes et que tu tousse et que tu craches, je pense à ça” (it happens to me, when you smoke and you cough and you spit, it reminds me of that).

A few participants also saw the use of a question as highly effective. They thought it challenged the reader to confront his or her choice; to answer why he or she *would* chose to spit away their health.

- Ça te mets en interrogation – c’est toi qui décide (it makes you question – you are the one who decides)
- C’est comme, pourquoi, pourquoi, pourquoi ...réponds-y (it’s like why, why, why [gesturing, pointing index finger or right hand into open left palm]...answer!)

(D) Q4. MÊME SANS FUMÉE, VOUS BRÛLEZ VOTRE SANTÉ

Examples of the range of spontaneous recall of this notice in the first written exercise include the following.

Q4. Même sans fumée, vous brûlez votre santé

La chique est autant dommageable que le tabac que tu fumes. La chique est moins nuisible que le tabac que tu fumes (Chew is as damaging as tobacco you smoke. Chew is not as inconvenient to others as tobacco you smoke)

Même sans fumée le cancer est présent avec la chique (even without smoke, there is cancer with chew)

Le tabac sans fumée est dangereux pour la santé (smokeless tobacco is bad for your health)

In the written evaluation, this notice received medium-high ratings for clarity/ease of understanding and believability, and medium ratings for memorability and motivational impact. Along with H4, it received the fewest number of top two mentions.

In the discussion, participants who chose this warning notice among their top two seemed to be reacting mainly to its direct relevance to smokers. Some rationally observed that the message spoke to those who might consider chewing tobacco as a substitute for cigarettes (a few who had viewed the health warning messages prior to the warning notices even drew a direct parallel with health warning message ST-8 that refers to a baseball player who had thought of chewing tobacco as a safe alternative). In this, it was seen as making a credible and pertinent statement, especially as several said that they would not have thought chewing tobacco was as harmful as cigarettes before these focus groups. For example:

- “Je retiens que la chique est autant dommageable que le tabac que tu fumes” (I take away from this that chewing tobacco is as harmful as tobacco you smoke)
- “[Avant], jamais [j’aurais pensé que la chique était] aussi naussive que la cigarette...ou égale” ([Before], I would never have thought that chewing tobacco was as harmful as cigarettes...or even equal)

Some simply appeared to be reacting instinctively to the mention of the word *fumée* (smoke) which anchors them more strongly to this notice than to the others that relate more directly to a product they do not use: for example, “Je fais le lien avec la cigarette, c’est aussi dangereux” (I tie it in with smoking, it’s as dangerous).

In contrast to some of the other notices, this statement seemed to garner support based mainly on considerations about the health impact of chewing tobacco and smoking. Participants showed little intensity or emotional relationship to this notice.

One of the drawbacks of this notice is that it did not remain in participants’ minds: They paraphrased the part of the notice that relates chewing tobacco to cigarette smoking (*même sans fumée*) but not the part of the message that delivers the consequences of tobacco use. This latter part of the message was taken up in jumbled and generic forms (e.g., dangerous, bad for you) and did not carry much weight on its own: for example, “Ça te dit que même sans la fumée c’est dangereux” (it tells you that even without smoke it’s dangerous).

A few participants said they appreciated the play on words. Others said there seemed to be a contradiction as it made no sense to speak of burning if there is no smoke: as one participant asked, “Sans fumée, comment tu veux que ça brûle?” (without smoke, how can you say it is burning).

Finally, as with H5, a few participants pointed out that this notice does have the unwanted effect of reminding them of one of the relative advantages of chewing tobacco over cigarettes, namely that it is a way to get away from the issue of second-hand smoke: without smoke one burns away one's own health but not that of others: as one noted, "Celle-là, ça me fait penser que tu brûle ta santé mais au moins pas celle es autres" (this one, it makes me think that, you burn your health but not that of others).

(E) H4. LA CHIQUE N'EST PAS CHIC, ELLE EST MORTELLE

Examples of the range of spontaneous recall of this notice in the first written exercise include the following.

<i>H4. La chique n'est pas chic, elle est mortelle</i>
La chique n'est pas chic C'est mortel (it's deadly) La chique Chiquer c'est pas chic (to chew is not chic)

In the written evaluation, this notice was rated medium-high on clarity/ease of understanding, medium on believability and memorability, and medium low on motivational impact. Along with Q4, it received the fewest number of top two mentions.

A few participants had very strong positive reactions to this notice, appreciating the humour, lightness and what they considered to be a smart play on words with a catchy result. However, those who were most enamoured of this warning notice were usually in the groups that had been previously exposed to the graphic images of the health warning messages. Some said the lightness was a welcome change from the gravity of anti-tobacco warnings.

The participants who were most convinced this message would be effective were among the slightly older members of the groups. Many of them felt this message would speak particularly well to youth who might be drawn to try chewing tobacco and whom they expected to be particularly appearance-conscious.

- Ce serait bon avec les jeunes, on parle de chic, de la chique. (this would be good with youth, they mention chic, chew)
- Les jeunes, c'est tellement important pour eux autres d'être chic avec leurs jeans... (youth, it's so important for them to be chic with their jeans...)

Regardless of opinions of this particular message, many participants agreed the message seemed particularly targeted towards youth and that it is catchy and memorable. This observation was reinforced by the fact that many participants repeated this message without checking back to it during the discussion. On the other hand, no particular preference for this concept or buy-in among the younger participants was observed.

Several participants complained that they did not immediately understand what was meant by *la chique*: as one commented, “Je ne pensais même pas au tabac, je ne comprenais pas du tout ce message” (I was not even thinking about tobacco, I did not understand this message at all). They are used to referring to the product as *tabac à chiquer* but were not familiar with the expression *la chique*. This being said, many did rapidly integrate *la chique* into their language during the discussion, again reinforcing the impression that the expression was memorable.

A few participants appreciated the sharp contrast between the witty beginning of the notice and the strong, definitive ending: for example, “Je trouve ça géniale d’aller chercher ce jeu de mots, puis après, ça frappe, *c’est mortelle*” (I find it brilliant, to have found this play on words, and then it hits home hard, “it’s deadly”). However, several did not show much recall of the last part of the message

Some participants felt the expression *chic* did not fit well culturally in Quebec, and even less so among what they imagined to be chewing tobacco users. To them, *chic* sounds European, feminine or like a throwback to the 1960s: examples of such observations include:

- Ça faisant dépassé, années soixante (it’s old-school, like something out of the 60s)
- Dans un métro à Paris peut-être, mais ici c’est nul (in a Paris subway, maybe, but here it’s useless).

Overall Observations and Reflections

As discussed above, participants mentioned both the notices and the ads in the recall exercises and discussions. Whether the viewer's eye will be drawn to the ad or to the warning notice may depend on the relative visual effectiveness of the ad (the eye tends to be drawn to images and visually attractive colours) as well as on the extent to which the viewer identifies with the products advertised. The reactions obtained from these smokers were affected by the extent to which the ads resembled cigarette packs, with their usual rectangular warning messages.

Consensus was divided about the overall approach. While some appreciated the lightness and memorability of a witty notice, others suggested that seriousness and gravity would be more likely to make them reconsider using the product. Note that several participants did suggest that one of the lighter messages, H4 (*La chique n'est pas chic, elle est mortelle*), would be particularly effective among youth and the preference for gravity may not necessarily apply to a younger target audience.

There was a degree of consensus among participants that the more specific the negative consequences mentioned in the ad, the better. Also, when it comes to smokers, mentioning side-effects of chewing tobacco that are not immediately associated with cigarettes (e.g., mouth cancer) had a stronger dissuasive effect since these are consequences the smoker has not yet rationalized away. There also seemed to be a stronger reaction to consequences that are visually identifiable: mouth or face cancer, mouth sores, tooth loss.

Finally, as part of the closing discussion, participants were asked to identify other aspects to focus on in future notices. The act of spitting and the appearance of what tobacco chewers spit out were clearly the strongest deterrents to chewing and most likely to be mentioned. Participants offered suggestions on some related images that might be effective, including spittoons, the contents of spittoons, visions of drinking it, and other similar images.

PART 3: HEALTH WARNING MESSAGES

Ten mock-ups of health warning messages (HWM) developed for possible display on packages of smokeless tobacco products were tested in both English-language and French-language versions. These messages were divided into two sets (Set B and Set C) of messages; one set was shown in each group, such that each set was tested in 14 of the 28 groups. The sets included the following mock-up HWMs:

SET B	English Headline	French Headline
ST- 3	You're chewing your way to tooth decay	À force de mâcher, vos dents vont se détériorer.
ST-7	This product can cause heart attacks	Ce produit peut causer des crises cardiaques.
ST-8	"I always thought smokeless tobacco was a safe alternative to cigarettes"	«J'ai toujours cru que le tabac sans fumée était un substitut sécuritaire à la cigarette.»
ST-13	This product contains cancer-causing chemicals	Ce produit contient des produits chimiques cancérigènes.
ST-14-2	Smokeless doesn't mean harmless: This product is highly addictive	Sans fumée ne signifie pas sans danger : ce produit peut créer une forte dépendance.

SET C	English Headline	French Headline
ST-9	This product causes mouth disease	Ce produit cause des maladies de la bouche.
ST-10	You may not see any smoke, but you see the damage	Il n'y a peut-être pas de fumée, mais les dommages sont bien visibles.
ST-12	This product may be smokeless, but it's not harmless	Ce produit est peut-être sans fumée, mais il n'est pas sans danger.
ST-14-1	Don't get trapped. Smokeless tobacco is addictive	Ne vous laissez pas piéger. Ce produit entraîne une dépendance.
ST-15	This product can cause heart attacks	Ce produit peut provoquer une crise cardiaque.

Spontaneous Recall of Messages

Participants were shown five health warning messages (either Set B or Set C) for approximately two minutes. Each health warning message was printed in the centre of a separate 8.5 inch by 11 inch page, with the HWM taking up approximately 10.5 cm by 4.5 cm on the page. Participants were then asked to record on paper everything they could remember about what they had been shown.

(A) GENERAL PATTERNS OF RECALL

Almost all participants reported specific details about at least one health warning message, and usually more than one. The degree and range of recall displayed by participants about the health warning messages varied widely. Some gave significant detail on a number – in some cases all – of the messages shown, some only remembered one or two of the messages, and some recorded their recollections in a few terse words. In some cases, the visual image was the most clearly recalled part of the health warning message, while in other cases, the headline or some information from the text had a strong impact.

(B) RECALL OF HEALTH WARNING MESSAGES

In general, health warning messages that presented images of people – and particularly people's faces in full or in part – were recalled more often and in greater detail. For both users and potential users, the messages most often recalled were ST-3 (*You're chewing your way to tooth decay*) and ST-8 (*I always thought smokeless tobacco was a safe alternative to cigarettes*). Other HWMs that had strong spontaneous recall were ST-9 (*This product causes mouth disease*) and ST-12 (*This product may be smokeless, but it's not harmless*). The other two messages that included images of disfigured faces – ST-10 and ST-13 – were less frequently mentioned.

The two HWMs referencing heart disease, ST-7 and ST-15, also received strong spontaneous recall, more so than the two addiction messages, ST-14-1 and ST-14-2, which overall received less mention than all other HWMs tested.

For certain messages, participants often recalled aspects of the image, headline and sub-text; it appeared that in these cases, the image led strongly to a more focused recollection of information in the text. These messages were: ST-3, ST-7, ST-8, ST-12 and ST-15.

Some messages were primarily referenced by either the image or the headline: ST-10, ST-14-1 and ST-14-2.

Both ST-9 and ST-13 were unusual in that one single piece of information from the text was recalled very strongly. In the case of ST-9, in the English-language groups, the name of the mouth disease was often incorrectly recalled as "leukaemia," and this information usually accompanied a mention of the image. Most references to ST-13 mentioned cancer-causing chemicals, often without an explicit reference to the image.

Some participants were particularly affected by HWMs that included the images of disfigured faces, to the point that this was the major, or only, element that they mentioned. Some did not distinguish between the different images of disfigurement, but simply referred to images of disfigurement and disease in general.

- The pictures of the disfigurements stick out the most.
- The thing that first appears in my memory of these photos is the "pics" of mouth cancer and the disfiguration afterwards and the serious damage and side effects this product does cause a person!
- I remember two very graphic pictures which were disgusting of people's mouths. Then there were others that were not so loud and visual in which I don't remember much of. I remember the guy that lost his jaw and a mouth that was sewn shut.
- I remember the visual pictures of the deformed faces and mouths and decayed teeth of the chewers.
- Maladies horribles qui déforment la bouche et le visage (horrible illnesses that deform the mouth and face)
- Messages...dégueulasses...mais très percutants (messages that are disgusting...but very powerful)

Some participants commented on specific health warning messages that stood out among others, and in some cases indicated why these messages were so effective for them, and what they found to be the most powerful in impact.

- Face deformed, mouth cancer, pictures would make me want to quit. The mouse trap pic look like it made you feel like a stupid mouse caught in a trap. Having the man on with his story helps give a real feeling.
- The man with a jaw really popped out. The picture with what look to be a hole in the mans face popped out as did its message with the word damaged.
- The mouth cancer pictures are very effective; the one ad for smokeless is harmless is not as catchy and I'm not sure people will read. I read all the warnings. Very good.
- I remember the gentleman with the disfigured face and half of a jaw. None of the text in all messages other than the principal text caption for the disfigured face as stands out.
- The baseball player with half his jaw missing had a big impact. The tooth decay message was okay. The picture of the diseased heart wasn't that awful, so it didn't catch my attention. I already know that smokeless contains nicotine and is addictive, so there was little impact on me.
- Yellow background and red font, the ad with the white sign "was forgettable." The diseased hearts was not memorable. Stained teeth made me think about "social" situations and work! The B+W face was almost "medical "I looked again. The baseball player was sad, not pretty but then again lots of people have disfigurements you can treat this no different no matter what.
- Ce que j'ai vu me confirme que jamais je vais acheter du tabac à mâcher...pour moi, ça accélère la maladie de la bouche car c'est directe. (what I saw confirms for me that I will never buy chewing tobacco...the way I see it, it accelerates mouth illnesses because it's in direct contact)

On the other hand, some participants wove the images and information from several messages together to give a report on all that they had recalled or interpreted. These reports, drawing on several different messages, nonetheless clearly demonstrated that most participants had no difficulty in understanding and remembering key elements of these HWMs and the overall message that smokeless tobacco is a health hazard.

- Smokeless is bad for heart throat has many chemicals is no better than smokes – causing cancer in jaw, etc.
- Smokeless tobacco is as dangerous as regular tobacco. It causes tooth decay, mouth and throat cancer and heart attacks.

- This information was clear that smokeless tobacco is every bit as dangerous to your health as smoking is. Heart attacks and general cancers of the mouth and face are direct potential results from using a smokeless nicotine product.
- Tobacco use can be deadly, as well as leave your face very disfigured. Tobacco is also very addictive, and there is no safe alternative. Most mouth cancer patients die. Tobacco causes high blood pressure and many other serious illnesses.
- The chewing tobacco can not only cause you to have heart attacks it can also cause you to have mouth sores that not only lead you to face cancer it can also leave you disfigured. So chew less tobacco might not have smoke that cigarettes have but it could lead to death or cancer the same way.
- Que les dommages sont très importants. Que ça crée une dépendence aussi forte que la cigarette. Sa laisse des traces considérables. (that the damages are significant. That it leads to addiction that is as strong as addiction to cigarettes. It leaves strong traces.)

Several participants in the English sessions also mentioned that they had noticed the Quitline number and the infotobacco.com website address, and a few – no more than one or two in any group – mentioned that Health Canada was named in the HWMs. This came up only once among francophones.

(C) GENERAL COMMENTS

Some participants made more general comments, either instead of or in addition to mentions of specific health warning messages. These comments addressed a number of issues related to these health warning messages. Some participants wrote general summaries of what they saw or what they perceived to be the overall meaning of the health warning messages.

- How harmful and down right ugly tobacco products can be. The harm that they can cause a person. Grotesque.
- Graphic images. Some warnings, good facts, personal case/story.
- You can get a number of things wrong with you from smokeless tobacco, from bad teeth to deformities of your face or internal organs.
- What smoking can really do to you. The pics help out very very much.
- The negative results of using smokeless tobacco, there is no difference between smokeless tobacco and tobacco.
- That chewing tobacco is a danger to your health and the results are ugly.

- Smokeless tobacco has a devastating effect, mouth and throat cancer and heart attacks – just as lethal as smoking cigarettes.
- Tobacco use can cause disfiguration. These are all for smokeless tobacco, chew, snuff and do more damage in a shorter time.
- Photos of disfiguring disease from smokeless products. Web based information to try to quit. Health Canada warning similar to ones seen on cigarettes.
- Graphic images of health problems caused by smokeless tobacco. Various health warnings. Seemed to be the same message different health problem.
- All the messages warn of the danger of using smokeless tobacco.
- Graphic pictures, a lot of information on exactly what effects chewing tobacco cause. Bold messages.
- Qu'il n'y est pas obligé d'avoir à inspirer pour avoir un cancer relié au tabac (that you do not have to inhale to get a cancer related to tobacco).
- Images percutantes. Avertissements qui donnent à réfléchir (striking images. Warnings that get you thinking).

Participants also commented about their response to the messages as a whole, and their assessments of HWMs' overall impact and effectiveness. Many indicated that the images were a significant element in drawing them into reading the text of the HWMs. Overall, the messages appeared to have a strong initial effect on many, even though this effect was not always seen as being strong enough to cause users to consider quitting. However, many potential users said it was enough to keep them from considering starting to use smokeless tobacco.

- These messages send a strong message to me that it would be in my best interest to quit using chewing tobacco. The pictures were very powerful and graphic. They are things that I've seen before, but their effect seems even stronger this time.
- The terrifying pictures. These ones were far better than the other set because they had pictures and facts, specific statistics would help as well. The pictures of the disfigured people were memorable.
- Well informative of info of different diseases and effects. They make you think twice.
- Very strong, gets to viewer very deeply, actually shows what can happen, their graphic nature is very effective, pictures are more meaningful than the words – "pictures worth 1000 words."
- Most of the messages were very clear, but not effective; the picture made the message more noticeable and made me want to read the ad, but overall didn't move me.

- High impact imagery; catches attention; interesting; informative and easy to read captions; just great! Yellow is effective.
- The pictures, they got the message across a lot more better. Bright colours, making the ads stand out more and the facts being more real and gritty.
- They were graphic, right to the point like those Truth commercials. A couple of them were kinda sickening to look at.
- Les images de ST-8 et ST-13 sont saisissantes. Cela donne à réfléchir sur la consommation de ce produit. Bref, une image vaut mille mots (the images on ST-8 and ST-13 are shocking. It makes you think twice about consuming this product. In short, a picture is worth a thousand words).

Assessments of Health Warning Messages: Written Evaluation

After the recall exercise, participants were asked to complete a written exercise in which they evaluated each HWM on four dimensions: noticeability; clarity and ease of understanding; believability; and ability to inform on the health effects of using tobacco.* They were also asked to select their top two HWMs from the five presented.

(A) NOTICEABILITY

Overall, the ability to catch the viewer's attention emerged as the strongest attribute for many of these messages. With some exceptions (notably ST-14-1 and ST-14-2, where this was one of the attributes with the lowest ratings), health warning messages received their highest overall ratings on this dimension.

The messages with the highest overall ratings were ST-10, ST-12 and ST-13. The HWMs ST-15, ST-7, ST-14-1 and ST-14-2 were rated least positively overall and by both segments. Overall scores ranged from between "one thumb up" and "two thumbs up" for those messages with the strongest evaluations, to "one thumb up and one thumb down" for the lowest rated message, ST-14-2.

* Participants rated each HWM on an un-numbered, 5-point visual scale composed of thumbs up or down. Two thumbs down = 1, one thumb down = 2, one thumb up and one down = 3, one thumb up = 4 and two thumbs up = 5

A few health warning messages received relatively consistent assessments on this dimension across all regional segments, notably ST-12 (one of the highest-ranked messages) and ST-14-2. While other HWMs received scores that varied noticeably, a few clear patterns emerged. Ontario users tended to score several messages less strongly on this dimension, notably ST-3, ST-8, and ST-14-2. Alberta potential users gave relatively low scores to several messages, specifically ST-3, ST-10, ST-14-2 and ST-15.

(B) CLARITY AND EASE OF UNDERSTANDING

Clarity and ease of understanding was seen to be one of the dominant attributes for many of the messages tested, as was made clear by the fact that they received relatively positive assessments on this dimension in comparison to the other three.

Again, ST-12 and ST-13 ranked at the top, while ST-8 ranked at the bottom and received weak scores from both segments. Potential users rated ST-14-1 and ST-14-2 more strongly on this dimension than users did, and ranked ST-3 and ST-10 notably less strongly. ST-9 and ST-15 received mid-range ratings from both users and potential users.

A number of messages received fairly consistent scores across most or all regional segments on this dimension, including ST-9, ST-12, ST-14-1, ST-14-2 and ST-15. A few regional patterns emerged, however. Ontario users gave lower than average ratings to several messages, including ST-8, ST-13 and ST-14-2. Saskatchewan users gave higher than average ratings to most of the messages, notably ST-3, ST-9, ST-10, ST-12, ST-14-1 and ST-15. Alberta potential users gave poor scores to many of the messages, including ST-3, ST-7, ST-8, ST-10, ST-14-2 and ST-15.

(C) BELIEVABILITY

Opinions on the believability of these messages varied considerably. A number of health warning messages received some of their lowest assessments on this dimension, with the exception of ST-12, ST-13 and ST-15, which received ratings consistent with those received

on other dimensions, and ST-14-1 and ST-14-2, both of which received some of their best scores on this dimension.

Overall ST-12, ST-13 and ST-15 rated high on believability, but users considered ST-10 to be the strongest on this attribute, while potential users gave it a low score. Users tended to rank ST-9 and ST-3 in the mid-range, whereas potential users gave ST-14-1 and ST-14-2 mid-range scores. In general, users gave higher scores on this attribute than did potential users.

Most messages received a wide range of scores from the various regional segments. Several interesting patterns emerged. Ontario users gave lower than average scores to a number of messages, including ST-3, ST-8, ST-13 and ST-14-2, while Alberta potential users gave poor assessments to a number of messages, including ST-3, ST-7, ST-8 and ST-15. Quebec potential users gave strong evaluations to a number of messages, including ST-3, ST-8, ST-9 and ST-10.

(D) ABILITY TO INFORM

Overall, the ability to inform was a less prominent attribute for most messages, with the exception of ST-12, ST-13 and ST-15, which received scores on this dimension that were consistent with their ratings on other dimensions. Both users and potential users gave the most positive assessments on this dimension to ST-12 and ST-13, followed by ST-15; users also rated ST-10 strongly. Potential users gave higher scores to ST-14-1 and ST-14-2, and lower scores to ST-3, ST-7, ST-8, ST-9 and ST-10, than users did.

A number of messages received relatively consistent ratings on this dimension, including ST-12, ST-14-2 and ST-15. However, a few patterns emerged among regional segments. Ontario users gave relatively low scores to a number of messages, including ST-3, ST-8, ST-13, and ST-14-2. Quebec potential users gave relatively strong scores to several messages, including ST-3, ST-8, ST-9, and ST-10.

(E) TOP TWO MESSAGES

Despite receiving relatively low scores on three of the dimensions tested (all except of noticeability), ST-8 received the most mentions as a top two choice overall and among users and potential users. Messages ST-10, ST-12, and ST-13 also received high scores. All four messages show significant portions of the faces of people who have been disfigured by diseases related to the use of smokeless tobacco. It would appear that, when participants selected their top two, the key to their preferences was the human face of the suffering brought about by the health risks from smokeless tobacco.

The five least mentioned messages, ST-9, ST-7, ST-14-1, ST-14-2 and ST-15, all received very limited mentions. In contrast to the top four, none of the bottom five messages contain a recognizable portion of a face – in fact, only one, ST-9, contains any portion of a face, and that image is not entirely clear.

Responses to Specific Health Warning Messages

This section presents the findings for each health warning message with regard to the spontaneous recall written exercise, the assessment on four dimensions written exercise, and the group discussion. Where differences either by region or by target segment (users vs. potential users), were observed, they are noted in the discussion of participants' responses.

(A) ST-3. YOU'RE CHEWING YOUR WAY TO TOOTH DECAY. / À FORCE DE MÂCHER, VOS DENTS VONT SE DÉTÉRIORER.

From the recall exercise, ST-3 was among the messages most often recalled. As well, participants were more likely to recall aspects of all three features - the image, headline, and sub-text - than was the case with a number of other HWMs. The following are examples of the range of recall comments.

ST-3: You're chewing your way to tooth decay / À force de mâcher, vos dents

vont se détériorer.

Chewing tobacco is bad for your teeth.

Chewing tobacco is a way to tooth decay

Yellow teeth

Chewing tobacco contains lots of sugars that can lead to tooth decay and loss of teeth.

Contains sugar to rot teeth and receding gums and permanent stains

Tobacco causes gum disease, tooth staining, decay

You're chewing your way to tooth decay

Black teeth

Can cause tooth decay

Tooth discoloration and gum loss

Causes stains really dry gums due to high levels of sugar.

Rot your teeth cause gums to recede.

Tooth decay from sugar in smokeless tobacco

The first thing that I recall is the picture of the man's yellow teeth, with an advertisement about chewing tobacco, this advertisement said that the chewing of tobacco can too cause cancer.

Macher peut détériorer vos dents (chewing can lead to tooth decay)

Hygiène buccale (mouth hygiene)

À force de macher vos dents peuvent se détériorer (keep chewing and your teeth can deteriorate)

Le tabac à chiquer donne des caries (chewing tobacco leads to cavities)

La nicotine contient du sucre (nicotine contains sugar)

La perte des dents (tooth loss)

In terms of the written evaluations, ST-3 received high scores on noticeability and clarity/ easy to understand, a medium high score on believability and a medium score on ability to inform about the health effects of using a smokeless tobacco. It was ranked fifth of all ten messages as a top two choice.

Response to the ST-3 image was particularly strong in the discussion of this message - both users and potential users described it as "nasty," "disgusting," and "gross." Most found the message easy to understand, and commented that the language is catchy and that there is a close fit between the text and image. Several participants mentioned the rhyming headline. A few potential users, however, were initially confused and thought the text referred to

nicotine gum, not chewing tobacco. Many agreed that this HWM provided new information, as it did not appear to be common knowledge that smokeless tobacco products can contain sugar.

Despite the strong response, many, both users and potential users, felt the message would not stand out because they have seen similar images so many times before on cigarette packages and are desensitized to the image. Some potential users felt that this represented a health effect that was cosmetic and something that could be fixed and therefore was not scary enough to be effective. On the other hand, some felt that this HWM would have a strong impact because aesthetics and appearance are important to many people: it would appeal to their vanity.

Some, particularly older men who have chewed for a long time, felt the image was believable, but others questioned whether this kind of damage could result from chewing: for example, “everybody I know who chews, their teeth don’t look like that.” Some, both users and potential users, rationalised that the image could just as easily be of teeth that were decayed for any number of reasons, including excessive sugar consumption, poor dental hygiene and periodontal disease. Some argued that teeth like the ones shown in these images, as with similar images on cigarette packs, were more a matter of personal hygiene than smoking or chewing tobacco. A few thought the image might have been enhanced to appear worse than it really was.

The fear of ending up with teeth that looked like those in the image hit close to home for a number of participants, particularly users who have had or seen tooth damage associated with chewing tobacco. A few participants talked about the serious social implications of having discoloured teeth in a culture that places great emphasis on white sparkling teeth: “I wouldn’t want to smile if I had teeth like that.” On the other hand, some felt that what they saw in the image was not likely to happen to them, and a few users noted that one can always switch to a brand without sugar.

A number of participants said that they had not realized there were such high levels of sugar in these products or that chewing tobacco can lead to cavities and tooth loss. These participants suggested that they found the message very informative for these reasons. Some also assumed the impact of chewing tobacco on the teeth must be more severe than from smoking tobacco because there is direct contact with the teeth and gums. Others noted that sugar is everywhere and is not really seen by many people as a threat.

Some felt the image was too impersonal – just teeth- and that one needed to see the person's eyes to fully relate. Another recommended change was that the text should give more information about the person's lifestyle, to clarify that chewing tobacco was the only possible cause for the damage shown.

This message did not seem to have as strong an impact among francophones as among anglophones. Part of this may have to do with the headline in French which did not have the succinct memorability of the English-language version. None of the participants spoke of this headline being memorable during the group discussion, though several did recall it in the written recall exercises. Much of the difference in the francophones' reactions to this message may have more to do with user segmentation, specifically that the francophone groups included only potential users, in other words smokers, for whom this image was well known.

**(B) ST-7. THIS PRODUCT CAN CAUSE HEART ATTACKS. / CE PRODUIT PEUT CAUSER
DES CRISES CARDIAQUES.**

This message elicited fairly strong spontaneous recall from the first written exercise including comments about the image, the headline, and the sub-text of the message. The following are examples of the range of recall comments.

ST-7: This product can cause heart attacks. / Ce produit peut causer des crises cardiaques.
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This product can cause heart attacks The differences between healthy and tobacco hearts. I remember two hearts, and it was saying something about heart cancer. Causes heart attacks high blood pressure It causes the heart rate to increase Specifically nicotine which damages the heart because of accelerated heart beat. Causes HBP and heart disease It affects the heart, showing a healthy heart and a diseased heart. Heart attacks Heart disease The diseased heart vs. healthy heart High levels of nicotine can cause heart disease

There was also a picture of a diseased heart compared to a healthy one, stating that nicotine causes blood pressure to rise, there by increasing risk of heart attack
Un Coeur malade et un en santé (a sick heart and a healthy one)
Coeur après l'utilisation de la nicotine (heart after use of nicotine)
Photos de poumons ou de cœur (pictures of lungs or heart)

In the written evaluations, ST-7 received a high score on clarity/easy to understand, and medium high scores on the other three dimensions- noticeability, believability, and ability to inform about the health effects of using smokeless tobacco. It ranked sixth/seventh together with ST-9, as a top two choice.

In the discussion, ST-7 was not described as particularly eye-catching by either users or potential users, although some said it was easy to understand and most thought the text was straightforward and informative. Participants said that the message itself is strong and important, the headline is a positive statement about the health effects of smokeless tobacco and the text is effective, but the graphic is weak and should be more dramatic. Some noted that that images of hearts and lungs are seen frequently in tobacco-related health warning messages and therefore no longer make a strong impact: for example, "there's a heart and lungs on every cigarette package."

Some said they found it hard to relate to an internal organ that they would not ever see, but others thought it had more impact because it was about a vital organ. Those who have lost family members due to heart attacks or who have themselves survived a heart attack tended to find this message a strong and personally relevant statement.

Some participants were not able to distinguish the healthy from the unhealthy heart in the graphic. A number of participants thought the unhealthy heart looked better than the healthy one and suggested that the message needed some information about why one heart is worse than the other. Others, on the other hand, found the difference obvious and noted that it was good to be able to see the contrast between a healthy and unhealthy heart. For these participants, the distinction was clear: for example, "ça me choque...tu vois vraiment le trou avec la veine dans le cœur, tu vois que c'est boursoufflé" (it was shocking to me...you can really see the hole with the vein in the heart, you can see that it's inflamed)

Some reported that they had not been aware of the connection between nicotine in smokeless tobacco and heart disease, and had previously associated this risk only with

smoking. Others thought it was also important to tell people who might not know that there is nicotine in smokeless tobacco, and what its effects can be. On the other hand, some did not find this information believable, arguing that they have never noticed an increased heart rate when chewing or smoking tobacco, or that using tobacco actually calms them down rather than increasing heart rate and blood pressure. Some said there was not enough information about how nicotine causes heart disease for the message to be believable. A few thought that if it was true, it might be a good thing, because cardiovascular exercise increases heart rate and that is supposed to be good. This scepticism concerning the negative effects of nicotine on the heart or heart rate was not observed in the francophone groups, though some did admit that the fact that it is the nicotine, and not the smoke, that raises the heart rate was new information. For example, “Je ne voyais pas le lien avec le tabac à chiquer et des maladies cardiaques...que plus de nicotine ça fait pomper plus le cœur” (I did not realize the link between chewing tobacco and heart disease...that more nicotine could make your heart pump faster).

Others attempted to negate the message by arguing that many people who chew do not have heart disease and that many heart attacks happen to people who do not chew tobacco so that there cannot be a direct correlation.

A number of participants thought that the graphic detracted from the message. Some said that the image should instead be one really bad- looking heart. A few said the text should not just focus on nicotine as dangerous, because there are other chemicals in tobacco that can affect the heart. Others noted that the text talks about heart attack, but the image is about heart disease and that this causes confusion or doubt and should be changed. It was also suggested that the use of both *cause* and *contribute* in the text is contradictory.

A number of participants, notably francophones, pointed out that the use of the word “can” (“peut”) as opposed to “will” cause heart attacks immediately weakens the impact of the message: for example, “Le message c’est encore “peut”...50/50...tu ne sais pas si ça va t’arriver” (again they say ‘can’...50/50...you don’t know if it will happen to you)

**(C) ST-8. “I ALWAYS THOUGHT SMOKELESS TOBACCO WAS A SAFE ALTERNATIVE TO
CIGARETTES.” / «J’AI TOUJOURS CRU QUE LE TABAC SANS FUMEE ETAIT UN SUBSTITUT**

SÉCURITAIRE À LA CIGARETTE.»

ST-8 was one of the most often recalled messages from the first written exercise. The following are examples of the recall comments.

ST-8: “I always thought smokeless tobacco was A safe alternative to cigarettes.” / «J’ai toujours cru que le tabac sans fumée était un substitut sécuritaire à la cigarette.»

A man with a disfigured face and how he thought it was a safe choice over smoking.
The jaw from a man had been removed due to cancer created from tobacco product.
The baseball player with the half-removed jaw.

“Always thought smokeless tobacco was a safe alternative.”

Smokeless tobacco can still hurt you.

A message about a man who thought smokeless tobacco was not harmful.

Baseball player (26 years old) had half of his jaw surgically removed because of mouth cancer.

Homme au cancer de la mâchoire à 26 ans. Défiguré (man with jaw cancer at 26 years. Disfigured)

J’ai toujours cru que le tabac sans fume était un substitut sécuritaire (I always thought smokeless tobacco was a safe substitute)

Joueur de baseball défiguré pour le restant de sa vie (baseball player disfigured for the rest of his life)

In the written evaluations, ST-8 received a high score on noticeability, medium high scores on clarity/easy to understand and ability to inform about the health effects of using smokeless tobacco, and a medium score on believability. It ranked the highest of all ten HWMs in terms of top two mentions.

In the discussion, many saw this message as highly effective, if grotesque, and having extreme shock value. It evoked such immediate responses as “scary,” “disgusting,” “powerful and believable,” “holy crap,” “this is a kick in the teeth,” “revolting,” “I don’t believe this can happen,” “I didn’t want to look at it, or look like that.” Some found the power of the image encouraged them to take a second look and to read the text: for

example “You want to see what’s going on with that guy’s face.” Even so, a few participants thought that after time, they might become accustomed to seeing it and fail to be affected.

For many, the fact that this message shows a real person – someone with a name and a personal story – made them connect and empathize with the person in the message. The presentation of a young person, seriously disfigured, had a powerful effect on many participants, both users and potential users, who felt this message would scare them. Many felt that this message tells them that this kind of disfiguration does not just happen to old people who may have chewed for years, but that it can happen to young people, to anyone – even to them. Many felt the message dispelled the “myth” that chewing is safe: for example, “look at what it’s done to him – in his own words, he thought chewing was safe.” It was also noted that this messages brings out the association between chewing tobacco and sports such as baseball, that young people consider glamorous.

Some attempted to moderate or negate the message. A few said the image might be true but wasn’t believable; they argued that it is something that would hardly ever happen and that they have never seen anyone who looks like this, and that many people chew all their lives without getting cancer. Others asked how they could be sure this happened because of chewing tobacco rather from some other cause or genetic predisposition. A few potential users attacked the credibility of the person shown, asking how anyone could think chewing tobacco was not harmful and wondering why he did not have corrective surgery to fix the disfigurement. A few users argued the message was unbelievable because they do not believe that people actually sit down and think about which would be safer, cigarettes or chewing tobacco.

When asked how the message could be improved, some suggested removing all text that does not deal with the personal story; the story is all that is needed. Others wanted the message to be made scarier and make the point that cancer is deadly. Some would like more information, including how long he had been chewing tobacco, what kind he chewed and how often.

A few participants, primarily francophones, felt that the image did not make it clear enough that he had mouth cancer, saying it could be confused with someone with some other form of physical disability or injury. Some suggested the picture should focus on the other side of his face, which appeared to be more seriously deformed.

(D) ST-9. THIS PRODUCT CAUSES MOUTH DISEASE. / CE PRODUIT CAUSE DES MALADIES DE LA BOUCHE.

ST-9 had strong spontaneous recall in the first written exercise. The following are examples of recall comments.

ST-9: This product causes mouth disease. / Ce produit cause des maladies de la bouche.

Leukemia is disease that causes white sores.
Can cause leukemia, a white sore in the mouth that can turn cancerous.
It also causes leukaemia which is a thick white sore inside of the mouth.
Someone with shiny white teeth with their lips pulled out.
Causes leukoplaki – a white substance in your mouth that can turn cancerous.
Pictures of leukoplakia.
White inside mouth- not cancerous but leads to?
Smokeless tobacco causes leukaemia
Leukaemia can turn into cancer.
Picture of a white sore on lip
Can cause white buildup – leukaemia??
Smokeless tobacco can cause mouth disease
Picture of white sore on person's bottom lip.
Plaques blanches...leucoplasie (white patches...leukoplakia)
Plaque blanche à l'intérieur de la lèvre du bas (white patch inside bottom lip)
Tâches blanches dans la bouche (white patches in the mouth)
Plaque blanche sur l'intérieur des babines (white patch inside lips)

In the written evaluation, ST-9 received high scores on noticeability and clarity/easy to understand, and medium high scores on believability and ability to inform about the health effects of using smokeless tobacco. It was ranked sixth/seventh together with ST-7, in terms of top two mentions.

In the discussion, there were mixed reactions to this message, largely due to varying responses to the graphics. For example, as one participant noted: "the message is clear, the picture is not." Some found the image eye-catching and saw the sore depicted as something relatively serious – "a pretty nasty mouth sore," "gross, I'd hate to have a sore like that" or

“it looks painful, I wouldn’t want it to happen to me”. These participants, both users and potential users, found the overall message to be a strong one.

Others saw the sore as something trivial and not necessarily connected in any way to smokeless tobacco. A few interpreted the white spot as toothpaste, or even a glare from the lighting or a defect in the photograph. Some saw nothing alarming in the graphic while others simply expressed confusion over what the image was intended to portray:

For most, this message provided new information. None of the participants had ever heard of this disease by name but a number of users said they know of others who have suffered something similar or that they themselves now have or have had white spots in their mouths. For these, the message made an impact because it is not discussing an extreme case but rather something that they know users of smokeless products can get, a disease that is directly attributable to smokeless tobacco. However, some noted that the text says *can sometimes turn into cancer* and wanted statistics – one in ten cases or one in 100 cases? Others wanted more information about the person’s history of tobacco use. A few said that they were completely unfamiliar with this condition so it may not be serious. To some potential users, primarily francophones, this seemed like something they could relate to more directly. They seemed to see mouth sores as an early warning sign of cancer and therefore as something that might happen to them: for example, “Ça fait plus réaliste...ça fais peur...si je me mets à avoir des plaques, le cancer ça suivrait...il me semble que je me mettrais à checker dans la bouche” (it’s more realistic...it’s frightening...if I start getting patches...cancer will probably follow...I think I would probably start checking my mouth all the time).

Many participants said that the teeth were too white for someone who has been chewing long enough to suffer such an ailment.

Some, particularly users, said the use of the words *mouth disease* implies that one could get this but it also implies a cure and therefore a condition that is not that serious. This image was seen as pointing out an early warning sign – it does not encourage them to quit but does educate them on what to look for. Others said it does make them think about what using smokeless tobacco does to their mouths and felt that it might prevent others, particularly younger people, from trying smokeless tobacco.

Many agreed that the image needed to be changed, to make it both clearer and easier to understand, and stronger and more dramatic making the teeth more gross (not so white).

One participant suggested putting in a scalpel to make the picture look like someone getting surgery to remove the disease.

(E) ST-10. YOU MAY NOT SEE ANY SMOKE, BUT YOU SEE THE DAMAGE. / IL N'Y A PEUT-ÊTRE PAS DE FUMÉE, MAIS LES DOMMAGES SONT BIEN VISIBLES.

ST-10 was less frequently mentioned in the spontaneous recall exercise than some other HWMs with images of people's faces. The primary references were to the image. Examples of comments include the following.

ST-10: You may not see any smoke, but you see the damage. / il n'y a peut-être pas de fumée, mais les dommages sont bien visibles.

Mouth cancer is revolting – man with tube
A disgusting picture of someone's face with cancer
Tube in nose – Partial loss of face- Very graphic.
This product causes cancer in the face.
“Cancer in your face”
“You can't see the smoke, but you can see the side effects”
Smokeless tobacco causes mouth cancer. Just because you can't see the smoke it still causes harm.
Trou sur le côté bas du visage (machoire) comme si une arme à feu avait fait les dommages (hole on side of bottom of face (jaw) as though from firearm damage)

In the written evaluations ST-10 received high scores on noticeability and clarity/easy to understand and medium high scores on believability and ability to inform about the health effects of using smokeless tobacco. It ranked second in terms of top two mentions.

In the discussion, most felt that this message has a strong visual impact. When asked for overall impressions, some said they would rather die than walk about with something like this. Others called it really disturbing and said it made them feel uncomfortable to look at it. Some said they did not read the text at all because they could not look at the image. Some, both users and potential users, felt that the shock value of the message was a positive element, and thought this to be one of the most powerful messages. However, a few thought the image was too gross and worried that it might not be believable.

Many said this message is important because most people do not realize how dangerous smokeless tobacco is. Many felt that this image indicated the severity of what could happen. The fact that it showed a real person made the message hit home.

While many, particularly potential users, felt that this would be an effective deterrent, some did not believe that the image depicted actual damage resulting from the use of smokeless tobacco. Some said the visual itself is obscure and difficult to understand, and did not seem to be directly associated with damage caused by using smokeless tobacco. One participant felt the image looks more like flesh eating disease than someone suffering from tobacco use, while others thought it looked like someone who had been in a fight or an accident. Some argued that they have seen people with massive damage to their faces from smokeless tobacco, but many – especially among younger participants – think it is unlikely to happen to them.

Some thought that smokeless tobacco might have been a contributing factor, but that damage this severe must have had some other cause as well, such as a genetic predisposition to some condition. Some asked to know more about the character, such as how long he had been chewing for, and how much he chewed. They also wanted to know how many people there are that look like the person in this image: without percentages it might be a scare tactic.

Many also agreed that the use of the word *damage* in the headline has a strong impact as well. Some noted that the headline is a play on the phrase *where there's smoke, there's fire* but that it stresses that you don't have to smoke to be harmed by tobacco. An Aboriginal participant from Saskatchewan said the headline made her think of smoke signals for communicating warnings – in this case, you don't see the warning (the smoke) but there is still danger.

A number of participants commented on the presence of the nasal tube. Some did not understand what it was for, and thought it did not look real. A few felt the nasal tube added to the image. One potential user associated this with emphysema and an oxygen tank. Others thought that this could be a photo taken at a hospital and said that it reminded them of the effects of such a debilitating illness on quality of life.

**(F) ST-12. THIS PRODUCT MAY BE SMOKELESS, BUT IT'S NOT HARMLESS. / CE PRODUIT EST
PEUT-ÊTRE SANS FUMÉE, MAIS IL N'EST PAS SANS DANGER.**

ST-12 elicited strong spontaneous recall from the first written exercise, with aspects of the image, the headline and the sub-text recalled. The following are examples of the recall comments.

ST-12 : This product may be smokeless, but it's not harmless. / ce produit est peut-être sans fumée, mais il n'est pas sans danger.

Name and age of man who lost 1/2 of his jaw

Results of surgery on a 38 year old male who lost 1/2 his jaw as a result of smokeless tobacco.

The guy with stitches on bottom jaw.

Some guy 38 half his jaw gone.

"Smokeless tobacco can cause mouth cancer" you can die from it, if you survive, it could leave you disfigured for life (38 yr. old man lost the side of his jaw)

Perdre 1/2 machoire (lose half your jaw)

In the written evaluation, ST-12 received a very high rating on informing about the health effects of using smokeless tobacco, as well as high rating on the other three dimensions. It ranked together with ST-13 in third/ fourth place in terms of top two mentions.

In the discussion, this message delivered a strong and emotional impact. Participants, both users and potential users, agreed that the image drew their attention strongly. Many found the image "graphic," "scary," even "gross" and "disgusting." Some felt that such a powerful and vivid message would make them recoil from any package on which it had been placed. A number of participants noted that images of facial disfiguration have a high impact, because people care about their appearance, and added that the idea of being disfigured for life hits hard.

For many, the inclusion of personal details made the impact stronger and more personalized, and allowed them to connect with the man in the picture: for example, "this man has eyes and a soul." Several noted that the eyes in this picture speak very strongly, and said they felt that the person was looking at them. His age in particular caught their attention, although a few commented that he looked older than the age given in the message.

Some, both users and potential users, attempted to minimize the impact of this message. Some argued that damage such as this could have been caused by an accident. Others

insisted that they have been chewing for years and haven't seen anything like this happen to themselves or their friends. On the other hand, several participants mentioned seeing people with part or all of their jaw removed, and suggested that perhaps it was necessary to see the damage in person to really believe it could happen.

To improve the overall message, some suggested replacing the details in the text with more information about the person's story. Others wanted more information added, such as for how long and how often he chewed tobacco. A few wanted more information about his personal story because they wondered why he had not seen signs of his cancer and stopped chewing "before it got that bad."

Some participants asked why a Canadian wasn't used in the image; they wondered if perhaps consequences this severe were rare, so that no one could be found in Canada with such a dramatic disfigurement. Others suggested that American chew is different and might have different effects on people.

A few thought the text was weak compared to the image, and suggested using part of the text from ST-10 with this image. Some suggested adding colour to the visual especially if it provided more detail or showed more evidence of scarring or surgery. Others rejected this, saying that the black and white is grim and communicates sadness. Some also felt that the black and white strengthens their personal connection to the image: for example, "Le fait que c'est noir et blanc...j'ai vu les joues et j'ai vue les yeux tout de suite après...il te dit, gars man..." (the fact that it's in black and white...I saw the cheeks and I saw the eyes right after...like he's saying...look man...).

**(G) ST-13. THIS PRODUCT CONTAINS CANCER-CAUSING CHEMICALS. / CE PRODUIT CONTIENT
DES PRODUITS CHIMIQUES CANCERIGENES.**

ST-13 was less frequently mentioned than other HWMs with facial images. It was mainly recalled for its message of cancer causing chemicals.

The following are examples of the recall comments.

ST-13: This product contains cancer-causing chemicals. / Ce produit contient des produits chimiques cancérigènes.

Chemicals caused cancer in this face.
The face being disfigured, man chin without moustache being disfigured.
I remember another man's face well his chin it looked like was very damaged.
28 cancer causing agents
Chewing tobacco contains 28 chemicals causing mouth and throat cancers
28 chemicals absorbed
Can cause mouth cancer.
Warnings about cancer causing chemicals
When you smoke you take in different cancer causing chemicals
28 cancer causing chemicals
That 28 different cancer causing chemicals are absorbed in to your body every time
you use smokeless tobacco
I also remember the card where there was another face on it with his lip and chin
disfigured and a message about chewing tobacco can cause mouth and throat cancer.
Présence de 20 agents cancérogènes (presence of 20 cancer causing agents)
Qu'il y a des produits chimiques (that there are chemicals)
Le tabac contient des produits cancérogènes (tobacco contains cancer causing agents)
Plus de 28 produits toxiques (more than 28 toxic products)
Produits cancérogènes. 28 produits à l'intérieur du tabac. (cancer agents. 28 products
within tobacco)

In the written evaluation, ST-13 ranked high on all four dimensions. It ranked together with ST-12 in third/fourth place in top two choices.

In the discussion, "powerful," "scary," "gross," disgusting," "shocking" and "really, really eye-catching" were some of the words used to describe this message. Some volunteered that it made them think of quitting, adding that they wouldn't want it to happen to them, to look like that. Some felt that this kind of health consequence was worse because everyone can see it – hearts and lungs are on the inside, but this is visible.

Some also mentioned the headline and text favourably. The headline was described as making them want to read more. The text was also described by some as being less like "lecturing."

Most agreed that this message gave them new information, because it explained to them what could happen if they used smokeless tobacco. Many felt that the mention of a specific

number (28) helped give the impression of a strong, straightforward, factual message. They also felt that the term *chemicals* caught the eye, because chemicals are not good for you. Some connected the word to familiar but dangerous household products: for example, “c’est :chimique” qui m’arrête...je pense à mon M. Net” (it’s the part about chemical that gets to me...I think about my Mr. Net [household cleaning product]). Some felt it was important that it doesn’t just say that it causes cancer, it tells you why. A few felt the information was incomplete because it did not mention nicotine or what is in the tobacco itself. A few others wondered what the 28 chemicals were.

Some felt the language used was strong: for example “it says, ‘take this, you get cancer.’” Some pointed out that this message was more effective than some of the others because instead of saying it can cause cancer, it states what is unquestionably true – the number of chemical cancer agents: for example, “c’est pas comme ce produit “peut” causer le cancer...ici c’est direct...ce produit contient des produits cancérigènes” (it’s not like this product can cause cancer, here it’s direct...this product contains cancer agents). Some felt the message was particularly believable because it doesn’t say you will get this, it just says the risk is greater. On the other hand, some thought the mention of cancer was a scare tactic. Some argued that there are so many causes of cancer that tobacco users should not be singled out, and asked how often does this happen – what are the odds?

A few, particularly users, thought the image was not realistic or believable, because they have never seen anyone who looks like this: for example “I question the integrity of the ad.” Some argued that the image looks more like someone who’s been in an accident or a big fight. Some thought that people would stop before it got that far. Rather perceptively, some potential users worried that some users of smokeless tobacco might not be deterred by such a message because they would say that can’t happen to me.

Some participants felt a colour picture might have more impact. It was also suggested that the impact would be greater if the image showed the whole face: for example “putting a face to it makes it hit home, makes it easier to put yourself in the person’s place.” One participant would like to see the inside and outside of the lip as well.

**(H) ST-14-1. DON’T GET TRAPPED. SMOKELESS TOBACCO IS ADDICTIVE. / NE VOUS LAISSEZ PAS
PIÉGER. CE PRODUIT ENTRAÎNE UNE DÉPENDANCE.**

This HWM received less mention than most other messages in the written recall exercises. The mouse trap was the focus of most comments, with some comments about “addictive”.

The following are examples of the range of recall comments.

ST-14-1: Don’t get trapped. Smokeless tobacco is addictive. / Ne vous laissez pas piéger. Ce produit entraîne une dépendance.

The mouse trap with the tobacco.

There’s just as much nicotine in smokeless tobacco as cigarettes.

Smokeless tobacco can be very addictive with the same addictive substances as cigarettes.

This product is highly addictive.

It’s addictive (trap)

Mouse trap with chewing tobacco.

The mouse trap and it’s saying “don’t get trapped”

Don’t get trapped, smokeless tobacco can be highly addictive

A hand stabbing at a can of chew, which is on a mouse trap.

Piège à souris (mouse trap)

Nicotine = dependence = poison

C’est facile se faire prendre (it’s easy to get trapped)

Canne de tabac ressemblant à une canne de thon (can of tobacco that looks like a can of tuna)

In the written evaluation, ST-14-1 received medium high scores on noticeability, clarity/ easy to understand, and believability, and a medium score on its ability to inform about the health effects of using smokeless tobacco. It ranked in the bottom three in terms of top two choices.

In the discussion, participants found this message to be clear, straightforward, and realistic in terms of its theme, but not strong or powerful. Most agreed that the addiction message was true although some felt there was nothing new or striking about it.

Many liked the lighter, more humorous tone of the message and suggested that the visual pun might encourage people to read further. Others found it “lame” or “childish,” and said

the tone was not appropriate for such a serious message – they said it looked like a joke and they expected a punch line, not a warning.

Many commented specifically on the image of the mousetrap and the symbolism of being trapped by an addictive product; for example, “like a rat getting caught in a trap.” Some thought the message was an important one and the image a good fit: for example, “I was stupid enough to get caught by a trap – maybe that’s a good message, even if I don’t like it.” On the other hand, some felt the image was like something out of a cartoon, and said it looked unprofessional.

Some felt it would be an effective warning for young people just starting to use smokeless tobacco.

A number of participants, particularly potential users, were concerned that the message was not scary enough, and needed to be flashier, more drastic and more dramatic. They suggested using a child’s hand, or a bear trap, or putting razor blades on the trap and a bandage on the hand to highlight both the danger and the power of the drug. They also expressed the opinion that the image was not professional, looked like something that had been Photoshopped, and needed improvement in order to be effective. A few noted that without the word tobacco on the can, they would never have guessed this was about smokeless tobacco. Some felt that even though the symbolism portrayed addiction effectively, there could be many other addictive products on the trap, suggesting that this message did not speak directly enough against smokeless tobacco itself.

**(I) ST-14-2. SMOKELESS DOESN’T MEAN HARMLESS: THIS PRODUCT IS HIGHLY ADDICTIVE. /
SANS FUMÉE NE SIGNIFIE PAS SANS DANGER : CE PRODUIT PEUT CREER UNE FORTE
DÉPENDANCE.**

This HWM received less mention than most others in the written recall exercise.
The following are examples of the comments.

ST-14-2: Smokeless doesn’t mean harmless: This product is highly addictive. / Sans fumée ne signifie pas sans danger : ce produit peut créer une forte dépendance.
Smokeless doesn’t mean harmless

Highly addictive

I remember reading that smokeless tobacco is also addictive, it has the same things as cigarettes do.

Nicotine addictive

Smokeless tobacco still contains nicotine – still addictive.

I remember then the chewing tobacco is addictive with nicotine just like smokes. I remember that chewing tobacco is just as bad as smoking.

Sans fumée ne veut pas dire sans danger (without smoke does not mean without danger)

Grande dépendance (strong addiction)

Même si ça ne fait pas de fumée, c'est aussi dommageable que la cigarette (even if it doesn't make smoke, it's just as harmful as cigarettes)

Tabac sans fumée ne veut pas dire sans danger (tobacco without smoke does not mean without danger)

The message was rated medium high on clarity/ easy to understand and believability, and medium on noticeability and its ability to inform about the health effects of using smokeless tobacco. It ranked in the bottom three in terms of top two choices.

In the discussion, most described this message as boring, bland or not eye-catching: for example, "I'd walk right by this, it's useless." Many based their opinion on the nature of the graphic, saying that without a picture it had no impact. While most agreed that the addiction message is believable, they also said it is not attention-getting, and without a visual they probably would not notice it, or take the time to read it if they did.

Some felt that this is an important message, and that the wording is strong and assertive, but others said it was too familiar and offered nothing new: for example "been there, done that".

While some said the message was not scary enough, others liked it because it appealed to reason, not fear, and was not offensive. These participants, primarily users, said they might actually read the message more than once because it does not make them want to get the tobacco away quickly and get the package out of sight.

A few users said they did not believe that chewing tobacco is as addictive as cigarettes because they use both products and find it easier to go without chewing than to go without smoking.

**(J) ST-15. THIS PRODUCT CAN CAUSE HEART ATTACKS. / CE PRODUIT PEUT PROVOQUER UNE
CRISE CARDIAQUE.**

This message received fairly strong spontaneous recall, with elements of the image, headline, and sub-text recalled. The following are examples of the range of comments.

ST-15: This product can cause heart attacks. / Ce produit peut provoquer une crise cardiaque.
--

The man lying on the stretcher.

Heart attack victim from nicotine high blood pressure,
--

Can cause heart attacks by elevating blood pressure.
--

It also can cause a heart attack because there is a lot of nicotine and it may accelerate you heart beat.
--

Man on stretcher.

Nicotine can cause heart attacks.

Old guy on gurney had heart attack.

Can increase heart rate which can lead to heart attack – guy on operating table.
--

Can affect your heart and contribute to heart disease.
--

Un homme sur une civière (a man on a stretcher)

La crise cardiaque (the heart attack)

Homme étendu faisant un arrêt cardiaque

Nicotine accélère rythme cardiaque (nicotine accelerates heart-rate)
--

In the written evaluation, ST-15 received high scores on clarity/ easy to understand and on its ability to inform about the health effects of smokeless tobacco, and medium high scores on noticeability and believability. It ranked in the bottom three in terms of top two choices.

In the discussion, this message received a mixed response. Some found the image shocking – for example, “holy crap, I don’t want to be that guy someday” – and felt that it commanded attention, but others found it cluttered or confusing with too many visual elements to make it easy to understand what is happening – particularly if it is intended as part of a label that may be quite small.

Some did consider it to be quite informative because it tells that there are high levels of nicotine and that can cause harm. Many, both users and potential users, said they had not

realized that smokeless tobacco could affect the heart; they had associated heart attacks more with smoking because the lungs deliver less oxygen to the heart.

Some described themselves as being desensitized to such images, and did not necessarily believe that it can cause an increase in blood pressure: for example, “I don’t believe it because I don’t have HBP.” Some negated this message altogether, calling it an overused cliché: for example, “If it doesn’t give you cancer, it gives you heart attacks – bacon, coffee, tobacco, red meat – these days everything you touch gives you one or the other.”

Some felt that the use of a middle-aged businessman in the visual made it less dramatic and less relevant to someone using smokeless tobacco, as men in that age group often suffer a heart attack, and many different things other than tobacco use, including stress, can cause a heart attack. Some wondered how common this health effect is, as they do not know of anyone who has had a heart attack from chewing.

A number felt that the text explained the image well, and the tone was informative rather than lecturing. Some thought the text could be stronger, as they felt the language used was not firm or was non-committal. On the other hand, some thought it was a positive thing that the message does not say it will kill you, it just says it increases the risk.

Some felt the message would be more effective if the text were to personalize the image: how long had the person been chewing, how much did he chew? A few suggested that in order to increase the shock value of the image, a younger person or a woman should be portrayed. Some, particularly potential users, felt the visual did not look serious enough. A few said seeing the hands working on the victims body is poignant, evoking a battle to survive: for example, “les mains qui font ça...c’est de survivre” (the hands doing that...it’s about survival).

General Comments

When asked at the conclusion of the session what they have learned from the HWMs they have seen, participants generally mentioned one or more of the following, depending on which set of HWMs they had been shown; users were somewhat less likely to say they had learned something new.

- That smokeless tobacco is dangerous or as dangerous as cigarettes

- That there is sugar in smokeless tobacco
- That nicotine can affect the heart, the heart rate, and blood pressure
- That there are so many cancer-causing chemicals in smokeless tobacco
- That smokeless tobacco causes a mouth disease called leukoplakia

In general, many felt that the messages that showed physical disfigurement, and particularly facial damage, had the strongest impact, because the face is what creates the sense of this being a real person: for example, “when you look at someone, the first thing you look at is their face,” “Ton visage, c’est ta marque de commerce, ton réseau” (your face is your branding, your network). Seeing what other people look like as a result of developing tobacco-related diseases, and being reminded that these disfigurements will last for the rest of their lives, is in some ways seen as even stronger than references to potential fatalities. However, a few did stress that it is very important that such images look real, not Photoshopped.

One participant noted that she saw no women in these images, especially no pregnant women, and felt that this was a serious oversight, as some women do use these products, and therefore women should be targeted directly.

A few also noted that the use of the term smokeless tobacco seemed too formal or even clinical – not the language that people actually use in discussing such products. It was even suggested that using the word smokeless might in some ways promote the use of such products, as that is the reason most people begin using these products – because they are smokeless.

In terms of the physical placement of health warning messages, there were repeated comments, especially by older participants, about the size of the messages, and especially the text – many thought that the text would be too hard to read, and that some of the images might lose their impact or become more difficult to figure out if these HWMs are placed on a small package.

Some users spoke about health warning messages in the context of Health Canada’s on-going tobacco control policies and other, provincial tobacco control measures. One position, expressed most vocally in Ontario (although similar opinions were expressed in Western Canada), argued that telling people not to do something makes them want to do it more, and urged that Health Canada should stop trying to scare us. Some complained that these

warning messages were the same messages in the cigarette control campaigns. A few clearly felt that Health Canada was exaggerating the degree of harm caused by smokeless tobacco products: for example, “don’t lie to us, and try to shove unsubstantiated items down our throats.”

Western participants, both users and potential users, were more inclined to challenge the effectiveness of HWMs. Some insisted that they don’t notice warning messages after the first couple of times – that after an initial look, HWMs are not effective no matter how dramatic they are. Some noted that they simply refuse to look at anything ugly or unpleasant – they just turn away and do not read the text warnings at all. Some felt that they should not have to have these kinds of images on products they’ve bought: for example, “I’ve heard this so many times, now leave me alone already, I’ve made my choice.”

In several groups, a small number persisted in offering profound resistance to the messages: for example, “I’ve smoked for years and none of these things have ever happened to me.” These participants always had a rationale for what they saw and read: there’s no proof it was tobacco, everything causes cancer these days, people who don’t smoke or chew get cancer all the time, I’ve never seen anyone who looked like that, it’s a one-in-a-million chance that this will happen to anyone, the photos were doctored, the medical profession is exaggerating, the government is lying.

Suggestions

One suggestion that arose spontaneously in a number of groups across the country, among both users and potential users, drew on the observation that physical disfigurement has a powerful effect and that being forced to recognise and identify with a disfigured individual personalises the HWM. Participants envisioned a series of HWMs on all tobacco products consisting of the picture of a real person disfigured as the result of disease related to tobacco product consumption, accompanied by the person’s name, their medical condition and history of tobacco use.

Other suggestions offered concerning possible new HWMs or improvements to HWMs in general included:

- Showing images of “an actual tumour removed from someone’s jaw, lung, throat, whatever.”

- Putting a label saying “this product is addictive and harmful” on each package of both cigarettes and other tobacco products.
- Showing images of what tobacco chewers spit out, or of the contents of spittoons, perhaps even with reference to drinking it

APPENDICES

APPENDIX A: RECRUITMENT SCREEER



research house

15019 SMOKELESS

PN 6029
POR-06-28
DRAFT 4

Respondent Name: _____

Home #: _____

Business #: _____

Group #: _____

Recruiter: _____

RECRUIT 10 PER GROUP

KITCHENER / WATERLOO

GROUP 1	GROUP 2	GROUP 3	GROUP 4
MONDAY	MONDAY	TUESDAY	TUESDAY
JANUARY 29th	JANUARY 29th	JANUARY 30th	JANUARY 30th
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

SUDBURY

GROUP 5	GROUP 6	GROUP 7	GROUP 8
WEDNESDAY	WEDNESDAY	THURSDAY	THURSDAY
JANUARY 31st	JANUARY 31st	FEBRUARY 1st	FEBRUARY 1st
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

CAMROSE

GROUP 9	GROUP 10	GROUP 11	GROUP 12
MONDAY	MONDAY	TUESDAY	TUESDAY
FEBRUARY 5TH	FEBRUARY 5TH	FEBRUARY 6TH	FEBRUARY 6TH
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

LETHBRIDGE

GROUP 13	GROUP 14	GROUP 15	GROUP 16
WEDNESDAY	WEDNESDAY	THURSDAY	THURSDAY
FEBRUARY 7TH	FEBRUARY 7TH	FEBRUARY 8TH	FEBRUARY 8TH
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

REGINA

GROUP 17	GROUP 18	GROUP 19	GROUP 20
MONDAY	MONDAY	TUESDAY	TUESDAY
FEBRUARY 12TH	FEBRUARY 12TH	FEBRUARY 13TH	FEBRUARY 13TH
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

QUEBEC CITY

GROUP 21	GROUP 22	<u>Gatineau</u>	GROUP 24
MONDAY	MONDAY	GROUP 23	TUESDAY
FEBRUARY 12TH	FEBRUARY 12TH	TUESDAY	FEBRUARY 13TH
5:30 pm	7:30 pm	FEBRUARY 13TH	7:30 pm
POTENTIALS	POTENTIALS	5:30 pm	POTENTIALS
FRENCH	FRENCH	POTENTIALS	FRENCH
		FRENCH	

SASKATOON

GROUP 25	GROUP 26	GROUP 27	GROUP 28
WEDNESDAY	WEDNESDAY	THURSDAY	THURSDAY
FEBRUARY 14TH	FEBRUARY 14TH	FEBRUARY 15TH	FEBRUARY 15TH
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

DEFINITIONS

Users Sessions = participants who have used a smokeless tobacco product within the past 30 days.

Potentials Sessions = participants who are current cigarette smokers, participants who smoke other tobacco products such as cigars and pipes, or participants who have used a smokeless tobacco product in the past 30 days.



research house

Users sessions are smokeless tobacco users

Potentials sessions can include smokeless users but also cigarette smokers and those who smoke other tobacco products.

Hello, my name is _____ from Research House Inc., we are calling today to invite participants to attend a focus group discussion **we are currently conducting on behalf of a government organization**. Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with government. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of 2 hours and you will receive a cash gift as a thank you for attending the session. May we ask you or someone else in your household some further questions to see if you/they fit in our study?

Yes - CONTINUE

We want to invite people who use smokeless tobacco products, including any kind of chewing tobacco or snuff. These products include loose leaf tobacco, chewing tobacco, little tobacco packs or pouches, plug, pinch, oral snuff, nasal snuff, spit tobacco or any other type of smokeless tobacco.

1a. Do you or does anybody in your household age 16 or older use smokeless tobacco or have used it in the past 30 days?

Yes - ASK 1b
No - GO TO Q2

1b. May I speak to that person?

When respondent on the line ask:

1c. Have you used smokeless tobacco in the past 30 days, including any kind of chewing tobacco or snuff? Smokeless tobacco includes loose leaf tobacco, chewing tobacco, little tobacco packs or pouches, plug, pinch, oral snuff, nasal snuff, spit tobacco or any other type of smokeless tobacco.

Yes - RECRUIT FOR USER GROUPS
If quota for Users Session is filled, recruit for Potentials Groups
No - RECRUIT FOR POTENTIAL GROUPS ONLY

ASK ALL:

2. Do you know anybody in your community who uses smokeless tobacco products such as chewing tobacco, snuff, little tobacco packs or pouches, spit tobacco or other smokeless products whom we might contact to participate in a focus group discussion?

Yes - GET CONTACT INFO
No - GO TO Q3a

Name: _____
Contact Number: _____

If refuse or unavailable to give contact info, ask: "Can you ask this person to contact Research House at _____."

ASK ALL:

3a. We also want to invite current cigarette smokers and people who use other tobacco products such as cigars or pipe tobacco to participate in a focus group discussion. Do you or does anybody in your household age 16 or older smoke cigarettes or use these other tobacco products?

Yes - GO TO 3b
No - RECRUIT FOR USER GROUPS ONLY (if 'Yes' to Q1c)

3b. May I speak to that person?

When respondent on the line ask:

4. At the present time, do you smoke cigarettes (manufactured or roll your own) everyday, occasionally or not at all?

Everyday smoker	1 - CURRENT SMOKER / RECRUIT FOR POTENTIALS GROUPS ONLY
Occasionally	2 - CURRENT SMOKER / RECRUIT FOR POTENTIALS GROUPS ONLY
Not at all	3 - RECRUIT FOR USER GROUPS ONLY (if 'Yes' to Q1c)



research house

5. In the last 30 days, have you smoked a tobacco product other than cigarettes including cigars, little cigars, pipe tobacco, leaf tobacco or any other tobacco product?

Yes - RECRUIT FOR POTENTIALS GROUPS ONLY
No - RECRUIT FOR USER GROUPS ONLY (if 'Yes' to Q1c)

TERMINATE IF 'NO' TO Q1c, Q4 and Q5.

ASK ALL:

6. INDICATE: Female
Male

7. May I please have your exact age? _____ WRITE IN

Under 16 years.....1	} TERMINATE
16 - 19 years2	
20 - 24 years3	
25 - 394	
40 years or older5	

MIX OF AGE GROUPS IN POTENTIALS SESSIONS

8. Are you... [READ]

Working Full Time (35 hrs. +)	1 - ASK Q9	} MIX OF STATUSES IN POTENTIALS SESSIONS
Working Part Time (under 35 hrs.)	2 - ASK Q9	
Unemployed.....	3 - ASK Q9	
Homemaker	4 - GO TO Q10	
Student.....	5 - GO TO Q10	
Retired.....	6 - GO TO Q10	

9. What is your current occupation?

Type of Job Type of Company

TERMINATE IF WORKING FOR:

Federal, provincial or municipal government health department/agency
The tobacco industry (manufacturer, wholesaler, distributor, importer or retailer;
do not exclude clerks in convenience store or grocery store)

ASK ALL

10. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income before taxes? Would that be...

Under \$25,000.....1	} MIX OF INCOMES IN POTENTIALS SESSIONS
\$25,000 - \$29,9992	
\$30,000 - \$39,9993	
\$40,000 - \$54,9994	
\$55,000 - \$90,0005	
\$91,000 and over6	

11. Could you please tell me what is the last level of education that you have completed?

Some High School only	1	} MIX OF EDUCATION IN POTENTIALS SESSIONS
Completed High School.....	2	
Some College/University	3	
Trade School.....	4	
Completed College.....	5	
Complete University	6	

FOCUS GROUP HISTORY - CURRENT SMOKERS ONLY

12. In the past 12 months, have you attended a discussion group or interview that was arranged in advance and for which you received a small sum of money?

Yes	1	(THANK/DISCONTINUE)
No	2	CONTINUE



research house

13. How many times have you ever participated in a discussion group or arranged interview?

Never	1	GO TO NEXT QUESTION
Once or twice	2	CONTINUE
3 or more	3	CONTINUE

14. Have you been invited to attend another of these group discussions or interviews in the near future?

Yes	1	TERMINATE
No	2	

ASK ALL

15 Sometimes participants are also asked to write out their answers on a questionnaire during the discussion. Is there any reason why you could not participate?

Yes	1	TERMINATE
No	2	

NOTE: TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY.

IMPORTANT:

The session is 2 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes	1	
No	2	TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes	1	
No	2	TERMINATE

If you use glasses for reading, or if you use a hearing aid, please bring them with you.

The group discussion will last approximately two hours and we offer each participant a \$75.00 (Users Sessions)/\$60.00 (Potentials Sessions) cash gift as a token of our appreciation. I should also tell you that as part of a normal process for a focus group, the session will be audio-taped in order to avoid any note taking during the session and also members of the research team will be observing since they have an interest in the subject matter. Everything you say will be kept strictly confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

TIME: 2 HOURS

KITCHENER / WATERLOO

GROUP 1	GROUP 2	GROUP 3	GROUP 4
MONDAY	MONDAY	TUESDAY	TUESDAY
JANUARY 29th	JANUARY 29th	JANUARY 30th	JANUARY 30th
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

SUDBURY

GROUP 5	GROUP 6	GROUP 7	GROUP 8
WEDNESDAY	WEDNESDAY	THURSDAY	THURSDAY
JANUARY 31st	JANUARY 31st	FEBRUARY 1st	FEBRUARY 1st
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS

CAMROSE

GROUP 9	GROUP 10	GROUP 11	GROUP 12
MONDAY	MONDAY	TUESDAY	TUESDAY
FEBRUARY 5TH	FEBRUARY 5TH	FEBRUARY 6TH	FEBRUARY 6TH
5:30 pm	7:30 pm	5:30 pm	7:30 pm
USERS	POTENTIALS	POTENTIALS	USERS



research house

LETHBRIDGE

GROUP 13
WEDNESDAY
FEBRUARY 7TH
5:30 pm
USERS

GROUP 14
WEDNESDAY
FEBRUARY 7TH
7:30 pm
POTENTIALS

GROUP 15
THURSDAY
FEBRUARY 8TH
5:30 pm
POTENTIALS

GROUP 16
THURSDAY
FEBRUARY 8TH
7:30 pm
USERS

REGINA

GROUP 17
MONDAY
FEBRUARY 12TH
5:30 pm
USERS

GROUP 18
MONDAY
FEBRUARY 12TH
7:30 pm
POTENTIALS

GROUP 19
TUESDAY
FEBRUARY 13TH
5:30 pm
POTENTIALS

GROUP 20
TUESDAY
FEBRUARY 13TH
7:30 pm
USERS

QUEBEC CITY

GROUP 21
MONDAY
FEBRUARY 12TH
5:30 pm
POTENTIALS
FRENCH

GROUP 22
MONDAY
FEBRUARY 12TH
7:30 pm
POTENTIALS
FRENCH

HULL

GROUP 23
TUESDAY
FEBRUARY 13TH
5:30 pm
POTENTIALS
FRENCH

GROUP 24
TUESDAY
FEBRUARY 13TH
7:30 pm
POTENTIALS
FRENCH

SASKATOON

GROUP 25
WEDNESDAY
FEBRUARY 14TH
5:30 pm
USERS

GROUP 26
WEDNESDAY
FEBRUARY 14TH
7:30 pm
POTENTIALS

GROUP 27
THURSDAY
FEBRUARY 15TH
5:30 pm
POTENTIALS

GROUP 28
THURSDAY
FEBRUARY 15TH
7:30 pm
USERS

LOCATIONS:

January 29th and January 30th
Kitchener / Waterloo
PMG Consulting Ltd.
98 King Street South
519-746-3997

January 31st and February 1st
Sudbury
Oraclepoll Research Inc
128 Larch Street,
Suite 603,
705.674.9591

February 5th and February 6th
Camrose
Norsemen Inn Camrose
6505 48th Ave
780.672.9171

February 7th and February 8th
Lethbridge
Lethbridge Lodge
320 Scenic Dr. South
403.328.1123

February 12th and February 13th
Regina
BPF
845 Broad St
Suite 104
306.949.5702
Fax: 306. 565.3920

February 12th
Québec City
Léger Marketing
580 Grande-Allée Est
Suite 580



research house

418.522.7467
Fax: 522.7977

February 13th
Ottawa
Opinion Search
160 Elgin Street
Suite 1800
613.230.9109
Fax: 230.3793

February 14th and February 15th
Saskatoon
Norsask Consumer Interviewing
220 3rd Avenue
Suite 401
306.652.5160
Fax: 664.7365



research house

15019 SMOKELESS

PN 6029

POR-06-28

DRAFT 4

Nom du répondant: _____

à la maison _____

au travail: _____

Groupe #: _____

Recruteur: _____

RECRUTER 10 PAR GROUPE

VILLE DE QUEBEC

GROUPE 21

LUNDI

FEVRIER 12TH

5:30

POTENTIELS

FRANCAIS

GROUPE 22

LUNDI

FEVRIER 12TH

7:30

POTENTIELS

FRANCAIS

Ottawa

GROUPE 23

MARDI

FEVRIER 13TH

5:30

POTENTIELS

FRANCAIS

GROUPE 24

MARDI

FEVRIER 13TH

7:30

POTENTIELS

FRANCAIS

Définitions

Groupes d'utilisateurs = participants qui ont utilisé un produit de tabac sans fumée au cours des 30 derniers jours.

Groupes potentiels = participants qui sont des fumeurs actuels de cigarette, participants qui fument d'autres produits de tabac tels que les cigares et pipes, ou des participants qui ont utilisé un produit de tabac sans fumée au cours des 30 derniers jours.

Les groupes d'utilisateurs sont des utilisateurs de tabac sans fumée. Les groupes potentiels peuvent inclure les utilisateurs de tabac sans fumée mais aussi les fumeurs de cigarette et ceux qui fument d'autres produits de tabac.

LE RECRUTEMENT EN FRANÇAIS EST POUR LES GROUPES POTENTIELS SEULEMENT.

Bonjour/Bonsoir, mon nom est _____ de Research House Inc. Nous vous téléphonons aujourd'hui car nous souhaitons vous inviter à participer à un groupe de discussion que **nous menons présentement pour une organisation gouvernementale.** Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec le gouvernement. Toute information recueillie, utilisée et/ou dévoilée ne sera utilisée qu'à des fins de recherche seulement et seront traitées conformément aux exigences de la *Loi sur la protection des renseignements personnels*. La séance durera un maximum de 2 heures et vous recevrez un montant en argent en guise de remerciement pour votre participation. Puis-je poser quelques questions à vous ou à quelqu'un d'autre de votre foyer afin de voir si vous vous qualifiez pour cette étude?

CONTINUER

Nous aimerions inviter des personnes qui utilisent des produits de tabac sans fumée, incluant tout type de tabac à mâcher ou à priser. Ces produits incluent le tabac en feuilles, tabac à mâcher (« *chew* »), tabac en petit paquet ou sachet, chique (« *chew* »), tabac en palette (« *plug* »), tabac à priser oral (« *snuff* »), tabac à priser nasal, tabac à chiquer (« *chew* ») ou tout autre type de tabac sans fumée.

1a. Est-ce que vous ou tout autre personne dans votre foyer âgée de 16 ans ou plus utilisez du tabac sans fumée ou l'avez utilisé au cours des 30 derniers jours?

Oui

- DEMANDER 1b

Non

- PASSER À LA Q2

1b. Puis-je parler à cette personne?

Lorsque la personne est en ligne, demander:

1c. Au cours des 30 derniers jours, avez-vous utilisé du tabac sans fumée, incluant tout type de tabac à mâcher ou à priser? Le tabac sans fumée inclut le tabac en feuilles, tabac à mâcher (« *chew* »), tabac en petit paquet ou sachet, chique (« *chew* »), tabac en palette (« *plug* »), tabac à priser oral (« *snuff* »), tabac à priser nasal, tabac à chiquer (« *chew* ») ou tout autre type de tabac sans fumée.

Oui

- RECRUTER POUR GROUPES POTENTIELS (Passer à la Q2)

Non

- CONTINUER



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DEMANDER À TOUS

2. Connaissez-vous quelqu'un dans votre communauté qui utilise les produits de tabac sans fumée tels que le tabac à mâcher, priser, tabac en petit paquet ou sachet, tabac à chiquer ou tout autre produit sans fumée, que nous pourrions contacter pour participer à un groupe de discussion?

Oui - OBTENIR INFORMATION POUR CONTACTER
Non - PASSER À LA Q3a

Nom: _____

Numéro de contact: _____

Si refuse ou n'est pas disponible pour donner l'information pour joindre la personne, demander: "Pourriez-vous demander à cette personne de contacter Research House à _____."

DEMANDER À TOUS

- 3a. Nous voulons également inviter des fumeurs qui fument actuellement des cigarettes et des personnes qui utilisent d'autres produits de tabac tels que les cigares ou tabac à pipe pour participer à un groupe de discussion. Est-ce que vous ou tout autre personne dans votre foyer âgée de 16 ans ou plus fume la cigarette ou utilise ces autres produits de tabac?

Oui - PASSER À LA 3b
Non - TERMINER

- 3b. Puis-je parler à cette personne?

Lorsque la personne est en ligne, demander:

4. Actuellement, est-ce que vous fumez des cigarettes (usinées ou roulées à la main) tous les jours, à l'occasion ou jamais?

Fumeur tous les jours..... 1 – FUMEUR ACTUEL/RECRUTER POUR GROUPES POTENTIELS
Occasionnellement..... 2 – FUMEUR ACTUEL/RECRUTER POUR GROUPES POTENTIELS
Jamais..... 3 – PASSER à la Q5

5. Au cours des 30 derniers jours, avez-vous fumé un produit de tabac autre que les cigarettes incluant les cigares, petits cigares, tabac à pipe, tabac en feuilles ou tout autre produit de tabac?

Oui - RECRUTER POUR GROUPES POTENTIELS
Non - REMERCIER ET TERMINER

DEMANDER À TOUS :

6. INDIQUER: Femme
Homme

7. Puis-je avoir votre âge exact? _____ INSCRIRE

Moins de 16 ans..... 1 – TERMINER
16 – 19 ans..... 2
20 – 24 ans..... 3
25 – 39 ans..... 4
40 ans ou plus..... 5

} MIXTE DE GROUPES D'AGE DANS LES GROUPES POTENTIELS

8. Est-ce que vous... [LIRE]

Travaillez à temps plein (35 hrs. +) 1 – DEMANDER Q9
Travaillez à temps partiel (moins 35 hrs.)..... 2 – DEMANDER Q9
Sans emploi..... 3 – DEMANDER Q9
Personne au foyer..... 4 – PASSER À LA Q10
Étudiant..... 5 – PASSER À LA Q10
Retraité..... 6 – PASSER À LA Q10

} MIXTE DE STATUT DANS LES GROUPES POTENTIELS

9. Quelle est votre occupation actuelle?



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Type d'emploi

Type de compagnie

TERMINER SI TRAVAILLE POUR:

Un ministère ou agence de la santé du gouvernement fédéral, provincial ou municipal
L'industrie du tabac (manufacturier, grossiste, distributeur, importateur ou détaillant; ne pas exclure les commis dans les dépanneurs ou magasin d'épicerie)

DEMANDER À TOUS

10. Comme nous devons parler à des personnes de différents horizons, pouvez-vous me dire à laquelle des catégories suivantes correspond le revenu annuel total de votre foyer avant impôt? Diriez-vous.....

Moins de 25,000\$	1	}	MIXTE DE REVENU DANS LES GROUPES POTENTIELS
25,000\$ - 29,999\$	2		
30,000\$ - 39,999\$	3		
40,000\$ - 54,999\$	4		
55,000\$ - 90,000\$	5		
91,000\$ et plus	6		

11. Pourriez-vous me dire quel est le dernier niveau de scolarité que vous avez complété ?

Secondaire en partie seulement.....	1	}	MIXTE D'ÉDUCATION DANS LES GROUPES POTENTIELS
Secondaire complété	2		
Collège/Université en partie	3		
École de métier	4		
Collège complété	5		
Université complété	6		

ANTECEDENT SUR GROUPE DE DISCUSSION- FUMEURS ACTUELS SEULEMENT

12. Au cours des 12 derniers mois, avez-vous participé à un groupe de discussion ou une entrevue face-à-face arrangé à l'avance pour lequel vous avez reçu une petite somme d'argent?

Oui	1	(REMERCIER/TERMINER)
Non	2	CONTINUER

13. Combien de fois avez-vous participé à un groupe de discussion ou une entrevue arrangée à l'avance?

Jamais	1	PASSER À LA PROCHAINE QUESTION
Une ou deux fois	2	CONTINUER
3+	3	CONTINUER

14. Avez-vous été invité à participer à un autre groupe de discussion ou entrevues prochainement?

Oui	1	TERMINER
Non	2	

DEMANDER À TOUS

15. On demande parfois aux participants d'écrire leurs réponses sur un questionnaire pendant la discussion. Y a-t-il une raison quelconque pour laquelle vous ne pourriez pas participer ?

Oui	1	TERMINER
Non	2	

NOTE: TERMINER SI LE RÉPONDANT MENTIONNE UN PROBLÈME VISUEL OU AUDITIF, UN PROBLÈME À ÉCRIRE OU À S'EXPRIMER, UN PROBLÈME À COMMUNIQUER DE FAÇON EFFICACE.

IMPORTANT:

Le groupe de discussion durera 2 heures et nous demandons aux participants d'arriver 10 minutes à l'avance. Est-il possible pour vous d'être présent 10 minutes avant le début de la rencontre?

Oui	1	
Non	2	TERMINER



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On demandera à tous les participants de cette étude de montrer une pièce D'IDENTITÉ AVEC PHOTO. Si vous n'avez pas cette pièce d'identité, vous ne pourrez pas participer à ce groupe et vous ne serez pas rémunéré. Êtes-vous en mesure d'avoir une pièce d'identité avec vous?

Oui	1	
Non	2	TERMINER

Si vous utilisez des lunettes pour lire, ou si vous utilisez un aide auditive, veuillez les apporter avec vous.

Le groupe de discussion durera deux heures et nous allons remettre à chaque participant la somme de 60.00\$ (groupes potentiels) en argent comptant en guise de remerciement pour sa participation. Je dois aussi vous dire que comme il est de pratique habituelle pour un groupe de discussion, la rencontre sera enregistrée sur bande audio afin d'éviter la nécessité de prendre des notes par écrit. Des membres de l'équipe de recherche observeront aussi la séance vu qu'ils ont un intérêt dans cette étude. Toutes les informations que vous allez nous donner resteront strictement confidentielles.

[] COCHER AFIN D'INDIQUER QUE L'ÉNONCÉ A ÉTÉ LU.

DURÉE: 2 HEURES

Ottawa
Opinion Search
160 Elgin Street
Suite 1800
613.230.9109
Fax:230.3793

Québec
Léger Marketing
580 Grande-Allée Est
Suite 580
418.522.7467
Fax:522.7977

APPENDIX B: DISCUSSION AGENDAS

January 26, 2007

**HEALTH CANADA
DISCUSSION AGENDA
HC POR-06-28**

**Testing of Mock-ups of Health Warning Messages & Warning Notices on Tobacco
Product Advertisements for Smokeless Tobacco
PN 6029
FINAL**

1.0 INTRODUCTION (5 MINUTES)

- Introduction to focus group procedures.
- Moderator's name and role
- We want your opinion – this is a discussion group.
- Feel free to agree or disagree and express your views freely/no right/wrong answer
- Session is being audio-taped and observed.
- Your individual comments will not be linked to you / names will not appear
- The session will be approximately 2 hours or slightly less
- Please turn off cell phones, pagers.
- The receptionist will pay you your cash gift at the end of the session.
- Let's go around the table so that each one of you can tell me your first name and something about yourself.

Today we are going to be looking at two different sets of messages. I will tell you more about these messages as we move along.

ROTATE ORDER OF SECTION 2.0 AND 3.0 ACROSS SESSIONS
(ADAPT LANGUAGE AS NECESSARY DEPENDING ON WHETHER THE
HEALTH WARNING MESSAGES OR NOTICES ARE REVIEWED FIRST)

2.0 HEALTH WARNING MESSAGES (50 minutes)

A. RECALL EXERCISE

In a minute, I will hand you a folder with the two sets of messages. Do not open the folders until I tell you. We will be reviewing each set of messages separately. When I say to open the folders, please take two minutes to look at the 5 messages in the first section (left side) of the folder. **Please do not go to the messages on the right side of the folder for now.**

HAND OUT FOLDERS, GIVE THE GO AHEAD TO OPEN THEM & WAIT 2 MINUTES.

Now please close the folders.

0. We are now going to complete a written exercise about what you recall from these messages? Please write down everything you remember on this page.

HAND AROUND FIRST WRITTEN EXERCISE

After you have finished, please turn over the written exercise and put your pencil down so that I know you're done.

B. CONTEXTUAL INFORMATION (10 minutes)

(Ask the questions in this section only once after the very first recall exercise, whether health warning messages or warning notices are reviewed first.)

USERS SESSIONS:

When you were recruited for the study you indicated that you had used a smokeless tobacco product.

1ab What smokeless tobacco products do you use? How long have you used them? GO AROUND THE TABLE b

2 Do any of you also smoke cigarettes? GET HAND COUNT. How about other tobacco products? a b

POTENTIAL USERS SESSIONS:

When you were recruited for this study you indicated that you smoked cigarettes or smoked other tobacco products or used a smokeless tobacco product.

3 How many of you smoke cigarettes? GET HAND COUNT

4a How many smoke cigars? Pipes? Other types of tobacco products that are smoked? GET HAND COUNT b c

5a → c a
b c

How many use a smokeless tobacco product, such as chewing tobacco or snuff? GET HAND COUNT. Which types? Has anybody else ever used or tried a smokeless tobacco product?

C. RATINGS EXERCISE

The set of messages you have just looked at are 5 mock-up health warning messages for smokeless tobacco products that could appear in various shapes and sizes on packages. For the purpose of testing, the mock-up health warning messages are printed as a rectangular shape in a standard size that represents 50% of a regular cigarette pack. As you saw, they include a picture, headline, text and subtext, and each of them has an associated theme or idea.

For this exercise and the follow-up discussion, we will continue to refer to the mock-up health warning messages as “messages.”

We are now going to look at these 5 messages in more detail and I want to get your impressions of them and I have some rating sheets for you to complete. We will go through all the messages first on paper and then discuss them later. **Again, please do not go to the other section (right side) of the folder.**

HAND OUT SECOND WRITTEN EXERCISE

Please open your folders.

- Each message has a code at the top. First, enter the code beside the number sign at the top of the exercise so we will know which message you are looking at.
- Then consider the message in terms of the following:
 - 6 a. To what extent does the message catch your attention?
 - (20) b. How clear and easy is this message to understand?
 - c. How believable is this message?
 - d. To what extent does the message inform you about the health effects of using tobacco?
- Use the thumbs up/thumbs down scale to answer these questions.
- Then turn the page and review the next message and continue until the five messages are completed, making sure to note at the top which message you are reviewing. Please do not go back to change your answers.
- Once you are done rating the five messages, pick the two that you think are the best and write in their order numbers on the last page.

- After you have finished, please turn over the ratings exercise, put your pencil down and close your folders so that I know you're done.

COMPLETE WRITTEN EXERCISE

D. GROUP DISCUSSION

Now open your folders again.

Let's now go through all the messages and discuss what you think of each one, starting with the first one.

7a → c
1. What is your overall impression of this message? Why do you say that?

c Probe – positive/neutral/negative

8a → e
2. What is the main idea this message is this warning trying to get across? What did this message mean to you? Anything else? Is the message communicated effectively? If not, why not?

9a → c
3. Does this message catch your attention? Why/why not? Would you notice it, if found on a smokeless tobacco product?

10a → c
4. Is the message clear and easy to understand? If not, what is unclear?

c Probe: - headline, sub-text

11 ab
5. Do you believe what the message is saying? If not, why not?

12 ab
6. Is it effective in informing and educating you about the health effects of using smokeless tobacco? Does it provide you with any new or useful information?

13 a → d
7. Is the message memorable? Would you remember it? Why/why not?

d Probe: - memorable aspect/aspects

14
8. What do you think or feel about the picture?

15 ab
9. What do you think or feel about the words or text?

b Probe: headline, sub-text?

16 ab
10. How well do the picture and the words fit together?

b Probe: picture says the same thing as the words?

17 a → c
11. Is the tone of the message appropriate? If not, why not? Is the message directed at you or someone like you?

12. Does this message affect you personally? Is it relevant to you? ^{a b}
13. Is this message one of your top 2? Why/why not? ^{a b}
14. What changes would you make to this message to make it better or more effective?

REPEAT QUESTIONS FOR EACH SUBSEQUENT MESSAGE. AFTER ALL FIVE MESSAGES HAVE BEEN REVIEWED... *

15. Which messages do you think would be most effective in terms of informing and educating about the health effects of using smokeless tobacco? (HAND COUNT)

COLLECT THE SETS OF MESSAGES THAT HAVE JUST BEEN REVIEWED BEFORE GOING TO THE NEXT SECTION.

3.0 WARNING NOTICES ON TOBACCO ADS (45 minutes)

A. RECALL EXERCISE

Before I explain the main purpose of this part of the session, we are first going to look at some messages. Here they are.

BOARDS LINED UP ON A LEDGE FACING THE WALL / TURN THEM OVER AS A GROUP / WAIT 2 MINUTES / TURN FACE DOWN IN SAME ORDER.

We are going to complete an exercise.

HAND AROUND FIRST WRITTEN EXERCISE

- 22 What do you recall from these messages? Write down everything you remember on this page.

After you have finished, please turn over the written exercise and put your pencil down so that I know you're done.

B. CONTEXTUAL INFORMATION (10 minutes)

(USE THIS SECTION IF WARNING NOTICES ON ADS ARE REVIEWED FIRST)

USERS SESSIONS:

When you were recruited for the study you indicated that you had used a smokeless tobacco product.

What smokeless tobacco products do you use? How long have you used them? GO AROUND THE TABLE

Do any of you also smoke cigarettes? GET HAND COUNT. How about other tobacco products?

POTENTIAL USERS SESSIONS:

When you were recruited for this study you indicated that you smoked cigarettes or smoked other tobacco products or used a smokeless tobacco product.

How many of you smoke cigarettes? GET HAND COUNT

How many smoke cigars? Pipes? Other types of tobacco products that are smoked? GET HAND COUNT

How many use a smokeless tobacco product, such as chewing tobacco or snuff? GET HAND COUNT. Which types? Has anybody else ever used or tried a smokeless tobacco product?

C. WRITTEN EXERCISE

For this part of the session, we will be reviewing and discussing the five mock-up warning notices on advertisements of smokeless tobacco products that you just saw. The warning notices are the text-based messages that appear at the top of the advertisement as you see them.

When reviewing them, please keep in mind that they could vary in size and layout (i.e. portrait or landscape) based on where the ads appear. They would cover 25% of the ad. Such advertising could appear on signs, in magazines with a mostly adult readership, on websites, or in bars.

We will refer to the mock-up warning notices for smokeless tobacco ads as “messages” or “notices” for this exercise and the follow-up discussion.

USE IF WARNING NOTICES ON ADS ARE REVIEWED FIRST

In a minute, I will hand you a folder with the two sets of messages. Do not open the folders until I tell you. We will be reviewing each set of messages separately starting with the 5 messages in the first section (left side) of the folder. **Please do not go to the messages on the right side of the folder for now.**

Now turn to the other section (right side) of the folder for the set of warning notices to look at.

We are now going to look at these notices in more detail. Please focus on the notices or messages at the top of the page. I want to get your impressions of them and I have some rating sheets for you to use to work on. We will go through all the messages first on paper and then discuss them later.

HAND OUT SECOND WRITTEN EXERCISE

- Each message has a code at the bottom (e.g. H1). The messages are repeated on the rating sheets.
- 23.1 → 23.5
a → d
a
b
c
d
▪ Consider the message in terms of the following:
 - How clear and easy is this message to understand?
 - How believable is this message?
 - To what extent does the message motivate you to quit or reduce your tobacco use?
 - How likely would you be to remember the message?
- Use the thumbs up/thumbs down scale to answer these questions.
- Then turn the page and review the next one and continue until the five messages are completed. Please do not go back to change your answers.
- Once you are done rating the five messages, pick the two that you think are the best and put a check mark beside these on the last page.
- After you have finished, please turn over the ratings exercise, put your pencil down and close the folder so that I know you're done.

COMPLETE WRITTEN EXERCISE

D. GROUP DISCUSSION

Now open your folders again.

Let's go through all the messages and discuss what you think of each one, starting with the first one.

24.1 → 24.5
a
b
What is your overall impression of this message? Why do you say that?

5

C
Probe – positive/neutral/negative

25
a → e 25

2. What is the main idea of this notice? What did this message mean to you? Anything else? Is the message communicated effectively? If not, why not?

26 ab 10

3. Is the message clear and easy to understand? If not, what is unclear?

27 ab 10

4. Do you believe what the message is saying? If not, why not?

28 ab 10

5. Does this message make you think about quitting or reducing your tobacco use? Why/why not?

29 20
a → d

6. Is the message memorable? Would you remember the message? Why/why not?

Probe: - memorable aspect/aspects

30 20
a → d

7. Does it catch your attention? Would you notice this message if it appeared at the top of an ad like this? Why/why not? Does it stand out?

31 a → c 15

8. Is the tone of the message appropriate? If not, why not? Is the message directed at you or someone like you?

32 ab 10

9. Does this message affect you personally? Is it relevant to you?

33 ab 10

10. Does it provide you with any new or useful information? Is it effective in informing and educating you about the effects/impacts of using smokeless tobacco?

34 ab 15

11. Is this message one of your top 2? Why/why not?

35 1

12. What changes would you make to this message to make it easier to understand or more effective?

REPEAT QUESTIONS FOR EACH SUBSEQUENT MESSAGE. AFTER ALL FIVE MESSAGES HAVE BEEN REVIEWED...

36 ab 2

13. What stands out the most on the page... the notice or the ad, or both? Does the notice draw you away from the tobacco ad?

37

14. Which messages do you think would be most effective in terms of informing and educating about the effects/impacts of using smokeless tobacco? (HAND COUNT)

38 ab 2

15. Can you think of any other messages that could be effective in motivating tobacco users to quit or reduce their use of tobacco products? If so, what?

TAKE BACK BOOKLETS AND QUESTIONNAIRES

4.0 CLOSING COMMENTS (2-3 minutes)

39

What did you learn tonight that was new?

40

What did you see that had the greatest impact on you?

41ab

Do you remember who sponsored these messages? Do you remember anything else?

Health Canada would like to thank you for your participation in this research study.



Le 26 janvier 2007

**SANTÉ CANADA
PROGRAMME DE DISCUSSION
HC POR-06-28**

**Vérification des maquettes de mises en garde sur la santé et des mises en garde pour
les publicités de produits de tabac sans fumée
PN 6029
Ébauche 4**

1.0 INTRODUCTION (5 MINUTES)

- Introduction aux procédures à suivre pendant la séance de discussion de groupe.
- Nom et rôle du/de la modérateur(trice).
- Nous voulons connaître votre opinion – il s'agit d'un groupe de discussion.
- Soyez bien à l'aise d'être en accord ou en désaccord et d'exprimer vos points de vue et vos expériences librement/pas de bonne ou de mauvaise réponses
- La séance est enregistrée sur support audio et observée.
- Vos commentaires individuels ne seront pas directement liés à vous / les noms ne figureront pas.
- La séance durera environ deux heures ou un peu moins.
- Veuillez s'il vous plaît éteindre vos téléphones cellulaires et vos téléavertisseurs.
- La/le réceptionniste vous paiera votre cadeau d'argent comptant à la fin de la séance.
- Faisons un tour de table afin que chacun et chacune d'entre vous me dise son prénom quelque chose à son sujet.

Aujourd'hui, nous allons examiner deux séries de messages différentes. Je vous en dirai davantage à propos de ces messages à mesure que nous progressons.

**ROTATION DE L'ORDRE DES SECTIONS 2.0 ET 3.0 D'UNE SÉANCE À
L'AUTRE**

(ADAPTER LE LANGAGE UTILISÉ SELON QUE LES MISES EN GARDE SUR LA SANTÉ OU LES MISES EN GARDE POUR LES PUBLICITÉS SONT EXAMINÉS EN PREMIER LIEU)

2.0 MISES EN GARDE SUR LA SANTÉ (50 minutes)

A. EXERCICE DE RAPPEL

Dans une minute, je vais vous remettre une chemise contenant deux séries de messages. N'ouvrez pas les chemises avant que je vous le dise. Nous examinerons chaque série de messages séparément. Quand je dirai d'ouvrir les chemises, veuillez prendre deux minutes pour regarder les cinq messages dans la première section (côté gauche) de la chemise. **S'il vous plaît, veuillez ne pas passer aux messages situés dans la partie de droite de la chemise, pour le moment.**

REMETTEZ LES CHEMISES, DITES DE LES OUVRIR ET ATTENDEZ 2 MINUTES.

Veuillez ouvrir les chemises maintenant.

Nous allons compléter un exercice écrit qui porte sur ce que vous avez retenu de ces messages. Veuillez s'il vous plaît écrire tout ce dont vous vous rappelez sur cette page.

REMETTEZ LE PREMIER EXERCICE ÉCRIT

Quand vous avez fini, veuillez s'il vous plaît retourner l'exercice écrit et déposer votre crayon, afin que je sache quand tout le monde aura terminé.

B. INFORMATION CONTEXTUELLE (10 minutes)

(Poser les questions de cette section une seule fois après le tout premier exercice, peu importe que les mises en garde sur la santé ou les mises en garde pour les publicités aient été examinés en premier lieu.)

SÉANCES DES UTILISATEURS :

Lors de votre recrutement pour cette étude, vous avez indiqué que vous aviez utilisé un produit de tabac sans fumée.

Quels produits de tabac sans fumée utilisez-vous ? Depuis quand les utilisez-vous ?
FAITES UN TOUR DE TABLE

Est-ce qu'il y en a parmi vous qui fument aussi la cigarette ? FAITES LE COMPTE À MAINS LEVÉES. Qu'en est-il d'autres produits du tabac ?

SÉANCES DES UTILISATEURS POTENTIELS :

Lors de votre recrutement pour cette étude, vous avez indiqué que vous fumiez la cigarette ou fumiez d'autres produits du tabac ou utilisiez un produit de tabac sans fumée.

Combien parmi vous fument la cigarette ? FAITES LE COMPTE À MAINS LEVÉES.

Combien parmi vous fument le cigare ? La pipe ? D'autres types de produits du tabac que l'on fume ? FAITES LE COMPTE À MAINS LEVÉES.

Combien parmi vous utilisent un produit de tabac sans fumée tel que le tabac à chiquer ou le tabac à priser ? FAITES LE COMPTE À MAINS LEVÉES. Quels types ? Est-ce que quelqu'un d'autre a déjà utilisé ou fait l'essai d'un produit de tabac sans fumée ?

C. EXERCICE DE CLASSEMENT

La série de messages que vous venez tout juste de regarder sont 5 maquettes de mises en garde sur la santé pour les produits de tabac sans fumée qui pourraient figurer sous diverses formes ou dimensions sur les emballages. Aux fins de cette vérification, les maquettes des mises en garde sur la santé sont imprimées sous forme rectangulaire et sont de format normal représentant 50 % de la surface d'un paquet de cigarettes régulier. Comme vous l'avez vu, ils comprennent une photo, un titre, du texte et une insertion, et chacun d'entre eux est associé à un thème ou une idée.

Pour cet exercice et la discussion qui suivra, nous nous référerons aux maquettes des mises en garde sur la santé en les appelant les « messages. »

Nous allons maintenant regarder ces 5 messages plus en détail et je veux connaître vos impressions à leur sujet et j'ai des feuilles de classement que j'aimerais que vous remplissiez. Nous allons passer tous les messages sur papier d'abord, ensuite nous en discuterons. **Une fois de plus, veuillez ne pas passer à l'autre section (côté droit) de la chemise.**

REMETTEZ LE DEUXIÈME EXERCICE ÉCRIT

S'il vous plaît, veuillez ouvrir vos chemises.

- Chaque message a un code inscrit dans la partie supérieure. En premier lieu, inscrivez le code à côté du symbole numéro dans la partie supérieure de l'exercice pour que nous sachions quel message vous regardez.
- Puis, jugez le message en fonction des questions suivantes :
 - Dans quelle mesure ce message capte-t-il votre attention ?
 - Dans quelle mesure ce message est-il clair et facile à comprendre ?
 - Dans quelle mesure ce message est-il crédible ?
 - Dans quelle mesure ce message vous informe-t-il au sujet des effets de l'utilisation du tabac sur la santé ?

- Utilisez l'échelle présentant des pouces tournés vers le haut/vers le bas pour répondre à ces questions.
- Ensuite, tournez la page et examinez le message suivant et continuez jusqu'à ce que les cinq messages soient complétés, en prenant bien de noter dans le haut quel est le message que vous examinez. S'il vous plaît, veuillez ne pas revenir en arrière pour changer vos réponses.
- Une fois que vous aurez coté les cinq messages, choisissez les deux qui, selon vous, sont les meilleurs et inscrivez dans quel ordre sur la dernière page.
- Après avoir fini, veuillez retourner l'exercice de classement, déposez votre crayon sur la table et refermez vos chemises pour que je sache que vous avez terminé.

COMPLÉTER L'EXERCICE ÉCRIT

D. DISCUSSION DE GROUPE

Maintenant, ouvrez vos chemises à nouveau.

À présent, passons à travers tous les messages et discutons de ce que vous pensez de chacun d'eux, en commençant par le premier.

1. Quelle est votre impression générale de ce message ? Pourquoi dites-vous cela ?

Sonder – positif/neutre/négatif

2. Quelle est l'idée principale que ce message tente de faire passer ? Qu'est-ce que ce message a signifié pour vous ? Autre chose ? Le message est-il communiqué efficacement ? Si non, pourquoi pas ?
3. Est-ce que ce message capte votre attention ? Pourquoi/Pourquoi pas ? Est-ce que vous le remarqueriez s'il se trouvait sur un produit de tabac sans fumée ?
4. Le message est-il clair et facile à comprendre ? Si non, qu'est-ce qui n'est pas clair ?

Sonder : - le titre, l'insertion

5. Croyez-vous ce que le message dit ? Si non, pourquoi pas ?
6. Est-il efficace pour vous informer et vous éduquer au sujet des effets sur la santé de l'utilisation du tabac sans fumée ? Est-ce qu'il vous fournit des renseignements nouveaux ou utiles ?
7. Le message est-il mémorable ? Est-ce que vous vous en rappelleriez ? Pourquoi/Pourquoi pas ?

Sonder : - aspect/aspects mémorable(s)

8. Qu'est-ce que vous pensez ou ressentez au sujet de l'image ?

9. Qu'est-ce que vous pensez ou ressentez au sujet des mots ou du texte ?

Sonder : le titre, l'insertion

10. Dans quelle mesure l'image et les mots vont-ils bien ensemble ?

Sonder : l'image dit-elle la même chose que les mots ?

11. Le ton du message est-il approprié ? Si non, pourquoi pas ? Ce message s'adresse-t-il à vous ou à quelqu'un comme vous ?

12. Est-ce que ce message vous touche personnellement ? Est-il pertinent pour vous ?

13. Ce message fait-il partie de vos 2 premiers ? Pourquoi/Pourquoi pas ?

14. Quels changements feriez-vous pour l'améliorer ou le rendre plus efficace ?

RÉPÉTER LES QUESTIONS POUR CHACUN DES MESSAGES SUIVANTS. APRÈS AVOIR EXAMINÉ TOUS LES CINQ MESSAGES...

15. Selon vous, quels sont les messages qui seraient les plus efficaces pour vous informer et vous éduquer au sujet des effets sur la santé de l'utilisation du tabac sans fumée ? (COMPTE À MAINS LEVÉES)

RECUEILLEZ LES SÉRIES DE MESSAGES QUI VIENNENT D'ÊTRE EXAMINÉS AVANT DE PASSER À LA PROCHAINE SECTION.

3.0 MISES EN GARDE SUR LES PUBLICITÉS SUR LE TABAC (45 minutes)

A. EXERCICE DE RAPPEL

Avant que j'explique le but de cette partie de la séance, nous allons tout d'abord regarder certains messages. Les voici.

LES PANNEAUX SONT ALIGNÉS SUR UNE PIÈCE D'APPUI FACE AU MUR / RETOURNEZ-LES EN GROUPE / ATTENDEZ 2 MINUTES / RETOURNEZ-LES DANS LE MÊME ORDRE.

Nous allons compléter un exercice.

REMETTEZ LE PREMIER EXERCICE ÉCRIT

De quoi vous rappelez-vous de ces messages ? Inscrivez tout ce dont vous vous rappelez sur cette page.

Quand vous avez fini, veuillez s'il vous plaît retourner l'exercice écrit et déposer votre crayon, afin que je sache quand vous avez terminé.

B. INFORMATION CONTEXTUELLE (10 minutes)

(UTILISER CETTE SECTION SI LES MISES EN GARDE SUR LES PUBLICITÉS SONT EXAMINÉES EN PREMIER)

SÉANCES DES UTILISATEURS :

Lors de votre recrutement pour cette étude, vous avez indiqué que vous aviez utilisé un produit de tabac sans fumée.

Quels produits de tabac sans fumée utilisez-vous ? Depuis quand les utilisez-vous ?
FAITES UN TOUR DE TABLE

Est-ce qu'il y en a parmi vous qui fument aussi la cigarette ? FAITES LE COMPTE À MAINS LEVÉES. Qu'en est-il d'autres produits du tabac ?

SÉANCES DES UTILISATEURS POTENTIELS :

Lors de votre recrutement pour cette étude, vous avez indiqué que vous fumiez la cigarette ou fumiez d'autres produits du tabac ou utilisiez un produit de tabac sans fumée.

Combien parmi vous fument la cigarette ? FAITES LE COMPTE À MAINS LEVÉES.

Combien parmi vous fument le cigare ? La pipe ? D'autres types de produits du tabac que l'on fume ? FAITES LE COMPTE À MAINS LEVÉES.

Combien parmi vous utilisent un produit de tabac sans fumée tel que le tabac à chiquer ou le tabac à priser ? FAITES LE COMPTE À MAINS LEVÉES. Quels types ? Est-ce que quelqu'un d'autre a déjà utilisé ou fait l'essai d'un produit de tabac sans fumée ?

C. EXERCICE ÉCRIT

Dans cette partie de la séance, nous allons examiner et discuter des cinq maquettes de mises en garde sur les publicités des produits de tabac sans fumée que vous venez de voir. Les mises en garde sont des messages sous forme de texte qui figurent dans le haut de la publicité, tel que vous les voyez.

Quand vous les examinez, veuillez ne pas perdre de vue qu'ils pourraient varier en taille et en disposition (c.-à-d. format vertical ou format horizontal) selon l'endroit où la publicité paraît. Ils recouvriraient 25 % de l'annonce. Ces publicités pourraient paraître sur des affiches, dans des magazines destinés surtout à des adultes, sur des sites Web ou dans les bars.

Nous nous référerons aux maquettes des mises en garde pour les publicités du tabac sans fumée en les appelant les « messages. »

UTILISEZ SI LES MISES EN GARDE SUR LES PUBLICITÉS SONT EXAMINÉES EN PREMIER LIEU

Dans une minute, je vais vous remettre une chemise contenant deux séries de messages. N'ouvrez pas les chemises avant que je vous le dise. Nous examinerons chaque série de messages séparément en commençant par les cinq messages dans la première section (côté gauche) de la chemise. **S'il vous plaît, veuillez ne pas passer aux messages situés dans la partie de droite de la chemise, pour le moment.**

Maintenant, passez à l'autre section (côté droit) de la chemise pour la série de mises en garde à examiner.

Nous allons maintenant regarder ces mises en garde plus en détail. Veuillez vous concentrer sur les mises en garde ou messages situés dans le haut de la page. Je veux connaître vos impressions à leur sujet et j'ai des feuilles de classement que j'aimerais que vous remplissiez. Nous allons passer tous les messages sur papier d'abord, ensuite nous en discuterons.

REMETTEZ LE DEUXIÈME EXERCICE ÉCRIT

- Chaque message a un code inscrit dans la partie inférieure (p.ex. H1). Les messages sont répétés sur les feuilles de classement.
- Jugez le message en fonction des questions suivantes :
 - Dans quelle mesure ce message est-il clair et facile à comprendre ?
 - Dans quelle mesure ce message est-il crédible ?
 - Dans quelle mesure ce message vous motive-t-il à cesser ou réduire votre consommation de tabac ?
 - Dans quelle mesure est-il probable que vous vous rappeliez ce message ?

- Utilisez l'échelle présentant des pouces tournés vers le haut/vers le bas pour répondre à ces questions.
- Ensuite, tournez la page et examinez le message suivant et continuez jusqu'à ce que les cinq messages soient complétés. S'il vous plaît, veuillez ne pas revenir en arrière pour changer vos réponses.
- Une fois que vous aurez coté les cinq messages, choisissez les deux qui, selon vous, sont les meilleurs et coches à côté de chacun sur la dernière page.
- Après avoir fini, veuillez retourner l'exercice de classement, déposez votre crayon sur la table et refermez vos chemises pour que je sache que vous avez terminé.

COMPLÉTER L'EXERCICE ÉCRIT

D. DISCUSSION DE GROUPE

Maintenant, ouvrez vos chemises à nouveau.

À présent, passons à travers tous les messages et discutons de ce que vous pensez de chacun d'eux, en commençant par le premier.

1. Quelle est votre impression générale de ce message ? Pourquoi dites-vous cela ?

Sonder – positif/neutre/négatif

2. Quelle est l'idée principale de cette mise en garde ? Qu'est-ce que ce message a signifié pour vous ? Autre chose ? Le message est-il communiqué efficacement ? Si non, pourquoi pas ?
3. Le message est-il clair et facile à comprendre ? Si non, qu'est-ce qui n'est pas clair ?
4. Croyez-vous ce que le message dit ? Si non, pourquoi pas ?
5. Ce message vous fait-il réfléchir à cesser ou à réduire votre consommation de tabac ? Pourquoi/Pourquoi pas ?
6. Le message est-il mémorable ? Est-ce que vous vous en rappelleriez ? Pourquoi/Pourquoi pas ?

Sonder : - aspect/aspects mémorable(s)

7. Est-ce qu'il capte votre attention ? Est-ce que vous remarqueriez ce message s'il paraissait dans la le haut d'une annonce comme celle-ci ? Pourquoi/Pourquoi pas ? Est-ce qu'il se détache bien ?

8. Le ton du message est-il approprié ? Si non, pourquoi pas ? Ce message s'adresse-t-il à vous ou à quelqu'un comme vous ?
9. Est-ce que ce message vous touche personnellement ? Est-il pertinent pour vous ?
10. Est-ce qu'il vous fournit des renseignements nouveaux ou utiles ? Est-il efficace pour vous informer et vous éduquer au sujet des effets/de l'impact de l'utilisation du tabac sans fumée ?
11. Ce message fait-il partie de vos 2 premiers ? Pourquoi/Pourquoi pas ?
12. Quels changements feriez-vous pour le rendre plus facile à comprendre ou le rendre plus efficace ?

RÉPÉTER LES QUESTIONS POUR CHACUN DES MESSAGES SUIVANTS. APRÈS AVOIR EXAMINÉ TOUS LES CINQ MESSAGES ...

13. Qu'est-ce qui se détache le plus sur la page... la mise en garde ou l'annonce ou les deux ? Est-ce que cette mise en garde détourne votre attention de la publicité du tabac ?
14. Selon vous, quels sont les messages qui seraient les plus efficaces pour vous informer et vous éduquer au sujet des effets/de l'impact de l'utilisation du tabac sans fumée ? (COMPTE À MAINS LEVÉES)
15. Pouvez-vous penser à d'autres messages qui pourraient être efficaces pour motiver les utilisateurs de tabac à cesser ou à réduire leur consommation de produits du tabac ? Si oui, quoi ?

REPRENEZ LES LIVRETS ET LES QUESTIONNAIRES

4.0 MOT DE LA FIN (2-3 minutes)

Vous rappelez-vous qui commanditait ces messages ? Vous rappelez-vous autres chose ?

Avez-vous appris quelque chose de nouveau ce soir ? Qu'est-ce qui a eu le plus d'impact ?

Santé Canada vous remercie de votre participation à cette étude de recherche.

APPENDIX C: WRITTEN EXERCISES

FIRST WRITTEN EXERCISE

What do you recall from these messages? Please write down everything you remember.

SECOND WRITTEN EXERCISE

Rating the Messages (Warning Notices for Tobacco Advertisements)

Please rate each message on each of the following items, using the thumbs up, thumbs down scale.

CIRCLE ONE

Q1 Choose not to chew	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

H1 Smokeless doesn't mean harmless	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

Q2 Chewing tobacco spitting your health away	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

H2 Can cause mouth cancer. There's something to chew on!	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

CIRCLE ONE

H3 Any way you use it, it's still dangerous	
This message is clear and easy to understand	    
This message is believable	    
This message may motivate you to quit or reduce your tobacco use	    
You would remember this message	    

Top Two (2) Choices

Please rank your top two (2) choices by putting a check mark in the box beside the appropriate message

Q1	Choose not to chew	
H1	Smokeless doesn't mean harmless	
Q2	Chewing tobacco spitting your health away	
H2	Can cause mouth cancer. There's something to chew on!	
H3	Any way you use it, it's still dangerous	

FIRST WRITTEN EXERCISE

What do you recall from these messages? Please write down everything you remember.

SECOND WRITTEN EXERCISE

Rating the Messages (Health Warning Messages)

Please place the message number on the first line. Then please rate each message on each of the following items, using the thumbs up, thumbs down scale.

CIRCLE ONE

#	
This message catches your attention	    
This message is clear and easy to understand	    
This message is believable	    
This message informs you about the health effects of using smokeless tobacco	    

CIRCLE ONE

#	
This message catches your attention	    
This message is clear and easy to understand	    
This message is believable	    
This message informs you about the health effects of using smokeless tobacco	    

CIRCLE ONE

#	
This message catches your attention	    
This message is clear and easy to understand	    
This message is believable	    
This message informs you about the health effects of using smokeless tobacco	    

CIRCLE ONE

#	
This message catches your attention	
This message is clear and easy to understand	
This message is believable	
This message informs you about the health effects of using smokeless tobacco	

CIRCLE ONE

#	
This message catches your attention	
This message is clear and easy to understand	
This message is believable	
This message informs you about the health effects of using smokeless tobacco	

Top Two (2) Choices

Please write down your top two (2) choices

1.

2.

PREMIER EXERCICE ÉCRIT

De quoi vous rappelez-vous de ces messages ? S'il vous plaît, inscrivez tout ce dont vous vous rappelez.

DEUXIÈME EXERCICE ÉCRIT

Coter les messages (Mises en garde sur les publicités du tabac)

S'il vous plaît, veuillez coter chaque message pour chacune des catégories suivantes, en utilisant l'échelle présentant des pouces tournés vers le haut et vers le bas.

ENCERCLEZ UN CHOIX

H4 La chique n'est pas chic, elle est mortelle	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à cesser ou réduire votre consommation de tabac	    
Vous vous rappelleriez ce message	    

ENCERCLEZ UN CHOIX

H5 Le tabac tue sous toutes ses formes	
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message pourrait vous motiver à cesser ou réduire votre consommation de tabac	    
Vous vous rappelleriez ce message	    

ENCERCLEZ UN CHOIX

Q3 Pourquoi cracher sa santé en l'air?	
Ce message est clair et facile à comprendre	
Ce message est crédible	
Ce message pourrait vous motiver à cesser ou réduire votre consommation de tabac	
Vous vous rappelleriez ce message	

ENCERCLEZ UN CHOIX

Q4 Même sans fumée, vous brûlez votre santé	
Ce message est clair et facile à comprendre	
Ce message est crédible	
Ce message pourrait vous motiver à cesser ou réduire votre consommation de tabac	
Vous vous rappelleriez ce message	

ENCERCLEZ UN CHOIX

H6 Un aller simple pour le cancer de la bouche	
Ce message est clair et facile à comprendre	
Ce message est crédible	
Ce message pourrait vous motiver à cesser ou réduire votre consommation de tabac	
Vous vous rappelleriez ce message	

Deux (2) premiers choix

Veuillez s'il vous plaît indiquer vos deux (2) premiers choix en cochant la case correspondant au message approprié.

H4	La chique n'est pas chic, elle est mortelle	
H5	Le tabac tue sous toutes ses formes	
Q3	Pourquoi cracher sa santé en l'air?	
Q4	Même sans fumée, vous brûlez votre santé	
H6	Un aller simple pour le cancer de la bouche	

PREMIER EXERCICE ÉCRIT

De quoi vous rappelez-vous de ces messages ? S'il vous plaît, inscrivez tout ce dont vous vous rappelez.

DEUXIÈME EXERCICE ÉCRIT

Coter les messages (MISES EN GARDE SUR LA SANTÉ)

S'il vous plaît, placez le numéro du message sur la première ligne. Ensuite, veuillez coter chaque message pour chacune des catégories suivantes, en utilisant l'échelle présentant des pouces tournés vers le haut et vers le bas.

ENCERCLEZ UN CHOIX

#	
Ce message capte votre attention	    
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message vous informe au sujet des effets de l'utilisation du tabac sans fumée sur la santé	    

ENCERCLEZ UN CHOIX

#	
Ce message capte votre attention	    
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message vous informe au sujet des effets de l'utilisation du tabac sans fumée sur la santé	    

ENCERCLEZ UN CHOIX

#	
Ce message capte votre attention	    
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message vous informe au sujet des effets de l'utilisation du tabac sans fumée sur la santé	    

ENCERCLEZ UN CHOIX

#	
Ce message capte votre attention	    
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message vous informe au sujet des effets de l'utilisation du tabac sans fumée sur la santé	    

ENCERCLEZ UN CHOIX

#	
Ce message capte votre attention	    
Ce message est clair et facile à comprendre	    
Ce message est crédible	    
Ce message vous informe au sujet des effets de l'utilisation du tabac sans fumée sur la santé	    

Deux (2) premiers choix

Veuillez inscrire vos deux (2) premiers choix.

1.

2.

APPENDIX D: WARNING NOTICES

CHOOSE NOT TO CHEW

www.gosmokefree.ca

Health Canada



Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

SMOKELESS DOESN'T MEAN HARMLESS

www.gosmokefree.ca

Health Canada



Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

CHEWING TOBACCO SPITTING YOUR HEALTH AWAY

www.gosmokefree.ca

Health Canada



Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

**CAN CAUSE MOUTH CANCER.
THERE'S SOMETHING TO CHEW ON!**

www.gosmokefree.ca

Health Canada



Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

ANY WAY YOU USE IT,
IT'S STILL DANGEROUS

www.gosmokefree.ca

Health Canada



Discreet satisfaction with that legendary, fresh taste.
Brown Cap premium, dark-fired moist tobacco.



Find it wherever premium tobacco is sold, or contact a
Brown Cap Smokeless Tobacco Co. sales representative at 1-888-555-1212.

LA CHIQUE N'EST PAS CHIC, ELLE EST MORTELLE

www.vivezsansfume.ca

Santé Canada



Une satisfaction discrète, empreinte d'un goût frais et légendaire.
Brown Cap de qualité supérieure, tabac humide séché au feu.



Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 555-1212.

POURQUOI CRACHER SA SANTÉ EN L'AIR?

www.vivezsansfume.ca

Santé Canada



Une satisfaction discrète, empreinte d'un goût frais et légendaire.
Brown Cap de qualité supérieure, tabac humide séché au feu.



Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 595-1212.

LE TABAC TUE SOUS TOUTES SES FORMES

www.vivezsansfume.ca

Santé Canada



Une satisfaction discrète, empreinte d'un goût frais et légendaire.
Brown Cap de qualité supérieure, tabac humide séché au feu.



Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 555-1212.

MÊME SANS FUMÉE, VOUS BRÛLEZ VOTRE SANTÉ

www.vivezsansfume.ca

Santé Canada



Une satisfaction discrète, empreinte d'un goût frais et légendaire.
Brown Cap de qualité supérieure, tabac humide séché au feu.



Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 555-1212.

UN ALLER SIMPLE POUR LE CANCER DE LA BOUCHE.

www.vivezsansfume.ca

Santé Canada



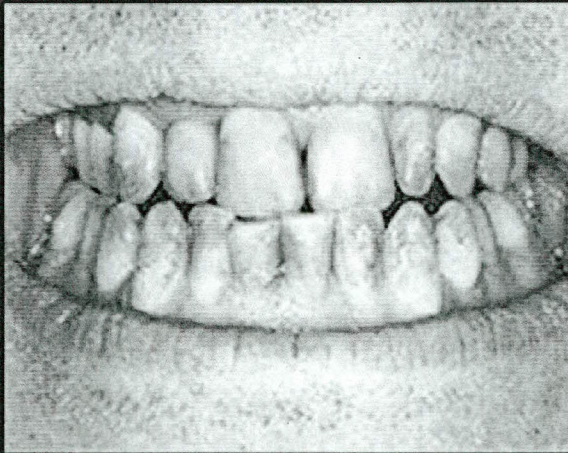
Une satisfaction discrète, empreinte d'un goût frais et légendaire.
Brown Cap de qualité supérieure, tabac humide séché au feu.



Procurez-vous ce produit chez les meilleurs marchands de tabac ou auprès
d'un représentant de la Compagnie de tabac sans fumée Brown Cap au 1 (888) 595-1212.

APPENDIX E: HEALTH WARNING MESSAGES

ST-3



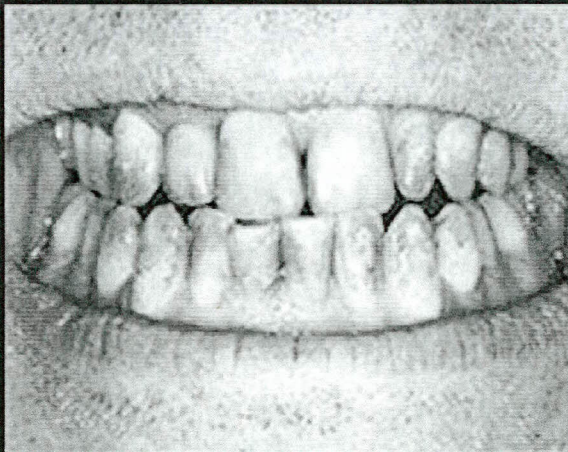
You're chewing your way to tooth decay.

Smokeless tobacco contains high levels of sugar that cause dental cavities. Smokeless tobacco can also cause permanent tooth stains, receding gums and even tooth loss.

Health Canada

1-800-QUITLINE infotobacco.com

ST-3



À force de mâcher, vos dents vont se détériorer.

Le tabac sans fumée contient une grande quantité de sucre, responsable de la carie dentaire. Le tabac sans fumée peut aussi tacher les dents de façon permanente, entraîner la récession des gencives et même la perte des dents.

Santé Canada

1-800-555-5555 infotabac.com

ST-7



Healthy Heart



Diseased Heart

This product can cause heart attacks.

Nicotine is found in high levels in smokeless tobacco. Nicotine accelerates the heart rate and increases blood pressure, which can contribute to a heart attack.

Health Canada

1-800-QUITLINE infotobacco.com

ST-7



Cœur en santé



Cœur malade

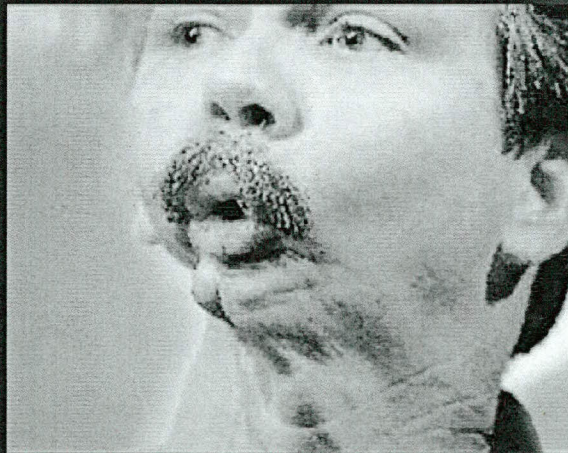
Ce produit peut causer des crises cardiaques.

Le tabac sans fumée a une forte teneur en nicotine. La nicotine accélère le rythme cardiaque et fait monter la tension artérielle, contribuant au risque de crise cardiaque.

Santé Canada

1-800-555-5555 infotabac.com

ST-8



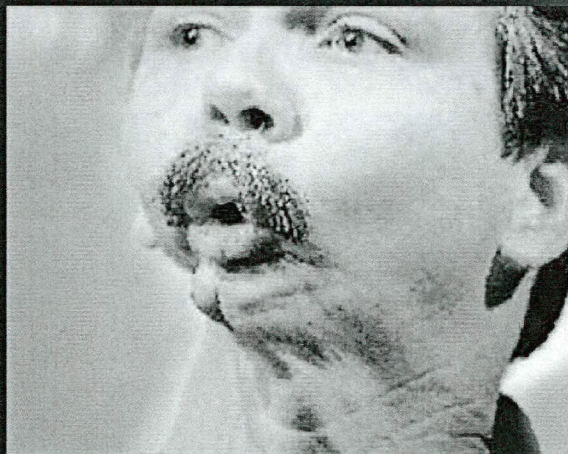
"I always thought smokeless tobacco was a safe alternative to cigarettes."

Rick Bender is a former baseball player who got mouth cancer from chewing tobacco. Because of that cancer, half of his jaw was removed when he was only 26. He is now disfigured for life.

Health Canada

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ST-8



« J'ai toujours cru que le tabac sans fumée était un substitut sécuritaire à la cigarette »

Rick Bender est un ancien joueur de baseball qui a développé un cancer de la bouche parce qu'il chiquait du tabac. En raison de ce cancer, la moitié de sa mâchoire a dû être amputée alors qu'il n'avait que 26 ans. Il est maintenant défiguré pour la vie.

Santé Canada

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ST-9



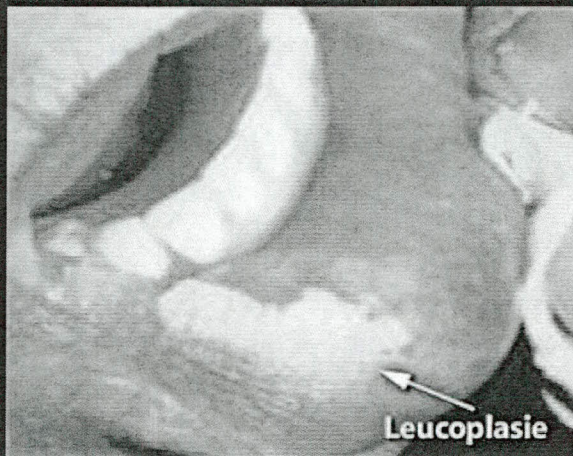
This product causes mouth disease.

Leukoplakia is a disease of the mouth that smokeless tobacco causes. This disease appears as a thick, white sore inside the mouth. Leukoplakia can sometimes turn into cancer.

Health Canada

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ST-9



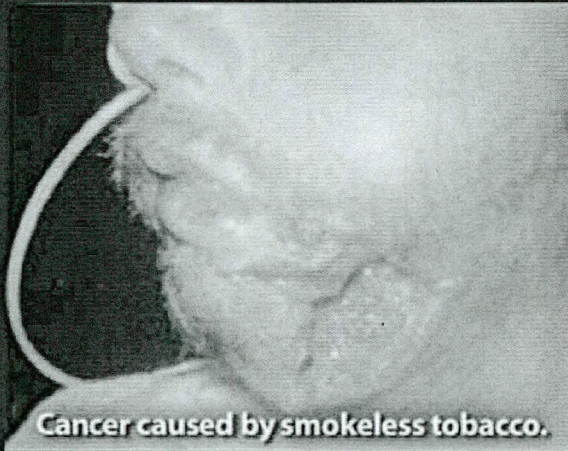
Ce produit cause des maladies de la bouche.

La leucoplasie est l'une des maladies causées par le tabac sans fumée. Cette maladie se manifeste d'abord par d'épaisses plaques blanches à l'intérieur de la bouche. Elle se transforme parfois en cancer.

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ST-10



Cancer caused by smokeless tobacco.

**You may not see
any smoke, but you
see the damage.**

Smokeless tobacco is not a safe alternative to smoking cigarettes. When you use smokeless tobacco, you can develop severe health problems such as cancer in your face.

Health Canada

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ST-10



Cancer provoqué par le tabac sans fumée.

**Il n'y a peut-être pas de
fumée, mais les dommages
sont bien visibles.**

Le tabac sans fumée n'est pas une solution de rechange sécuritaire à la cigarette. En faisant usage de tabac sans fumée, vous pouvez développer de graves problèmes de santé, comme un cancer du visage.

Santé Canada

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ST-12



Rick Bender, Age 38. Lost half of his jaw from using smokeless tobacco.

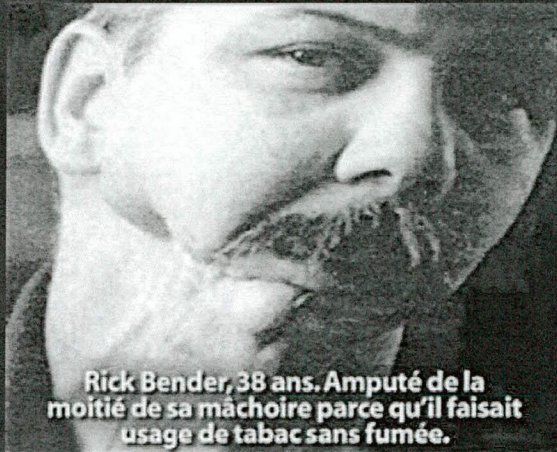
This product may be smokeless, but it's not harmless.

Using smokeless tobacco increases your chance of getting mouth cancer. People who get mouth cancer often die from it. Those who survive can be left disfigured for life.

Health Canada

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ST-12



Rick Bender, 38 ans. Amputé de la moitié de sa mâchoire parce qu'il faisait usage de tabac sans fumée.

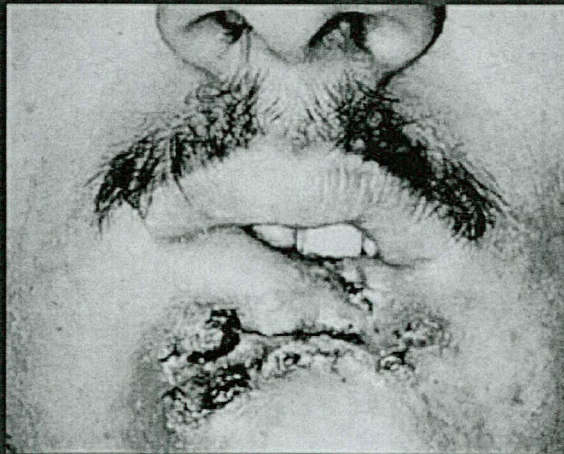
Ce produit est peut-être sans fumée, mais il n'est pas sans danger.

L'usage de tabac sans fumée augmente le risque de cancer de la bouche. Le cancer de la bouche est souvent mortel. Ceux qui y survivent peuvent être défigurés pour la vie.

Santé Canada

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ST-13



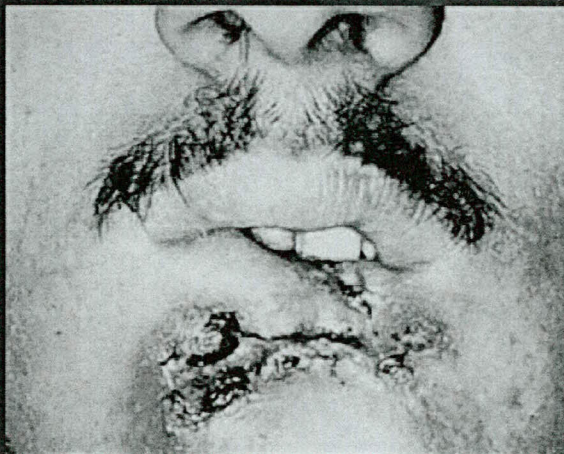
**This product contains
cancer-causing chemicals.**

When you use smokeless tobacco, you absorb 28 chemicals that are known to cause cancer. As a result, you increase your chance of developing mouth and throat cancer.

Health Canada

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ST-13



**Ce produit contient
des produits chimiques
cancérigènes.**

Lorsque vous consommez du tabac sans fumée, votre organisme absorbe 28 produits chimiques reconnus comme étant cancérigènes. Vous augmentez ainsi vos risques de développer un cancer de la bouche ou de la gorge.

Santé Canada

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ST-14-1



**Don't get trapped.
Smokeless tobacco
is addictive.**

Smokeless tobacco products often contain high levels of nicotine, the same drug that makes cigarettes addictive. Therefore, people who use smokeless tobacco can become strongly addicted to it.

Health Canada

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ST-14-1



**Ne vous laissez pas piéger.
Le tabac sans fumée
entraîne une dépendance.**

Les produits de tabac sans fumée ont souvent une forte teneur en nicotine, la même substance qui provoque la dépendance à la cigarette. Par conséquent, les personnes qui font usage de tabac sans fumée peuvent développer une forte dépendance au produit.

Santé Canada

1-800-555-5555 infotabac.com

ST-14-2

**SMOKELESS
DOESN'T MEAN
HARMLESS:
THIS PRODUCT
IS HIGHLY
ADDICTIVE.**

Smokeless tobacco products often contain high levels of nicotine, the same drug that makes cigarettes addictive. Therefore, people who use smokeless tobacco can become strongly addicted to it.

Health Canada

1-800-QUITLINE infotobacco.com

ST-14-2

**SANS FUMÉE
NE SIGNIFIE PAS
SANS DANGER :
CE PRODUIT PEUT
CREER UNE FORTE
DEPENDANCE.**

Les produits de tabac sans fumée ont souvent une forte teneur en nicotine, la même substance qui provoque la dépendance à la cigarette. Par conséquent, les personnes qui font usage de tabac sans fumée peuvent développer une forte dépendance au produit.

Santé Canada

1-800-555-5555 infotabac.com

ST-15



**This product can
cause heart attacks.**

Smokeless tobacco products often contain high levels of nicotine. Nicotine increases blood pressure and accelerates the heart rate, which can contribute to a heart attack.

Health Canada

1-800-QUITLINE infotobacco.com

ST-15



**Ce produit peut
provoquer des crises
cardiaques.**

Les produits de tabac sans fumée contiennent souvent une forte teneur en nicotine. La nicotine accélère le rythme cardiaque et fait monter la tension artérielle, contribuant au risque de crise cardiaque.

Santé Canada

1-800-555-5555 infotabac.com