

DISSERTATION PRESENTATION

PRIYANKA KOHLI

1163 HHM

BACKGROUND

- **TILL 2008-** THE HEATED TOBACCO PRODUCT'S PACKETS LIKE CIGARETTE ETC MARKETED NATIONALLY TO HOLD A SCRIPTED CAUTIONARY STATEMENT AT THE FACE OF PACKAGING HAVING TEXTUAL HEADING “SMOKING IS INJURIOUS TO HEALTH”. PAN, GUTKHA, KHAINI & OTHER NON-HEATED TOBACCO PRODUCTS' PACKETS CARRIED THE CAUTION “TOBACCO IS INJURIOUS TO HEALTH” IN BILINGUAL LANGUAGE.
- IN 2008- THE LAW OF PACKAGING AND LABELLING AMENDED AND COVERS 40% OF THE TOTAL PACKETS.
- IN 2011- 4 NEW PICTORIAL WARNINGS WERE CREATED
- IN 2012- INDIA PROPOSED A BRAND-NEW ROUND OF PICTURE WARNINGS
- IN 2015- THE AUTHORITIES PROPOSED LARGE WARNINGS THAT COVER 85% OF THE FRONT AND BACK OF THE PACKETS
- APRIL 1, 2016-LARGE WARNINGS CAME INTO EFFECT

INTRODUCTION

GRAPHICAL HEALTH WARNING LABELS ARE THE PICTORIAL REPRESENTATION OF WARNINGS PRINTED ON TOBACCO PRODUCTS TO MAKE CONSUMERS AND EVEN NON-CONSUMERS ABOUT THE HARMFUL EFFECTS OF THE CONSUMPTION OF TOBACCO PRODUCTS.

IT CONTAINS SEVERAL TYPES OF PICTURES LIKE CANCER, SCORPION, OR A PERSON WITH ORAL CANCER ETC .

TEXTUAL HEALTH WARNING LABELS ARE THE WRITTEN WARNINGS PRINTED ON THE TOBACCO PRODUCTS TO MAKE CONSUMERS AND EVEN NON-CONSUMERS ABOUT THE HARMFUL EFFECTS OF THE CONSUMPTION OF TOBACCO PRODUCTS.

VARIETY OF TEXT PATTERNS ARE THERE IN INDIA WHICH GETS PRINTED ON TOBACCO PRODUCTS.

REQUIRED WARNINGS TO BE PRINTED ON TOBACCO PRODUCTS

- SMOKING CAUSES CANCER OF HEAD & NECK.
- TOBACCO SMOKE CAN BE THE REASON OF FATAL LUNG DISEASE IN NON-SMOKERS ALONG WITH SMOKERS.
- SMOKING CAN BE THE REASON FOR EYE PROBLEMS WHICH CAN RESULT TO BLINDNESS.
- SMOKING DECREASES FLOW OF BLOOD RESULTING THE ERECTILE DYSFUNCTION TOO.
- TOBACCO SMOKE CAN HARM CHILDREN.
- SMOKING RESULTS CANCER OF BLADDER WHICH CAN RESULT TO MICRO-HAEMATURIA & MACROHEMATURIA.

RATIONALE

- “ACCORDING TO THE GLOBAL ADULT TOBACCO SURVEY (GATS) CONDUCTED IN 2016–17, THE OVERALL PREVALENCE OF SMOKING TOBACCO USE IS ELEVEN PERCENT AND SMOKELESS TOBACCO USE IS 21.38% IN INDIA AND TILL DATE IT HAS INCREASED TO MANY FOLDS”. OF ALL ADULTS, **28.6%** CURRENTLY CONSUME TOBACCO EITHER IN SMOKE OR SMOKELESS FORM, INCLUDING 42.4% OF MEN AND 14.2% OF WOMEN
- “ACCORDING TO THE TOLL OF TOBACCO IN INDIA DONE BY CAMPAIGN FOR TOBACCO FREE KIDS DONE IN SEPTEMBER 2021, THE TOTAL COSTS OF TOBACCO EQUATE TO 1.04% OF INDIA’S GDP WHEREAS DIRECT MEDICAL COSTS EQUATE TO 5.3% OF TOTAL HEALTH EXPENDITURE”. A HUGE AMOUNT OF 0.2% OF INDIAN GDP IS SPENT EVERY YEAR TO PRINT GRAPHICAL AND TEXTUAL HEALTH WARNINGS ON THE PACKETS AND STILL THE CONSUMPTIONS RATE IS INCREASING YEAR ON YEAR BASIS.
- AFTER A HUGE EXPENDITURE, CONSUMERS ARE NOT DECREASING, INSTEAD THEY ARE ENORMOUSLY INCREASING THUS, IN ORDER TO ACCESS THE PERCEPTIONS OF PEOPLE TOWARDS THESE WARNING LABELS CONSISTING BOTH TEXTUAL AND GRAPHICAL HEALTH WARNING LABELS PRINTED ON ANY KIND OF TOBACCO MATERIAL AND TO FIND OUT WHETHER THESE WARNINGS MOTIVATE PEOPLE TO QUIT, THIS RESEARCH IS DONE. THIS RESEARCH WILL HELP TO FIND OUT THE WHETHER EXPENDITURES DONE ON PRINTING THESE HEALTH WARNINGS ON TOBACCO PRODUCT IS JUSTIFIED OR NOT.

RESEARCH QUESTION

- RQ 1WHAT IS THE ROLE OF GRAPHIC AND TEXTUAL HEALTH WARNING LABELS PRINTED ON TOBACCO PRODUCTS IN MOTIVATING THE PEOPLE OF ROHINI, NEW DELHI TO QUIT THE CONSUMPTION?
- RQ 2: ARE THERE ANY FACTORS OTHER THAN THE WARNING LABELS WHICH MOTIVATE PEOPLE TO QUIT TOBACCO CONSUMPTION?

OBJECTIVES

- TO ASSESS THE PERCEPTION OF CONSUMERS TOWARDS THE USEFULNESS OF HEALTH WARNING LABELS PRINTED ON TOBACCO PRODUCTS
- TO IDENTIFY THE FACTORS OTHER THAN PRESENCE OF GRAPHIC AND TEXTUAL HEALTH WARNING LABELS PRINTED ON PACKETS THAT MOTIVATE TO QUIT.

METHODOLOGY

- **STUDY DESIGN-** DESCRIPTIVE STUDY IS THE STUDY DESIGN CHOSEN FOR THE RESEARCH
- **SETTING-** THE STUDY WAS UNDERTAKEN IN ROHINI, NEW DELHI.
- **STUDY POPULATION INCLUSION CRITERIA-** PERSON WHO ARE ABOVE 18 YEARS AND SMOKE OR CHEW TOBACCO OR NOT. PEOPLE MET AT METRO STATION OF THE ROHINI WEST
- **EXCLUSION CRITERIA-** PEOPLE WHO CONSUME DRINKS
- **STUDY TOOLS-** SEMI STRUCTURED QUESTIONNAIRE
- **DURATION OF STUDY-** FROM 10 MAY TO 10 JUNE
- **SAMPLE SIZE-** 100 PERSONS WERE TAKEN AS THE SAMPLE SIZE.
- **SAMPLING TECHNIQUE-** CONVENIENCE SAMPLING IS THE SAMPLING TECHNIQUE CHOSEN
- **DATA COLLECTION PROCEDURE-** DIRECT INTERVIEWS OF PARTICIPANTS
- **DATA ANALYSIS PLAN-** MS EXCEL
- **ETHICAL CONSIDERATION-** WRITTEN CONSENT FORM.
- **IMPLICATIONS OF RESEARCH-**IF HWL'S ARE EFFECTIVE IN MOTIVATING TO QUIT, THEN USE OF HWL'S VALIDATE. OTHER-WISE SOME STRICT ACTIONS TO BE TAKEN BY AUTHORITIES TO USE CERTAIN METHODS TO INCREASE MOTIVATION TO QUIT.

RESULT

- MAXIMUM NUMBER OF THE RESPONDENTS BELONG TO THE 23.4 TO 28.9 YEARS THAT IS THE MAXIMUM RESPONDENT'S POPULATION IS YOUNG. 70% OF THE TOTAL RESPONDENTS ARE MALE AND THE MINIMUM RESPONDENTS ARE FEMALE. MORE THAN 50% OF THE TOTAL RESPONDENTS ARE ENGAGED IN PRIVATE JOBS. OUT OF THE 100 RESPONDENTS, EIGHTY ONE PERCENT CONSUME ANY KIND OF TOBACCO WHILE 19% DO NOT CONSUME ANY KIND OF TOBACCO PRODUCT. MOST OF THE CONSUMERS OF TOBACCO PRODUCTS RECENTLY STARTED CONSUMING TOBACCO PRODUCT THAT IS FROM 0-5 YEARS AGO. MAXIMUM NUMBER OF RESPONDENTS FOUND CONSUMING CIGARETTES. 57% RESPONDENTS BELIEVED THAT TOBACCO PRODUCTS CAUSE ADVERSE EFFECTS ON HEALTH. 25% RESPONDENTS FOUND GRAPHICAL AND TEXTUAL HEALTH WARNING LABELS VERY EFFECTIVE WHILE 34% FOUND. 71% OF THE TOTAL RESPONDENTS SAID THAT TOBACCO CONSUMPTION IS HARMFUL BUT ONLY 50% RESPONDENTS WERE WILLING TO QUIT THE TOBACCO CONSUMPTION.

INTERPRETATIONS

- 1) MAXIMUM PARTICIPANTS WERE IN THE AGE GROUP OF 25-30 YEARS THAT IS 59 PARTICIPANTS WHILE ONLY 1 PARTICIPANT WAS IN 40-45 YEARS, 45-50 YEARS AND 65< YEARS OF AGE.
- 2) 70% OF THE RESPONDENTS WERE MALES WHILE 30% WERE FEMALES.
- 3) HIGHEST PROPORTIONS OF THE RESPONDENTS THAT WAS 46% WERE GRADUATES WHILE 31% WERE POST GRADUATES AND 9% WERE HIGHER SECONDARY QUALIFIED. VERY LESS PROPORTION WAS ILLITERATE.
- 4) MAXIMUM RESPONDENTS WERE IN PRIVATE JOB THAT IS 54%, WHILE 17% RAN THEIR BUSINESSES AND MINIMUM PERCENTAGE OF RESPONDENTS THAT IS ONLY 5% WERE IN THE GOVERNMENT JOB.
- 5) MAXIMUM NUMBER OF RESPONDENTS THAT IS 81% CONSUMED TOBACCO IN ANY FORM WHILE ONLY 19% RESPONDENTS DID NOT CONSUME ANY KIND OF TOBACCO.
- 6) MAXIMUM TOBACCO CONSUMERS THAT IS 76.5% CONSUMED CIGARETTES WHILE THE LEAST CONSUMED TOBACCO PRODUCT WAS CHEROOT WITH ONLY 7 CONSUMERS FORMING 8.6% OF THE TOTAL CONSUMERS 81%.
- 7) 75% OF THE TOTAL CONSUMERS HAD STARTED CONSUMING FROM 0-5 YEARS, RECENTLY STARTED THE CONSUMPTION OF ANY KIND OF TOBACCO PRODUCT WHEREAS 12.5% RESPONDENTS WERE CONSUMING ANY KIND OF TOBACCO PRODUCT FROM MORE THAN 10 YEARS.
- 8) 57% OF THE TOTAL RESPONDENTS THAT IS 100 HAD COMMON VIEW THAT TOBACCO CAUSED ADVERSE EFFECTS ON HEALTH WHILE 22% PEOPLE STATED THAT NO ADVERSE EFFECTS ON HEALTH WAS CAUSED DUE TO THE CONSUMPTION OF ANY KIND OF TOBACCO PRODUCT
- 9) 73% OF THE TOTAL 100 RESPONDENTS HAD SEEN THE WARNINGS ON THE PACKETS OF TOBACCO WHILE 17% HAD NOT SEEN THE WARNINGS AND 10% RESPONDED AS CAN'T SAY.
- 10) MAXIMUM THAT IS 59 RESPONSES STATED THAT RESPONDENTS HAD SEEN THE WARNINGS ON THE CIGARETTE PACKETS WHOLE 10% SAW IT ON OTHERS PACKETS.

INTERPRETATIONS CONTINUED.....

- 11) MAXIMUM RESPONDENTS THAT WAS 52% HAD NOTICED ALWAYS WHILE ONLY 6% NEVER NOTICED THOSE WARNING LABELS.
- 12) 56% THAT IS MAXIMUM NUMBER OF THE RESPONDENTS SAID THAT THEY HAD NOTICED/SEEN /OBSERVED THESE HEALTH WARNING LABELS ON THE FRONT SIDE OF THE TOBACCO PRODUCTS WHILE THE LOWEST PERCENTAGE THAT IS ONLY 1% RESPONDENTS RESPONDED THAT THEY CAN'T SAY. THIS INTERPRETATION STATES THAT WHETHER THE RESPONDENT IS TOBACCO CONSUMER OR NOT BUT THE FRONT SIDE OF TOBACCO PRODUCTS IS SOMEWHAT VISIBLE TO HIM/HER IN HIS/HER LIFE AND THUS HE/SHE HAS OBSERVED THESE GRAPHIC AND TEXTUAL HEALTH WARNING LABELS THE MOST
- 13) THE MAXIMUM NUMBER OF RESPONDENTS THAT IS 29% MENTIONED THAT THESE GRAPHIC AND TEXTUAL WARNING LABELS COVER HALF THE PACKET WHILE 6% POPULATION BELIEVED IT COVERED THE FULL PACKET.
- 14) 78% THAT IS MAXIMUM NUMBER OF RESPONDENTS RESPONDED THAT THEY WERE AWARE OF THE WARNING MESSAGES PRINTED ON THE PACKETS STATING ADVERSE ILL HEALTH EFFECTS CAUSED BY TOBACCO PRODUCTS WHILE ONLY 22% RESPONDED NO THEY ARE NOT AWARE.
- 15) 32% THAT IS MAXIMUM RESPONSES WERE YES, A LOT WHILE THE MINIMUM NUMBER OF RESPONSES THAT IS DON'T KNOW/CAN'T SAY WAS ONLY SEVEN PERCENT.
- 16) 34% RESPONDENTS MENTIONED AFTER SEEING THESE LABELS THEY THINK ABOUT THE HEALTH RISK OF CONSUMPTION OF TOBACCO WHILE NINE PERCENT OF THE POPULATION SAID THEY DON'T KNOW/CAN'T SAY.
- 17) 28% RESPONDENTS RESPONDED THAT YES AFTER SEEING THE LABELS, THERE IS LOT OF AROUSAL FEAR OF CONSUMPTION BUT 24% MENTIONED NO, NOT AT ALL.
- 18) 26% RESPONDENTS DEVELOPED A DESIRE TO REDUCE THE CONSUMPTION WHILE 21% DID NOT HAVE ANY DESIRE TO REDUCE THE CONSUMPTION AFTER SEEING THE LABELS.

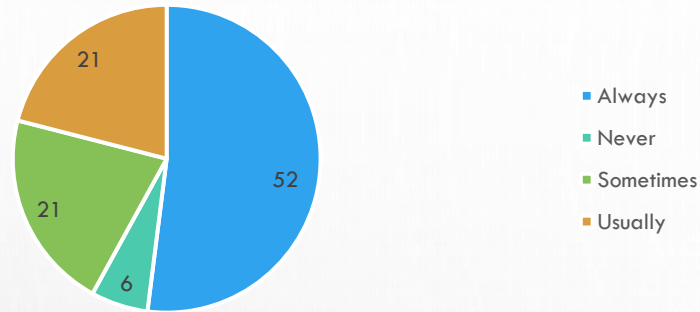
INTERPRETATIONS CONTINUED...

19) 28% RESPONDENTS BELIEVED THAT THESE GRAPHIC AND TEXTUAL LABELS WERE NOT EFFECTIVE AND JUST PROCEDURAL REQUIREMENT WHILE ONLY 25% FIND IT VERY EFFECTIVE AND 34% FIND IT SOMEWHAT EFFECTIVE IN SOME SENSE.

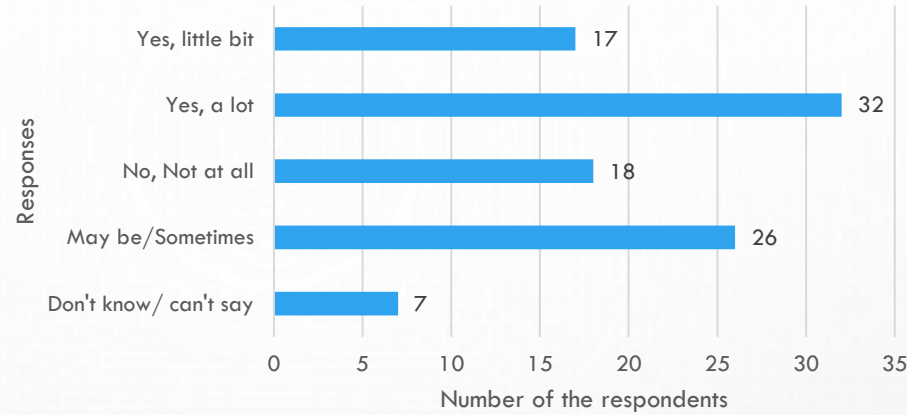
20) 19% OF TOTAL POPULATION OF THE RESPONDENTS DID NOT CONSUME TOBACCO SO THEIR WILLINGNESS IS NOT CONSIDERED. OUT OF REMAINING 81, FIFTY INDIVIDUALS SAID YES THAT THEY WERE WILLING TO QUIT THE CONSUMPTION OF TOBACCO WHEREAS 31 RESPONDENTS ARE STILL SAYING NO TO QUIT THE CONSUMPTION.

21) 19% OF THE RESPONDENTS DID NOT CONSUME HENCE THERE IS NO KIND OF MOTIVATION GENERATION INSIDE THEM AFTER SEEING THE LABELS, WHILE OUT OF REMAINING 81 TOBACCO CONSUMERS, 18 RESPONDENTS SAID YES LITTLE, AND YES, A LOT IN EACH CASE. ON THE CONTRARY 29% OF THE TOTAL RESPONDENTS MENTIONED THAT THEY WERE NOT FEELING ANY KIND OF MOTIVATION INSIDE THEM TO QUIT AFTER SEEING THE LABELS.

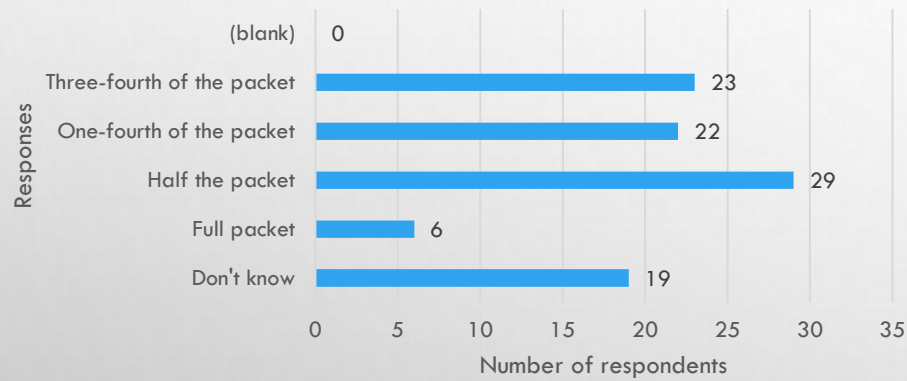
Tendency to notice Graphical & Textual Health Warning Labels



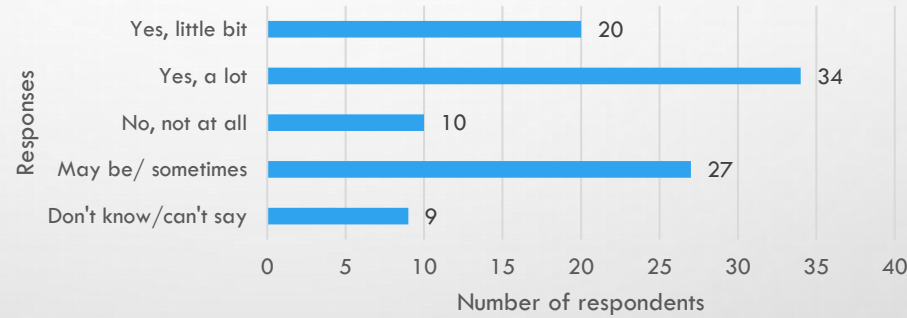
Perceptions of the respondents towards the warning labels improving health knowledge



Coverage of packets by warning labels



Perceptions of the respondents towards health risk due to the consumption of tobacco



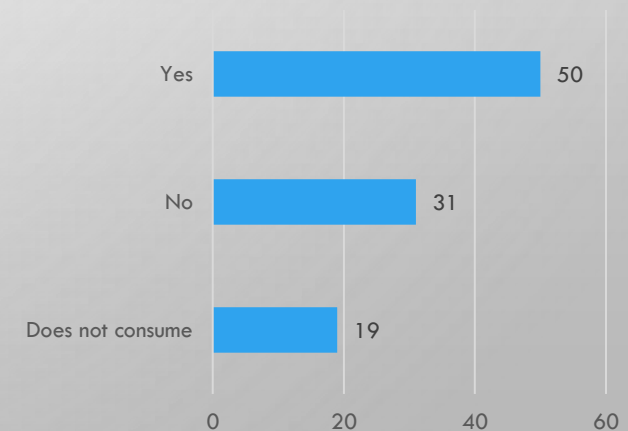
Awareness of the warning messages printed on the packets stating adverse ill health effects caused by tobacco products



Perceptions of Respondents for arousal fear of consumption



Willingness to quit consumption of tobacco



CONCLUSION

- OUT OF THE TOTAL RESPONDENT EIGHTY-ONE PERCENT PEOPLE, CONSUMED TOBACCO PRODUCTS WHILE 19% DID NOT CONSUME ANY KIND OF TOBACCO PRODUCT. THE MOST OF THE POPULATION WERE MALES, AVERAGE AGED 24-29 YEARS OLD AND HAVING A PRIVATE JOB AND UNDERGRADUATES.
- MOST OF THE PARTICIPANTS CONSUMED CIGARETTE, THAT SHOWED CIGARETTE WAS MOST FAVORED TOBACCO PRODUCT IN TODAY'S ERA. THE MOST OF THE RESPONDENTS WHO CONSUMED TOBACCO IN THE RESEARCH OF OUR RECENTLY STARTED CONSUMING TOBACCO PRODUCTS THAT WAS 0-5 YEARS. HALF OF THE POPULATION BELIEVED THAT TOBACCO CAUSES CANCER.
- 2/3RD OF THE TOTAL PARTICIPANTS HAD ALREADY SEEN THESE GRAPHICAL AND TEXTUAL HEALTH WARNINGS ON THE TOBACCO PRODUCTS AND AROUND 60% PARTICIPANTS HAD OBSERVED THESE WARNING LABELS ON THE CIGARETTE PACKETS. FIFTY-TWO PERCENT INDIVIDUALS HAD ALWAYS SEEN THESE WARNING LABELS AND AROUND 56% PARTICIPANTS BELIEVED THAT FRONT SITE OF THE TOBACCO PRODUCTS IS THE MOST OBSERVED SITE FOR THESE LABELS WHILE ONLY 30% APPROXIMATE POPULATION BELIEVED THAT HALF OF THE TOBACCO PACKAGING WAS COVERED WITH THESE LABELS.
- EIGHTY PERCENT OF THE TOTAL PARTICIPANTS WERE AWARE OF THE HEALTH MESSAGES GIVEN BY THESE WARNING LABELS BUT ONLY 1/4TH OF THE TOTAL POPULATION BELIEVED THAT THESE WARNING LABELS IMPROVE THE HEALTH KNOWLEDGE OF PEOPLE. AROUND 40% PEOPLE HAD AROUSAL OF FEAR OF ANY CATASTROPHIC HEALTH ILL EFFECT BEFORE CONSUMPTION OF TOBACCO PRODUCTS DUE TO THESE WARNING LABELS.
- APPROXIMATELY 70% POPULATION THOUGHT THAT CONSUMPTION OF TOBACCO IS HARMFUL AND 30% WHICH IS A HUGE SHARE DID NOT EVEN THINK TOBACCO CONSUMPTION IS HARMFUL, THIS SHOWS THE LACK OF KNOWLEDGE AMONGST THE PEOPLE OR PEOPLE ARE SO NEGLECTING FOR THE ILL HEALTH EFFECTS CAUSED BY TOBACCO CONSUMPTION. AROUND SIXTY PERCENT RESPONDENTS HAD OPINIONS THAT THESE WARNING LABELS ARE EFFECTIVE BUT ONLY 50% PEOPLE ARE WILLING TO QUIT CONSUMPTION.
- TO CONCLUDE THESE LABELS WERE SEEMED TO BE EFFECTIVE BY THE POPULATION COVERED BUT THESE DO NOT CREATE WILLINGNESS TO QUIT AT THAT LEVEL. DUE TO THIS ONLY NUMBER OF TOBACCO CONSUMERS WERE INCREASING EVERY FINANCIAL YEAR. THIS MAY BE DUE TO THE REASON THAT PEOPLE HAD DEVELOPED A RESISTANT IMMUNITY AND THESE LABELS DO NOT ATTRACT OR EXCITE THEM TO QUIT.
- SO, GOVERNMENT AND OTHER PRIVATE ORGANIZATIONS MUST TAKE CRUCIAL STEPS IN INCREASING AWARENESS OF THE HARMFUL EFFECTS CAUSED BY THESE TOBACCO PRODUCTS AND TO DECREASE THE CONSUMPTION RATE AND INCREASE THE NUMBER OF NON-TOBACCO CONSUMERS TO MAKE A FIT ENVIRONMENT.

RECOMMENDATIONS

- MORE PERCENTAGE OF THE PACKETS SHOULD BE COVERED WITH SUCH TEXTUAL AND GRAPHICAL WARNINGS.
- PICTORIAL IMAGES ARE PROVED TO BE BETTER TO DRAW ATTENTION OF PEOPLE AND MAKE AWARE ALL VARIETY OF INDIVIDUALS WHETHER THEY ARE ILLITERATE OR LITERATE, RICH OR POOR SO MORE PICTORIAL IMAGES SHOULD BE PRINTED ON THE PACKETS AND LESS TEXTUAL WARNINGS.
- GOVERNMENT MUST RAISE THE LUXURIOUS TAXES ON THE TOBACCO PRODUCTS SO THAT IT WOULD BE FINANCIAL BURDEN ON THE CONSUMER TO CONSUME AND HE/SHE WILL THINK TWICE BEFORE PURCHASING IT.
- MORE ATTENTION SHOULD BE GIVEN ON SUBSTITUTES OF TOBACCO SO THAT PEOPLE SHOULD QUIT.
- PRODUCTS LIKE NICOTEX SHOULD BE GIVEN MORE ATTENTION IN THE INDIAN CONSUMER MARKET.
- PARENTAL SUPPORT, TEACHERS AND ACQUAINTANCE'S GUIDANCE SHOULD BE GIVEN TIMELY TO HELP PEOPLE NOT DIVERGE TOWARDS THE HAZARDOUS PRODUCTS.
- PROPER BANNED SHOULD BE DONE ON THE MANUFACTURING UNITS ONLY.
- NUKKAD NATAKS, STREET PLAYS AND VARIOUS TYPES OF DRAMAS SHOULD BE ORGANIZED IN ORDER TO REACH TO ALL TYPES OF GEOGRAPHIES AND DEMOGRAPHY.
- PUBLIC PRIVATE PARTNERSHIP SHOULD WORK IN INCREASING THE AWARENESS AMONGST SOCIETY.



THANK YOU