

Findings from the ITC Brazil Wave 1 to 3 Surveys

ITC Brazil Project Report

2009 – 2016/17

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Executive Summary

More than 10 years have passed since Brazil ratified the WHO Framework Convention on Tobacco Control (FCTC) on November 3, 2005. The FCTC obligates governments to implement policies which are clearly described in the Treaty and its guidelines to tackle the tobacco epidemic. These policies include banning smoking in public places, warning the public of the dangers of smoking and secondhand smoke through health warnings and public information campaigns, cessation strategies to help smokers to quit, bans on tobacco advertising, promotion, and sponsorship (TAPS), and increases in tobacco taxes.

The International Tobacco Control Policy Evaluation Project (the ITC Project) was launched in Brazil in 2009 to evaluate Brazil's progress in implementing the FCTC. Between 2009 and 2016-17, three survey waves were conducted among a cohort of 1,200 adult smokers and 600 non-smokers in Rio de Janeiro, São Paulo, and Porto Alegre.

This report evaluated the implementation of the following policies:

Health Warnings (FCTC Article 11)

- 1) The introduction of Round 3 pictorial warnings on 100% of the back of the pack in 2009 (new images only, no change in size) and the introduction of a text warning on 30% of the front of the pack in 2016;

Tobacco Advertising, Promotion, and Sponsorship (FCTC Article 13)

- 2) The implementation of a ban on tobacco advertising in the retail setting in 2014 (excluding tobacco product displays at point of sale (POS)).

Smoking Cessation (FCTC Article 14)

- 3) Brazil has had a national tobacco treatment program in place since 2004. The report measures smokers' intentions to quit, reasons to quit, and use of cessation assistance.

Key Findings

Health Warnings (FCTC Article 11)

1. The effectiveness of Brazil's Round 3 pictorial warnings on 100% of the back of the pack, introduced in 2009 (with no change in size), has decreased between 2009 and 2016-17. The text-only warning introduced on 30% of the bottom of the front of the pack in 2016 had little impact on smokers.

Tobacco Advertising, Promotion, and Sponsorship (FCTC Article 13)

2. There are no restrictions on the display of cigarette packages at POS in Brazil. As a result, the 2014 ban on cigarette advertising at POS did not reduce smokers' exposure to cigarette advertising. In fact, there was an increase in the percentage of smokers who noticed things that promote smoking between 2012-13 and 2016-17. Brazil has by far the highest percentage of smokers (32%) among 23 ITC countries who noticed things that promote smoking in the last 6 months.

Smoking Cessation (Article 14)

3. Brazilian smokers are highly motivated to quit. Of 25 ITC countries, Brazil has the highest percentage (49%) of smokers who planned to quit smoking within the next 6 months.
4. There is a high rate of physicians advising smokers to quit – a cost-effective intervention to encourage cessation. One quarter of smokers received advice to quit smoking by their physicians in the last 6 months - the third highest rate of 11 ITC LMICs.

Support for Tobacco Control Policies

5. Brazilian smokers strongly support the implementation of strong policies on warnings, TAPS, and cessation:
 - Approximately half of smokers (48%) think that cigarette packages should have more health information than they do now.
 - Approximately three-quarters of smokers (72%) support a ban on displays of cigarettes inside shops/stores and half (49%) support plain packaging.
 - Between 2012-13 and 2016-17, approximately 8 in 10 smokers and quitters thought that the government should do more to help smokers to quit.
 - Approximately two-thirds (68%) of Brazilian smokers support or strongly support a total ban on tobacco products in the next 10 years, given that the government provides treatment assistance to help smokers to quit.

Implications

1. Brazil's health warnings could be more effective by taking the following steps:
 - i. implement pictorial warnings on at least **50%** of the top FRONT of the pack (instead of the current 30% text warnings on the bottom front) and
 - ii. introduce a new round of hard-hitting pictorial warnings on 100% of the back of the pack to refresh the current images that have been in place since 2009.
2. Global evidence has indicated that to be effective, TAPS bans need to be comprehensive and well enforced. Tobacco product displays are an effective advertising and marketing strategy. Brazil's policies to curb TAPS would be stronger if the display of tobacco products at POS was banned.
3. Plain/standardized packaging (cigarette packs which contain the brand name and health warnings, but no brand-identifying colours or logos) is an effective means of reducing the attractiveness of tobacco products, restricting the use of the pack as a form of advertising and promotion, limiting misleading packaging, and increasing the effectiveness of health warnings. Brazil should consider introducing plain packaging, which has been adopted by eight countries to date (Australia, United Kingdom, Ireland, France, Norway, New Zealand, Hungary, and Slovenia), and is under development in several other countries.

4. Given that close to half of Brazilian smokers (49%) plan to quit in the next 6 months, it is important that smokers have access to cessation support to increase quit success. The following additional measures are among those recommended by cessation experts as resources become available: (i) offer mobile phone text messaging support and other evidence-based web support and (ii) make evidence-based affordable medicines and less harmful forms of nicotine more available.

Introduction

ITC Policy Evaluation Project in Brazil

The International Tobacco Control Policy Evaluation Project (the ITC Project) is a multi-country prospective cohort study. The ITC Project is designed to measure the psychosocial and behavioural impact of key tobacco control policies of the WHO Framework Convention on Tobacco Control (FCTC). To date, the ITC Project is or has been conducted in 28 countries across every continent covering over half of the world's population and over two-thirds of the world's tobacco users.

Brazil ratified the FCTC on November 3, 2005 and is therefore obligated to implement key tobacco control policies to reduce the prevalence of smoking as described in the Treaty and its guidelines. The ITC Brazil Project was created in 2009, when the National Cancer Institute José Alencar Gomes da Silva (Instituto Nacional de Câncer - INCA) partnered with the ITC Project at the University of Waterloo to design the ITC Brazil Wave 1 Survey — a survey of 1,200 smokers and 600 non-smokers aged 18 years or older across three cities: Rio de Janeiro, São Paulo, and Porto Alegre. Although nationally coordinated by INCA and the National Secretary of Drugs Policy (SENAD), the ITC Brazil Project includes several other Brazilian partners, including the Cancer Foundation, Oswaldo Cruz Foundation (Fiocruz), and the Brazilian Alliance for Tobacco Control (ACTbr).

The broad objective of the ITC Brazil Project is to evaluate the impact of the FCTC tobacco control policies as they are implemented in Brazil. The evaluation is conducted by measuring changes in smokers' and non-smokers' behaviour, beliefs, and attitudes, before and after new policies are implemented. The same survey questions are asked across all ITC countries, allowing for international comparisons on the effectiveness of tobacco control policies.

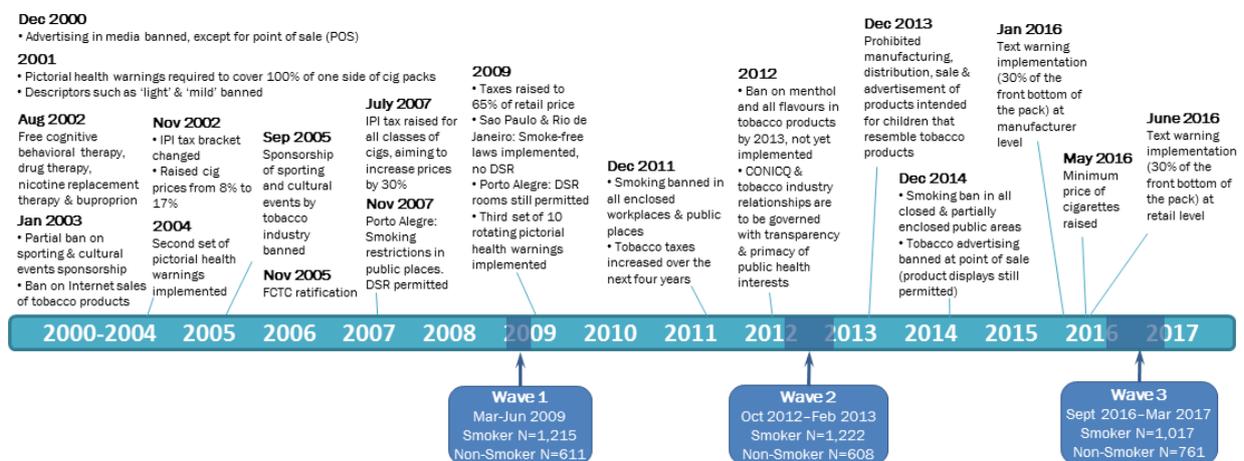
Between 2009 and 2016-17, three survey waves were conducted among the Brazil study cohort, with replenishment at each wave to replace respondents who could not be recontacted. The Wave 1 Survey was conducted from March to June 2009 among 1,215 smokers and 610 non-smokers. Wave 2 was conducted between October 2012 to February 2013 among 1,222 smokers (including 125 quitters) and 608 non-smokers. Wave 3 was conducted from September 2016 to March 2017 among 1,358 smokers (including 142 quitters) and 470 non-smokers.

The surveys were conducted using Computer-Assisted Telephone Interview (CATI) with systematic sampling from a comprehensive electronic directory of residential land lines provided by the Brazilian survey firm Expertise. Within each of the three cities, households were randomly selected/called until the quotas of 400 smokers and 200 non-smokers were achieved. Further details on the sampling design, sample sizes, and survey methods are available in the ITC Brazil Wave 1 to 3 Technical Reports at www.itcproject.org.^{1 2}

Figure 1 illustrates the timing of implementation of tobacco control policies in Brazil in relation to the ITC Brazil Wave 1 to 3 Survey fieldwork. The following key tobacco control policies were implemented during the ITC Wave 1 to 3 Survey period:

- **Health Warnings:** Implementation of Round 3 pictorial health warnings on 100% of the back of cigarettes packages in 2009 (new images with no change in size) and the introduction of a text warning on 30% of the front of the package in 2016.
- **Smoke-free Laws:** Implementation of state-level comprehensive smoke-free laws in São Paulo and Rio de Janeiro in 2009 and a national smoke-free law in 2014.
- **Tobacco Advertising Ban:** Implementation of a ban on tobacco advertising at POS (except POS tobacco product displays) in 2014.
- **Tobacco Price and Tax Increases:** Implementation of tax increases between 2011 and 2016.

Figure 1. Timeline of Implementation of ITC Wave 1 to 3 Brazil Surveys and Tobacco Control Policies



Objectives of this Report

The purpose of this report is to provide researchers, policymakers, and tobacco control advocates in Brazil with key findings of the ITC Brazil Wave 1 to 3 Surveys. The topics that are covered in the report were selected by the ITC Brazil Project team, focusing on the most pressing areas for further policy development in Brazil: 1) health warnings; 2) TAPS; and 3) cessation. The report concludes with implications of the findings for tobacco control policies in Brazil.

This is the third report on findings of the ITC Brazil Project. In May 2013, a report on the effectiveness of tobacco advertising, promotion, and sponsorship policies based on the Wave 1 and 2 Surveys provided evidence in support of the December 2014 ban on tobacco advertising at POS.³ In May 2014, a more comprehensive report on the Wave 1 and 2 Survey findings pointed to the need for a stronger smoke-free law and health warnings on the front of the pack.⁴

Health Warnings

Health warnings on tobacco packages are a highly visible and low-cost tool for communicating the health risks of tobacco use. Global evidence clearly demonstrates that health warnings increase awareness of the harms of smoking and reduce tobacco consumption and prevalence.^{5,6} The evidence also demonstrates that the effectiveness of health warnings increases with size and with the use of pictures – large pictorial warnings are more effective than text-only warnings in improving knowledge of smoking-related health risks, and motivating quitting.^{7,8,9} Finally, consistent with research demonstrating that the salience of a health communication decreases over time (“wear-out” effects), warnings that are new or updated regularly are also more effective than “older” warnings.⁷

Article 11 of the FCTC obligates Parties to implement large, visible health warnings on tobacco product packaging within 3 years of entry into force of the Treaty. Article 11 guidelines, adopted in November 2008, call for full-colour pictorial warnings covering at least 50% (and no less than 30%) of the top of the front and back (or on all main faces if there are more than two) of the package, in the country’s principal language(s). The guidelines also call for warnings to be rotated periodically to maintain salience.

Brazil was the second country in the world to implement pictorial health warnings on tobacco packages in 2001. While the pictorial warnings were large (100% of the pack), they only appeared on the back of pack, with no warning on the front. Three rounds of images have been introduced since 2001. Round 1 included nine pictorial warning labels that were in circulation from 2001-2004. Round 1 also introduced a text warning message on the side of packs and the inclusion of the quitline number. Round 2 warnings, which included 10 images accompanied by stronger text messages, were in circulation from 2004-2009. Round 3 warnings released in August 2009 included 10 new images that were more graphic and designed to arouse negative emotions (see Figure 2). In April 2015, Brazil passed a Resolution requiring a new text-only warning to occupy 30% of the lower front surface of all tobacco product packaging (see Figure 2). This Resolution (Round 4) came into force in January 2016, although tobacco companies had until June 2016 to comply in the retail trade.

Figure 2: Examples of Brazil’s health warnings from 2001-2016

Round 1 Warnings (2001 to 2004)	Round 2 Warnings (2004 to 2009)	Round 3 Warnings (2009 to present)	Round 4 Warnings (2016 to present)
Pictorial warning on 100% of back	New round of images; no change in size	New round of images; no change in size	Text warning added to 30% of bottom front of packs

The ITC Brazil Wave 1 to 3 Surveys (2009-2017) evaluated the impact of the 2009 (Round 3) pictorial warnings and 2016 (Round 4) text warning on key cognitive and behavioural indicators of warning impact, and assessed support for more information on cigarette packages. The Round 3 warnings were implemented 2 months after Wave 1 (2009) and 3 years before Wave 2 (2012-13). The Round 4 text warning on 30% of the front of the pack was implemented 3 years after Wave 2 (2012-13) and 8 months before Wave 3 (2016-17).

Impact of Brazil's Health Warnings from Wave 1 to 3

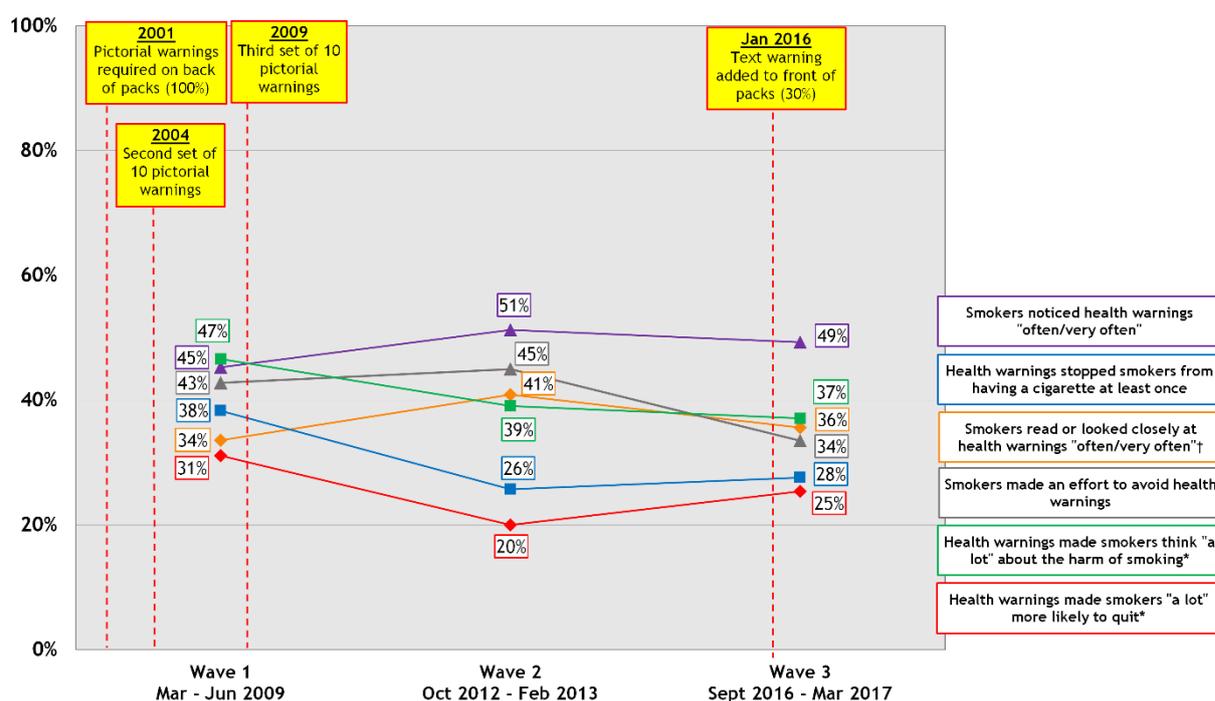
The ITC Brazil Wave 1 to 3 Surveys include a broad set of questions to assess health warning effectiveness, including measures of salience, as well as cognitive and behavioural responses to the warnings.

Figure 3 shows the changes in these key indicators of warning effectiveness among smokers over time, including the impact of the more graphic 2009 images between Wave 1 and Wave 2 and the 2016 introduction of a text warning on the front of packs (the difference between Waves 2 and 3).

As shown in Figure 3, the two measures of warning salience increased significantly between Waves 1 and 2, after the implementation of the much more graphic and arousing images on packs in 2009. The percentage of smokers who reported noticing warnings “often” or “very often” in the last month increased from 45% at Wave 1 to 51% at Wave 2, and the percentage who said they read or looked closely at the warnings “often” or “very often” increased from 34% to 41%. However, the remaining cognitive and behavioural measures either did not change or significantly decreased from Wave 1 to 2. For example, the percentage of smokers who said the warnings made them think about the health risks “a lot” decreased from 47% at Wave 1 to 39% at Wave 2, and the percentage who reported that warnings made them “a lot” more likely to quit decreased from 31% to 20%. These findings may be due to the “wear-out” of Brazil’s health warnings, since the Wave 2 Survey took place 3 years after the Round 3 (2009) images were implemented.

Between Waves 2 and 3, after a text warning was added to 30% of the front of packs with no change to the pictorial warning on the back of packs, there was little change in the indicators of warning impact. The lack of any change in noticing or reading the warnings at Wave 3 indicates that adding the text warning did not enhance the overall salience of the warnings. Only one measure – thinking about quitting – increased significantly from Waves 2 to 3 (from 20% to 25%), while avoidance of the warnings decreased significantly from 45% to 34%.

Figure 3. Impact of health warnings on smokers' cognitions and behaviours in the last 30 days, by wave



* These questions did not specify a time frame of 30 days.

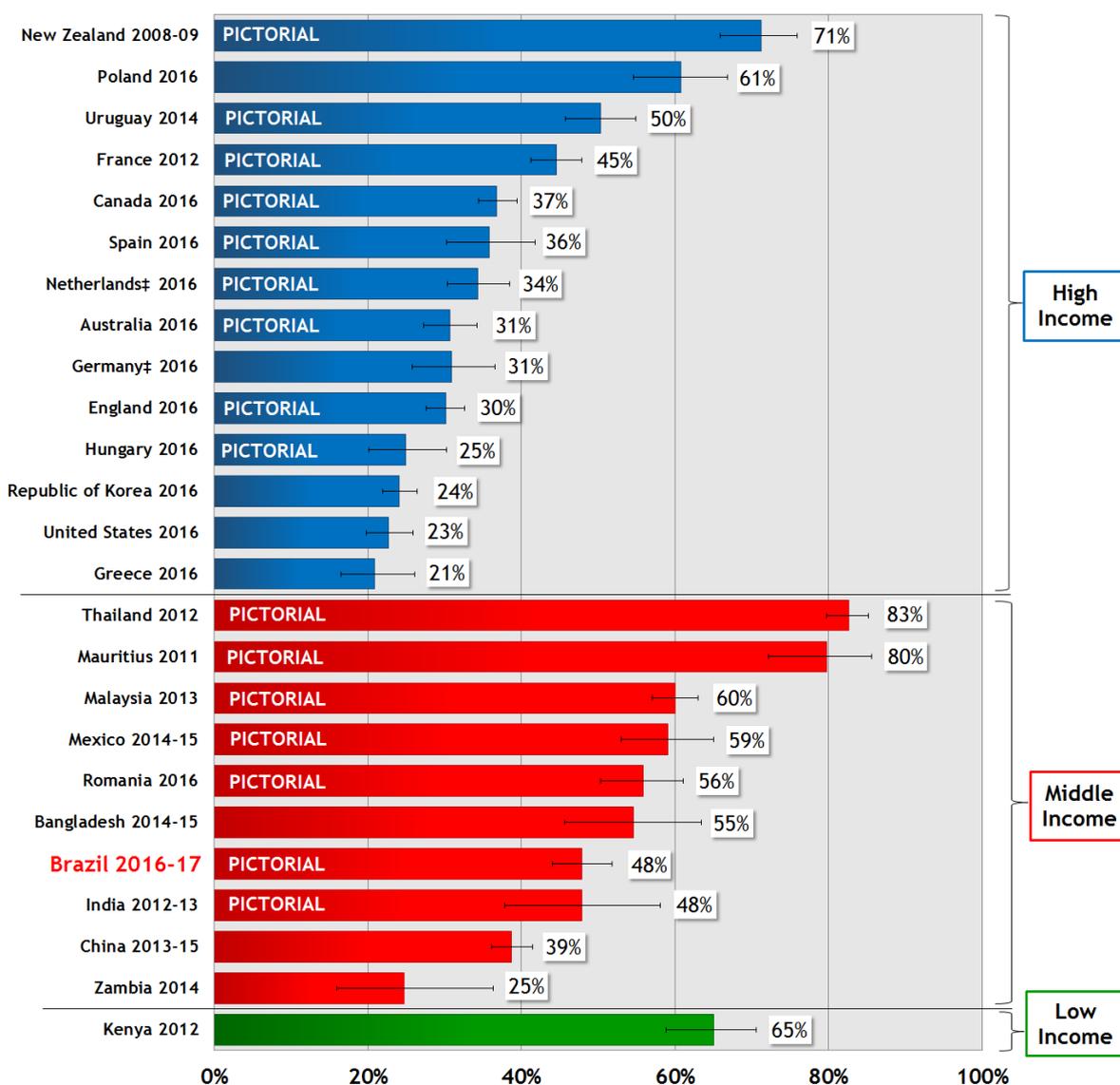
† Only those respondents who said they noticed warnings at least "rarely" in the last 30 days were asked this question.

ITC cross-country comparisons further demonstrate the possible wear-out effects of the same pictorial warning images that have appeared on cigarette packs in Brazil since 2009 as well as the lower salience of back-only pack warnings. While the salience of warnings is still higher in Brazil than in most high-income ITC countries, Brazil has the third lowest percentage of smokers (tied with India at 48%) out of 11 ITC LMICs who noticed warnings "often" or "very often" in the last month (see Figure 4).ⁱ Other LMICs that have implemented large pictorial warnings on both sides of tobacco packages have much higher rates of noticing the warnings – for example, 80% of smokers in Mauritius (60% of the front, 70% of the back), and 83% of smokers in Thailand (55% of the front and back) noticed warnings "often" or "very often". In addition, smokers in Mexico – where health warnings also cover 100% of the back and 30% of the front of pack but are pictorial on both sides – were more likely to report noticing the warnings "often/very often" (59%) compared to Brazil.

These findings support previous ITC research showing the limited effectiveness of warnings that appear only on the back of the pack. In a 2010 study comparing warnings in Mexico (50% text warning on back only), Brazil (100% pictorial warning on back only), and Uruguay (pictorial on 50% of front and back), noticing the warnings was significantly higher among smokers in Uruguay than in the other two countries.¹⁰ ITC research in European countries (France and United Kingdom), where the addition of pictorial warnings on the back of packs did not improve warning effectiveness, provides further evidence of the importance of implementing pictorial warnings on the front of the pack.¹¹

ⁱ Note that the percentage for Brazil presented in the cross-country comparison figure varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

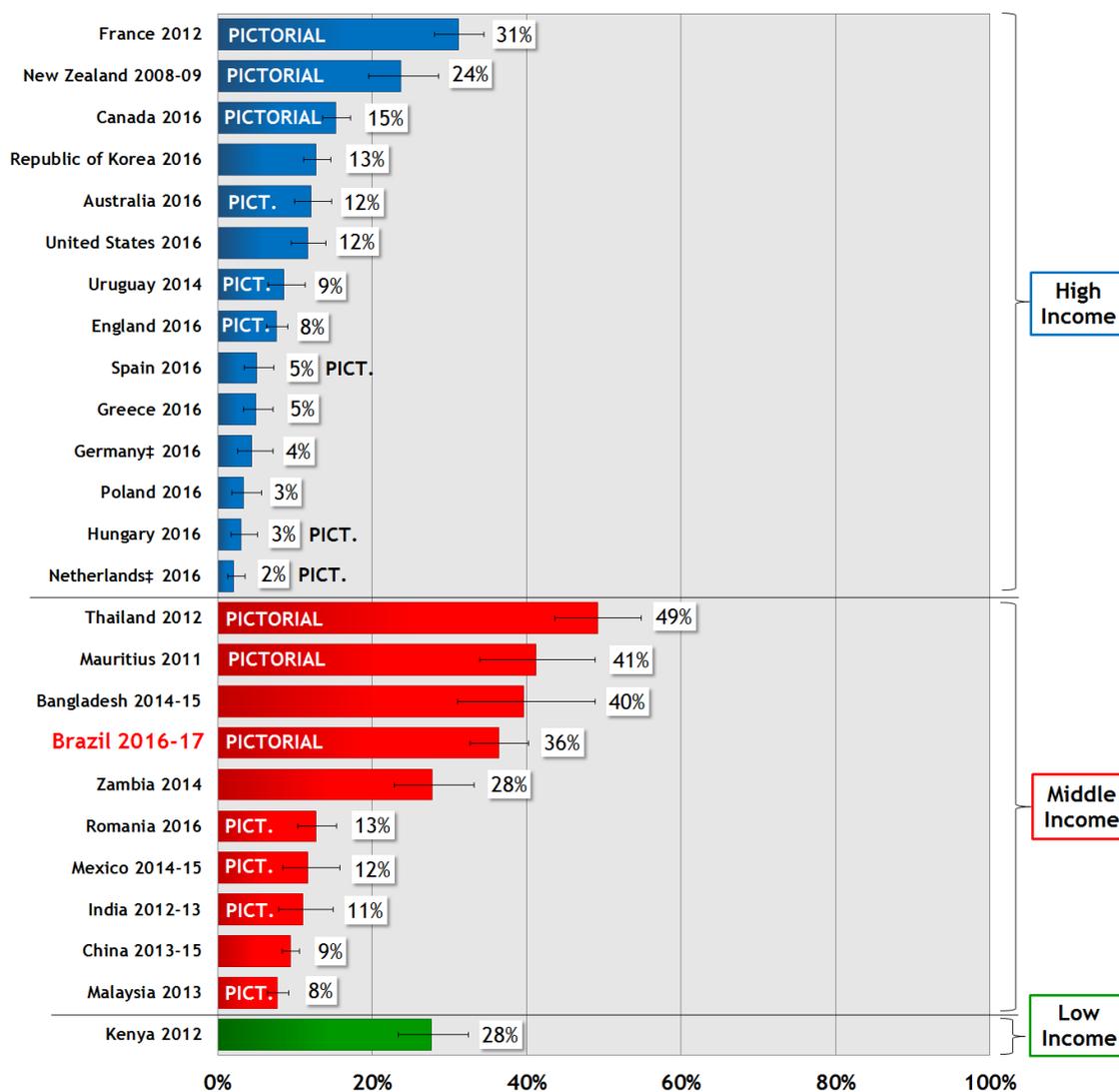
Figure 4. Percentage of smokers who noticed warning labels on cigarette packages "often" or "very often" in the last month, by country



‡ In Germany, text warnings were in place at the start of the survey period, but pictorial warnings (65% front/back) were introduced in July 2016, midway through the survey. In Netherlands, pictorial warnings (65% front/back) were introduced in May 2016, before the Wave 10 survey, but the old text warnings may have still been in circulation at the time of the survey.

While the percentage of Brazilian smokers who thought about the harms of smoking due to the warnings has decreased over time, ITC cross-country comparisons show that Brazil's large graphic and fear-arousing warnings are still more likely to stimulate thoughts about health risks compared to other countries. Brazil has the fourth highest percentage of smokers who said warnings made them think "a lot" about the health risks of smoking in the last month out of 25 ITC countries (see Figure 5)ⁱⁱ

Figure 5. Percentage of smokers who said warning labels made them think "a lot" about the health risks of smoking, by country



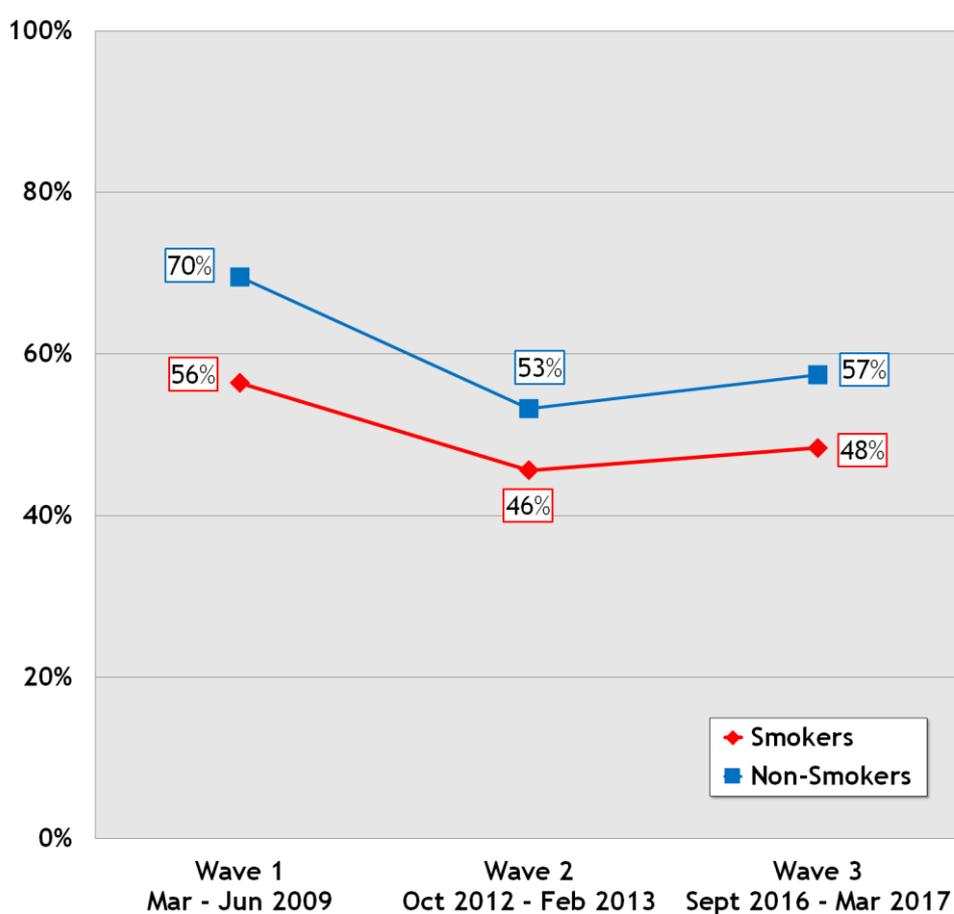
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ⁱⁱ Note that the percentage for Brazil presented in the cross-country comparison figure varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

Support for Enhanced Health Warnings

The Wave 1 to 3 Surveys also include a question on support for stronger health warnings by asking smokers and non-smokers whether they think cigarette packages should have more, less, or the same amount of health information as they do now. As shown in Figure 6, almost half of smokers (48%) said they want more health information at Wave 3, although this percentage decreased significantly from Wave 1 (56%) to Wave 3. Support for more health information was higher among non-smokers, and followed a similar pattern, decreasing from 70% at Wave 1 to 57% at Wave 3.

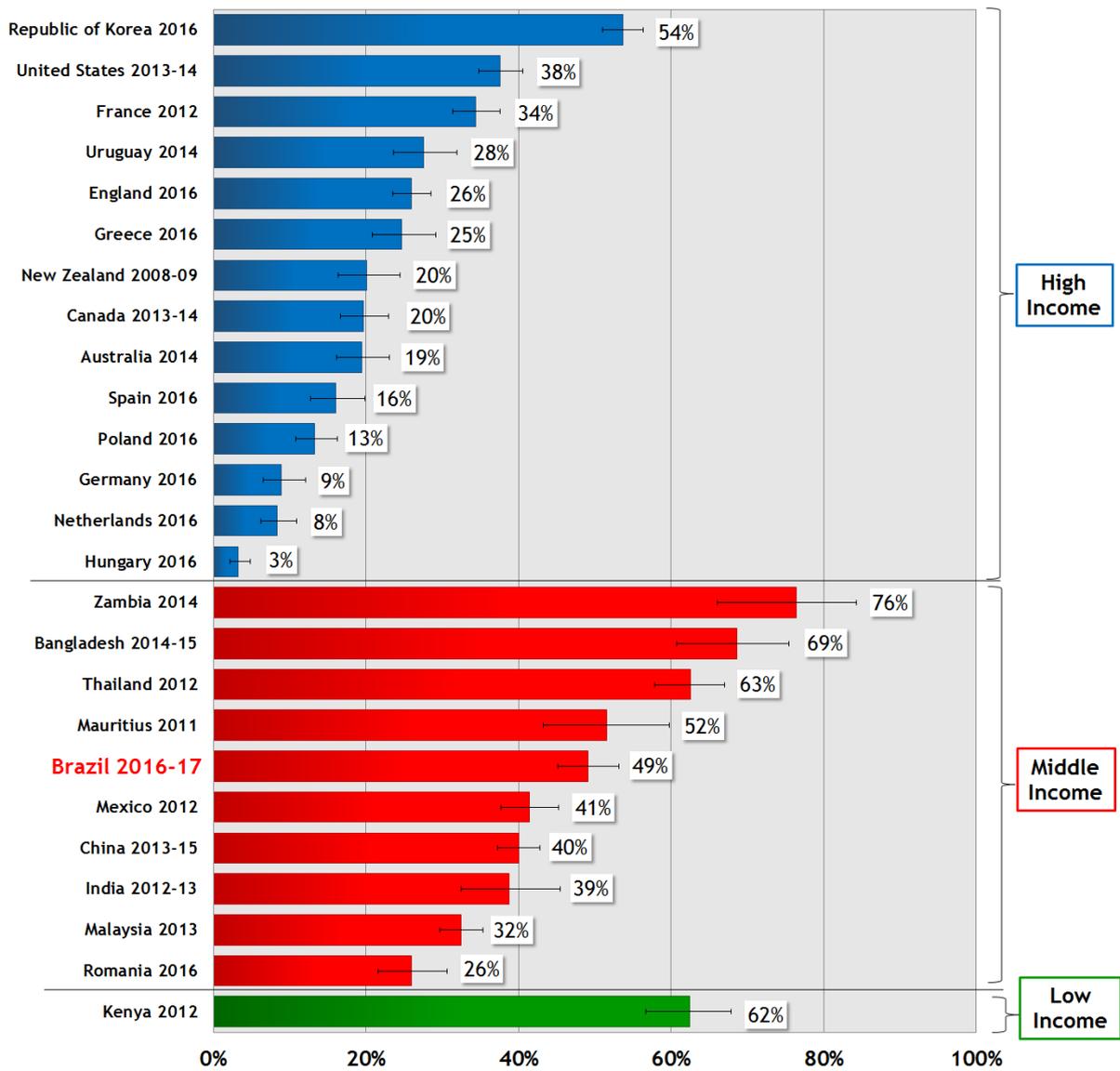
Figure 6. Percentage of smokers and non-smokers who said they want more health information on cigarette packages, by wave



ITC cross-country comparisons show that Brazil ranks in the middle of other ITC LMICs on this survey measure (6th out of 11 countries), but the percentage of smokers in Brazil who want more health information on cigarette packs (49%) is still higher than almost all HICs (except Republic of Korea) (see Figure 7).ⁱⁱⁱ

ⁱⁱⁱ Note that the percentage for Brazil presented in the cross-country comparison figure varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

Figure 7. Percentage of smokers who think there should be more health information on tobacco packages, by country



Tobacco Advertising, Promotion, and Sponsorship

The tobacco industry spends billions of dollars each year on TAPS in order to maintain its consumer market, as well as to entice new users to begin smoking. Studies show that exposure to TAPS increases tobacco consumption, and that comprehensive bans on TAPS reduce tobacco use, while partial bans have little or no impact.¹²⁻¹⁴

FCTC Article 13 obligates Parties, within 5 years after entry into the force of the Treaty, to implement a comprehensive ban on all forms of TAPS. Article 13 guidelines recommend that Parties consider plain packaging to eliminate the use of the pack to promote tobacco products.

Even before becoming an FCTC Party in 2005, Brazil had already implemented strict laws to restrict TAPS. Tobacco advertising in all media except at POS, promotional activities, and sponsorship of cultural or sporting events by tobacco brands have been banned since December 2000. After ratifying the FCTC, Brazil was obligated to implement a comprehensive ban on TAPS by 2010. However, Brazil has not yet fulfilled this obligation. Legislation to ban POS advertising was passed in December 2011. This law came into force in December 2014, but still allows for the display of tobacco products at POS. Legislation for plain packaging is currently under formal consideration in Brazil.

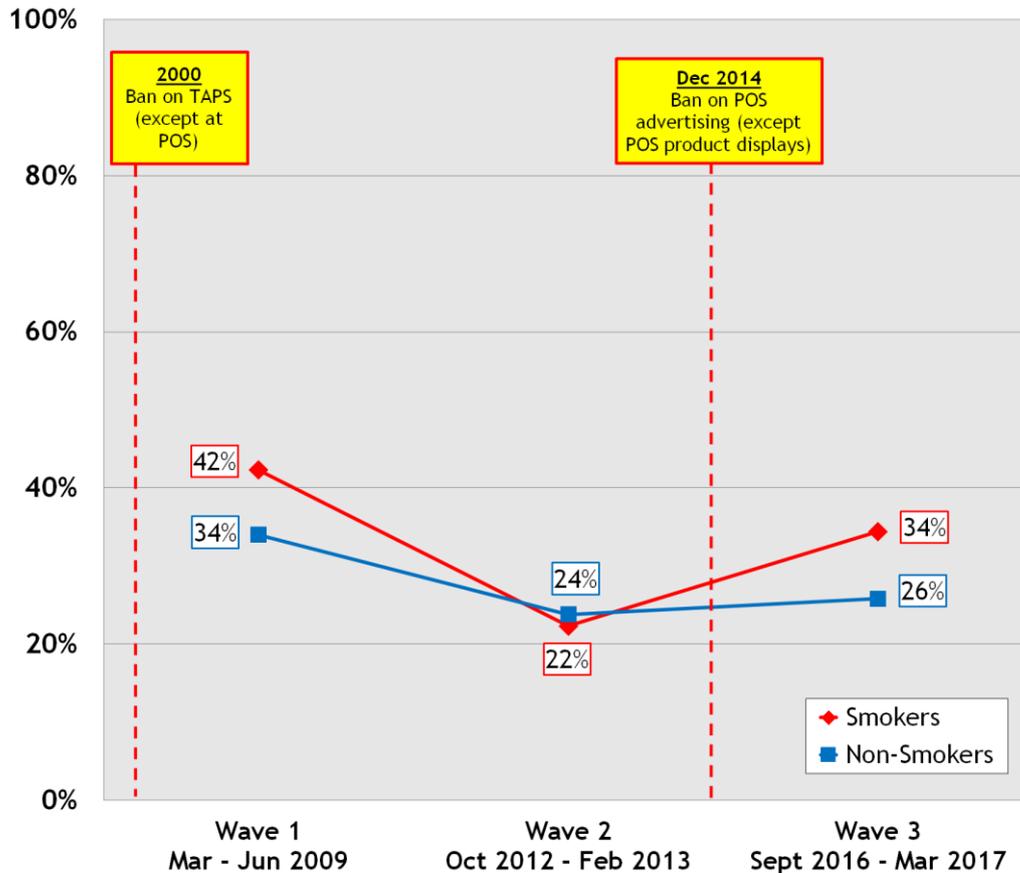
This section presents ITC Brazil Wave 1 to 3 Survey (2009-17) findings on the impact of and public support for TAPS bans in Brazil.

Noticing Smoking Promotion

The ITC Brazil Wave 1 to 3 Surveys asked smokers and non-smokers whether they noticed things that promote smoking in the last 6 months. Waves 1 to 3 (2009-17) were all conducted after the partial TAPS ban in 2000. Waves 1 and 2 (2009 and 2012-13) were conducted before the 2014 POS advertising ban, and Wave 3 (2016-17) was conducted after the ban.

From Wave 1 to Wave 3, there was a significant decrease overall in the percentage of respondents who noticed things that promote smoking “often” or “very often” in the last 6 months – from 42% of smokers at Wave 1 to 34% at Wave 3; and 34% of non-smokers at Wave 1 to 26% at Wave 3 (see Figure 8). Nevertheless, awareness of smoking promotion is still generally high, even after the 2014 POS advertising ban. Indeed, there was a significant increase in the overall percentage of smokers who noticed smoking promotion after the implementation of the 2014 POS advertising ban – from 22% at Wave 2 (pre-ban) to 34% at Wave 3 (post-ban). This pattern of results was consistent across all three cities, where there was a significant pre-post ban increase in the percentage of smokers who noticed smoking promotion: Rio de Janeiro (26% to 42%), São Paulo (21% to 30%), and Porto Alegre (20% to 31%).

Figure 8. Percentage of smokers and non-smokers who noticed things that promote smoking "often" or "very often" in the last 6 months, by wave

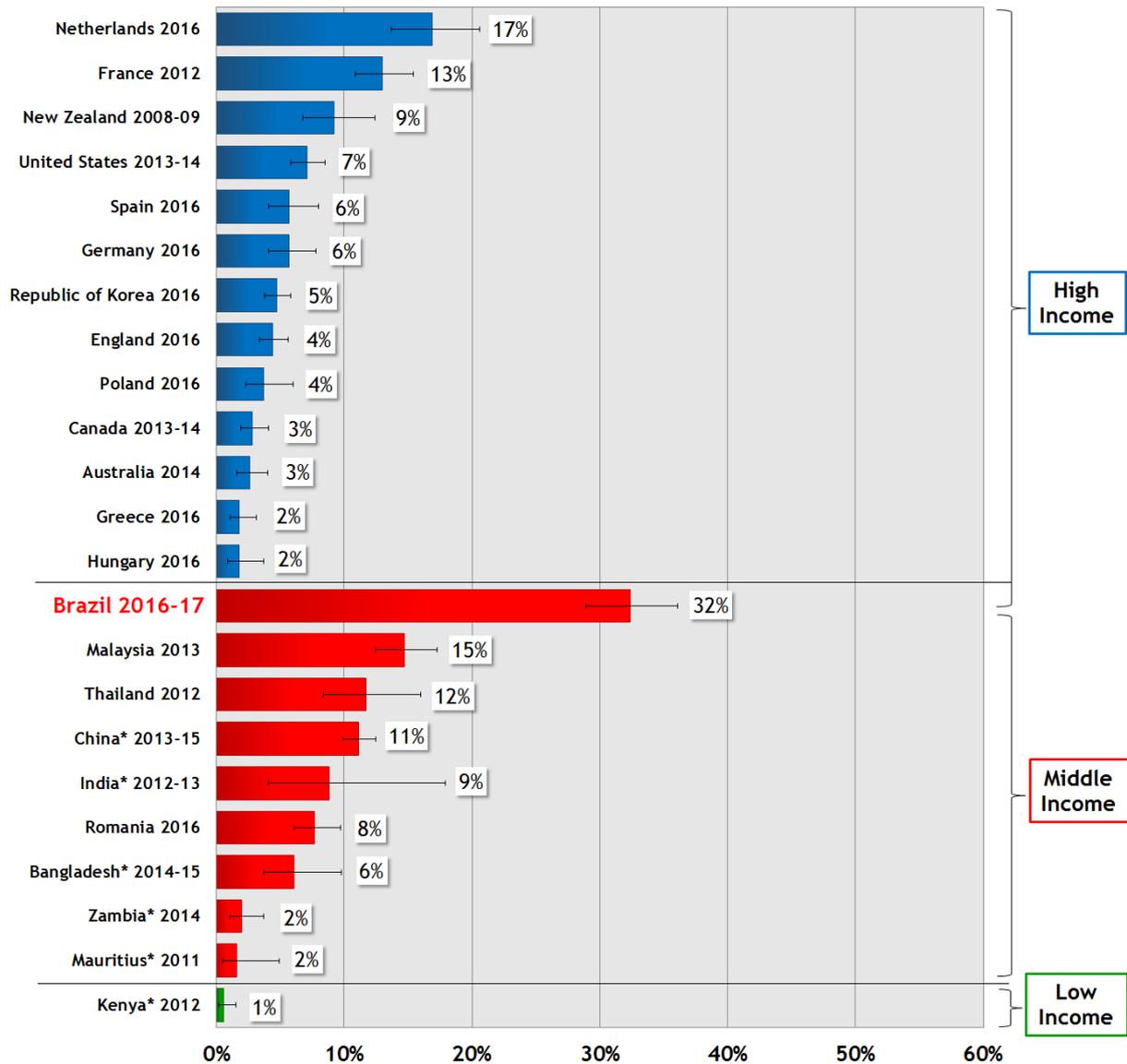


ITC cross-country comparisons also indicate that Brazil has by far the highest percentage of smokers (32%) among 23 ITC countries who noticed things that promote smoking "often" or "very often" in the last 6 months (see Figure 9).^{iv}

In contrast, in ITC countries with bans on POS product displays, few smokers noticed things that promote smoking. For example, only 3% of smokers in Canada (where POS display bans were implemented at provincial/territorial level between 2004 and 2010²⁰) and 3% of smokers in Australia (where POS display bans were implemented at state/territory level between 2010 and 2012^{19, 20}) noticed things that promote smoking "often" or "very often" in the last 6 months (see Figure 9).

^{iv} Note that the percentage for Brazil presented in the cross-country comparison figure varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

Figure 9. Percentage of smokers who noticed things that promote smoking "often" or "very often" in the last 6 months, by country



* In these countries, there was no response option of "very often" so results are shown for "often" only.

These findings demonstrate that the partial TAPS ban that has been in force in Brazil since 2000 has not led to dramatic reductions in exposure to smoking promotion, and public awareness of smoking promotion is still much higher in Brazil compared to other countries. Furthermore, the 2014 POS advertising ban has not reduced exposure to smoking promotion in Brazil — in fact, more smokers noticed things that promote smoking after the POS ban than they did before the ban, suggesting that tobacco industry may be investing in the promotion of their products at POS in response to bans on all other forms of advertising. These results are consistent with a 2015 study that found POS advertising of cigarettes at newsstands, bakeries, and convenience stores in gas stations/bars, after the 2014 POS advertising ban came into effect.¹⁵



Examples of POS advertising seen in Brazil. Left: cigarettes displayed next to candies and sweets (Source: Alexandre Milagres). Right: cigarettes displayed strategically next to the cashier (Source: Rodrigo Feijó)

Noticing Sponsorship of Events by Tobacco Companies

The ITC Brazil Wave 1 to 3 Surveys asked smokers and non-smokers whether they had seen or heard about sporting events and/or arts events (i.e., music, theatre, art, or fashion) sponsored by or connected with tobacco companies in the last 6 months.

Although event sponsorship by tobacco companies is still permitted in Brazil, overall awareness of this type of sponsorship was low and decreased over time. From Wave 1 to Wave 3, there was a significant decrease in noticing of sporting events sponsored by a cigarette company among smokers (from 9% to 5%) and non-smokers (from 12% to 6%) (see Figure 10). Similarly, there was a significant decrease in smokers' noticing of arts events sponsored by a cigarette company from 6% at Wave 1 to 1% at Wave 3 (see Figure 11).

Figure 10. Percentage of smokers and non-smokers who noticed sporting events sponsored by or connected with tobacco companies in the last 6 months, by wave

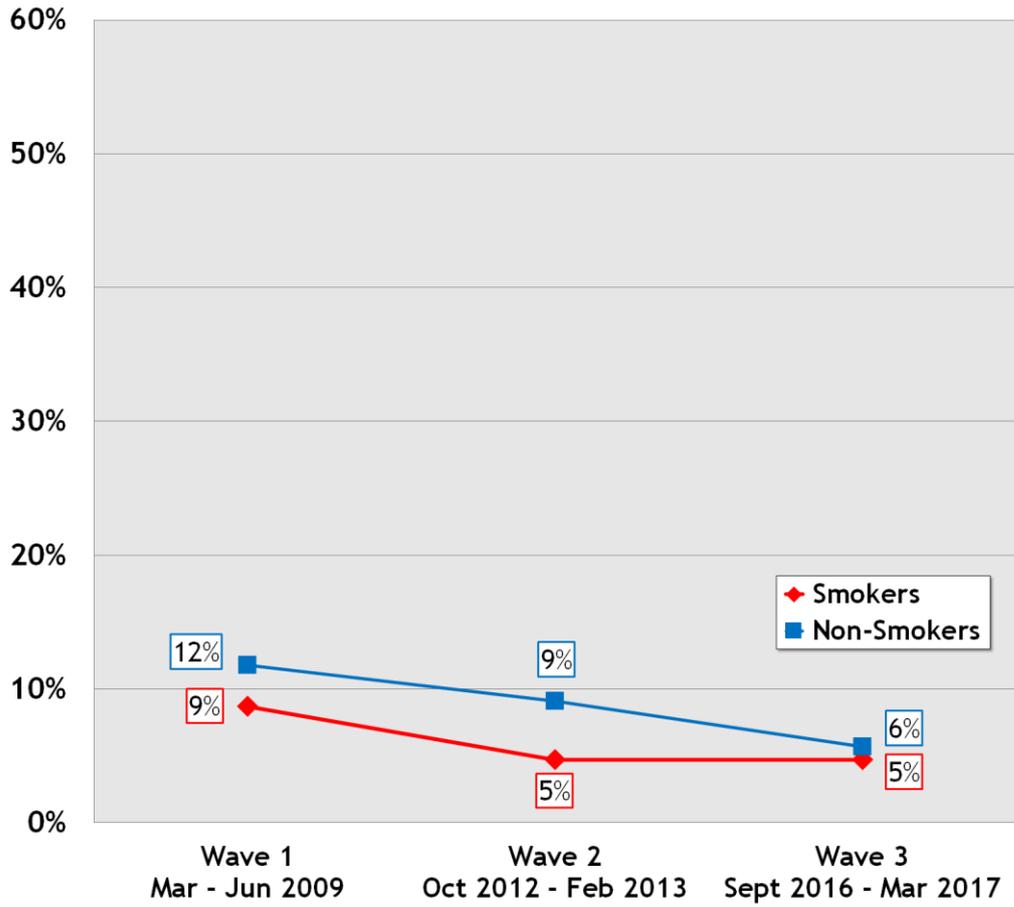
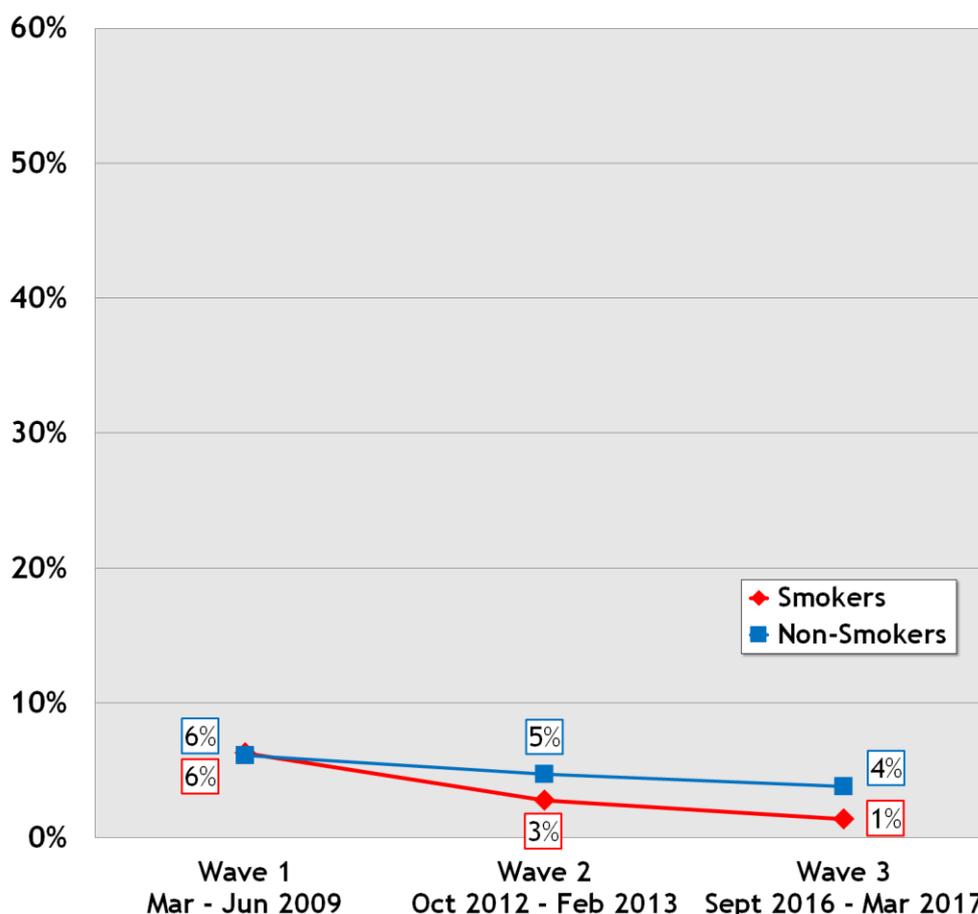


Figure 11. Percentage of smokers and non-smokers who noticed arts events sponsored by or connected with tobacco companies in the last 6 months, by wave



Note: At Wave 1, the question asked about "music, theatre, art, or fashion events, or university or academic conferences". At Waves 2 and 3, the question was slightly reworded to include only "music, theatre, art, or fashion events".

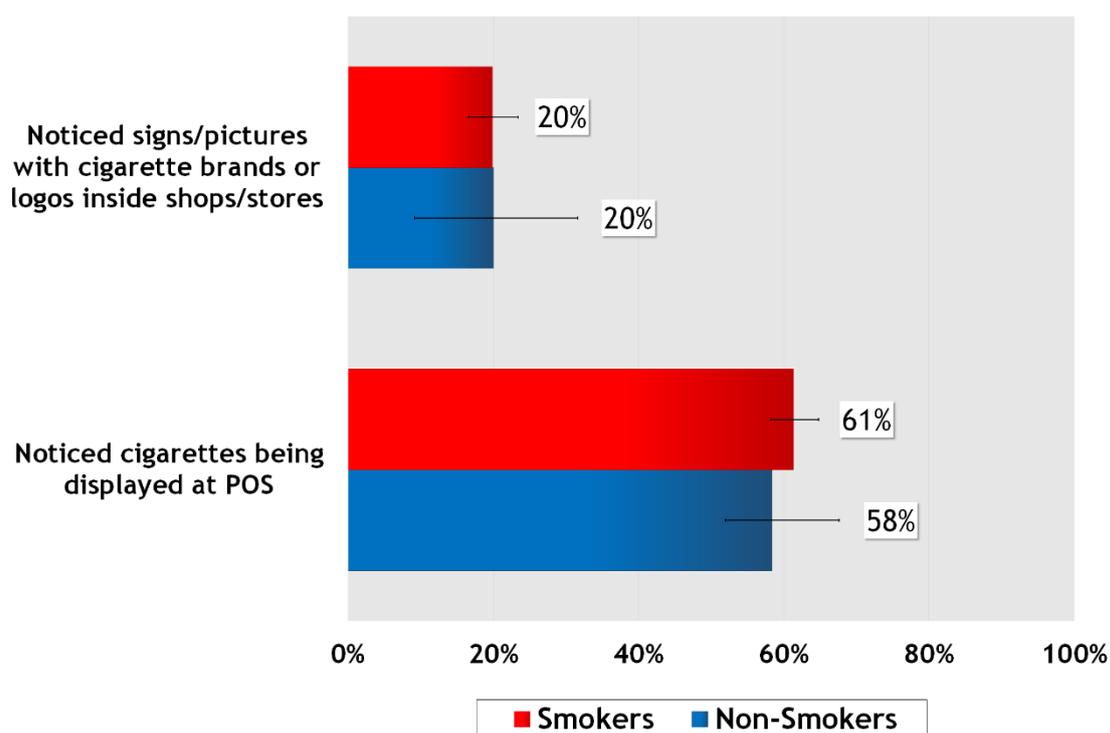
Noticing Point of Sale Advertising and Product Displays

In response to increased restrictions on TAPS in traditional media channels, the tobacco industry has increasingly used the POS to market their products. In Brazil, tobacco advertising at POS is banned, however tobacco product displays at POS are still permitted. Studies have consistently found that exposure to POS product displays increases the likelihood of smoking initiation and experimentation among youth.^{16 17} Research also demonstrates that POS displays stimulate impulse purchasing and undermine quitting among smokers.^{18 19}

The ITC Brazil Wave 3 Survey asked smokers and non-smokers whether they noticed tobacco advertising inside retail locations or POS product displays in the last 30 days. At the time of the Wave 3 Survey, all forms of POS advertising except for product displays were banned. However, 20% of smokers and 20% of non-smokers overall still noticed signs/items with cigarette brands/logos inside shops/stores (see Figure 12). There were no significant differences in smokers' noticing of such signs/items between cities, which ranged from 18% in Rio de Janeiro to 23% in São Paulo. Noticing of such signs/items was significantly higher

among non-smokers in Porto Alegre (29%) than São Paulo (15%), but there were no other city-level differences. Not surprisingly, the vast majority of respondents (61% of smokers, 58% of non-smokers) noticed cigarette displays inside shops/stores or at POS (see Figure 12).

Figure 12. Percentage of smokers and non-smokers who noticed forms of cigarette advertising at points-of-sale in the last 30 days, at Wave 3

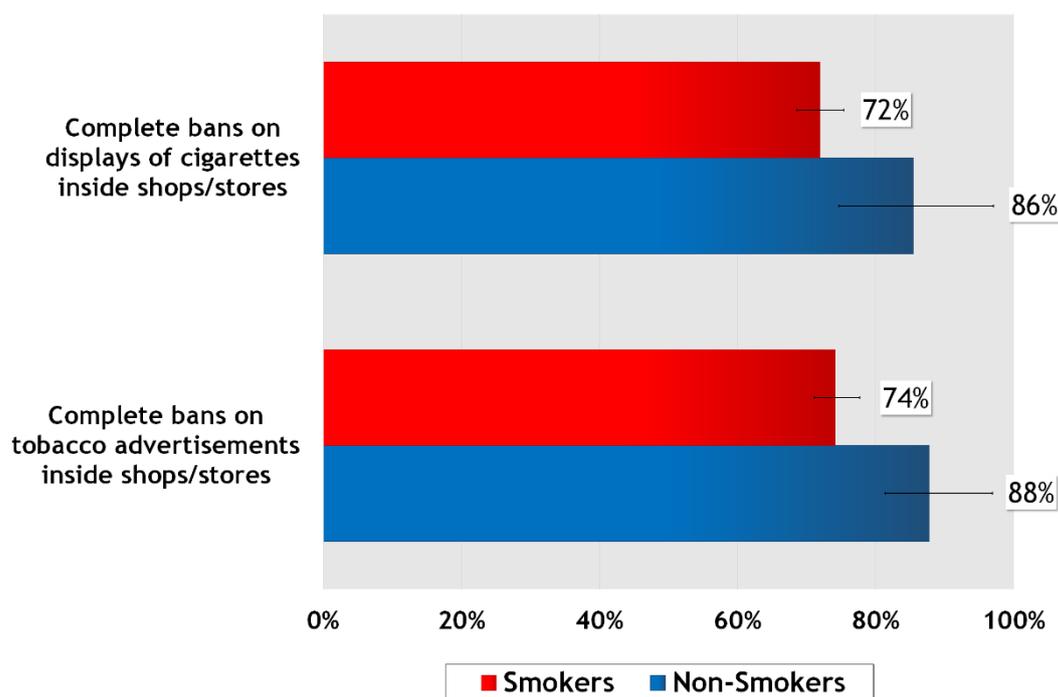


These findings show that the tobacco industry in Brazil continues to advertise their products in retail locations. Cigarette product displays at POS are highly visible, indicating that the industry is using cigarette pack design as a core strategy to market cigarettes to consumers.

Public Support for Point of Sale Advertising Bans

The ITC Brazil Wave 3 Survey asked respondents whether they supported complete bans on tobacco advertising in retail locations. Overall, 74% of smokers and 88% of non-smokers said that they would support complete bans on tobacco advertisements inside shops and stores “somewhat” or “a lot” (see Figure 13). Consistent with findings from other countries²⁰⁻²³, there was also a high level of support for a complete ban on cigarette displays inside shops and stores among Brazilian smokers (72%) and non-smokers (86%) (see Figure 13), with no differences in support between cities.

Figure 13. Percentage of smokers and non-smokers who support bans on cigarette displays and advertisements "somewhat" or "a lot", at Wave 3



Public Support for Plain Packaging

The ITC Brazil Wave 2 and 3 Surveys asked respondents whether tobacco companies should be required to sell cigarettes in plain packaging (i.e., in standardized packs with only the brand name and health warnings, but without colourful designs or branding on the rest of the pack).

Approximately half of smokers (49% at Wave 2 and Wave 3) and non-smokers (46% at Wave 2; 56% at Wave 3) “agreed” or “strongly agreed” that cigarettes should be sold in plain packaging (see Figure 14). At Wave 3, support for plain packaging among non-smokers was significantly higher in São Paulo (62%) and Porto Alegre (62%) than in Rio de Janeiro (43%). There were no significant differences in smokers’ support for plain packaging between cities, which ranged from 46% in Porto Alegre to 54% in São Paulo.

These findings show that there is strong support for plain packaging in Brazil, even among smokers. In fact, the overall level of support among Brazilian smokers at Wave 3 (49%) is already much higher than that observed in Australia before their plain packaging policy was implemented (28%).²⁴ In addition, ITC cross-country comparisons show that Brazil has the fifth highest percentage of smokers (49%) who “agreed” or “strongly agreed” that companies should be required to sell cigarettes/tobacco in plain packages among 24 ITC countries (see Figure 15).^v

^v Note that the percentage for Brazil presented in the cross-country comparison figure varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

Figure 14. Percentage of smokers and non-smokers who "agree" or "strongly agree" that tobacco companies should be required to sell cigarettes in plain packages, by wave

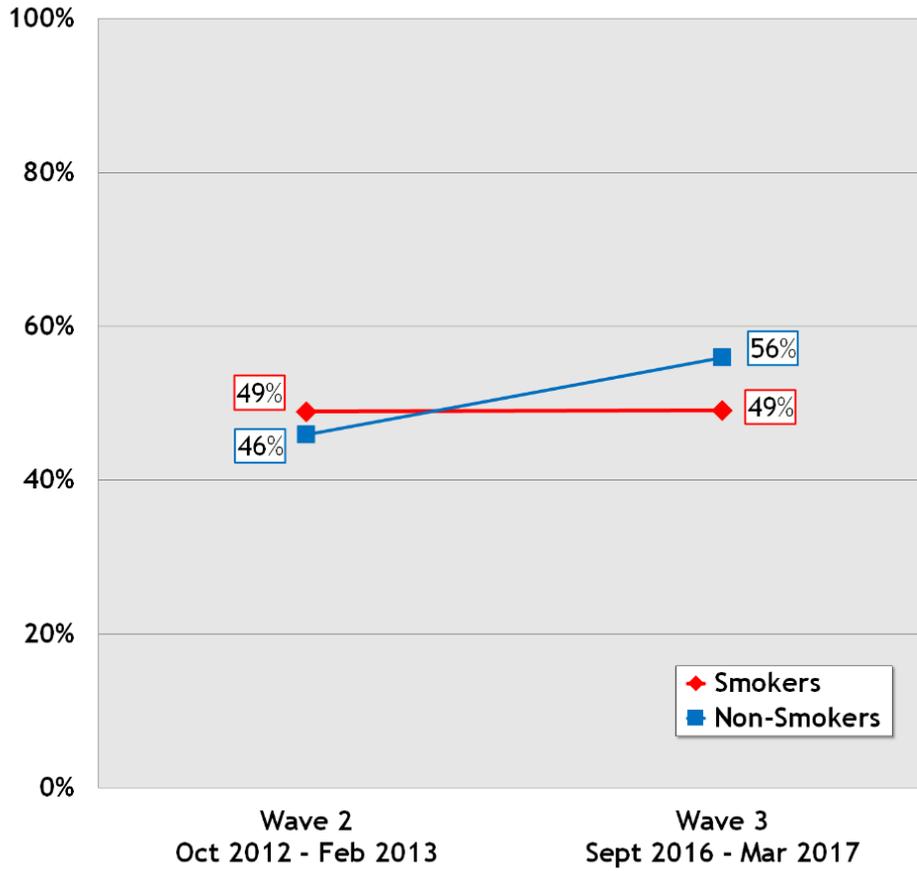
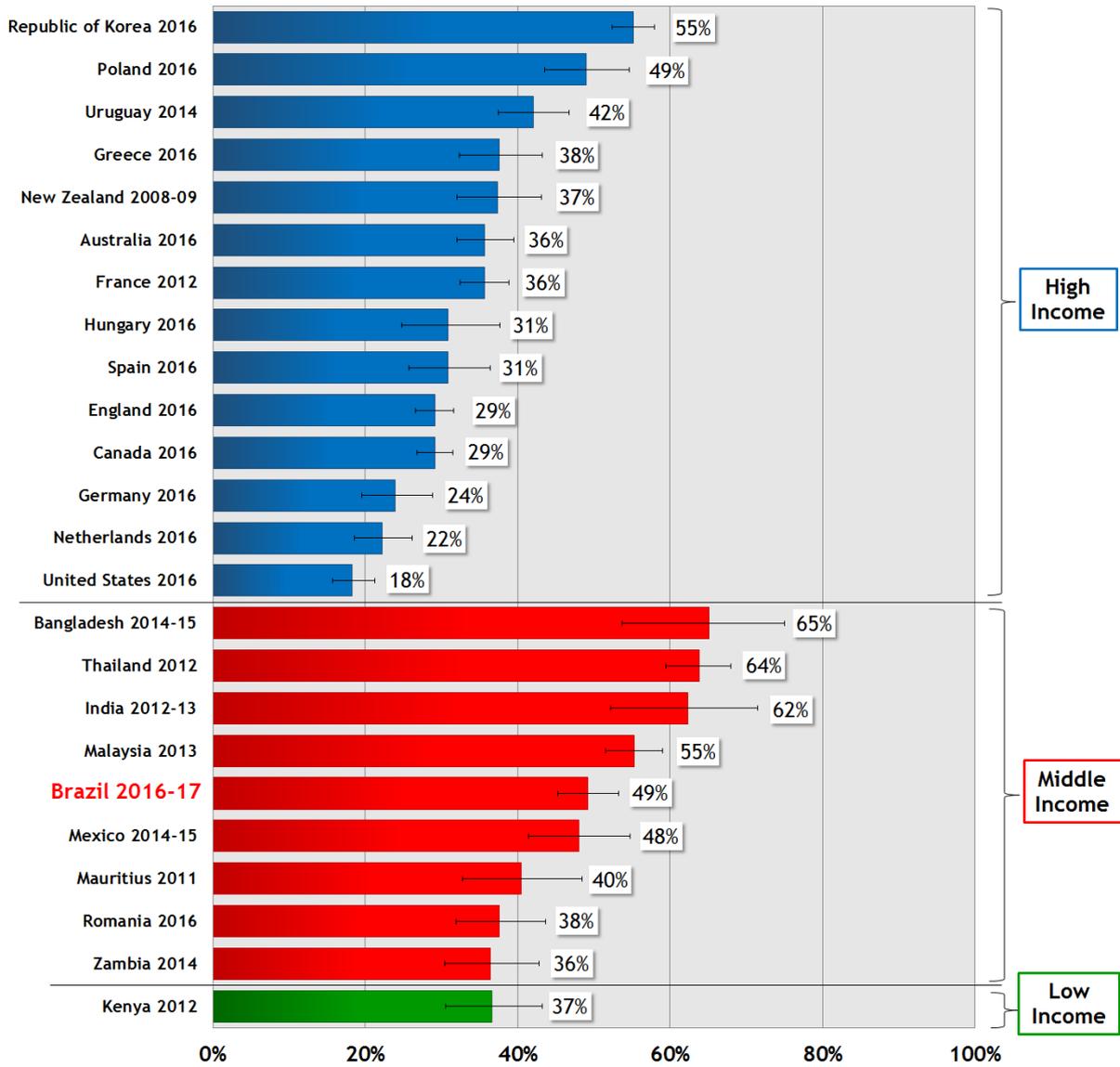


Figure 15. Percentage of smokers who "agree" or "strongly agree" that tobacco companies should be required to sell cigarettes/tobacco products in plain packages, by country



Smoking Cessation

Over the past 25 years, adult smoking prevalence in Brazil has decreased significantly among males and females.²⁵ The decline between 1989 and 2003 was 35% (from 34.8% to 22.4%) or an average of 2.5% per year.²⁶ In 2013, daily adult smoking prevalence was 14.7% (16.2% males and 9.7% females) according to the Brazil Global Adult Tobacco Survey (GATS).²⁷ The decrease in smoking prevalence is partially attributed to the implementation of strong tobacco control policies, including price increases, smoke-free laws, pictorial health warnings, and cessation campaigns.^{28 29}

While the majority of those who quit smoking are able to quit on their own, increasing access to cessation interventions such as cessation advice in primary healthcare systems, quitlines, and pharmacological therapy (stop-smoking medications) can improve cessation rates at the population level.³⁰ Article 14 of the FCTC obligates Parties to take effective measures to promote smoking cessation and provide treatment for tobacco dependence. Brazil has had a toll-free quitline since 2001. By 2004, free cognitive-behavioural counselling and drug therapy, including free nicotine replacement therapy, was made available to smokers through the National Public Health System.⁴

The Brazil Wave 1 to 3 Surveys measured smokers' intentions to quit smoking, reasons to quit, use of cessation assistance, and attitudes toward government support for cessation.

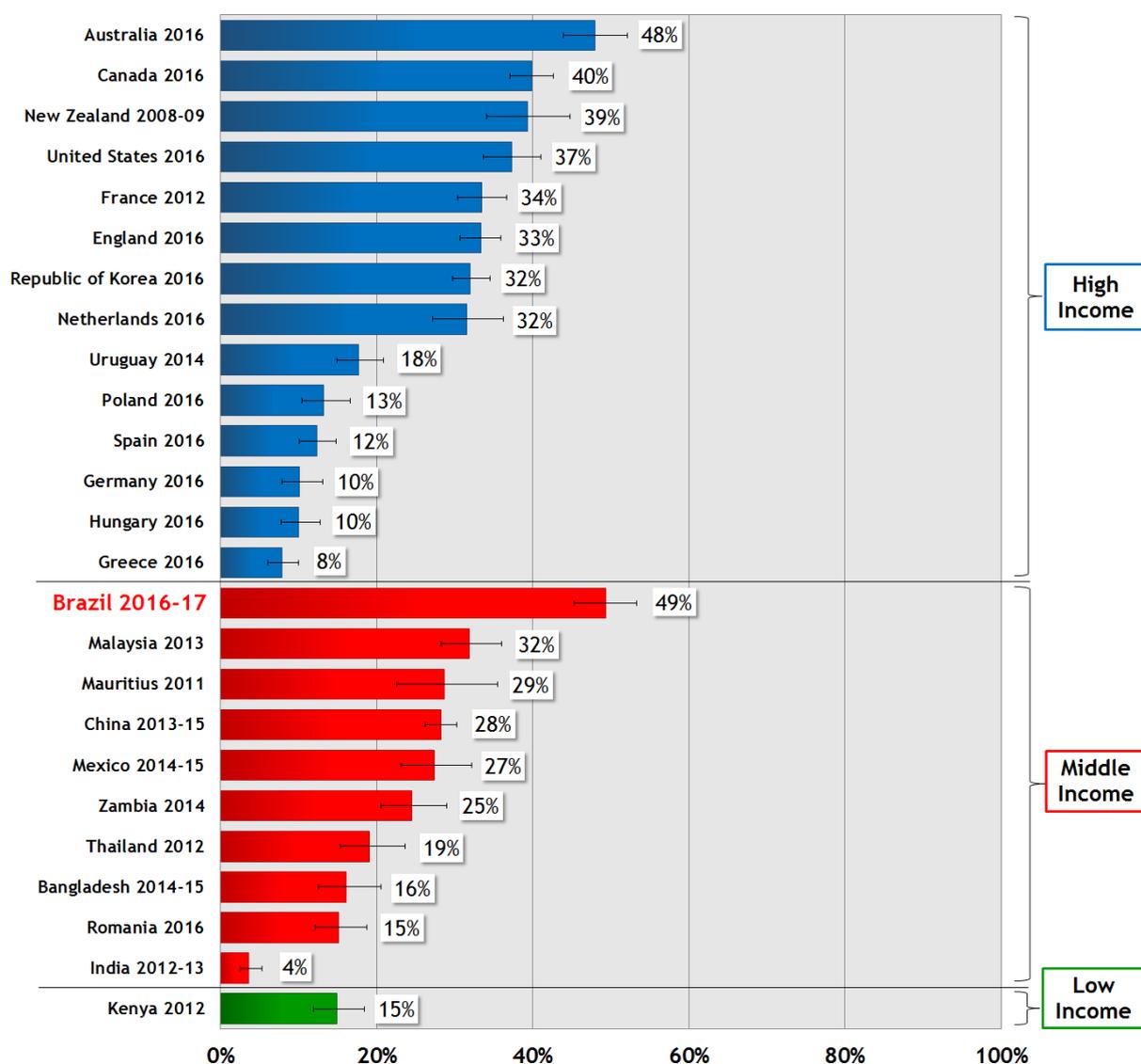
Quit Rates

At the time of the ITC Brazil Wave 3 Survey (2015-16), 142 (7.8%) respondents overall reported that they had quit smoking. Approximately 1 in 4 (23%) smokers who had also participated in the Wave 2 Survey reported that they had quit at Wave 3.

Quit Intentions

Intention to quit smoking is an important predictor of future quit attempts, as well as quit success. The ITC Brazil Wave 1 to 3 Surveys asked smokers if they had any plans to quit smoking and in what timeframe. Wave 3 findings show that Brazilian smokers are highly motivated to quit. Of 25 ITC countries, Brazil has the highest percentage (49%) of smokers who planned to quit smoking within the next 6 months (see Figure 16). Therefore, it is important that smokers in Brazil, as in all countries, have access to cessation support to increase quit success.

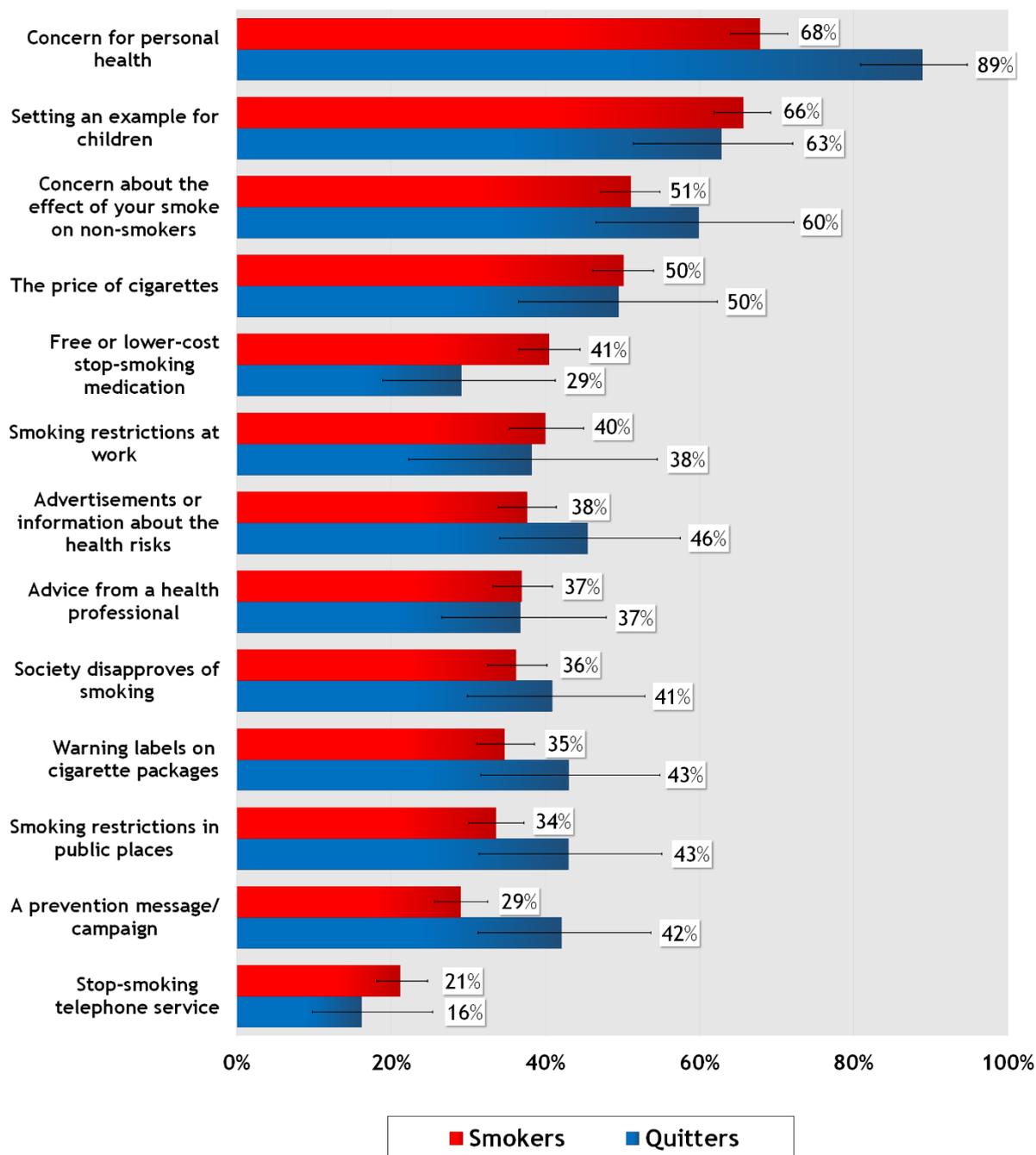
Figure 16. Percentage of smokers who plan to quit smoking within the next 6 months, by country



Reasons for Quitting and Staying Quit

The ITC Brazil Wave 1 to 3 Surveys asked smokers and quitters which of several reasons led them to think about quitting in the last 6 months or led them to quit. The most common reasons for thinking about quitting “very much” among smokers and quitters at Wave 3 were personal health concerns (68% of smokers; 89% of quitters), to set an example for children (66% of smokers; 63% of quitters); and concerns about the harms of secondhand smoke on non-smokers (51% of smokers and 60% of quitters) (see Figure 17). The price of cigarettes was a reason for half of respondents (50% of smokers and quitters).

Figure 17. Percentage of respondents who said various reasons "very much" led them to think about quitting in the last 6 months (among smokers) or led them to quit (among quitters), at Wave 3



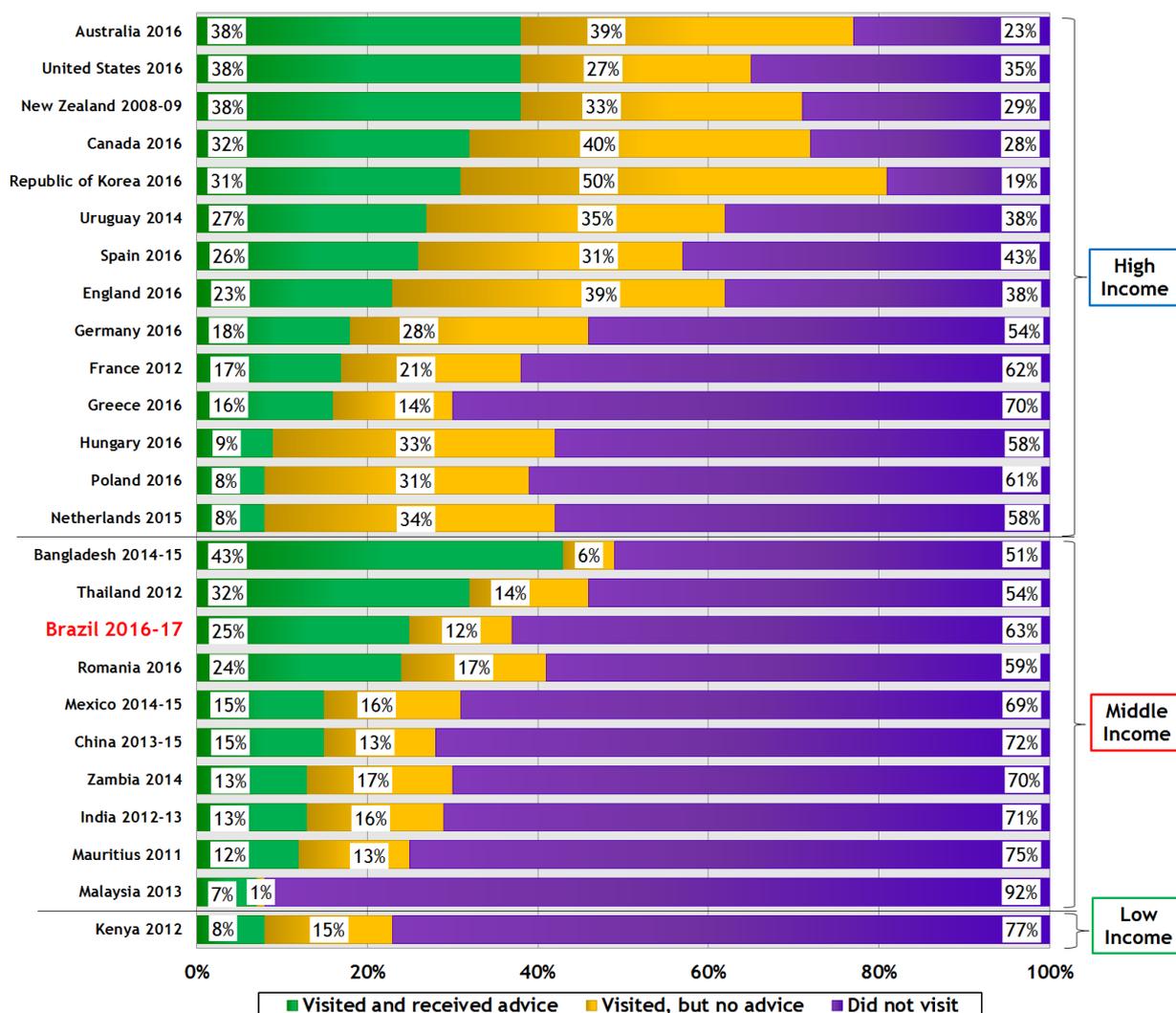
Use of Cessation Assistance

The ITC Brazil Surveys asked smokers about their use of various forms of cessation assistance. The delivery of brief advice from doctors is a cost-effective measure to encourage cessation. At Wave 3, 39% of smokers reported visiting their doctor in the last 6 months. Among smokers who visited their doctors, 67% (25% of all smokers) were advised

to quit smoking – the third highest rate among 11 ITC LMICs (see Figure 18).^{vi} Other forms of cessation assistance offered to smokers during a doctor visit were: pamphlets or brochures on how to quit (82% of those who visited); suggestions on possible ways to stop smoking (40% of those who visited); a referral to other services (28% of those who visited); and a prescription for stop-smoking medication (12% of those who visited).

At Wave 3, reported use of the quitline in the past 6 months was low (5% of smokers), although the majority of smokers (98%) were aware of the quitline.

Figure 18. Percentage of smokers who visited a doctor and received advice to quit in the last year/6 months/since the last survey date†, by country



† The question asked about doctor visits in the last 6 months in the following countries: Bangladesh, Brazil, India, Kenya, Netherlands, and Zambia. In China and France, respondents were asked about the last 6 months (new respondents) or since the last survey date (recontact). In the other countries, respondents were asked about the last year (new respondents) or since the last survey (recontact).

^{vi} Note that the percentage for Brazil based on-country comparison analyses varies slightly from the Brazil Wave 3 Survey estimate due to differences in adjustment methods.

Support for Further Government Action on Cessation

Brazilians strongly support further government action on smoking cessation. Between 2009 and 2016-17, approximately 8 in 10 smokers and quitters "agreed" or "strongly agreed" that the government should do more to help smokers to quit (83% at Wave 1; 84% at Wave 2; 79% at Wave 3).

There is also strong support among both smokers and non-smokers for a total ban on tobacco products. The Wave 3 Survey asked all respondents whether they support or oppose a total ban on tobacco products in the next 10 years, given that the government provides treatment assistance to help smokers to quit. Findings show that 68% of smokers and 77% of non-smokers would "support" or "strongly support" such a ban.

Conclusions and Implications

Health Warnings

Conclusions

1. Brazil's Round 3 pictorial warnings on 100% of the back of the pack, introduced in 2009 (with no change in size), had only a small impact on smokers according to the 2012-13 ITC Brazil Survey. The text-only warning introduced on 30% of the bottom of the front of the pack in 2016 also had little impact on smokers according to the 2016-17 Survey. The findings support the need for large pictorial warnings on both the front and the back of the pack and suggest wear-out of the 2009 Round 3 pictorial warnings on the back of the pack.
2. Brazilian smokers want more information on cigarette packs even with the 2016 addition of the front of pack text warning, including the quitline number. Approximately half of smokers (48%) think that cigarette packages should have more health information than they do now.

Implications

1. Brazil's health warnings could be more effective by taking the following steps:
 - i. implement pictorial warnings on at least **50%** of the top FRONT of the pack (instead of the current 30% text warnings on the bottom front) and
 - ii. introduce a new round of hard-hitting pictorial warnings on 100% of the back of the pack to refresh the current images that have been in place since 2009.

Tobacco Advertising, Promotion, and Sponsorship

Conclusions

1. Brazil not yet implemented a comprehensive ban on TAPS. Product displays at POS are still allowed and it is well-known that displaying the product is a form of advertising. As a result, the 2014 POS advertising ban did not reduce smokers' exposure to cigarette advertising. In fact, there was an increase in the percentage of smokers who noticed things that promote smoking between 2012-13 and 2016-17, placing Brazil with by far the highest percentage of smokers (32%) among 23 ITC countries who noticed things that promote smoking in the last 6 months.
2. Smokers and non-smokers strongly support two key policies to curb advertising and promotion of tobacco products — a ban on display of tobacco products at POS and plain/standardized packaging of cigarettes. Approximately three-quarters of smokers (72%) support a ban on displays of cigarettes inside shops/stores and nearly half (49%) support plain packaging. Support is even higher among non-smokers — 86% support a ban on display of cigarettes inside shops and 56% support plain packaging.

Implications

1. Global evidence has indicated that to be effective, TAPS bans need to be comprehensive and well enforced. Tobacco product displays are an effective advertising and marketing strategy. Brazil's policies to curb TAPS would be stronger if the display of tobacco products at POS was banned.
2. Plain/standardized packaging (cigarette packs which contain the brand name and health warnings, but no brand-identifying colours or logos) is an effective means of reducing the attractiveness of tobacco products, restricting the use of the pack as a form of advertising and promotion, limiting misleading packaging, and increasing the effectiveness of health warnings. Brazil should consider introducing plain packaging, which has been adopted by eight countries to date (Australia, United Kingdom, Ireland, France, Norway, New Zealand, Hungary, and Slovenia), and is under development in several other countries.

Cessation

1. Brazilian smokers are highly motivated to quit. Of 25 ITC countries, Brazil has the highest percentage (49%) of smokers who planned to quit smoking within the next 6 months.
2. Concern for personal health, setting an example for children, and concern about the effect of smoke on non-smokers are the most common reasons for thinking about quitting or for quitting.
3. There is a high rate of physicians advising smokers to quit – a cost-effective intervention to encourage cessation. One quarter of smokers received advice to quit smoking by their physicians in the last 6 months - the third highest rate of 11 ITC LMICs.
4. Brazilian smokers strongly support further government action on smoking cessation. Between 2012-13 and 2016-17, approximately 8 in 10 smokers and quitters thought that the government should do more to help smokers to quit.
5. Approximately two-thirds (68%) of Brazilian smokers support or strongly support a total ban on tobacco products in the next 10 years, given that the government provides treatment assistance to help smokers to quit.

Implication

1. Given that close to half of Brazilian smokers (49%) plan to quit in the next 6 months, it is important that smokers have access to cessation support to increase quit success. The following additional measures are among those recommended by cessation experts as resources become available: (i) offer mobile phone text messaging support and other evidence-based web support and (ii) make evidence-based affordable medicines and less harmful forms of nicotine more available.³¹

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