APPENDIX M

Selected ITC Project Cross-Country Comparisons on Indicators of Health Warning, Smoke-free, TAPS, and Price and Tax Policy Impact

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Selected ITC Project Cross-Country Comparisons on Indicators of Health Warning, Smoke-free, TAPS, and Price and Tax Policy Impact

This section presents ITC survey data from male and female current smokers and recent quitters across countries on key measures of tobacco control policy impact. Findings presented in this section are based on adjusted cross-sectional percentages by country and gender, with the aim of exploring patterns in tobacco-related behaviours and attitudes among males and females in high-income countries (HICs) and low- and middle-income countries (LMICs) (see Methods notes on page 5). The 11 graphs represent findings from the most recent survey in each country across the domains of: health warnings; smoke-free policies; tobacco advertising, promotion, and sponsorship (TAPS) bans; and price and tax policies.

Summary:

The following points are based on observed overall patterns in the adjusted cross-sectional data in each of the policy domains:

1. There were some differences in the impact of health warnings by gender HICs vs. LMICs. Overall, female smokers and quitters showed a stronger impact in HICs on the three key measures of warning impact, but males showed a stronger impact in LMICs on two of the measures.
2. Some gender differences in implementation of home smoking bans and exposure to SHS were observed – male smokers and quitters were more likely to have a home smoking ban but were also more likely to be exposed to SHS at work.
3. Overall, there were no consistent gender differences in exposure to tobacco promotion.
4. Female smokers and quitters tended to show a greater impact on measures of the importance of price and tax policies.
5. Male and female smokers had similar levels of support for stronger tobacco control policies across all countries.

Overview of Findings:

<u>Health Warnings</u>

Noticing warnings (see Figure 1):

- In LMICs, females had the lowest percentage of noticing warnings “often/very often” in Zambia (4%), India (13%), and Bangladesh (20%) and among males the lowest levels were in Zambia (22%) and China (35%). In HICs, noticing was lowest among females and males in Greece (18% males; 21% females) and the United States (18% males; 22% females).
- A higher percentage of females reported noticing health warnings “often/very often” compared to males in 13 of 15 HICs, although the gender difference was small (less than 5%) in most countries except for Uruguay (55% females; 45% males). In contrast, males had a higher percentage of noticing warnings in 8 of 11 LMICs, with the greatest differences in Bangladesh (50% males; 20% females) and India (43% males; 13% females).

Avoiding warnings (see Figure 2):

- In LMICs, females had the lowest percentage of avoiding warnings in Zambia (3%), Bangladesh (5%), and Kenya (7%), and among males the lowest levels were in India (7%), Zambia (9%), and China (11%). In HICs, avoiding was lowest among females and males in Republic of Korea (5% males; 9% females) and Japan (7% males and females).
- A higher percentage of females than males reported avoiding health warnings in 13 of 15 HICs, but there were no consistent gender differences in LMICs.

Thinking about quitting (see Figure 3):

- In LMICs, the lowest percentage of thinking about quitting due to the warnings for both males and females was in Zambia (31% males; 15% females). In HICs, thinking about quitting was lowest among females and males in Spain (17% males; 23% females) and the Netherlands (21% males; 23% females).
- A higher percentage of females reported thinking about quitting due to health warnings in 11 of 15 HICs, but males were more likely in 6 of 10 LMICs. Overall, the gender differences were greater in LMICs, with the largest gaps found in Malaysia (65% males; 45% females) and Kenya (62% males; 42% females).

Smoke-Free

Home smoking bans (see Figure 4):

- In LMICs, the lowest percentages of reported home smoking bans for both males and females were in India (37% males; 12% females) and China (30% males; 29% females). In HICs, reported home bans were lowest in Spain (15% males; 18% females) and Greece (24% males; 19% females).
- A higher percentage of male smokers and quitters reported having a home smoking ban in 10 of 15 HICs and in 9 of 11 LMICs. The difference between males and females was at least 5% in 12 countries, with the greatest gaps in Mauritius (72% males; 44% females) and Republic of Korea (67% males; 47% females). However, in Kenya, females had a higher percentage of home smoking bans (57% vs. 51%).

Smoking in restaurants (see Figure 5):

- In LMICs, exposure to smoking in restaurants was highest among both males and females in Bangladesh (94% males; 87% females) and Malaysia (75% males; 83% females). In HICs, exposure was by far the highest in Greece (72% males; 70% females) and Japan (57% males; 63% females).
- Males and females were about equally likely to notice people smoking in restaurants in HICs, and there were no consistent gender differences in LMICs.

Smoking in workplaces (see Figure 6):

- In LMICs, exposure to smoking in indoor workplaces was highest among females in Kenya (40%) and China (35%). Among males, the highest reported exposure was also in China (61%) and Bangladesh (50%). In HICs, exposure was highest in Greece (42% males; 37% females).

- A higher percentage of males than females reported noticing people smoking in their indoor workplace in almost all countries (13 of 14 HICs and 7 of 8 LMICs). Kenya was the only country with a higher percentage of noticing among females (40% vs. 14%).

TAPS

Exposure to tobacco promotion (see Figure 7):

- Among LMICs, exposure to things that promote smoking was by far the highest among males and females in Brazil (31% males; 33% females). Among HICs, exposure was highest in France (14% males; 13% females) and the Netherlands (13% males; 18% females).
- Males and females were about equally likely to notice tobacco promotion across HICs and LMICs, except in Netherlands, where a higher percentage of females noticed tobacco promotion (18% vs. 13%).

Price and Tax

Price as a reason for thinking about quitting (see Figure 8):

- Among LMICs, the percentage of females who said price led them to think about quitting was lowest in Kenya (21%) and China (35%). Among males, the lowest percentages were in Zambia (29%) and India (31%). In HICs, price had the lowest impact on thoughts about quitting in Uruguay (42% males; 47% females).
- A higher percentage of females than males said that price was a reason for thinking about quitting in 14 of 15 HICs, with the largest gap in Spain (60% females; 50% males). However, there was no consistent pattern of gender differences in LMICs.

Thinking about money spent on smoking (see Figure 9):

- In LMICs, thinking about money spent on smoking was lowest among males and females in India (15% males; 11% females) and China (15% males; 18% females). In HICs, the lowest percentage among males and females was in the Netherlands (16% males; 26% females).
- A higher percentage of females than males reported thinking about the money they spend on smoking “often/very often” in all 13 HICs and in 6 of 11 LMICs. The difference between males and females was greater overall in HICs (where the percentage was at least 10% higher among females in 6 countries) than in LMICs.

Support for Policies

Support for complete smoking bans in restaurants (see Figure 10):

- In LMICs, support was highest among females in Zambia (100%), India (97%), and Mauritius (96%), where almost all female smokers were in favor of a complete ban. Among males, support was also highest in Zambia (96%) and Mauritius (94%).
- Support for complete smoking bans in restaurants was high overall across HICs and LMICs, with no consistent pattern of gender differences. However, there was a large gender gap in support in India (71% males; 97% females).

Support for plain packaging (see Figure 11):

- In LMICS, support for plain packaging was highest in Bangladesh (69% males; 74% females) and India (65% males; 73% females). In HICs, support was highest in Republic of Korea where more than half of males and females (57% males; 56% females) think that tobacco companies should be required to sell cigarettes in plain packages.
- Support for plain packaging was slightly higher overall in LMICs vs. HICs, with no consistent gender differences.

Notes on Methods:

1. We calculated average frequencies for each variable in each country where data on that variable was available. Results are presented separately for males and females, except in cases where the sample of female smokers was too small to provide reliable estimates and thus only data for males is presented.
2. We did not test for significant differences between males and females within each country.
3. Smokers means cigarette smokers in all countries except for Bangladesh, India, Kenya, and Zambia, where smokers may smoke cigarettes, bidis, or both.
4. The countries are grouped by income level according to World Bank classifications.
5. Analyses were conducted using the *rlogist* procedure in SAS callable Sudaan v11, and marginal percentages were calculated using the *predmarg* statement.
6. The percentages were adjusted by age, smoking status (daily, non-daily, or quitter), and time in sample. The model also included the explanatory variables of country and sex as well as an interaction term of sex*country.

Health Warnings

Figure 1: Percentage of smokers and quitters who noticed health warnings "often/very often" in the last month

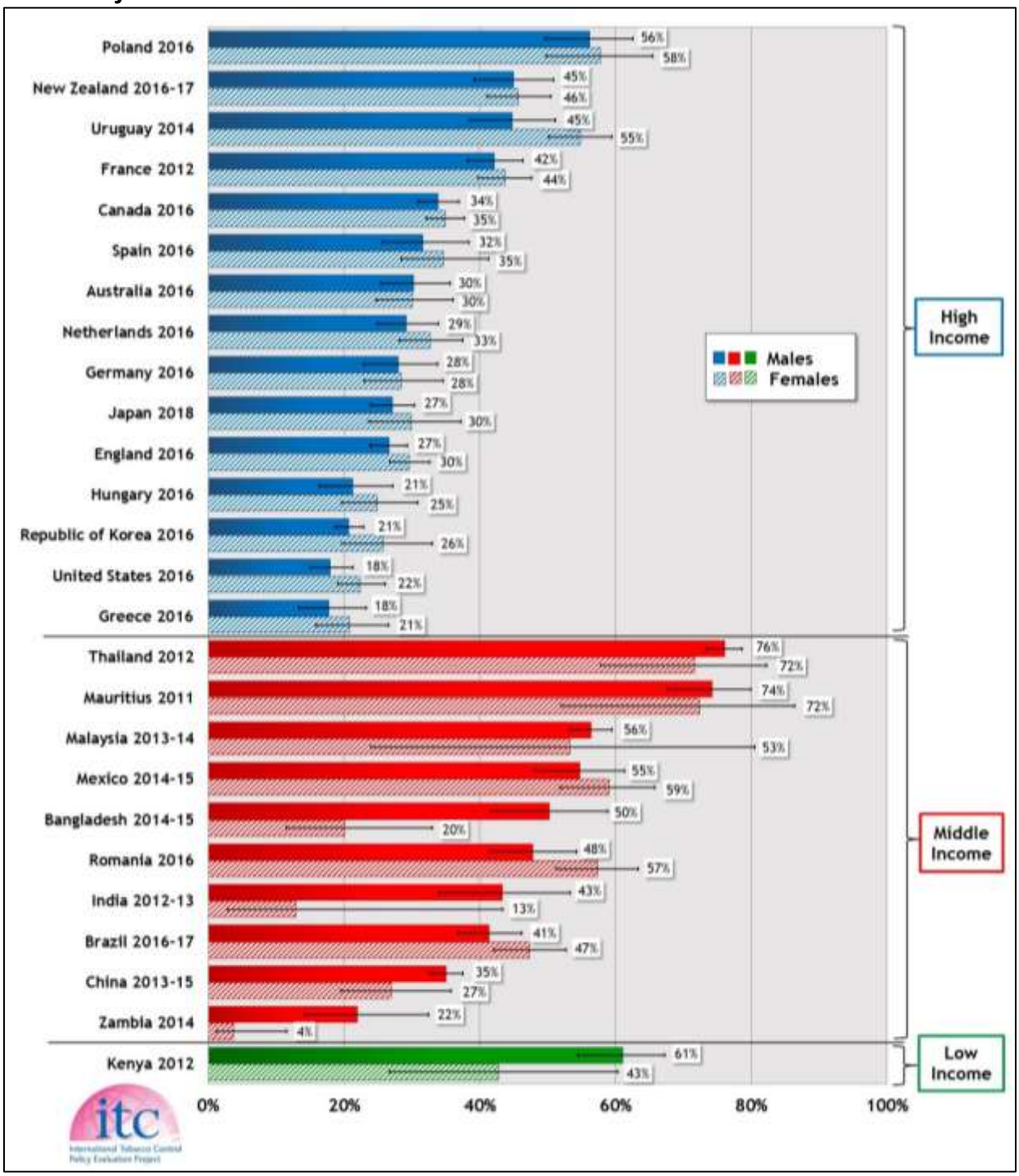


Figure 2: Percentage of smokers and quitters who made an effort to avoid health warnings in the last month

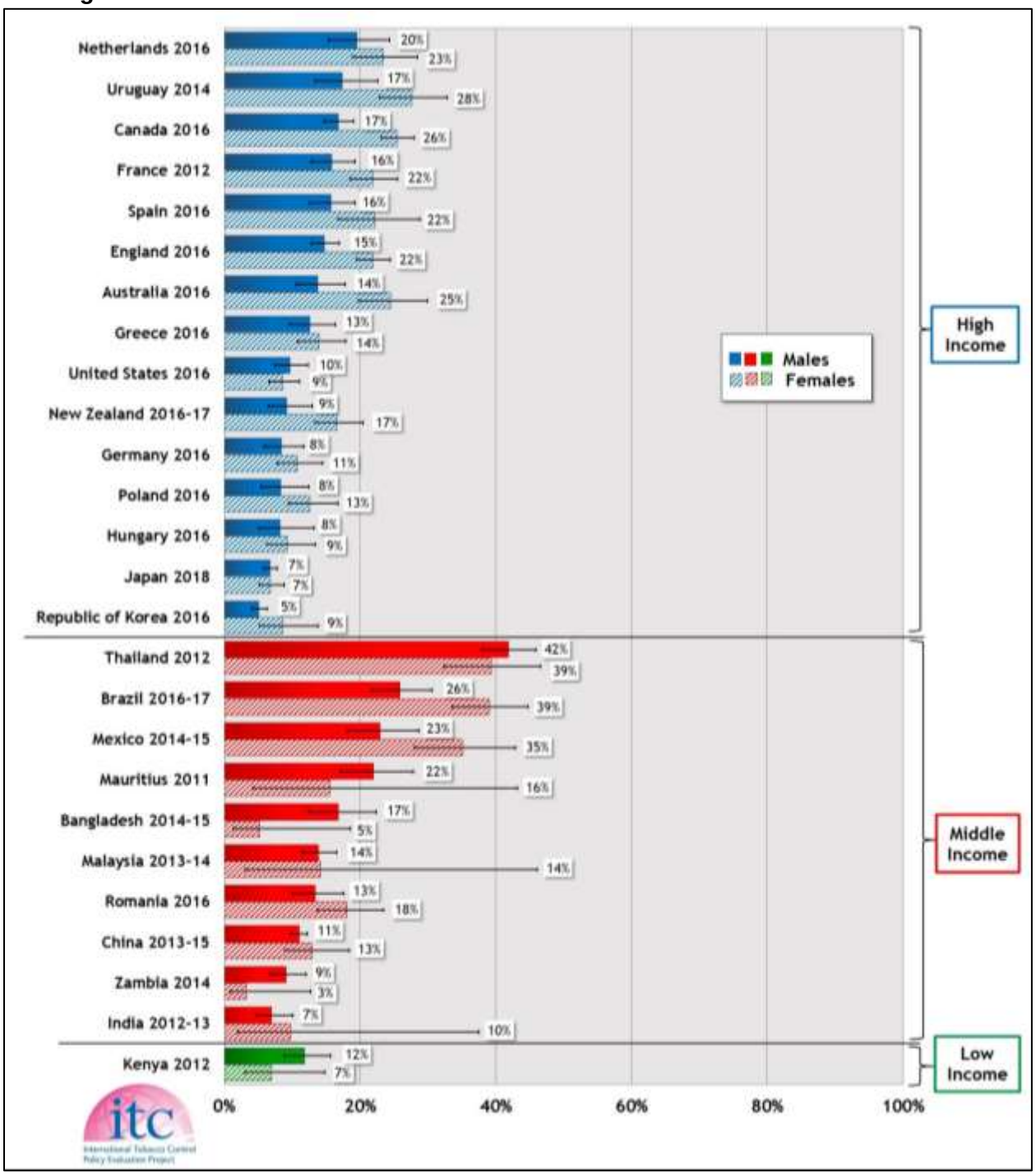
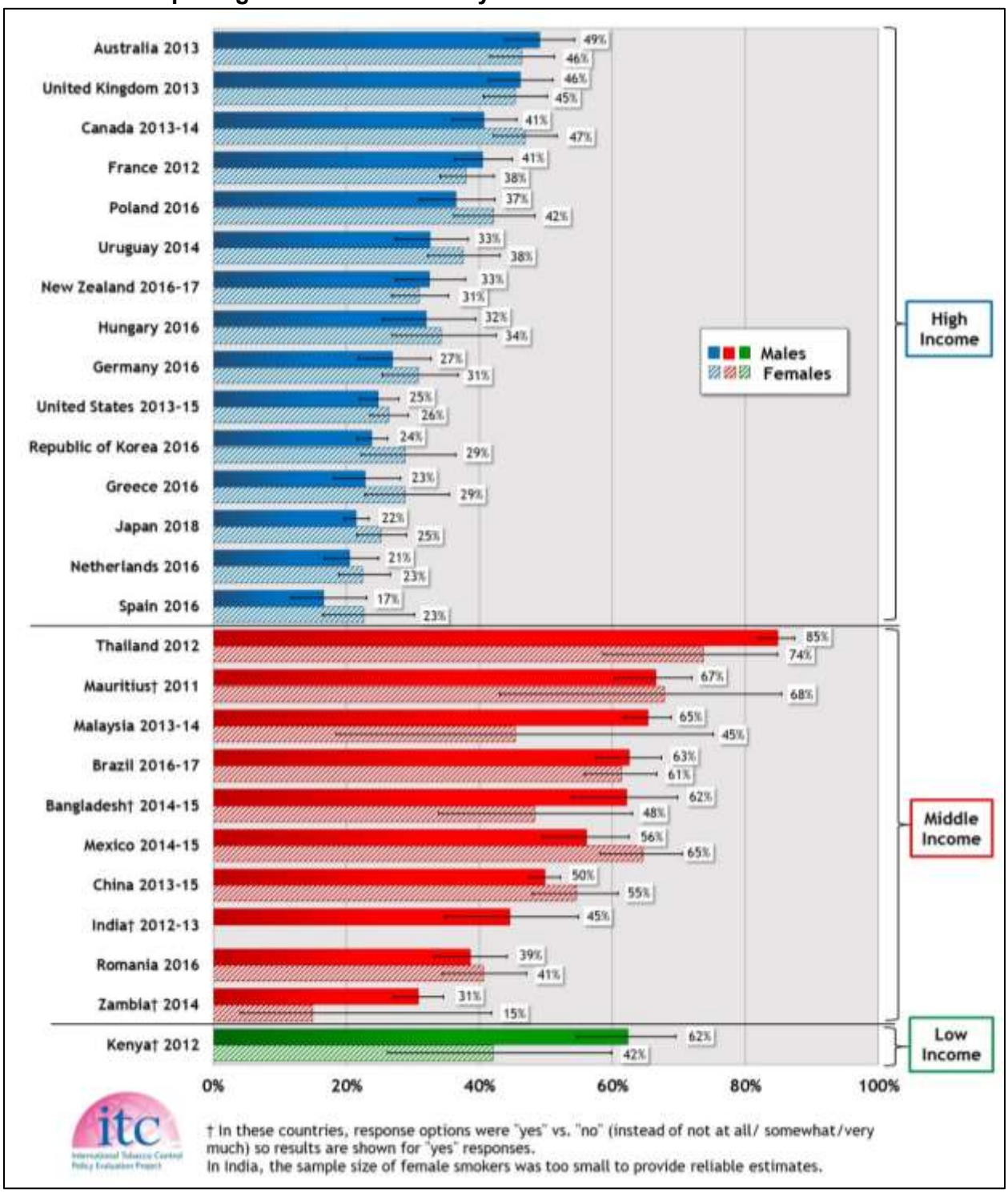


Figure 3: Percentage of smokers and quitters who said that health warnings led them to think about quitting "somewhat" or "very much" in the last six months



Smoke-Free

Figure 4: Percentage of smokers and quitters who "never allow" smoking in their home

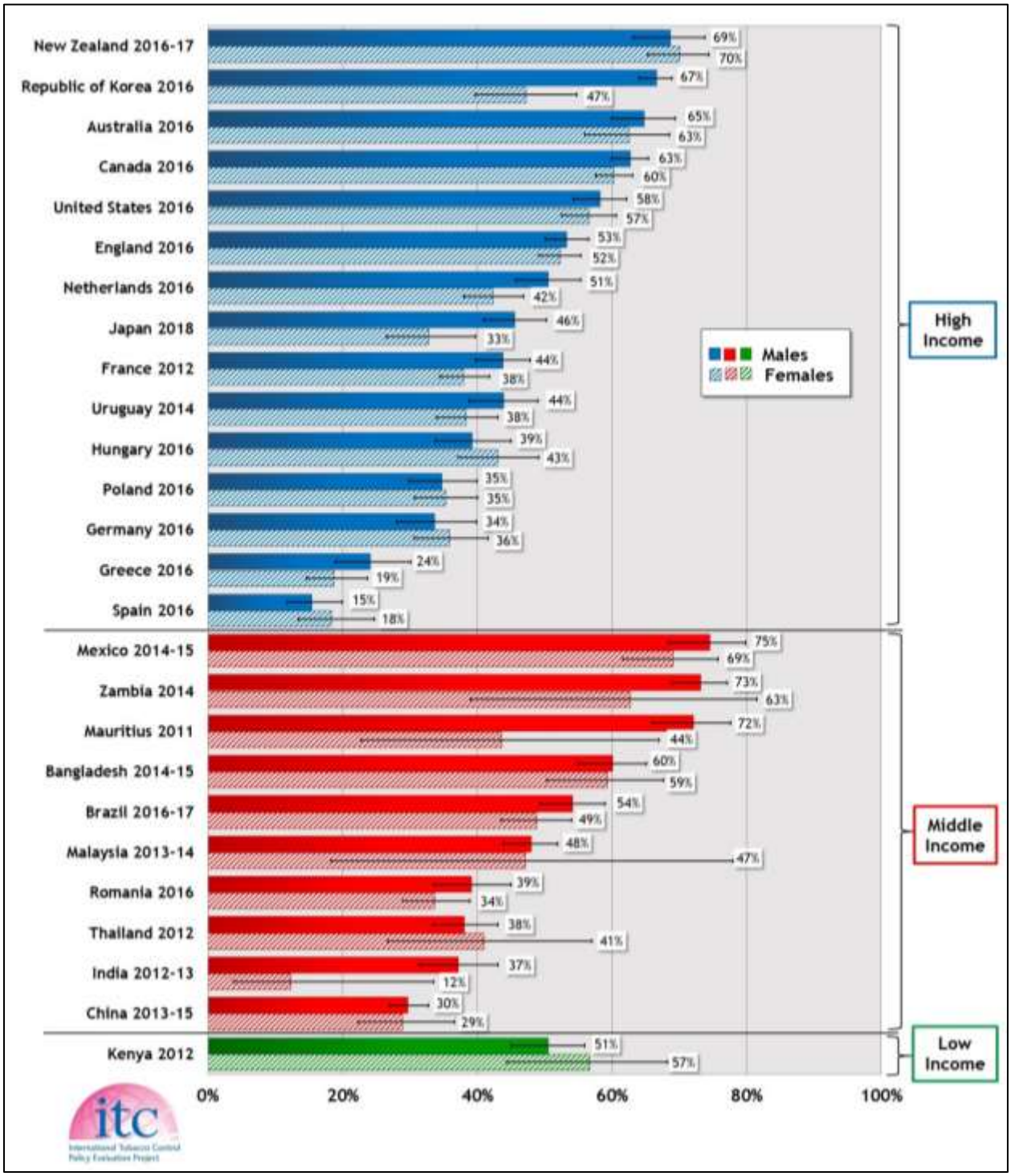


Figure 5: Percentage of smokers and quitters who noticed people smoking in restaurants at their last visit

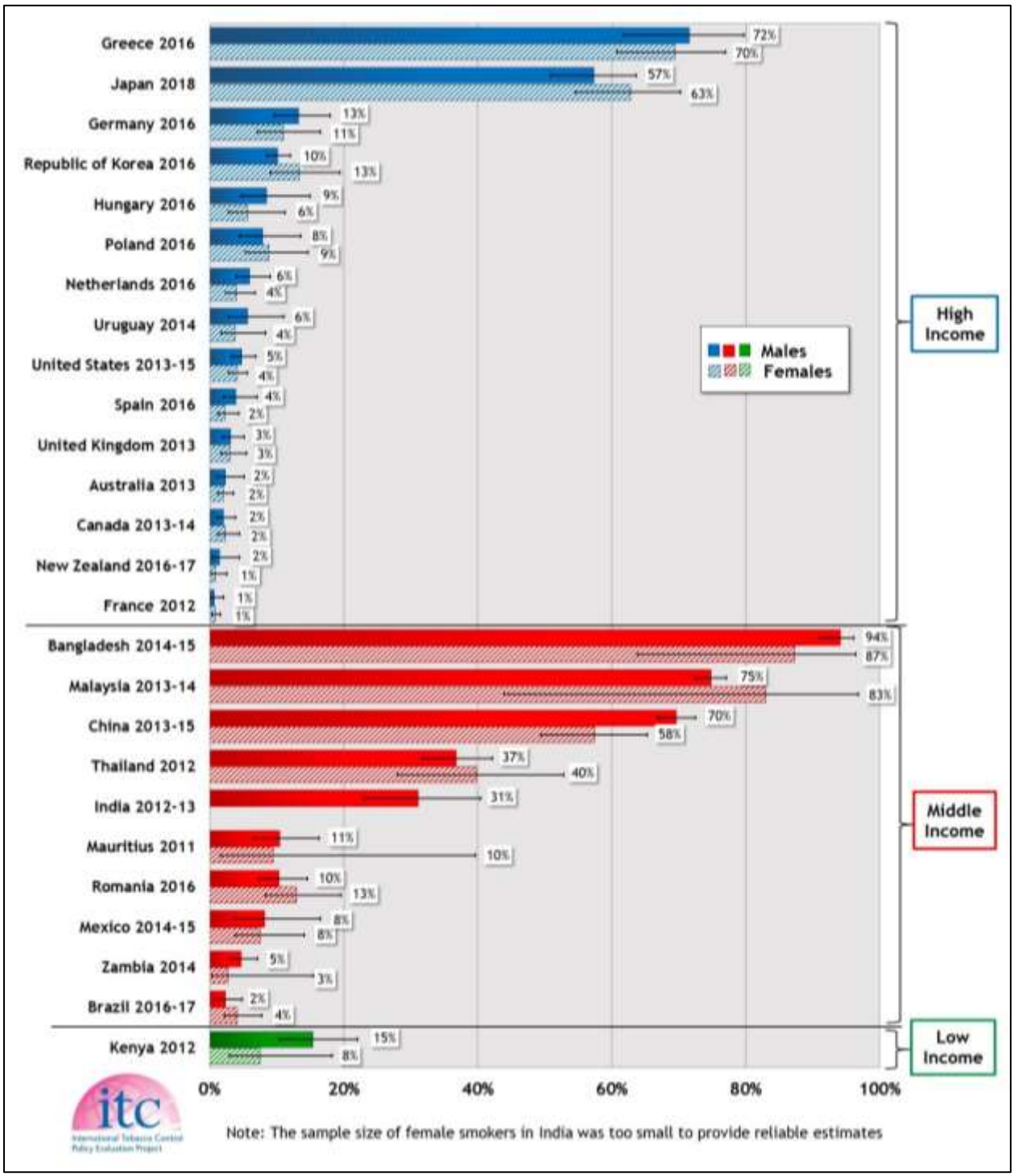


Figure 6: Percentage of smokers and quitters who who noticed people smoking in their indoor workplace in the last month

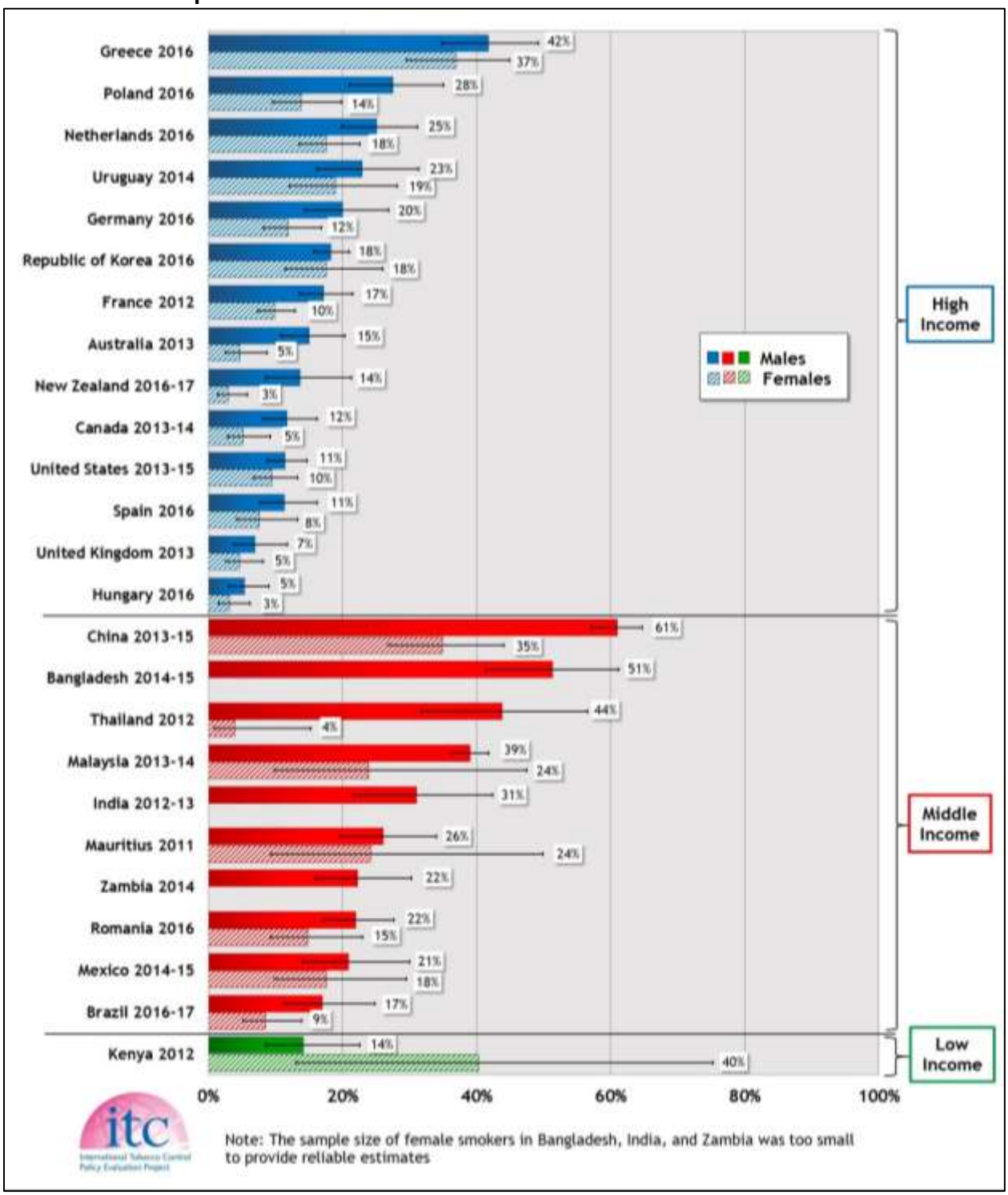
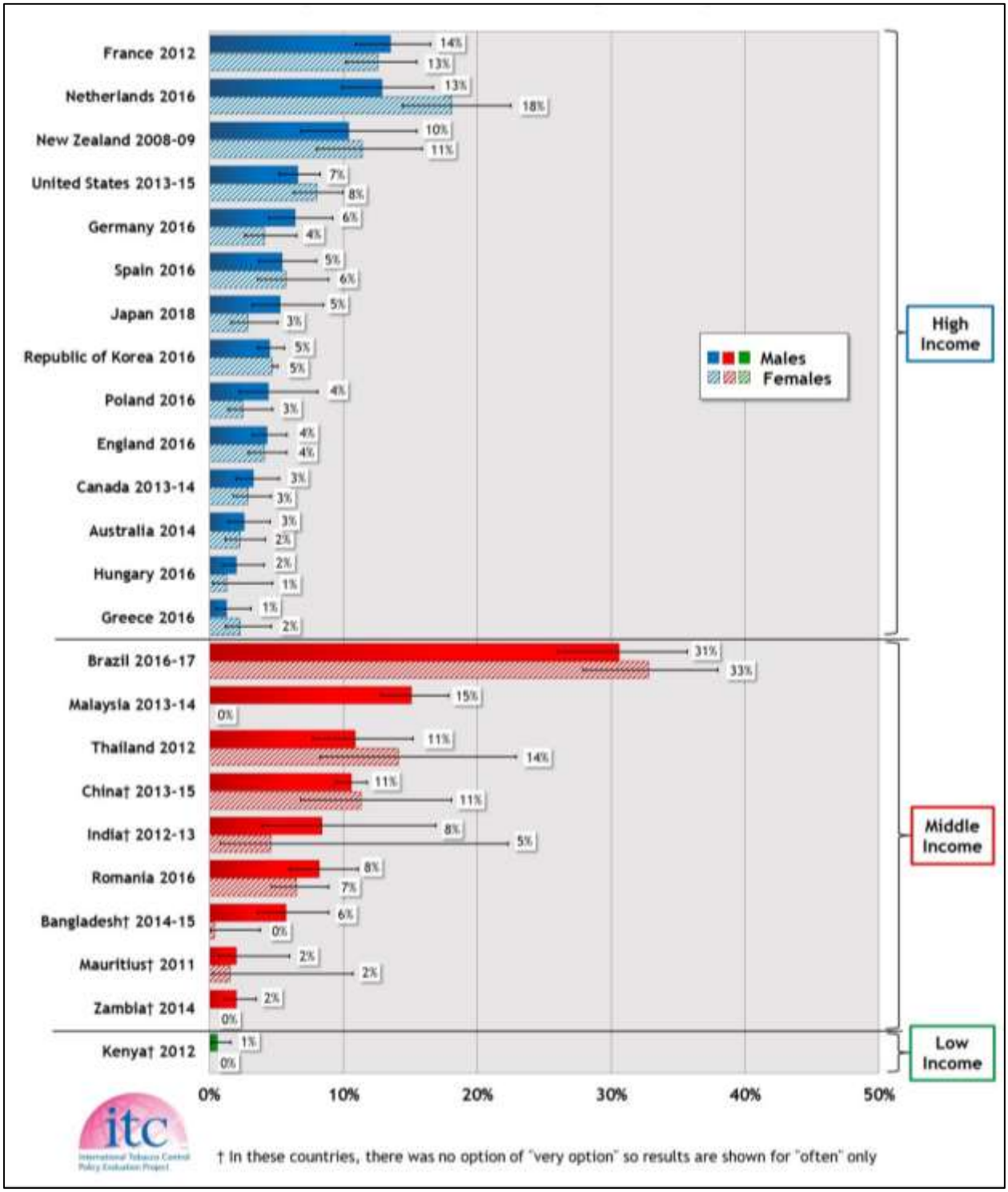


Figure 7: Percentage of smokers and quitters who noticed things that promote smoking "often/very often" in the last six months



Price and Tax

Figure 8: Percentage of smokers and quitters who said the price of cigarettes led them to think about quitting "somewhat" or "very much" in the last six months

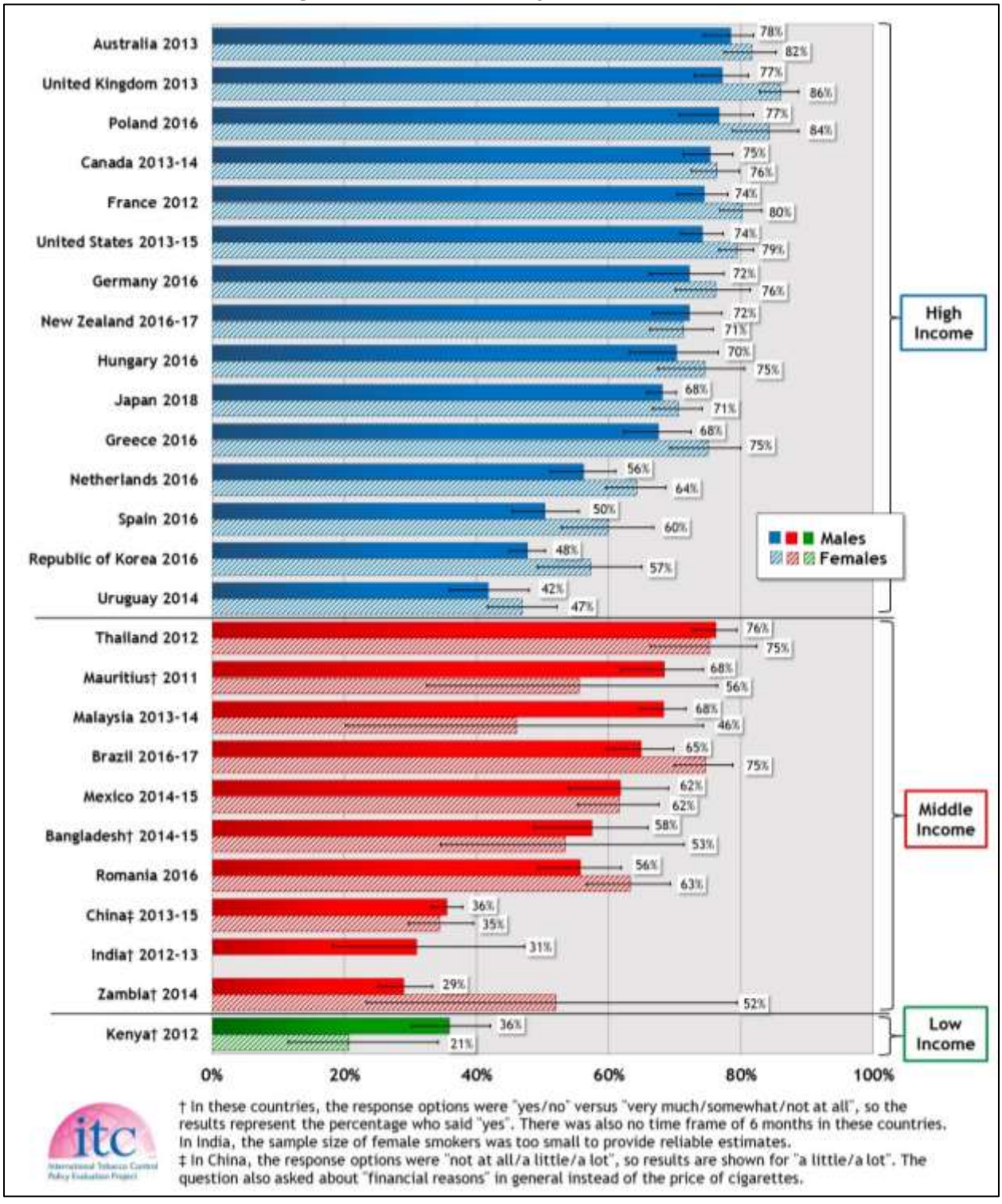
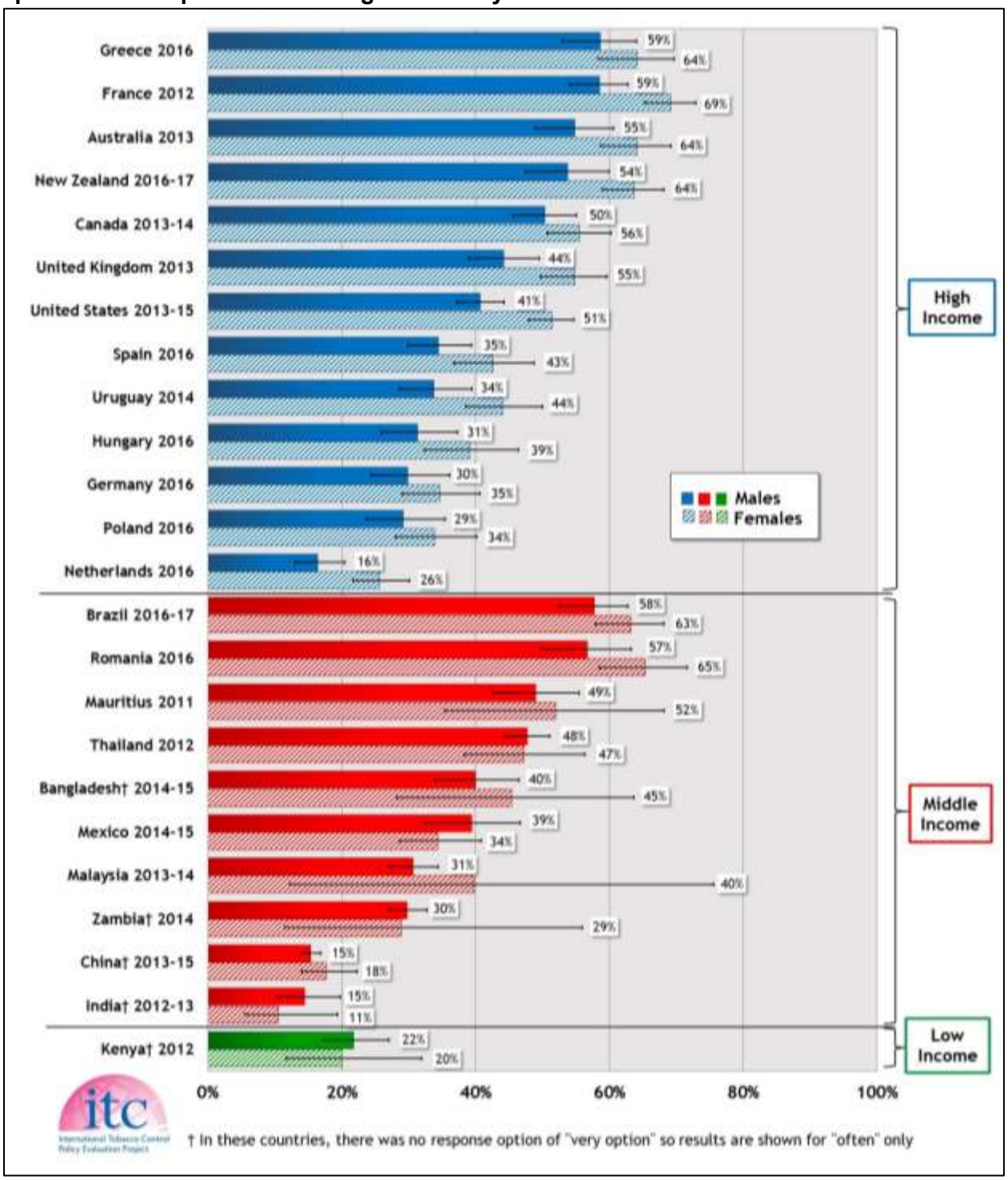


Figure 9: Percentage of smokers and quitters who thought about the money they spend/used to spend on smoking "often/very often" in the last month



Support for Policies

Figure 10: Percentage of smokers and quitters who support complete smoking bans in restaurants

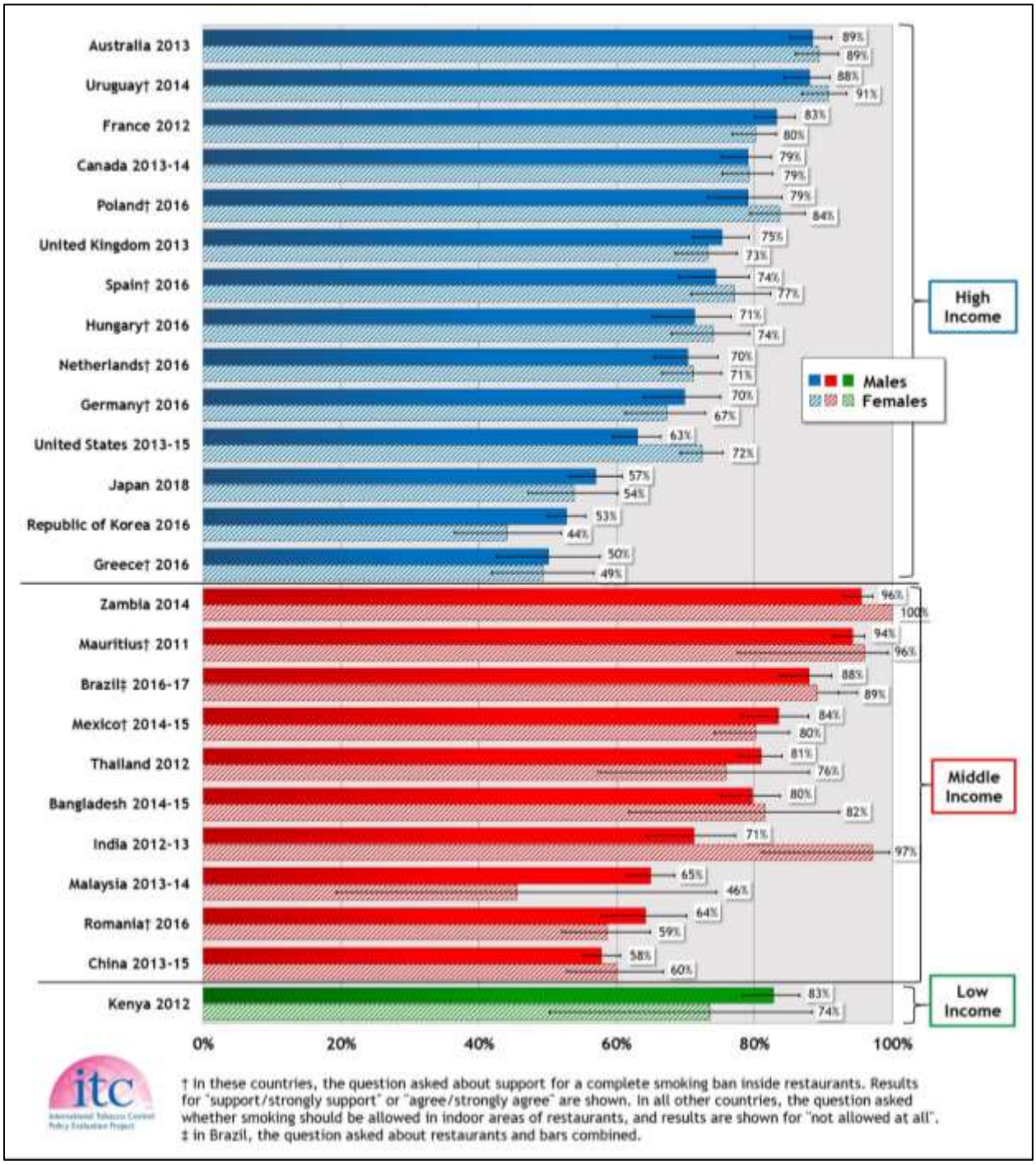


Figure 11: Percentage of smokers and quitters who "agree/strongly agree" that tobacco companies should be required to sell cigarettes in plain packages