

# The association between exposure to point-of-sale anti-smoking warnings and smokers' interest in quitting and quit attempts: findings from the International Tobacco Control Four Country Survey

Lin Li, Ron Borland, Hua-Hie Yong, Sara C. Hitchman, Melanie A. Wakefield, Karin A. Kasza & Geoffrey T. Fong

## **Abstract**

**Aims:** This study aimed to examine the associations between reported exposure to anti-smoking warnings at the point-of-sale (POS) and smokers' interest in quitting and their subsequent quit attempts by comparing reactions in Australia where warnings are prominent to smokers in other countries.

**Design:** A prospective multi-country cohort design was employed.

**Setting:** Australia, Canada, the United Kingdom and the United States.

**Participants:** A total of 21 613 adult smokers who completed at least one of the seven waves (2002–08) of the International Tobacco Control Four Country Survey were included in the analysis.

**Measurements:** Reported exposure to POS anti-smoking warnings and smokers' interest in quitting at the same wave and quit attempts over the following year.

**Findings:** Compared to smokers in Canada, the United Kingdom and the United States, Australian smokers reported higher levels of awareness of POS anti-smoking warnings, and this difference was consistent over the study period. Over waves in Australia (but not in the other three countries) there was a significantly positive association between reported exposure to POS anti-smoking warnings and interest in quitting [adjusted odds ratio = 1.139, 95% confidence interval (CI) 1.039–1.249,  $P < 0.01$ ] and prospective quit attempts (adjusted odds ratio = 1.216, 95% CI 1.114–1.327,  $P < 0.001$ ) when controlling for demographics, smoking characteristics, overall salience of anti-smoking information and awareness of anti-smoking material from channels other than POS.

**Conclusions:** Point-of-sale health warnings about tobacco are more prominent in Australia than the United Kingdom, the United States or Canada and appear to act as a prompt to quitting.

## **Recommended Citation:**

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