

# Educational differences in associations of noticing anti-tobacco information with smoking-related attitudes and quit intentions: Findings from the International Tobacco Control (ITC) Europe Surveys

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## **Abstract**

This study examined educational differences in associations of noticing anti-tobacco information with smoking-related attitudes and quit intentions among adult smokers. Longitudinal data (N = 7571) from two waves of six countries of the International Tobacco Control (ITC) Europe Surveys were included. Generalized estimating equation analyses and multiple linear and logistic regression analyses were conducted. Higher educated smokers noticed anti-tobacco information slightly more often than lower educated smokers ( $F(2) = 25.78, P < 0.001$ ). Noticing anti-tobacco information was associated with more negative smoking-related attitudes ( $\beta = 0.05, P < 0.001$ ) and more quit intentions (OR = 1.08,  $P < 0.001$ ). Among smokers without a quit intention at baseline, a positive association was found for noticing anti-tobacco information at baseline with follow-up quit intention (OR = 1.14,  $P = 0.003$ ). No other longitudinal associations were found. No educational differences were found in the association of noticing anti-tobacco information with smoking-related attitudes but associations with quit intentions were found only among low (OR = 1.12,  $P = 0.001$ ) and high educated respondents (OR = 1.11,  $P < 0.001$ ) and not among moderate educated respondents (OR = 1.02,  $P = 0.43$ ). Noticing anti-tobacco information may positively influence quit intentions and possibly smoking-related attitudes. Lower educated smokers were as likely to be influenced by anti-tobacco information as higher educated smokers but noticed anti-tobacco information less often; increasing reach of anti-tobacco information may increase impact in this group.

## **Recommended Citation**

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