

Guidance for Indonesian Cigarette Package Pictorial Warnings

Fact Sheet

Key Findings

- All ages rated pictorial warnings as significantly more effective, more believable, more likely to increase understanding of smoking-related health concerns and more likely to discourage smoking than text-only warnings.
- For adult smokers, testimonial pictorial warnings were rated as most effective. For youth, didactic pictorial warnings were rated as significantly more effective.
- Pictorial warnings with imagery that graphically illustrated physical damage from smoking were rated higher than imagery of human suffering or symbolic imagery.







Background

Indonesia implemented pictorial health warning labels (PHWLs) on cigarette packages in 2014 to inform consumers about the serious risks of smoking, and to discourage tobacco use. Prior research supports PHWLs, but little is known about which warnings will be the most effective among the Indonesian population. This research was undertaken to help inform the second round of pictorial warnings that is scheduled to be implemented in Indonesia in June 2016.

Methods

Researchers collected data on adult smokers' and adolescents' reactions to a variety of cigarette warning labels. Warning label stimuli were developed for eight different health topics that are relevant in Indonesia. Four styles of warning labels were used and each warning was accompanied by either didactic text (i.e., scientific explanation of disease) or testimonial text (i.e., narrative of the disease experience) for a total of 82 warnings (Figure 1).

Figure 1. Examples of warnings for one health topic

	Text Only	Symbolic	Human Suffering	Graphic
Didactic	<p>SMOKING CAUSES LUNG CANCER</p>	 <p>MEROKOK SEBABKAN KANKER PARU</p>	 <p>MEROKOK SEBABKAN KANKER PARU</p>	 <p>MEROKOK SEBABKAN KANKER PARU</p>
Testimonial	<p>I have lung cancer from smoking. It's killing me.</p>	 <p>Merokok membuat saya menderita kanker paru, sakitnya ngga karu-karuan.</p>	 <p>Merokok membuat saya menderita kanker paru, sakitnya ngga karu-karuan.</p>	 <p>Merokok membuat saya menderita kanker paru, sakitnya ngga karu-karuan.</p>

Trained interviewers recruited 584 adult smokers, 280 youth smokers and 313 youth non-smokers (15 to 18 years old) from public places in an urban area of Jakarta and a suburban area (Bogor district). Participants evaluated either didactic or testimonial warnings, then rated warnings for two of the eight health topics. Participants rated each warning on 11 different characteristics.

Results

Mean ratings for pictorial warnings were compared with their text-only warnings based on four indicators of effectiveness. Across all indicators, PHWLs were rated significantly higher than text-only warnings (Figure 2).






Figure 2. Differences in effectiveness ratings for pictorial versus text-only warnings (all samples, n=1,177)



Among adult smokers, testimonial PHWLs were rated as slightly more effective than didactic ones, but the difference is borderline significant (M=7.38 vs. M=7.25, p=0.08, respectively). However, youth smokers and non-smokers rated didactic PHWLs as significantly more effective than testimonial ones (M=7.40 vs. M=7.00, p=0.00, respectively).

The authors ranked the eight health warnings and selected the top five as their recommended PHWLs for the next-round implementation of PHWLs regulation in Indonesia (Table 1).

Table 1. Top five pictorial warnings by health topics

Rank	1	2	3	4	5
					
Health topic:	Mouth cancer	Throat cancer	Heart disease	Lung cancer	Addiction
Textual condition:	Didactic	Didactic	Didactic	Didactic	Testimonial
Believability	8.76	8.23	8.39	8.26	7.71
Increase health concerns	8.49	7.80	8.16	7.83	7.66
Discourage smoking	8.96	8.26	8.09	8.53	7.10
Overall	8.91	8.54	8.52	8.29	8.00

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