

**PERCEIVED CREDIBILITY AND EFFECTIVENESS OF FOUR HEALTH WARNING LABEL ATTRIBUTION SOURCES AMONG CHINESE ADULTS**

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**Background**

China faces an unparalleled health burden from smoking. Using a credible source of health warning label (HWL) information on cigarette packs may reduce smoking rates.

**Methods**

- Data were collected in 2016 from 1,999 adults in China
- Participants viewed four versions of the same HWL, each with a different attribution source (see right side)
- They next selected which HWL appeared most:
  - **credible**
  - effective at making people **quit**
  - effective at reducing **initiation**
- Adjusted relative risk ratios (aRRR) were estimated by multinomial logistic regression

**Results**

	Credible aRRR (95% CI)	Quit aRRR (95% CI)	Initiation aRRR (95% CI)
China CDC	Ref.	Ref.	Ref.
WHO	0.90 (0.57-1.44)	<b>0.58</b> <b>(0.37-0.91)</b>	0.96 (0.61-1.51)
Liyuan Peng	<b>0.52</b> <b>(0.27-0.99)</b>	<b>0.49</b> <b>(0.27-0.90)</b>	<b>0.42</b> <b>(0.23-0.77)</b>
STMA	<b>0.59</b> <b>(0.35-0.99)</b>	<b>0.32</b> <b>(0.18-0.57)</b>	<b>0.49</b> <b>(0.28-0.85)</b>

Ref=reference group; CI= Confidence Interval  
Bolded results significant at p<0.05

**Chinese adults viewed the China CDC as a **credible** and **effective** HWL source, suggesting a key role of national health organizations in conveying HWL information on cigarette packs.**

[www.globaltobaccocontrol.org](http://www.globaltobaccocontrol.org)

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**HWL visual stimuli**

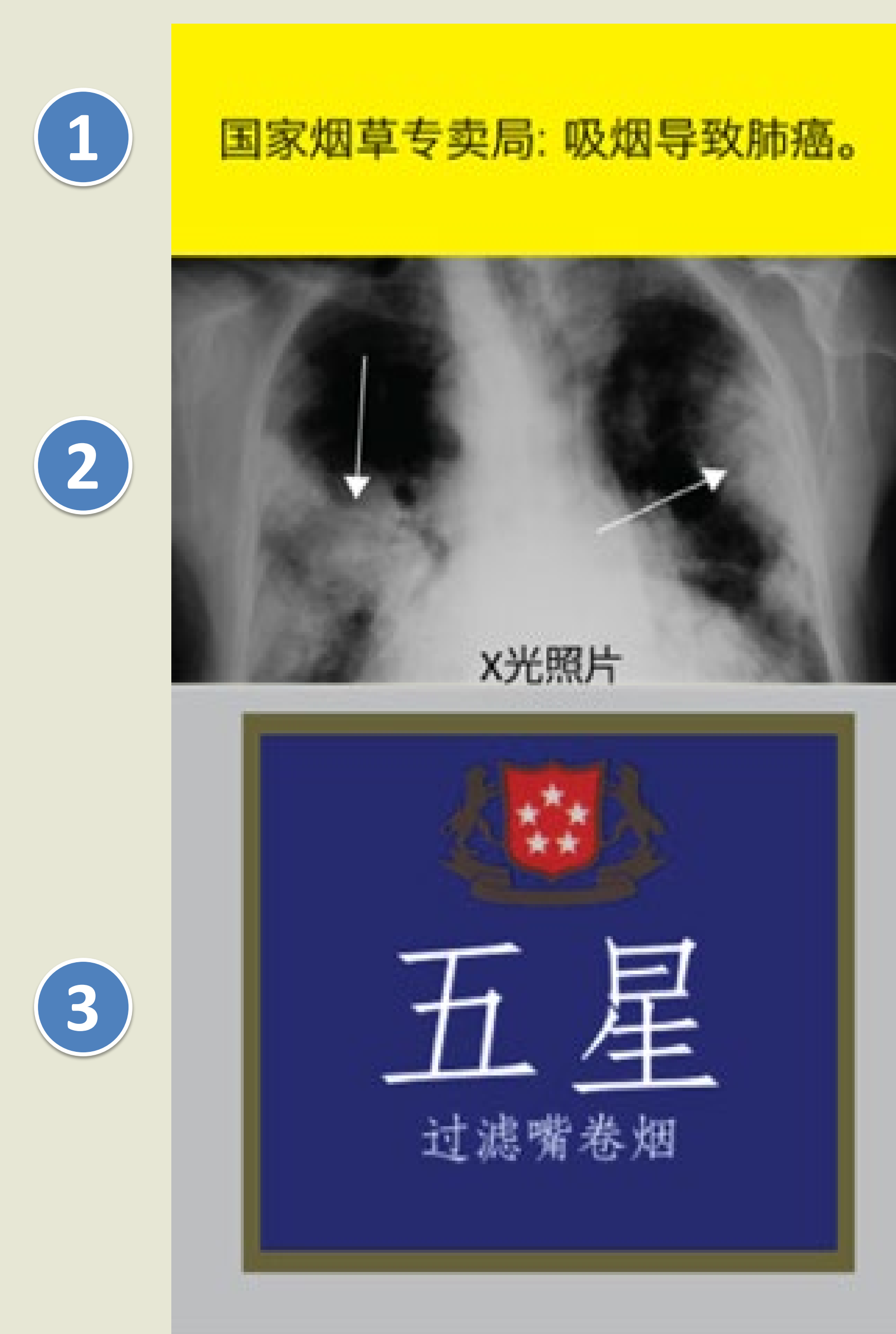
**1.** Chinese text in yellow bar for each of the four attribution sources:

China CDC (national health institute)  
“China CDC: Smoking causes lung cancer.”

World Health Organization (WHO)  
“WHO: Smoking causes lung cancer.”

Liyuan Peng (China’s First Lady)  
“Liyuan Peng: Smoking causes lung cancer.”

State Tobacco Monopoly Administration (domestic tobacco regulatory body)  
“STMA: Smoking causes lung cancer.”



**2.** HWL graphic of lung cancer x-ray

**3.** Fictional cigarette pack branding to reduce brand preference bias

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