



Workshop 2

Tobacco Control Advocacy Workshop



Introduction

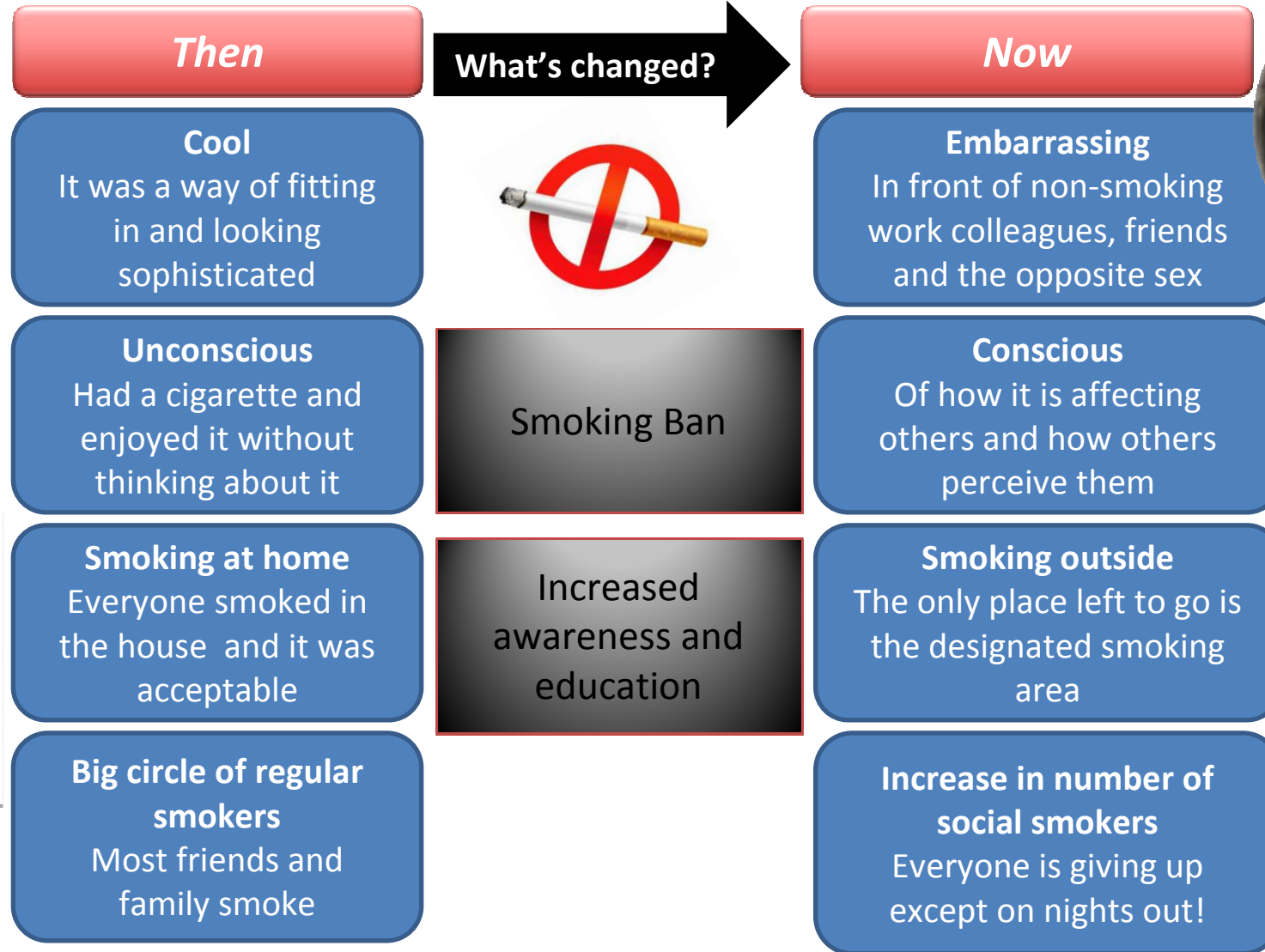
Female Smokers' Attitudes and Behaviour

Tobacco Control Developments

Industry Response

Fighting Back

Attitudes to smoking – what's changed?



* Encouragingly, younger teenage siblings are reported as having very anti-smoking attitudes

Changes to the law and increased education have moved smoking from an acceptable habit for women to something to be almost ashamed of

Triggers to smoking are multi-faceted – some based on perception and others on reality

1

- **Strong association with socialising, alcohol and a good night out**
 - A great way of meeting people of the opposite sex on nights out
 - Acceptable to be approached by someone in the smoking area but not in the bar!
 - Better 'craic' in the smoking area
 - Alcohol and cigarettes go hand in hand

It's Social



2

- **Smoking acts as a stress reliever**
 - It has a calming effect during a stressful day at home or in the office
 - Women are most likely to report feeling relaxed after having a cigarette
 - It provides temporary relief from stress

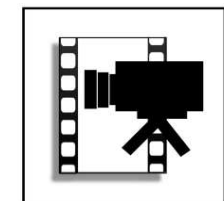
It's Emotional



3

- **Part of the daily routine**
 - It is habitual and ritualistic
 - Accompaniment to the enjoyable parts of the day e.g. after a meal with a coffee
 - Simply something to do – release from mundane daily life

It's Habitual



Apart from habit and perceived emotional reliance on cigarettes, smoking on a night out usually equates to more fun and increased opportunity for social interaction



Motivations & Barriers to Quitting

Awareness of negative health implications of smoking are high

Awareness
high

- Women are **all aware of the various health risks** associated with smoking
- Top of mind associations include:
 - Lung/throat/cervical cancer
 - Heart and circulatory problems
 - Emphysema
 - Damage to foetus
 - Limb damage (Ray D'Arcy's father mentioned specifically)

BUT action taken
through
increased
education is
LOW

- Women now de-sensitised from hearing about all the ill-effects smoking can have
- This had led to a *'we're all going to die anyway'* attitude
- Also a feeling that ***'everything is tied back to smoking'*** so a lack of credibility in relation to the *actual direct* effects of smoking starting to creep in
- Stories of those who smoked heavily and lived long lives always provide hope
- Invincibility of youth very apparent as 18-24's least concerned about health risks

Prospect of long-term ill health effects does not correlate with long-term quitting:
health implications are often too pervasive, too abstract & over-exposed

Big difference between short-term triggers and long-term motivations to quitting smoking

Short-Term Triggers:

Two scenarios prompted consideration of quitting or a period of abstinence:

1. Serious health scare of a family member
2. Minor personal illness or a more serious health scare

However smoking resumes once the shock has worn off or women recover

Long-Term Motivations:

Women rationalise the long term effects of smoking through avoidance, denial and scepticism

BUT some powerful motivators to quitting were identified:

1. Vanity and shame most prevalent
2. Finances, pregnancy & children were all mentioned



Short term triggers are transient and easily overcome; long-term motivations run deeper, & if tapped into can be huge opportunities to encourage permanent smoking cessation



Barriers to quitting are multi-faceted

1. *'It will mean the end of my social life'*

Most feel it would be impossible to get through a weekend without smoking

Most claim they would have to give up going out

The opportunities to meet people (esp. single men) would diminish and it is much better fun in the smoking area

2. *'I'll get fat'*

Women ate more during previous attempts to quit and are afraid of weight gain

3. *'I will be impossible to live with'*

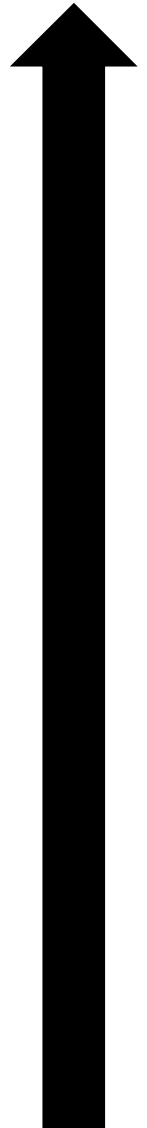
Women fear the mood swings they assume will come with quitting

4. *'I see no reason to'*

Majority believe they can reverse the effects of smoking after a certain period of time

5. *'I am a happy smoker'*

Minority are happy smokers and have no plans to give up



Barriers to quitting are a mix between perception and reality: majority can be overcome but most never believe that the time is right



**The role of packaging in the cigarette
decision process**



A word up front about packaging



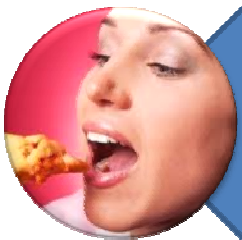
Awareness of packaging developments across the various cigarette brands were spontaneously well known- word of mouth among smokers is still the most powerful way of discovering new packaging



New packaging generates a general buzz among female smokers and a propensity to trial – ‘for a change’, ‘when cutting down’ or the ‘novelty effect’



Brands have definite consumer profiles - white packs are more appealing to women especially social smokers as they are more feminine and elegant looking



Brand choice and propensity to try depends largely on smoker type - Lighter smokers are more concerned about the look, heavier smokers are more interested in taste and less likely to be swayed

While there may be no commitment to a permanent switch, new packaging generates interest, motivation to purchase and a general buzz among female smokers

A closer look at 'traditional' packs

Marlboro Lights and John Player Blue were the most popular



Target Audience

- Social Smokers
- Women

Reaction

- Feminine, classy, cleaner looking

Taste

- Lighter Taste



Target Audience

- Heavy Smokers
- Older People

Reaction

- Masculine/Familiar

Taste

- Stronger Taste

Other brand mentions



Light taste, feminine, a cigarette of choice for cutting down



Very Strong taste, old fashioned brand



The new pack is appealing



Feminine, nice limited addition packs

Traditional brands have a very specific consumer profile and command long term loyalty from consumers

A closer look at new packaging



Target audience

Young women/girls

• Reaction

- Elegant looking
- 'Like a bottle of perfume'
- Concern about wrinkled lips with thinner cigarettes

• Taste

- Look lighter

• Propensity to trial

- Temporary trial to 'cut down' and for 'novelty effect'
- Social smokers expressed willingness to purchase



Target Audience

- No definite profile

• Reaction

- Neutral reaction

• Taste

- Some like the taste (*refreshing*)
- Others disdainful (*"I could just buy chewing gum"*)
- Seen as a lighter cigarette and better for your health



• Target Audience

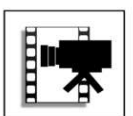
- No defined profile

• Taste

- Assumption that they have a stronger taste (black pack)

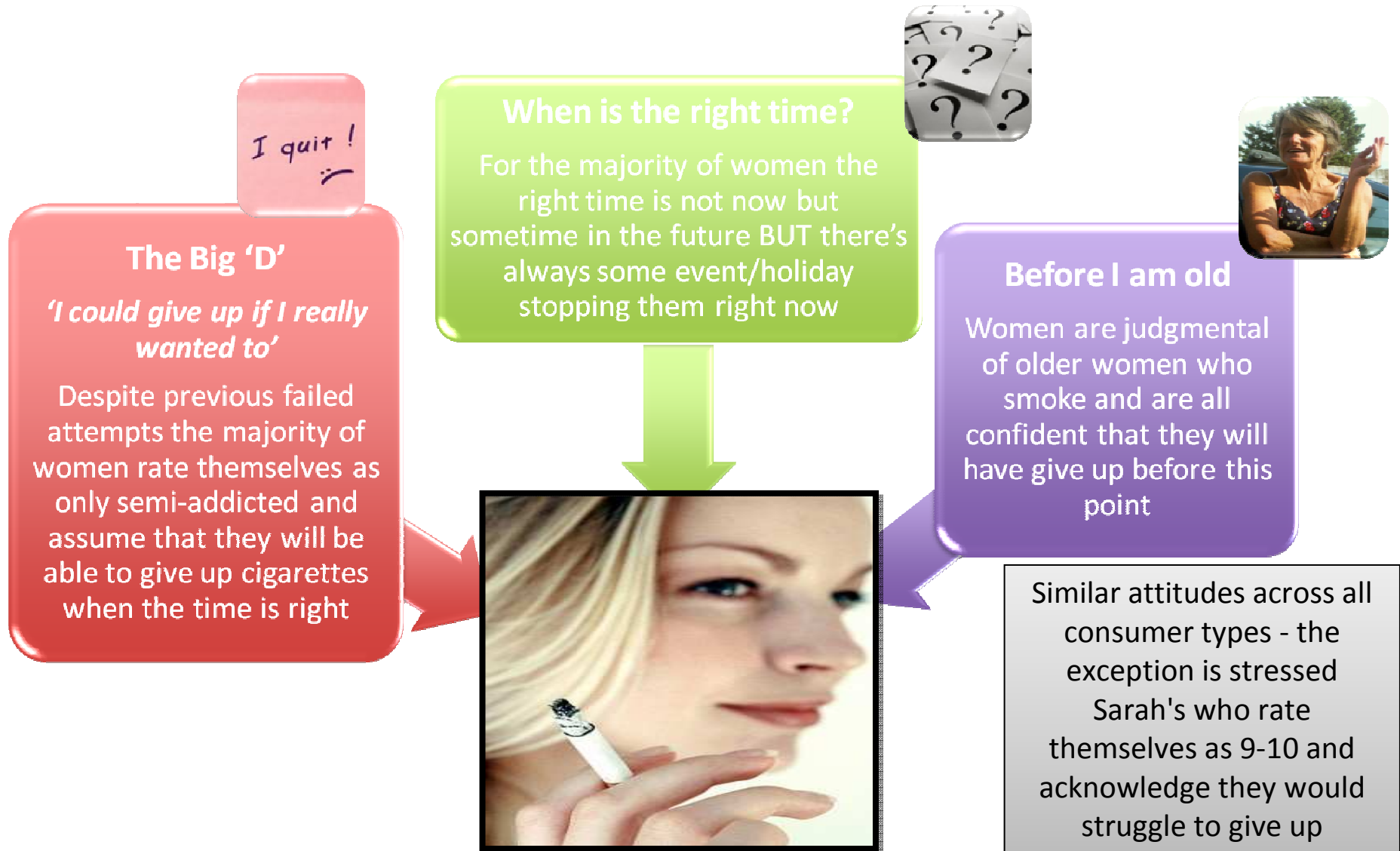
• Propensity to trial

- Perceived cheaper price



Pack design peaks female interest – many are drawn to 'elegant', 'feminine' packaging and would like to be seen with these packs

Addiction Delusion?



ALL have a future aim to quit smoking BUT just not right now; socialising and general life plans tend to be more important and quitting smoking = less enjoyment

Tobacco Control Advocacy



Workplace smoking ban



**Tobacco control
advocacy**

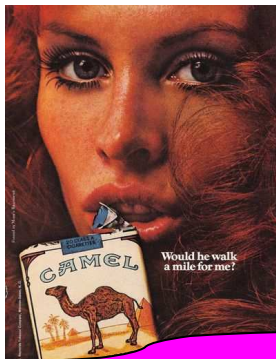


**Most women want to quit.
With the right help, you can.**

Stopping smoking is the most important step you can take to improve the length and quality of your life. Take back control of your life, your health and your looks.



Deglamourising smoking

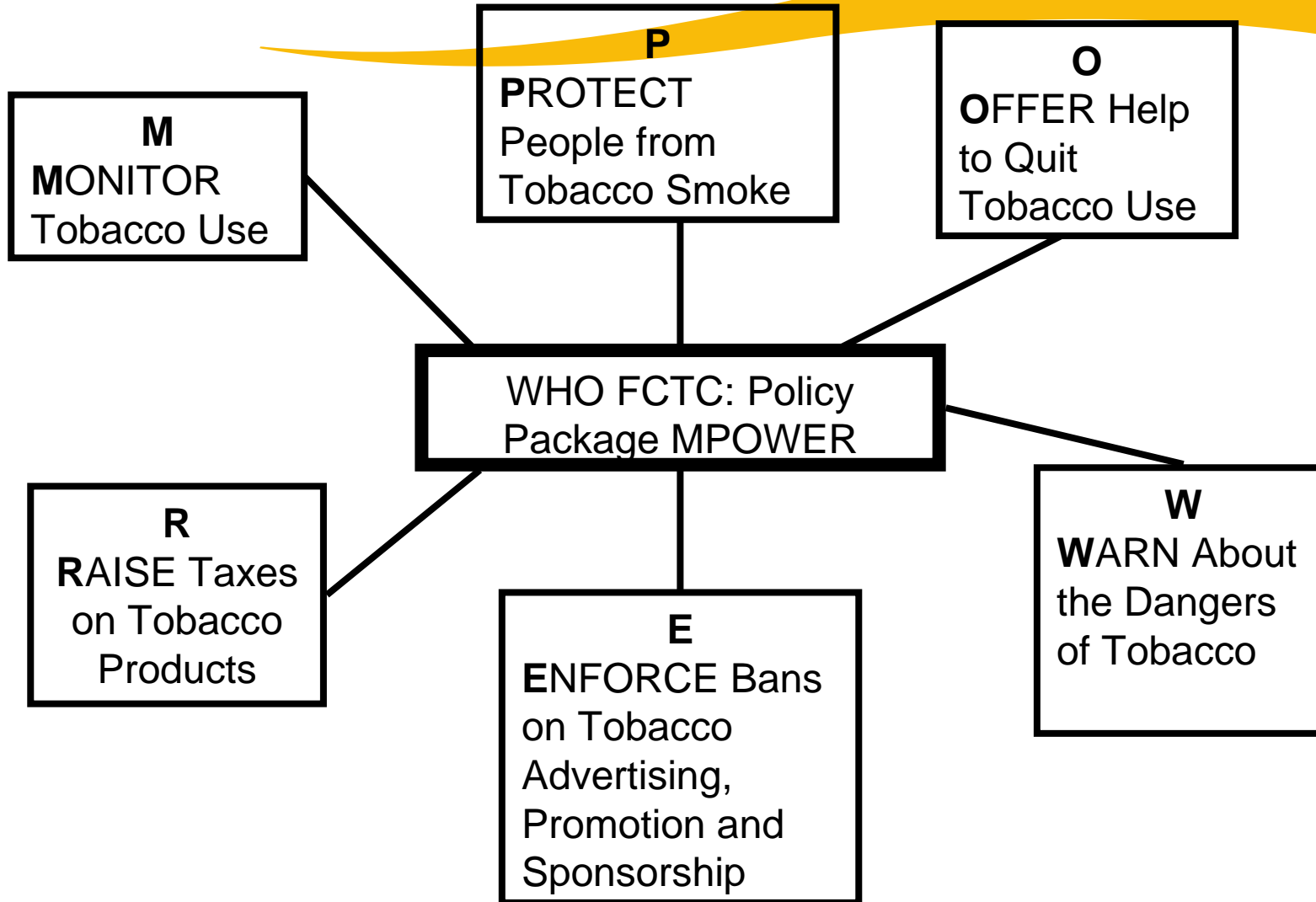


Ban on advertising



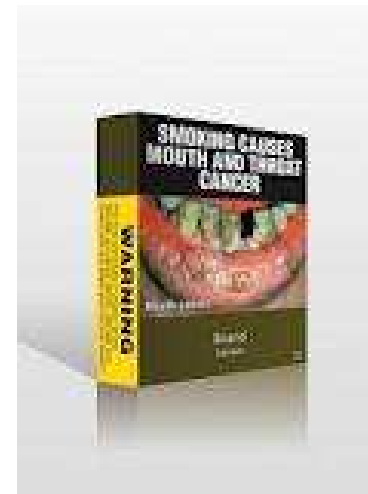
Young people

MPOWER Model



Packaging and Labelling

- Health warnings
- Pictorial warnings will be required on the back side of the package beginning on February 1, 2013
- Misleading terms, names, symbols and other signs banned



Making smoking 'not okay'



- Draft laws banning smoking in cars where there are children present have been approved by the Government
- SHS10 times more concentrated than the level considered “unhealthy”
- Increases risk of asthma, lower respiratory infections, bronchitis, middle ear disease, bacterial meningitis, SIDS
- Lower socioeconomic groups more at risk
- Plans for ban on smoking in public places

Tobacco Free Campuses

National Tobacco Control Framework states that all HSE campuses will become tobacco free by December 2015

- Our Lady of Lourdes Hospital in Drogheda,
- Louth County Hospital in Dundalk
- Our Lady's Hospital in Navan
- Connolly Hospital Blanchardstown
- Mater Hospital,
- Cork University Hospital
- St. Vincent's Hospital



Impact

- There is an overall decrease in the number of children who report that they have ever smoked tobacco 27% vs 36% (2006)
- Attitudes changing-smoking not as socially acceptable
- Ireland has a very high rate of support for the regulation of tobacco products

Impact



BUT

- Tobacco remains main cause of preventable death and disease
- Female smoking rates remain high
- Health inequalities gap is widening
- The age children start smoking in Ireland is younger than any other European country – 16.4 years
- Social smoking remains a problem
- Women are less likely to quit smoking than men

Tobacco Industry Response



Throughout all our packaging qualitative research, we continue to validate that women are particularly involved with the aesthetics of packaging ...we sense that women are a primary target for our innovative packaging task, and that more fashionable feminine packaging can enhance the relevance of some of our brands". Philip Morris

The tobacco industry is targeting women by feminising products and reinforcing fears around the consequences of quitting

Tobacco Industry Profits



Tobacco Company Profits

In 2010 the combined profits of the six leading tobacco companies was equal to the combined profits of Coca-Cola, Microsoft, and McDonald's*

Value in billions (USD), 2010

*Profit equals net earnings after taxes and dividend

- The tobacco industry is one of the most profitable industries in the world.
- In 2010, the combined profits of the six leading tobacco companies was **\$35 billion, equal to the combined profits of Coca-Cola, Microsoft and McDonald's.**

Company	2004	2005	2006	2007	2008*	2009*	2010*	2011*
Tobacco companies								
British American Tobacco	24.0	28.1	28.7	30.0	30.7	31.1	32.1	33.7
Imperial Tobacco Group	40.2	41.5	42.9	45.0	28.2	37.7	39.4	39.5
Food companies								
Cadbury	15.6	15.9	14.4	13.5	12.0	13.0	13.8	14.9
Danone	12.7	13.1	13.3	12.1	14.4	16.9	15.7	15.9
Nestle	12.7	12.9	13.5	14.0	14.3	14.4	13.0	13.2
Premier Foods	12.9	13.7	13.8	12.5	11.9	12.0	11.9	11.7
Consumer products companies								
Unilever NV	15.5	14.8	14.3	14.5	14.6	14.7	14.9	15.1
Henkel	9.4	9.7	10.2	10.5	10.3	9.0	10.6	11.6
L'Oreal	15.3	15.6	16.4	16.6	15.5	14.3	14.9	15.5
Reckitt Benckiser	19.3	20.1	21.5	22.6	23.4	23.9	23.2	23.6
Beverage companies								
Heineken NV	13.6	13.1	13.0	14.8	13.2	13.5	14.0	14.4
SABMiller	18.1	20.2	16.9	16.8	16.6	16.8	17.3	18.5
Carlsberg	8.8	8.7	9.6	11.5	13.2	16.0	16.3	17.1
Diageo	28.7	29.0	28.2	28.3	28.5	28.9	31.5	31.8

Various Citigroup 'Consumer Central' business analyst investment reports.

*Estimated values

Tobacco Industry Profits

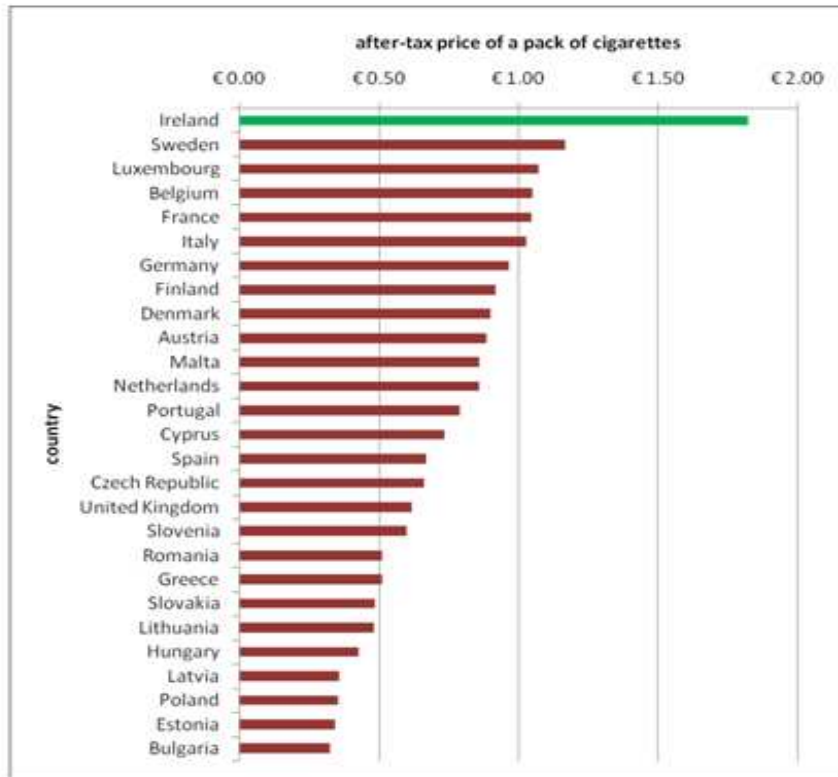
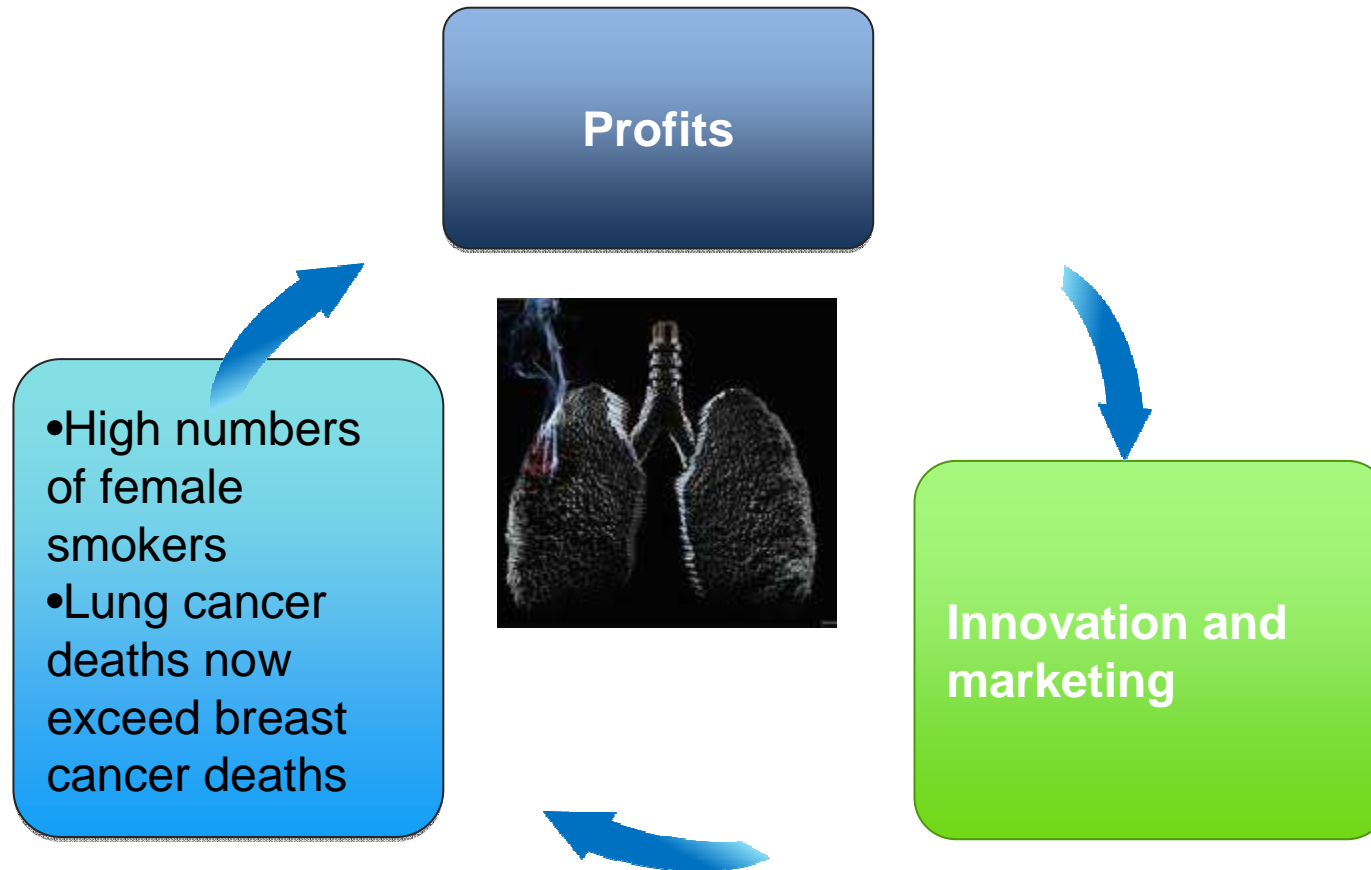


Figure 1: After-tax price of a packet of 20 cigarettes in 27 EU countries, July 2011

- Only 78% of the price of cigarettes is Government tax—this means the tobacco industry makes the highest profit margin than in any other EU country
- We do not have access to Irish profit margins earned by the tobacco industry but in the UK it is as much as 67% for Imperial Tobacco, 36.5% for Japan Tobacco International, 50% for Philip Morris and 31% for British American Tobacco.

Cycle of Manipulation



Taxing the Harm

- Tobacco products are the only consumer product which when used correctly kill the user
- Industry enjoys highest after tax price in Europe
- Tax structure needs to be adjusted
- Limit industry's ability to target young women
- Provide resources for smoking cessation support



Show Your Support



Questions?

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