

# Online Qualitative Testing of Draft Health Warnings for Cigars, Pipe Tobacco, Smokeless Tobacco and Toxic Statements for Smokeless Product Packaging - 2019 Final Report

Prepared for Health Canada

Prepared by Narrative Research

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# Online Qualitative Testing of Draft Health Warnings for Cigars, Pipe Tobacco, Smokeless Tobacco and Toxic Statements for Smokeless Product Packaging - 2019

Final Report

## Prepared for Health Canada

Supplier Name: Narrative Research

August 2019

This public opinion research report presents the results of focus groups conducted by Narrative Research on behalf of Health Canada. The research study was done using qualitative focus groups. The research entailed a total of 15 online focus groups conducted with cigar, pipe tobacco and smokeless tobacco users from across Canada. More specifically, nine (9) groups were conducted with cigar and/or pipe tobacco users, while six (6) groups were conducted with smokeless tobacco users. All participants were 18 years of age or older, with a mix of gender and ages within each group. The research was conducted between July 15<sup>th</sup> and July 22<sup>nd</sup>, 2019.

Cette publication est aussi disponible en français sous le titre :

Évaluation qualitative en ligne d'ébauches d'avertissements de santé provisoires pour les cigares, les pipes à tabac et le tabac sans fumée et les énoncés toxiques pour l'emballage des produits sans fumée - 2019

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## Executive Summary

Narrative Research Inc.

Contract Number: HT372-192562/001/CY

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## Background and Research Methodology

Tobacco use is the leading preventable cause of premature death and disease in Canada. Pictorial Health Warnings have been determined to be effective at raising awareness of the health hazards associated with tobacco use. Health Warnings on tobacco products are intended to inform Canadians, both tobacco users and potential users, about the health hazards and health effects arising from the use of tobacco products or its emissions. The Health Warnings are also intended to raise awareness of the pan-Canadian quitline which offers cessation advice to tobacco users. Health Canada has developed 13 draft Health Warnings for cigars and pipe tobacco, as well as 9 draft Health Warnings for smokeless tobacco. Moreover, Health Canada has also created 18 draft Toxic Statements for smokeless tobacco products. The Health Warnings and Toxic Statements are intended to focus on four key themes, namely: addiction, health impacts or diseases (as a result of using cigars, pipe tobacco and smokeless tobacco), how these products are not a safe alternative to cigarettes, and the harmful emissions or constituents in tobacco smoke and tobacco products.

Following development of these draft Health Warnings and Toxic Statements, Health Canada was interested in assessing reactions and understanding impressions to the concepts as a tool to communicate health-related information on tobacco packages, as well as assessing smokeless tobacco product users' reactions to draft textual Toxic Statements for smokeless tobacco. Ultimately, research was needed to determine whether the concepts would be effective at informing and educating Canadians about the health hazards and health effects of cigars, pipe tobacco and smokeless tobacco use.

To achieve these objectives, a qualitative research approach was undertaken. This entailed a total of 15 online focus groups conducted from July 15 to 22, 2019 with cigar, pipe tobacco and smokeless tobacco users from across the country. Specifically, nine (9) groups were conducted with cigar and/or pipe tobacco users, while six (6) groups were conducted with smokeless tobacco users. All participants were 18 years of age or older, and all had smoked cigars/pipe tobacco or used smokeless tobacco in the past. Each group included a mix of gender and ages, where possible.

Overall, eleven (11) groups were conducted in English with participants from British Columbia, Alberta, Manitoba, Ontario, New Brunswick, Prince Edward Island, Nova Scotia, and Newfoundland and Labrador. In addition, five (5) groups were conducted in French, with participants from the province of Quebec. Each online group lasted approximately 1.5 to 2 hours with participants each receiving \$125 in




appreciation of their time. A total of 10 participants were recruited per group (including 2 stand-by respondents). Across all groups, 111 participants attended the discussions, with an additional six (6) participants incentivized as stand-by respondents who did not take part in the discussions.

All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow up calls to confirm the details provided and to ensure quotas were met. This report presents the findings from the study. Caution must be exercised when interpreting the results from this study, as qualitative research is directional only. Results cannot be attributed to the overall population under study, with any degree of confidence.

### Political Neutrality Certification

I hereby certify as a Representative of Narrative Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the ***Directive on the Management of Communications***. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed   
Margaret Brigley, CEO & Partner | Narrative Research  
Date: August 13, 2019

### Key Findings and Conclusions

Findings from the ***Online Qualitative Testing of Draft Health Warnings for Cigars, Pipe Tobacco, Smokeless Tobacco and Toxic Statements for Smokeless Product Packaging*** reveal that a number of elements related to the imagery, the messaging, and the design are important in determining the impact of Health Warnings for packages. These conclusions are drawn from the review of reactions to a total of 22 Health Warnings (consisting of the review of 13 Health Warnings for cigar / pipe tobacco packaging and nine (9) Health Warnings for smokeless tobacco packaging), and a total of 18 Toxic Statements for smokeless product packaging.

Feedback received in the focus groups suggests that imagery plays an important role in attracting initial attention to a Health Warning and greatly influences a message's impact and credibility. Images that are meaningful and have the ability to clearly communicate the health effect of smoking / tobacco use without the assistance of the text were generally considered most impactful. Likewise, Health Warnings that feature a realistic image were generally considered more believable than those featuring drawings.



The research findings show that gruesome or graphic visuals grab attention. That said, for some, the more graphic images are sometimes ignored or avoided because they are considered so repulsive. By contrast, less graphic imagery was generally easier to ignore for those who smoke cigars / pipe tobacco or use smokeless tobacco. Unusual or unfamiliar images are most likely to elicit attention provided they are able to understand what is being shown.

Messaging that is short, introduces less common information, and is serious in its potential personal impact garners greatest attention, while longer text can be a deterrent to read the Health Warning. Participants considered that having a Health Warning highlight serious consequence to their health as a result of product usage are most apt to grab their attention. Further, messaging that presents one specific health effect of smoking cigars / pipe tobacco or using smokeless tobacco was generally considered clearer, easier to understand and more compelling than messaging that introduces multiple topics or lengthier explanations. In addition, realism, personal relevance, definitive statements and the use of statistics are key in generating credibility in a Health Warning. Participants who have personally experienced a health effect of smoking tobacco, or know someone who has, enhances the perceived credibility of a Health Warning.

Misconceptions regarding the health harms related to the use of these tobacco products were evident across all focus groups. There is a perception that smoking cigars / pipe tobacco and using smokeless tobacco products is less harmful to one's health than smoking cigarettes. It is worth noting that many of those using these products also smoke / have smoked cigarettes. Many participants cited using smokeless tobacco or cigars / pipe tobacco as a means to quit or wean themselves off cigarettes.

People who smoke cigars and pipe tobacco also perceived that if they do not inhale when smoking, the health effects are minimized and limited to the mouth / tongue and teeth. Those using smokeless tobacco are also under the impression that tobacco products that are not burned for consumption and don't produce smoke (ie. Smokeless tobacco) are less harmful. Further, a number of people who smoke cigars daily reported that they felt they have not personally experienced the signs or symptoms of addiction, and thus perceive cigars to be less addictive than cigarettes. Across groups, addiction was generally not considered a health effect of smoking cigars / pipe tobacco or using smokeless tobacco. Rather, it is considered a minor consequence that could be overcome.

Findings confirm that the inclusion of the Health Canada attribution on Health Warnings adds credibility to a Health Warning message and creates a sense of validation and trustworthiness in the message.

In terms of Health Warning design elements, findings show that contrasting red and yellow colours appear to have the strongest visual impact, and were most commonly associated with the implied intent of a warning (i.e., stop, danger). Black text on yellow background also stood out, as did yellow text on a dark background. The quitline section of the Health Warning was generally noticed and considered important and valuable information to include. In terms of format, capitalizing and bolding words gave the message more prominence.



When reviewing reactions to the 18 toxic statements being considered for smokeless tobacco packaging, findings suggest there is potential for such statements to further educate users on specific risks associated with smokeless tobacco. Of the three broad theme categories, results highlight key distinctions. When considering the **'cancer' themed statements**, messaging that is brief, clear and provides quantitative facts was generally seen as effective and considered more alarming. Users also considered statements that provide descriptive and potentially visual consequences of product usage to be most effective.

Within the **'specific chemicals' themed statements**, familiarity with the specified chemicals clearly makes a difference. Across groups, participants generally concurred that naming chemicals they are familiar with makes a statement more effective, as they can immediately relate to a potential danger associated with product usage. In contrast, vague statements, or those including chemicals they are unfamiliar with (i.e. nitrosamines) result in a lack of personal relevance and minimized impact of the statement. Chemicals that are understood (i.e. arsenic, lead and cadmium) provide greater shock value and effect.

Finally, when considering the **'nicotine / addiction' themed statements**, participants believed that phrases that are short and clearly outline what nicotine does or what is happening when using smokeless tobacco are most effective at grabbing their attention. Mention of brain altering, and absorption in blood suggests serious consequences and grabs attention.



## Introduction

Tobacco use is the leading preventable cause of premature death and disease in Canada. Tobacco use contributes to serious chronic diseases such as cancer, heart disease and respiratory illnesses.

Approximately, one-half of people who have smoked for a long time die prematurely from smoking-related diseases, resulting in over 45,000 deaths in Canada annually.

The *Tobacco Products Labelling Regulations (Cigarettes and Little Cigars)* (TPLR-CLC) mandate the Health Warnings, Health Information Messages, and Toxic Emission Statements (TS) that are applied to cigarettes and little cigars (C/LC). The *Tobacco Products Information Regulations* (TPIR) stipulates the labelling requirements for smokeless tobacco, pipe tobacco and cigars, as well as other tobacco products. TPIR stipulates that labelling of these products consists of a combination of Health Warnings, Health Information Message, and Toxic Emissions/Constituents Information. While the TPLR-CLC requires pictorial HW to appear on at least 75% of the space on the front and back panels of C/LC packages, the TPIR requires pictorial Health Warnings of up to 50% of the principal display panels of cigar, pipe tobacco and smokeless tobacco product packages. The TPIR also requires that Toxic Constituents Information be displayed on any side or the bottom of packages of smokeless tobacco.

Health-related information on tobacco product packaging is recognized as one of the best approaches to raise awareness of the health hazards and health effects associated with tobacco use. Moreover, past research has shown the effectiveness of including both 'loss-framed' (negative consequences of tobacco use) and 'gain-framed' (benefits of quitting) messaging on the same package as a means of conveying the health effects and health hazards of smoking. Currently, Health Warnings are predominantly loss-framed messages that provide information in relation to the health effects and health hazards of tobacco use, testimonials from people who smoke on the effects of smoking, or about tobacco products and their harmful emissions and constituents. Health Warnings on C/LC also include gain-framed messaging in the form of information about cessation support services (quitline information). Research also demonstrates that frequent renewal of health-related labels on tobacco products helps maintain their effectiveness.

Health Canada is in the process of developing a draft suite of Health Warnings, HIM and Toxic Statements for tobacco products to update the health-related information currently displayed on tobacco packages, including labels specifically for cigars, pipe tobacco and smokeless tobacco. Moreover, Health Warnings for cigars, pipe tobacco and smokeless tobacco and Toxic Statements for smokeless tobacco will focus on four key themes, namely: addiction, health impacts or diseases caused by cigar, pipe tobacco and smokeless tobacco use; how these products are not a safe alternative to cigarettes; and the harmful emissions and constituents found in tobacco smoke and tobacco products. New labels on tobacco packages will also be complemented by the implementation of plain and standardized appearance measures for all tobacco product packaging in Canada (standardizing the colour and appearance of tobacco products and their packages).





Among its purposes, the newly designed draft Health Warnings for cigars, pipe tobacco and smokeless tobacco are intended to:

- inform Canadians, both tobacco users and potential users, about the health hazards and health effects associated with tobacco use and from its emissions; and
- raise awareness of the pan-Canadian quitline and web address.

In order to assess the draft designs for cigars, pipe tobacco and smokeless tobacco product packaging, Health Canada required a qualitative study to assess the reactions of Canadians who are consumers of these products. Specifically, there was a need to assess users' reactions towards the draft Health Warnings, and reactions towards the draft Toxic Statements for smokeless tobacco packages.

As a result of these research needs, a total of **15 online focus groups** were conducted across two key audiences, namely people who smoke cigars/pipe tobacco, and users of smokeless tobacco products. Overall, ten groups were conducted in English, while five groups were conducted in French. Feedback was obtained from across the country on the concepts, messaging and effectiveness of the draft pictorial Health Warnings and the draft textual Toxic Statements.

## Objectives

The qualitative research objectives were to explore reactions to 13 draft Health Warnings designed for cigars and pipe tobacco packaging, and 9 draft Health Warnings designed for smokeless tobacco packaging. Specifically, this research sought:

- To determine if the factual information provided is noticeable and relevant, and whether the source is considered to be a reliable source of information;
- To evaluate if the text written is in plain language and understood (in the intended way) by the target audience;
- To determine if each Health Warning is engaging for cigar, pipe tobacco and/or smokeless tobacco users in order to encourage tobacco users to read the information;
- To determine if each Health Warning informs and educates Canadians about the health hazards and health effects of tobacco use and encourages cessation;
- To gather feedback on whether participants believe the Health Warnings would be memorable; and,
- To gather participants' views of design elements of the Health Warnings, including the impact of different formats, placements and colours (i.e., background, border, certain text).

Moreover, specific research objectives to explore reactions to 18 draft Toxic Statements for smokeless tobacco products were:

- To assess the statements noticeability, believability and relevance;
- To assess whether the statements are understood in the intended way by the target audience; and,



- To assess whether the statements inform and educate Canadians about the health hazards; and effects associated with smokeless tobacco use, and the specific toxic chemicals found in smokeless tobacco products.

This report presents the findings of the research. It includes a high-level executive summary, the description of the detailed methodology used, the detailed findings of the focus group discussions, and considerations derived from the analysis of research findings. The working documents are appended to the report, including the recruitment screener (Appendix A), the moderator's guide (Appendix B), and the schedule of rotation (Appendix C).

## Research Methodology

### Target Audience

There were two target audiences for this study, namely:

- Adult users of cigars (i.e. cigars weighing over 1.4 grams and without a cigarette filter) and pipe tobacco (18+ years old); and
- Adult users of smokeless tobacco products (such as chewing tobacco, moist snuff, smokeless pouches and snus) (18+ years old).

For the context of this project, “users” of cigars/pipe tobacco and/or smokeless tobacco products included those who have used these products within the last 30 days or who have ever used these products.

### Research Approach

The study included a total of 15 in-person focus groups; nine (9) groups were conducted with cigar and/or pipe tobacco users, and six (6) groups were conducted with smokeless tobacco users. Additionally, 10 groups were conducted in English (6 groups with cigar/pipe tobacco users, and 4 groups with smokeless tobacco users), and five (5) groups were conducted in French (3 groups with cigar/pipe tobacco users, and 2 groups with smokeless tobacco users).

Participants in the research included those 18 years of age or older, with a mix of gender and ages within each age group. All had smoked cigars/pipe tobacco or used smokeless tobacco in the past (based on the relevant group). Groups included a mix of participants based on their tobacco use status (everyday, occasionally or rarely), and when they had last used the tobacco product with at least one-third having used the tobacco product within the past 30 days. The focus groups were conducted from July 15 to July 22, 2019. A total of ten (10) participants were recruited per group (including 2 stand-by respondents). Across groups, 111 participants attended the discussions (see summary table by location that follows), with an additional six (6) participants incentivised as stand-by respondents who did not take part in the discussions.

All participants were recruited per the recruitment specifications for the Government of Canada. Recruitment was conducted through qualitative panels stored on Canadian servers, with follow up



calls to confirm the details provided and to ensure quotas were met. An additional confirmation call was done approximately one day prior to each focus group. Those who took part in the discussion each received a compensation of \$125 as a token of appreciation for their time, as per market standards. Group discussions each lasted up to two hours.

The following provides a summary of the user groups in each location:

Date & Time	Audience	Market	Language	# of participants
<b>Monday, July 15, 2019</b>				
Group 1: 5:30 pm ADT/4:30pm EDT	Cigar/Pipe Tobacco Smokers	Atlantic	English	8
Group 2: 8:00pm ADT/7:00pm EDT/6:00pm CDT	Cigar/Pipe Tobacco Smokers	Central	English	7
<b>Tuesday, July 16, 2019</b>				
Group 3: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Tobacco Smokers	Atlantic	English	8
Group 4: 9:00pm ADT/8:00pm EDT/6:00pm MDT/5:00pm PDT	Cigar/Pipe Tobacco Smokers	West	English	7
<b>Wednesday, July 17, 2019</b>				
Group 5: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Tobacco Smokers	Quebec	French	8
Group 6: 7:00pm ADT/6:00pm EDT	Smokeless Tobacco Users	Atlantic/Central	English	8
Group 7: 9:30pm ADT/8:30pm EDT/6:30pm MDT/5:30pm PDT	Cigar/Pipe Tobacco Smokers	West	English	6
<b>Thursday, July 18, 2019</b>				
Group 8: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Tobacco Smokers	Quebec	French	8
Group 9: 7:30pm ADT/6:30pm EDT/5:30pm CDT	Cigar/Pipe Tobacco Smokers	Central	English	7
Group 10: 9:00pm ADT/8:00pm EDT	Smokeless Tobacco Users	Quebec	French	8
Group 11: 10:00pm ADT/9:00pm EDT/7:00pm MDT/6:00pm PDT	Smokeless Tobacco Users	West	English	5
<b>Monday, July 22, 2019</b>				
Group 12: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Tobacco Smokers	Quebec	French	8
Group 13: 7:00pm ADT/6:00pm EDT	Smokeless Tobacco Users	Atlantic/Central	English	8
Group 14: 9:00pm ADT/8:00pm EDT	Smokeless Tobacco Users	Quebec	French	7
Group 15: 9:30pm ADT/8:30pm EDT/6:30pm MDT/5:30pm PDT	Smokeless Tobacco Users	West	English	8

The following provides a breakdown of participants based on region, language and audience:

15 groups				
	Language	Users of cigar and pipe tobacco (Aged 18+)	Users of smokeless tobacco (Aged 18+)	Total
Quebec / NB / Ontario	French	3	2	5
West (NWT, BC, AB, SK)	English	2	2	4
Central (MB, ON)	English	2	2	6
Atlantic (NB, PE, NS, NL)	English	2		
<b>TOTAL # SESSIONS:</b>		<b>9</b>	<b>6</b>	<b>15</b>



## Approach to Concept Review

To eliminate presentation biases, the presentation order of Health Warnings was changed across groups. The schedule of rotation is included in Appendix C.

## Context of Qualitative Research

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion." Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. As such, results are directional only and cannot be projected to the overall population under study.



## Detailed Analysis

### Heath Warning Testing – Cigars and Pipe Tobacco

Prior to discussing the Health Warnings, participants were shown an example of where the Health Warning may appear on cigar/pipe tobacco packages, as illustrated below:



The following section presents, in numeric order, reactions to each of the 13 Health Warnings tested for cigars and pipe tobacco. The order of Health Warning presentation in the online group discussions was varied by group to avoid order bias. Of note, there were three instances where an image was applicable for both cigars and pipe tobacco and, in those cases, participants were presented both Health Warnings simultaneously. All other Health Warnings were presented individually.

NHWC01 – Cigars cause lung cancer even if you don't inhale.

NHWP01 – Smoking pipe tobacco causes lung cancer even if you don't inhale.



Figure 1: NHWC01 & NHWP01

### Overall Reactions

Across locations, this Health Warning was generally deemed attention-grabbing, credible, clear, easy to understand, and communicated a health effect of smoking.



The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning's red warning banner, graphic picture, yellow text box and brief text effectively grabbed attention. The image was considered disturbing, gross and shocking to most and across locations. Many participants felt that with such a graphic image, there was often less attention focused on the text.

That said, having 'pipe tobacco' and 'lung cancer' bolded effectively drew readers' attention and encouraged them to read the text. It was generally felt that this was a label that people who smoke pipe tobacco/cigars would prefer to avoid.

### Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate to most. Saying smoking cigars or pipe tobacco causes lung cancer 'even if you don't inhale' was concerning to many, while others considered it scare tactics and a message that is not necessarily believable. Indeed, across locations, some participants felt that if people who smoke do not inhale, they are not getting smoke in their lungs, and therefore have a diminished risk of developing lung cancer. While for some participants the Health Warnings made them reconsider this conviction, it was not the case for others who considered the health risk did not apply to them given that they did not inhale the smoke.

### Clarity / Ease of Understanding

The Health Warning was considered clear and easy to understand, and most concurred that the image clearly portrayed lung disease. A few, however, questioned if it was showing an unhealthy or cancerous lung given that they were not familiar with what a healthy lung looks like.

The text was considered clear and direct in its messaging and was felt to work well together with the image.

### Ability to Communicate a Health Effect

This Health Warning clearly communicated a health effect of smoking cigars / pipe tobacco, namely lung cancer.

### Participants' Suggestions

Participants offered limited changes to enhance this Health Warning, including:



- Show a side by side image (healthy lung vs. unhealthy lung) to help clarify that the lung shown is a cancerous lung / an unhealthy lung
- Show a more realistic image, or more clearly indicate that the black parts are diseased lungs
- Specify that the individual shown in the image is/was a person who smokes cigars or pipe tobacco
- Reword the statement in the English version to suggest that tobacco “may” or “can” cause cancer
- Replace the term “aspirez” with “inhalez” in the French cigar version
- Add a statement near the quitline section to invite those who smoke not to wait to seek help until it is too late



## NHWC02 – Cigar smoking causes lung cancer.

## NHWP02- Smoking pipe tobacco causes lung cancer.



Figure 2: NHWC02 & NHWP02

## Overall Reactions

This Health Warning was considered attention-grabbing primarily because of the bright colours, vivid image and brief text. The Health Warning was widely seen as believable and communicating a health effect of smoking, with the visual clearly portraying a negative health effect.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

This Health Warning effectively grabbed participants' attention with its clear, eye-opening graphic and simplistic text. For many, the use of a life-like illustration (rather showing real lungs) that clearly portrayed the impact of smoking cigars / pipe tobacco effectively grabbed participant's attention. The red warning banner and yellow text box also successfully grabbed attention, and having bolded text drew their eyes to the words that mattered most (pipe tobacco / lung cancer).

Those who felt the Health Warning did not grab their attention considered it too familiar and indicated that they have seen similar imagery on cigarette packages. Accordingly, they described themselves as desensitized to the visual and considered it something they personally find easy to overlook.

## Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate in its portrayal.

In a number of locations, however, a few participants did not realize that the image was not real and questioned how it is possible that someone could only have one lung in poor condition. For them, it was felt that having an image of a real unhealthy lung (as an autopsy) would increase the Health Warning's relevance, shock value, and make it more realistic.





## Clarity / Ease of Understanding

Participants felt the Health Warning was clear and easy to understand, with its brief and simplistic text. For most, the visual also clearly portrayed the negative impact that smoking cigars or pipe tobacco has on the lungs and the image worked effectively with the text.

## Ability to Communicate a Health Effect

In general, this Health Warning was believed to effectively communicate a health effect of smoking cigars or pipe tobacco, namely that it causes lung cancer. Participants did not, however, believe the Health Warning taught them something they did not already know.

## Participants' Suggestions

Participants offered minimal suggestions on how to enhance the Health Warning, including:

- Include real lungs (versus a mock visual) to be more realistic
- Show two images side-by-side, including a healthy lung and an unhealthy lung
- Add a label below each lung to indicate the “before” and “after” condition
- In both the English and French versions, say that it “can cause” (“peut/peuvent causer”) rather than that it “causes” or in the English version, “in this case, smoking cigars/pipe tobacco has caused lung cancer” or say that tobacco smoking is one of the causes of lung cancer (thus suggesting there are others)



## NHWC05 – Cigar smoking causes throat cancer.

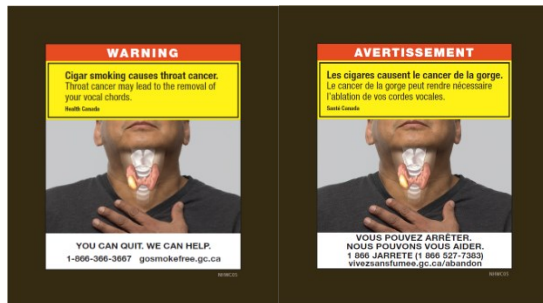


Figure 5: NHWC05

### Overall Reactions

This Health Warning was consistently considered to communicate a health effect of cigar smoking and was generally deemed believable. Although its text was seen as clear and easy to understand, the Health Warning was not always considered effective at grabbing attention because most participants considered the image confusing and unclear.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

While this Health Warning's red warning banner, yellow text box, and bolded text initially grabbed attention, it was generally not considered overly effective at being attention-getting. Although the visual elicited curiosity for some, most considered it confusing and unclear, and accordingly, disregarded the Health Warning and felt it had limited impact.

Many participants felt that the image on its own did not grab their attention, nor did it connect with them personally. Since it was not a real image and did not clearly show any graphic effect of smoking cigars, participants' eyes were not effectively engaged to read the warning.

### Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate in its portrayal.

While the concept was deemed credible for showing the image of a real person, and for illustrating a real condition, some felt the image lacked clarity in identifying what vocal cords are or what throat cancer actually looks like. To improve credibility and clarity, it was felt a more realistic and graphic image of throat cancer should be shown.



## Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, some confusion was evident with the visual. Participants were often not able to readily recognize what they were looking at and felt that more interpretation was needed. Some wondered if it showed a tumor on the vocal cords, while others felt it looked like someone had swallowed a child's toy. The illustration superimposed over a real photo was considered cartoonish and confusing to many.

Although the text and image worked well together, the text was seen as repetitive and unnecessarily long given its double mention of throat cancer.

## Ability to Communicate a Health Effect

In general, the Health Warning was believed to communicate a health effect of cigar smoking, namely throat cancer. Most participants felt it did not teach them something new (i.e. that smoking causes throat cancer). The health effect of throat cancer was clearly communicated in the text of the Health Warning, and the graphic further supported the potential outcome, albeit not as clearly as the text. Questions were raised regarding what the risk of throat cancer actually was among people who smoke cigars versus people who smoke cigarettes, particularly given that many indicated they do not inhale when smoking a cigar.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Increase font size of the warning banner
- Shorten the text by removing double mention of 'throat cancer'. In English this would become: "Cigar smoking causes throat cancer which may lead to the removal of your vocal cords".
- Reword the French version to read: "le cigare cause le cancer de la gorge et peut rendre nécessaire l'ablation des cordes vocales"
- Reword the French version to read: "Le cancer de la gorge peut causer l'ablation de vos cordes vocales"
- Reword the French version to read: "Les cigars causent le cancer de la gorge"
- Have all text in bold
- In the English version, correct spelling of vocal cords (versus chords)
- Include a more graphic picture related to the vocal cords (e.g. petri dish with removed vocal cords, removal of vocal cords or tracheotomy)
- Include a more graphic (and more disturbing) image of throat cancer
- Label the tumor in the image to ensure clarity



## NHWC07 – Tobacco use causes oral cancer.

## NHWP03- Smoking pipe tobacco causes cancer of the mouth, lip and tongue.



Figure 6: NHWC07 & NHWP03

## Overall Reactions

This Health Warning was considered highly effective at grabbing attention primarily because of the impactful image, having the Health Warning and dialogue in the same colour, and its brief headline / text. The Health Warning effectively communicated a health effect of using tobacco and was considered believable.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

The graphic and disturbing image on this Health Warning was largely attributed to it being considered highly impactful in grabbing attention. For many the realism of the visual was disturbing to look at, resulting in it being a Health Warning that they would instinctively try to avoid.

Across locations, some participants suggested that having the warning banner in red (rather than yellow) would increase the gravity of the warning given that red was considered more impactful and more serious.

## Credibility

Participants consistently believed what the Health Warning said, with the impactful visual and text being considered clear and accurate in its portrayal. The Health Warning was deemed very credible for illustrating a real condition. That said, some considered the Health Warning to be very familiar and something they were used to seeing on cigarette packages. Accordingly, they described themselves as desensitized to the image and disregarded the Health Warning's message.



## Clarity / Ease of Understanding

This Health Warning's realistic visual spoke volumes on its own. The Health Warning was considered clear and easy to understand, leaving no room for confusion. Although the text and image worked very well together, some felt the second paragraph 'this can lead to tumors on your tongue and cheeks' was unnecessary and did not increase the effectiveness of the Health Warning.

## Ability to Communicate a Health Effect

This Health Warning was considered highly effective at communicating a health effect of smoking pipe tobacco or using tobacco, namely that doing so causes oral cancer or cancer of the mouth, lip and tongue. The health effect of cancer was undoubtedly portrayed in the shocking and realistic graphic, and clearly communicated in the text of the Health Warning. For many, the cancer-causing message was something they knew already. For others, however, the visual helped them to educate them on what oral cancer might look like.

## Participants' Suggestions

Participants suggested the following changes to enhance the effectiveness of this Health Warning:

- Have the warning banner in red to further grab attention, and to better demonstrate the seriousness of the Health Warning
- Make it more personal by including 'this could be you' in the English version
- For added credibility, ensure that the text is the same for both versions



## NHWC08 – Cigars cause oral cancer.



Figure 7: NHWC08

## Overall Reactions

The gross and jarring picture on this Health Warning, together with its bold headline and concise text, clearly grabbed attention and was easy to understand. That said, this was less impactful when considering its believability.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

Across locations, this Health Warning effectively grabbed attention primarily because of its disturbing visual and bold headline. The yellow warning banner and yellow headline in the black box were also attributed to this Health Warning's effective design.

It was generally felt that graphic and gross pictures effectively grab consumers' attention and that this grotesque image will elicit discussion. Having the text say 'this can lead to...' provoked participants to consider why they should take the chance. While most felt the Health Warning grabbed and held their attention, some felt that its disturbing nature would cause them to turn away and avoid the Health Warning.

## Credibility

While the Health Warning was considered to effectively communicate a health effect of smoking cigars and deemed believable to most, some felt that showing only part of a jaw makes it less believable and less personally relevant. For some, the image was confusing and resembled a piece of meat. They felt that not showing a person made the message unclear as it was not what they envisioned cancer would look like. Participants questioned whether the removal of part of a jaw bone actually was common effect of this cancer and some felt the Health Warning was over embellishing an unlikely situation.



## Clarity / Ease of Understanding

While the Health Warning's headline and text were considered clear and easy to understand, the visual lacked relevance to some. Participants were not easily able to equate a piece of jaw to oral cancer and felt that showing a person would help them to better put it in perspective.

Although the text and image generally worked well together, it was felt that showing a real person would accentuate what the Health Warning was trying to communicate

## Ability to Communicate a Health Effect

In general, the Health Warning was believed to communicate a health effect of cigar smoking, namely that it causes oral cancer. While most were aware of the link cigar smoking had to oral cancer, many were less familiar with the fact that cigar smoking can lead to the removal of part of the jaw bone. Questions were raised regarding what the risk of jaw bone removal actually was among people who smoke cigars versus people who smoke cigarettes, particularly given that many indicated they do not inhale when smoking a cigar.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Show a person with a jaw bone removed
- Include statistics on the percentage of people who smoke cigars who get this type of cancer from smoking
- Increase the focus on the quitline information
- Consider a red warning banner



## NHWC09- Like a cigarette, every cigar contains addictive nicotine.



Figure 8: NHWC09

### Overall Reactions

This Health Warning was considered clear and easy to understand with a believable message; however, its image rendered the Health Warning less effective at grabbing attention and communicating a health effect of cigar smoking.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

The Health Warning's red warning banner, yellow text box, and bolded text grabbed attention, but this Health Warning was not especially effective at holding attention, primarily because of its image. The visual of an ashtray was considered commonplace and pointless to many, simply suggesting that it is time to empty the ashtray. The benign or lack of disturbing imagery further resulted in the image being ineffective. Participants consistently considered this to be a Health Warning they wouldn't mind having on their cigar packaging as it was not offensive and easy to disregard.

### Credibility

Participants generally believed what the Health Warning said and the text was considered to the point, clear and accurate in its portrayal. As mentioned, the visual and text were not considered to work well together and the image did not add credibility to the Health Warning. To improve credibility and clarity, it was felt a more impactful picture that better depicted addiction should be included.

### Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, the picture did not effectively support or reinforce its message.





## Ability to Communicate a Health Effect

In general, the Health Warning was not considered effective at communicating a health effect of cigar smoking, (i.e. addiction). To some, the presence of numerous brands / types of cigars in the ashtray suggested that multiple people were smoking rather than a single person, and looked more like an ashtray of someone who smokes casually. This lessened the message of addiction and reinforced the social aspect of smoking cigars.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

Replace the visual / include a more disturbing visual, such as showing someone with a tumor who is holding a cigar or smoking to show addiction as a health condition

- Consider showing burn marks in the table, and an obviously addicted person
- Show only one brand of cigars in the ashtray so it doesn't look like multiple people's cigars
- Add a cigarette or two to the ashtray to better align with the text and reinforce the harmful nature of cigars
- Increase the number of cigar butts in the ashtray to stress high consumption
- Bold the words "addiction" and "nicotine"



## NHWC10- Cigar smoking is addictive.



Figure 9: NHWC10

## Overall Reactions

This Health Warning received a moderate reaction in terms of being considered attention-getting, clear and easy to understand, believable and effectively communicating a health effect of smoking cigars. Across locations, the more modest impact was primarily attributed to the visual.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

While this Health Warning's red warning banner, yellow text box, and bolded text grabbed attention, participants voiced a mixed reaction to the visual's attention-grabbing ability. For some who were not accustomed to seeing women smoking cigars the picture grabbed attention, while others felt it did not make smoking a cigar unappealing since the woman looked as though she was enjoying a cigar. Indeed, having a picture of someone apparently enjoying a cigar did little to portray addiction and did not encourage them to read the text.

## Credibility

This Health Warning lacked credibility to many. In a number of locations, multiple participants indicated that they did not consider cigar smoking as addictive as cigarette smoking. Some, in fact, indicated that they had turned to cigars as a way to wean themselves off cigarettes.

In numerous instances, participants felt the Health Warning's image lacked credibility, as the woman is not holding a cigar the way a person who smokes heavily would and many expected that someone with this level of tooth decay would have noticeable skin issues. Others, however, considered the woman's teeth to be too white and her complexion too pretty to suggest a problem. As mentioned, the visual was generally considered an appealing image of someone smiling and enjoying a social cigar.



## Clarity / Ease of Understanding

The Health Warning's text was considered clear and easy to understand although it was not deemed to be effectively aligned with the visual. Participants appreciated reading that cigar smoking is addictive even if you don't inhale, and considered that information a common fallacy shared by people who are newly smoking cigars. That said, the descriptive text (nicotine absorption through the lining of the mouth) was considered more clinical than what was depicted in the visual, thus the image and text were not aligned.

## Ability to Communicate a Health Effect

In general, the Health Warning's text was believed to communicate a health effect of cigar smoking, namely that cigar smoking is addictive and that nicotine can be absorbed through the lining of the mouth even if you don't inhale. That said, the text was considered overly wordy which made it easy to ignore. It was felt that shorter, more direct text would be more impactful. The visual was not considered to effectively portray a serious or threatening health effect of smoking cigars.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Change the image to make the woman less appealing / 'less pretty'
- Change her facial expression / show her eyes to demonstrate if she is laughing or in pain
- Include more yellow of the teeth / show unhealthier skin
- Change the way she holds the cigar to be more realistic
- Better align the text with the visual
- Shorten the text (e.g., Cigar smoking is addictive, even if you don't inhale)



## NHWC12- Cigars are addictive.



Figure 10: NHWC12

## Overall Reactions

This Health Warning's red warning banner and yellow text box effectively grabbed attention, and was considered clear and easy to understand. That said, the Health Warning's image was not perceived to successfully communicate the danger of smoking nor did it effectively demonstrate a problem with addiction.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

While this Health Warning's red warning banner, yellow text box, and bolded text initially grabbed attention, the visual was considered less effective as being attention-getting. For most the Health Warning's image does not communicate or suggest a danger of smoking cigars and does not portray addiction. To many participants, the image simply looked like someone caught in the rain, and the man did not look especially uncomfortable or inconvenienced.

Participants generally concurred that the image on its own did not grab their attention, and did not resonate with them personally. Participants' eyes were not effectively engaged to read the warning.

## Credibility

Overall, a good number of participants challenged the credibility of this Health Warning's message and felt it lacked personal relevance to them. Although the message of addiction is considered believable, many consider addiction to be a danger or disease, but not necessarily a health effect of smoking. Across locations, participants spoke of many types of addiction (caffeine, alcohol, etc.) and discounted cigar smoking as a serious addiction problem. In fact, many questioned if cigars are actually addictive, and some did not consider that to be the case.



More so, for some, the man did not look overly uncomfortable, concerned, or addicted, but rather the image simply depicted a man smoking in the rain. To improve credibility and clarity, it was felt a more realistic image of addiction should be considered, although participants were not able to readily identify what type of visual better demonstrates addiction other than showing a more desperate weather situation.

### Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, it was generally felt that the picture did not coincide with the text. More specifically, participants did not believe that the picture portrayed a danger of smoking, nor did it show someone who appeared to be addicted. Some participants commented that it was not clear that the man was smoking a cigar.

### Ability to Communicate a Health Effect

In general, the Health Warning was not deemed to effectively communicate that addiction is a health effect of cigar smoking. While the message itself (nicotine addiction) was clear and believable to some, the image did not effectively demonstrate a corresponding health effect through addiction. Indeed, nicotine addiction was not commonly seen as a health effect of smoking.

### Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Change the image
- Show worse weather / no umbrella
- Show a person smoking who is more obviously uncomfortable
- Consider using a different image to speak of addiction: a skeleton smoking a cigar; many people smoking outside, together; someone smoking in a snowstorm
- Feature the cigar more prominently in the image for added clarity
- Enlarge the text/use larger font to make the text more visible



## NHWP04- Smoking pipe tobacco causes oral cancer.



Figure 11: NHWP04

### Overall Reactions

This Health Warning's graphic / grotesque image and short, concise text effectively grabbed attention, and it was considered clear and easy to understand and believable. Across locations, the Health Warning clearly communicated a health effect of smoking pipe tobacco by showing the possible consequences.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning's gross visual effectively grabbed attention, together with the red warning banner, yellow text box, and bolded text. It was generally felt that the more graphic the image, the more attention-getting or compelling the Health Warning would be. Participants appreciated that the image clearly showed a corresponding effect of smoking pipe tobacco and oral cancer; although some felt the image would perhaps be more appropriate for smokeless tobacco or chewing tobacco.

### Credibility

Participants generally believed what the Health Warning said and the text was considered clear and accurate in its portrayal.

The condition shown was generally deemed more fitting for chewing tobacco and participants imagined that this condition would be something experienced by baseball players as a result of using 'chew' rather than by people who smoke pipe tobacco. Across locations, some participants questioned if this is what oral cancer looked like given that they had never seen it before.



## Clarity / Ease of Understanding

The Health Warning's text was considered clear and easy to understand. While the concept was deemed credible by showing the image of a real person, and for illustrating a real condition, some felt it would be clearer to have a more distant shot of the mouth so viewers could more easily distinguish that it was a mouth. Further, to improve credibility and clarity, it was suggested that a pipe be shown in the person's mouth and that the text more clearly communicate that this could happen to them.

## Ability to Communicate a Health Effect

In general, the Health Warning was believed to communicate a health effect of smoking pipe tobacco, namely oral cancer, although most felt it did not teach them something new (i.e. that smoking causes oral cancer). More so, as mentioned, participants generally believed this to be a condition more appropriate for smokeless tobacco given that they had typically never seen this type of condition in the mouth of a person who smokes pipe tobacco.

## Participants' Suggestions

Participants offered limited suggestions to enhance the Health Warning, including:

- Make it more personal / personally relevant (e.g. include 'this could be you' in the English version)
- Clarify that this is what oral cancer looks like
- Extend the warning banner the length of the Health Warning
- Show more of the tongue / mouth



## NHWP05- Smoking pipe tobacco causes cancer of the mouth, lips and tongue.



Figure 12: NHWP05

### Overall Reactions

This Health Warning was considered highly effective in terms of grabbing attention, being clear to understand, believable and in communicating a health risk of smoking pipe tobacco. Its' horrific, realistic picture and clear messaging left nothing to the imagination and were clearly aligned with the text.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning's dramatic and grotesque image, together with the red warning banner, yellow text box, and bolded text effectively grabbed attention. The visual and text were closely aligned and provided a clear warning to people who smoke pipe tobacco. Participants appreciated the brevity of the text and its concise messaging.

For many, the disgusting nature of the image was considered repulsive and some indicated that they would likely bypass or avoid the Health Warning altogether.

### Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate in its portrayal. Showing a real image added credibility to the Health Warning.

Some, however, considered the visual to be an over embellishment of an unlikely circumstance and questioned how likely it was for such a condition to occur. Others felt the image was more reflective of poor dental hygiene in general, which was likely a more credible cause of the displayed condition.





## Clarity / Ease of Understanding

This Health Warning's text was considered clear and easy to understand, and the visual closely aligned with the text. Participants were able to recognize that they were looking at a mouth and assumed the visual accurately depicted what cancer in the mouth, lips or tongue would look like.

## Ability to Communicate a Health Effect

In general, this Health Warning effectively communicated that a health effect of smoking pipe tobacco was cancer of the mouth, lips or tongue. Such health effects were clearly represented in the supporting graphic image.

## Participants' Suggestions

Participants offered very few suggestions on how to enhance the Health Warning, with improvements generally including:

- Bold all text
- Use a less gruesome image
- Show comparative images of a healthy mouth and a cancerous mouth, side-by-side
- Show three different cancer images: lips, mouth, and tongue or consider mentioning only the type of cancer shown



## NHWP06- Pipe tobacco smoke contains the same cancer causing chemicals...



Figure 13: NHWP06

### Overall Reactions

This Health Warning was generally considered clear, easy to understand and believable. While it was deemed to effectively communicate a health effect of smoking pipe tobacco, participants considered it slightly less effective in its ability to grab attention. While some believed the visual to be clever and attention-getting, others felt it was bland, too fabricated or unrealistic, and that the smoke shaped like a skull could be easily missed.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning received moderate reactions in terms of its ability to grab attention. While participants appreciated the bold yellow warning and the yellow text on black, opinions of the image were mixed. Some were intrigued by the visual and considered it interesting, mysterious, clever and suspenseful, encouraging them to read the Health Warning text. For them, the skull imagery implied death, and made the Health Warning interesting. Other participants felt the visual looked contrived or fabricated and unrealistic, causing skepticism in the messaging. Further, some felt the image was bland and boring, with the skull being somewhat undistinguishable and potentially easily missed by consumers.

### Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate in its portrayal. While the text was credible, the contrived visual was not, and its lack of realism and edgy artistic design detracted from the Health Warning's believability for some. Showing the pipe standing on its own (versus in a pipe stand) added to the lack of realism in the photo and some participants were confused as to whether the visual spoke of second hand smoke or the danger of smoking.



## Clarity / Ease of Understanding

The Health Warning's text was considered clear and easy to understand, although a good number of participants across locations felt that consideration should be given to shorten the length of the text. Once again, there were some mixed opinions of the visual's clarity. As discussed, some were able to quickly align the visual with the text, while for others, the image diminished the text's believability and did not effectively demonstrate a relationship between pipe tobacco and cigarettes.

## Ability to Communicate a Health Effect

In general, the Health Warning was believed to communicate a health effect of smoking pipe tobacco, and many were surprised to read that pipe tobacco is potentially as deadly as cigarettes. Generally, participants did not believe that to be the case, especially given that when smoking pipe tobacco, they often did not inhale.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Make the skull more pronounced
- Show the pipe in a holder, not standing on its own
- Show a cigarette and pipe side by side to better depict the relationship / make a link
- List the chemicals
- Add a red warning banner/ change the colour of the warning banner to red
- Replace the word "trouvé" by "retrouvé" in the French version
- Use the term "danger" instead of "avertissement" in the French version



## NHWP07: Like cigarettes, pipe tobacco contains highly addictive nicotine.



Figure 14: NHWP07

### Overall Reactions

This Health Warning was generally considered ineffective at communicating a health effect, holding users' attention and being credible. While its red and yellow colouring initially grabbed attention, the picture was perceived to be out of place and lacked relevance to the topic, as it did not suggest any relationship to smoking.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

While the red warning banner and yellow text box initially grabbed attention, this Health Warning was generally considered ineffective at grabbing attention because of its visual. Across locations, the visual was considered out of place and not at all associated with pipe tobacco.

Many saw the image as a picture of a homeless youth or someone suffering from a migraine / mental illness, rather than demonstrating nicotine addiction. It was also suggested that the age of the youth did not align with perceived profiles of a person who smokes pipe tobacco, but rather would be more representative of someone vaping.

### Credibility

While participants generally believed what the Health Warning said (i.e. that pipe tobacco is addictive), the visual did not effectively support the text and did not clearly depict a health condition or have anything to do with smoking. The relationship between the text and image was considered confusing and unclear and accordingly, most disregarded the Health Warning and felt it had limited impact.



In addition, it was generally felt that it was not realistic to suggest that a young adult (e.g. someone 18-20 years of age) would be addicted to smoking pipe tobacco since participants did not consider that age group to be representative of people who frequently smoke pipe tobacco.

### Clarity / Ease of Understanding

While the Health Warning's text on its own was considered clear and easy to understand, the visual did not align with the text. As mentioned, the visual was considered out of place and participants felt the youth more accurately depicted hard-core drug addiction, homelessness, depression or another mental health condition.

### Ability to Communicate a Health Effect

In general, the Health Warning did not effectively communicate a health effect of smoking pipe tobacco, nor did it accurately depict tobacco addiction or a relationship / similarity between cigarettes and pipe tobacco.

### Participants' Suggestions

Participants offered limited suggestions on how to enhance the Health Warning, with suggestions primarily including:

- Change the image to one that better reflects a relationship with smoking pipe tobacco
- Show cigarettes alongside a pipe / include tobacco product in image
- Include a vaping device / consider for a vaping Health Warning
- Reconsider the use of the expression “highly addictive” in the English version



## NHWP08- Smoking pipe tobacco can become a deadly addiction even...

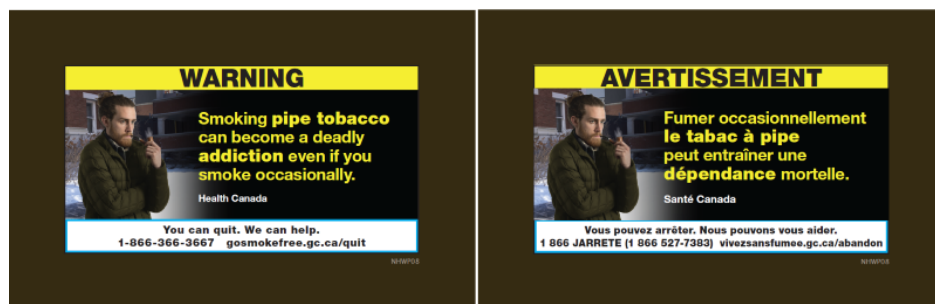


Figure 15: NHWP08

### Overall Reactions

While this Health Warning was considered clear, easy to understand and somewhat believable, it was deemed less effective at communicating a health effect of smoking pipe tobacco or grabbing attention. The picture was described as boring, bland and simply a photo of a guy enjoying his pipe.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

While this Health Warning's yellow warning banner and bolded yellow text on black initially grabbed attention, the uninteresting visual and lengthy text did not encourage consumers to read on. The visual was generally disregarded as simply a photo of a man smoking a pipe and accordingly, the Health Warning held limited impact.

This Health Warning did not suggest a negative consequence of smoking pipe tobacco and as such the image was considered misaligned with the text. Most participants indicated that they would not likely read the text if they saw this Health Warning on their pipe tobacco package. Further, many considered this Health Warning to be a one they would prefer to have on their product as it was not bothersome and could be easily ignored.

### Credibility

For most this Health Warning lacked credibility and was not considered believable as presented. Overall, many people who smoke pipe tobacco do not consider smoking pipe tobacco to be nearly as addictive as smoking cigarettes. Contrary to what the text said, most did not consider smoking pipe tobacco to be addictive if you only smoke occasionally, since that had not been their personal experience.



While participants liked seeing an image of a real person, the visual shown did not suggest a deadly addiction, or even a less serious health condition. Rather, it simply displayed a thoughtful man enjoying his pipe.

### Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, it was deemed too long and not compelling. Shorter, more direct text was suggested to enhance clarity.

Aside from the text, the visual did not effectively align with or support the intended message. It did not accurately depict an addiction, discomfort or unhealthy situation.

### Ability to Communicate a Health Effect

In general, this Health Warning only moderately communicated a health effect of smoking pipe tobacco and most participants were not convinced that occasional pipe tobacco smoking results in a potential health effect given the comfortable or unthreatening image shown and their own personal experience.

### Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Make the warning banner red
- Include a different image that better aligns with the visual and implies a more deadly relationship with smoking pipe tobacco and your health
- Shorten the text
- Highlight the word “deadly” in the English version text
- Include statistics to add credibility



## Health Warning Testing - Smokeless Tobacco

Prior to discussion, participants were shown an example of where the Health Warning could appear on a smokeless tobacco package. See illustration below:



The following section presents, in numeric order, reactions to each of the 9 Health Warnings tested for smokeless tobacco. Note the order of Health Warnings presentation in the online group discussions varied by group to avoid order bias.

### NHWS01 – This product causes oral cancer



Figure 16: NHWS01





## Overall Reactions

This Health Warning was generally considered attention-getting, clear and easy to understand, believable and effective at communicating a health effect of using smokeless tobacco. While the picture generally grabbed attention and was considered clear and scary, some questioned if it actually showed oral cancer /jaw removal or if it was an older person with dentures removed. Accordingly, some participants felt the image could be easily overlooked.

The following provides a more detailed description of reactions to this Health Warning.

## Ability to Grab Attention

This Health Warning's yellow warning banner and succinct text, together with the dramatic picture effectively grabbed attention. For most, it was easy to understand that the man had had surgery, and having a real-life picture encouraged participants to read the text to learn more about it. The short message in all capitals was considered strong and impactful, immediately getting to the point.

Many participants believed that the image didn't connect with them personally given that the man in the picture appeared to be old.

## Credibility

Participants generally believed what the Health Warning said and its text was considered pointed, clear and accurate in its portrayal. The image was considered dramatic, powerful and realistic to many, with numerous participants across locations indicating that they have actually seen or known people in real life with similar conditions. Others, however, were unsure what the image represented and did not consider it to represent oral cancer. Some did not readily identify the scars and wondered if it was a man with his dentures removed.

To improve credibility and clarity, it was felt the image should include more pronounced scarring and that a younger person should be featured to establish increased personal relevance.

## Clarity / Ease of Understanding

This Health Warning's text was considered clear, straight forward and easy to understand. Participants appreciated the brevity of the text, especially given that the lid of the tobacco can is small. Showing a real person in the photo and the consequences of oral cancer further accentuated the Health Warning's message. As mentioned, the only confusion associated with this Health Warning was the fact that some did not consider the image to visually represent oral cancer, and they were unsure as to what the image was actually showing.



## Ability to Communicate a Health Effect

In general, the Health Warning effectively communicated a health effect of using smokeless tobacco, namely oral cancer, although most felt it did not teach them something new. The health effect of oral cancer was clearly communicated in the text of the Health Warning, and the graphic further supported the potential outcome, albeit not as clearly as the text.

## Participants' Suggestions

Participants' suggestions for improving this Health Warning included:

- Enhance the image to more effectively demonstrate the consequence of oral cancer / jaw removal
- Show a before and after image
- Show a more pronounced scar so it is not easily overlooked
- Show a younger person
- Include a red warning banner to better grab attention

## NHWS02- This product causes mouth infections and cancer.



Figure 17: NHWS02

### Overall Reactions

This Health Warning clearly grabbed attention with its graphic and disturbing image, yellow colour and bold headline. The image was considered realistic and believable, and the text and image were considered well matched, clear and concise. The Health Warning was seen as effectively communicating a health effect of using smokeless tobacco.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

The graphic, gross image on this Health Warning, together with its bold headline, effectively grabbed attention. Most considered the image to be disturbing but realistic, given that they could clearly see the inflamed gums and poor teeth. Having a single, real-life image that was relevant to those using smokeless tobacco was deemed effective in grabbing their attention.

Across groups some participants believed that using the colour red for the warning banner would better grab attention given that red was more reflective of something that is urgent or an emergency.

### Credibility

Participants generally believed what the Health Warning said and the text was considered pointed, clear and accurate in its portrayal. Some took note of the doctor's name on the side of the image and this added credibility and legitimacy to the photo to most, validating that it was real.



Some smokeless tobacco users questioned how realistic such a condition actually was, describing it as extreme and the mouth of someone with poor dental hygiene. Others, however, felt the image accurately portrayed what a mouth looked like after chewing tobacco.

### Clarity / Ease of Understanding

The Health Warning's text and visual were considered clear and easy to understand, with no confusion evident. Participants deemed the text relevant, clear and to the point and appreciated its brevity. As mentioned, the text and image worked well together.

### Ability to Communicate a Health Effect

This Health Warning effectively communicated a health effect of using smokeless tobacco, namely that using the product caused mouth infections and cancer. Across locations, it was generally felt that the Health Warning did not communicate something that they didn't know already.

### Participants' Suggestions

Participants offered minimal changes to enhance this Health Warning:

- Include red warning banner
- Provide the age of the person shown in the image



### NHWS03 – This product is highly addictive.



Figure 18: NHWS03

### Overall Reactions

This Health Warning was deemed ineffective at grabbing users' attention, although the yellow warning banner did initially attract attention. For most, the image proved problematic in that it was not relevant to smokeless tobacco, and was considered silly, unbelievable and not reflective of what would happen with someone of that age. The image's lack of relevance to the text (i.e. does not effectively demonstrate addiction) was further attributed to the Health Warning's apparent ineffectiveness.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

While this Health Warning's yellow warning banner initially grabbed attention, the image was ineffective at grabbing and holding most participants' attention. While some appreciated the Health Warning's simplistic and straightforward message, and that it included a younger generation, most participants considered it overly dramatic, exaggerated and likely worthy of mocking.

A good number of participants liked having an image that was not gross and disturbing and felt that they would look to buy a product with this label because it was not offensive and easy to ignore.

### Credibility

While participants generally believed what the Health Warning said (namely that the product is highly addictive), the image lacked relevance to the text and was not considered effective at demonstrating addiction. Further, the use of a teenager to depict addiction for a product that was considered more commonly used among older people further attributed to the Health Warning's perceived



ineffectiveness. The visual was believed to be too conceptual and dramatic in its design, resulting in it being considered unbelievable.

It was felt that the Health Warning needed to better demonstrate a real struggle with addiction, perhaps showing something that a person would give up for an addictive product or showing a bad choice. The Health Warning was criticized for not showing a health effect of addiction.

### Clarity / Ease of Understanding

While the Health Warning's brief text was clear and easy to understand, the visual did not properly reflect the intended message and caused confusion. As mentioned, the visual was deemed overly dramatic and silly, and was not considered relevant to users of smokeless tobacco. Participants questioned why the youth was crawling and felt the image did not clearly show what he was crawling after. Some felt he looked mildly unhappy perhaps, but did not look in clear distress or as though he was suffering.

### Ability to Communicate a Health Effect

In general, the Health Warning was not believed to communicate a health effect of using smokeless tobacco. Across locations, many believed that addiction is not a health effect or a consequence of using smokeless tobacco, but rather is a disease that can impact an individual's product usage. In addition, the visual as presented was not considered to effectively portray addiction in a way that was deemed relevant to users of smokeless tobacco.

### Participants' Suggestions

Participants suggested a variety of changes to enhance this Health Warning:

- Include a red warning banner
- Replace the image with one that shows health consequences of using smokeless tobacco
- Use an image that shows a more realistic struggle with addiction
- Include a visual that shows making a choice
- Include a slightly older person in the photo to establish greater personal relevance to users of smokeless tobacco



## NHWS04 – Nicotine Changes Your Brain



Figure 19: NHWS04

### Overall Reactions

This Health Warning received a mixed reaction. While some felt the Health Warning effectively grabbed attention with its red headline and intriguing, bright image, others found the image confusing, better reflecting a migraine or headache. This Health Warning was not perceived to effectively communicate a health effect of using smokeless tobacco, especially given its reference to tobacco solely.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning's red warning banner, yellow text box, and bolded text initially grabbed attention, and for some, the animated brain image also caught attention. Some participants felt the image piqued their curiosity and made them ponder how tobacco usage affected their brain. For most, however, the image was confusing given that it combined a real photo with a computer-generated image.

Across most locations, the animated brain image was considered unbelievable and unrealistic to many and did not effectively link with the Health Warning's text. The glowing brain was considered ridiculous to some. More so, the text was considered too long, vague and confusing to some, with users questioning what 'changes' referred to.

A good number of participants felt that the image on its own did not grab their attention, nor did it connect with them personally.



## Credibility

Participants generally did not believe what the Health Warning said and the visual was not deemed reflective of how nicotine changes a brain. It was felt that such an image is not an accurate representation of what happens with addiction. To improve credibility and clarity, it was felt a more realistic and appropriate image is required with a more succinct message.

## Clarity / Ease of Understanding

Both the text and the image proved problematic to some. For many, it was unclear what the image was trying to portray and participants felt that it better represented a migraine, headache or memory challenges rather than addiction. The cartoony appearance of the brain visual did not convince participants of the impact or seriousness of nicotine on the brain as it did not instill fear or concern.

Aside from being perceived as too long, the text was considered vague in its content. The word 'change' was deemed problematic and some participants felt that saying nicotine 'changes' the brain rather than 'affects' the brain are very different matters, with the word 'change' perhaps overstating its impact.

## Ability to Communicate a Health Effect

In general, the Health Warning did not effectively communicate a health effect of using smokeless tobacco. It was considered too broad and vague, with lack of clear messaging. Participants questioned if the text was intending to say simply that nicotine is addictive.

## Participants' Suggestions

Participants' suggestions to improve the effectiveness of this Health Warning included:

- Change the image (include a better photo / image, show real brain)
- Consider showing an MRI image of how the brain is affected by nicotine
- Use a visual that reflects consequences of addiction
- Simplify / shorten the text
- In English, use 'affect' rather than 'change'
- In English, include 'makes chemical changes to your brain'





## NHWS05 – This product is highly addictive and causes harm to your health.



Figure 20: NHWS05

### Overall Reactions

This Health Warning was considered somewhat effective at grabbing attention and was a warning users could easily ignore. While the image was deemed powerful and thoughtful to some, others were confused by what it was trying to show and felt ‘a cartoon’ did not best demonstrate addiction or harm to your health. Users questioned if addiction is a health issue and felt the warning should better demonstrate the harm the product causes.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning was rated moderately in terms of its ability to grab users’ attention. While the red warning banner, yellow text box, and bolded text initially grabbed attention through its vibrant colour combination, the visual received a mixed reaction. Some considered the black image on yellow to be powerful and highly impactful, clearly communicating that users are a slave to nicotine. For others, the visual was confusing and unclear, and accordingly, they disregarded the Health Warning and felt it had limited impact.

At a glance, some participants felt the lengthy text and more complex visual created a Health Warning that was too busy and difficult to comprehend. For them the image and text did not complement each other. These users were unsure what the visual was trying to represent and some questioned if it was a better depiction of suicide or bullying. Numerous participants felt this was a label they could easily ignore.



The yellow / black colour combination was criticized by some participants for its close association to 'yield', 'school buses', 'slow down' or 'bumble bees'. This colouring expressed a lessened sense of urgency to some.

### Credibility

Participants generally felt the Health Warning was not overly credible. It was generally felt that addiction is not a result of using the product, as implied, but rather is a disease. To improve credibility and clarity, it was felt a more realistic or impactful image should be included.

### Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, some confusion was evident with the visual. As mentioned, the marionette depicted a lack of control to some, but to others it lacked relevance to the Health Warning.

### Ability to Communicate a Health Effect

In general, the Health Warning was not considered to communicate a clear health effect of using smokeless tobacco. Across locations, there was notable discussion relating to addiction being a disease (similar to gambling, drugs or caffeine) and not a health issue. As a result, many participants did not believe this Health Warning suggests using smokeless tobacco is harmful to your health.

### Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Replace the image with a real photo
- Consider including a ball and chain visual
- Remove the yellow background colour
- Show a more direct consequence or impact of using the product
- Shorten the text

## NHWS06 - This product is not a safe alternative to cigarettes.



Figure 21: NHWS06

### Overall Reactions

This Health Warning received a moderate reaction in terms of grabbing attention. The message was considered highly believable, realistic, clear and easy to understand, and effectively addressed what was considered a huge misconception (i.e. that non-combustible tobacco products are significantly less risk than cigarettes). However, the Health Warning's plain / bland image was seen as resembling an ashtray and considered a 'soft' warning that is easy to avoid / ignore. Users questioned whether the text 'not a safe alternative' referenced addiction or other health effects of using the product.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning generally grabbed attention with its realistic image and bold yellow Health Warning banner. Although the visual elicited curiosity for most, some questioned why anyone would choose to put out a cigarette in 'snuff'. The visual, though appreciated for its personal relevance, was criticized for its plain colouring.

### Credibility

Participants generally believed what this Health Warning said and the text was considered educational, clear and accurate in its portrayal. There was general consensus across locations that there is a huge misconception that smokeless or non-combustible tobacco is notably less risky than cigarette smoking. The image and the text were considered personally relevant and realistic and put doubt in some participants' mind as to the perceived reduced risk associated with smokeless tobacco.



## Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, some confusion was evident. The text and the image worked well together to demonstrate a similar relationship between smokeless tobacco and cigarettes, but participants were often unsure what was meant by 'not a safe alternative', wondering if that was referencing addiction or health effects. Some participants took the image literally and found it confusing as to why the smokeless tobacco package would be shown as an ashtray.

## Ability to Communicate a Health Effect

In general, the Health Warning did not effectively communicate a perceived health effect of using smokeless tobacco. It was generally felt that more information was required to understand why it is not a safe alternative to cigarettes, as the general perception (or misconception) was that cigarettes are more harmful to your health.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Add a red warning banner
- Make the image less appealing (grosser – including tar)
- Include some colour contrast between the image and white background
- Adjust the message to indicate whether it is referencing addiction or other health consequences (e.g. cancer)
- Make the message clearer (i.e. what does 'a safe alternative' mean?)
- Include statistics to show number of people who die from cancer due to tobacco



## NHWS07 - This product contains many of the same toxic chemicals as cigarettes.



Figure 22: NHWS07

### Overall Reactions

While this Health Warning proved moderately effective at grabbing attention of most users due to its red warning banner and toxic symbol, some felt the image was ‘over the top’ and the text vague in its presentation. Although the Health Warning explains that smokeless tobacco includes toxic chemicals, users want to better understand what ‘many of the same’ references in the text, and what impact those chemicals might have on them personally.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning’s red warning banner, yellow text box, and beaker displaying the toxic symbol generally grabbed attention. While the visual elicited curiosity for some, others found it blatantly obvious and silly in its design and lacking any shock factor that would grab and hold their attention. Showing a science-related image lacked personal relevance to many. In addition, the text was considered too generic and vague given its ambiguous claim of containing ‘many of the same toxic chemicals as cigarettes’.

### Credibility

While participants did not dispute the information shown in the Health Warning, the vagueness of the text diminished the Health Warning’s credibility. Saying that the ‘product contains many of the same toxic chemicals as cigarettes’ begged the question as to what specific chemicals were the same. As such, across groups, participants expressed a desire for a more explicit Health Warning. To improve credibility



and clarity, it was felt the various chemicals in each should be listed and that more personally relevant visuals should be included, perhaps showing what the personal consequences of product usage would be.

### Clarity / Ease of Understanding

The Health Warning's text was generally considered easy to understand, and the toxic symbol on the beaker clearly positioned the chemicals as hazardous to health. That said, the lack of clarity in terms of what types of toxic chemicals are included in the products caused some confusion. Making such a generic, non-descriptive statement was considered almost over the top or unbelievable. Participants consistently suggested including a listing of appropriate chemicals.

Similarly, while the toxic label implied danger, having a skull and cross bone symbol on the beaker was suggested to more clearly communicate the implied danger.

Although the text and image generally worked well together, having more specific information provided, either in the text or as a listing on the visual was considered helpful to ease users' understanding.

### Ability to Communicate a Health Effect

In general, the Health Warning was not considered especially effective at communicating a health effect of using smokeless tobacco. While it demonstrates that the product contains toxic chemicals, it does not suggest the actual health outcomes or effects of the toxic chemicals. Showing a more direct causal relationship between using smokeless tobacco and a health condition was suggested.

### Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Add the skull and cross bone icon on the beaker (instead of the toxic symbol)
- Show a consequence of using the product
- Add a more relevant image that includes a person / health effect and is less scientific
- Be more specific by including a list of the toxic chemicals



## NHWS08 – Smokeless tobacco causes oral disease.



Figure 23: NHWS08

### Overall Reactions

This Health Warning was generally considered attention-getting, believable and effective at communicating a health effect of using smokeless tobacco. This Health Warning's clarity, however, proved a little problematic. While the picture grabbed attention given its graphic nature, many were confused as to what body part they were looking at. Most commented that they were unsure as to what oral disease would look like, but would expect it to look more horrific. Participants spontaneously referred to oral cancer when discussing this HW, rather than oral disease as specified in the HW.

The following provides a more detailed description of reactions to this Health Warning.

### Ability to Grab Attention

This Health Warning's yellow warning banner and gross picture initially grabbed attention. That said, while the picture grabbed attention given its graphic nature, many were confused as to what body part they were looking at. Participants questioned if it was gums, the inside of a cheek, or a tongue. Further, some thought it showed a person with food (e.g. oregano) on their tongue. That said, the bolded text drew attention and helped participants better understand what they might be looking at. Some, however, felt the grey background did not provide sufficient contrast for ease of reading.



## Credibility

As mentioned, while participants didn't dispute that smokeless tobacco causes oral disease, most commented that they are unsure what oral disease would look like, but would have expected it to look more horrific.

While the concept was deemed credible for showing a real image, and for illustrating a real condition, some felt the lack of clarity in the image was problematic. To improve credibility and clarity, it was felt the image needed to zoom out and clearly show that it is a tongue by showing lips, teeth or a nose.

## Clarity / Ease of Understanding

While the Health Warning's text was considered clear and easy to understand, some confusion was evident with the visual. As mentioned, participants' inability to clearly distinguish what body part they were looking at in the image caused confusion, particularly when they were unsure as to what oral disease would actually look like. It was felt that with increased clarity in the image, the text and image would work well together. It was not clear to participants that this HW was about oral disease and not oral cancer.

## Ability to Communicate a Health Effect

In general, the Health Warning was believed to communicate a health effect of using smokeless tobacco, namely oral disease, and while that was something they already knew, most felt the visual educated them on what oral disease looks like. It should be noted that some participants confused oral disease with oral cancer, often citing the latter when referring to the health effect communicated through this Health Warning.

## Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Ensure the image better demonstrates what it is (pull back the shot to show lips / teeth or nose so it can be put in clearer context)
- Label the tongue
- Include a red warning banner
- Lighten the grey background to provide greater colour contrast





### NHWS09 - Smokeless tobacco causes oral disease which can lead to cancer.



Figure 24: NHWS09

#### Overall Reactions

This Health Warning was considered attention-getting, clear and easy to understand, believable and effectively communicating a health effect of using smokeless tobacco. While the picture grabbed attention, many felt it did not present a dramatic consequence. While the text and the image worked well together, it was felt that the amount of text should be reduced.

The following provides a more detailed description of reactions to this Health Warning.

#### Ability to Grab Attention

This Health Warning effectively grabbed attention with its graphic image, red warning banner and clear text. The yellow text box also grabbed attention. The text and image worked well together and were closely related. While participants appreciated being able to clearly identify what they were looking at (i.e. a tongue), there was some confusion as to what was being shown on the tongue.

Given the context of the text, some questioned whether the visual was showing oral disease or cancer.

#### Credibility

Participants generally believed what the Health Warning said and the text was considered clear and accurate in its portrayal. That said, as mentioned, a number of participants questioned what was on the tongue and didn't consider the image to be 'gross enough'. As a result, they found it easy to ignore. For some participants, the person's teeth were 'too perfect' or 'too white' and accordingly, they questioned if the image was touched up to be more dramatic. If that was the case, they felt the substance on the



tongue might be embellished. Further, because it didn't look painful, it was deemed to be fake or unbelievable.

### Clarity / Ease of Understanding

While the Health Warning's text was easy to understand, participants questioned if the visual was showing oral disease or cancer and felt the text would be more impactful if it was more direct and to the point. The white substance on the tongue did not look concerning to some, and was described as some kind of white powder or food. The substance on the tongue was often misinterpreted as something that is not a health risk, with participants wondering if it was sugar, yeast, paste, candy, powder or something like Alka Seltzer™.

The person's teeth were also considered too white for someone with a serious health condition, contributing to the fact that this looked contrived and not concerning.

### Ability to Communicate a Health Effect

In general, the Health Warning was believed to effectively communicate a health effect of using smokeless tobacco, although as mentioned, participants were unsure if the visual depicted oral disease or cancer. Regardless, the visual did not instill fear of using smokeless tobacco because the condition shown did not look severe. While the text on the Health Warning did not communicate something new, it did educate participants on what a condition that they were not familiar with might look like.

### Participants' Suggestions

Participants suggested the following changes to enhance the Health Warning:

- Improve the image: zoom in to show a closer picture (remove nose, but leave lips / teeth)
- Make the visual more graphic (not white foam-like), and looking more painful
- Include more yellow teeth
- Shorten and adjust the text (replace 'which' with 'and' in the English version)
- Say only 'smokeless tobacco causes oral disease', or 'smokeless tobacco can cause cancer' to remove confusion



## Health Canada Attribution

While reviewing the draft Health Warning designs for cigar and pipe tobacco and for smokeless tobacco, participants were asked what, if anything, the inclusion of the Health Canada attribution on the Health Warning suggested.

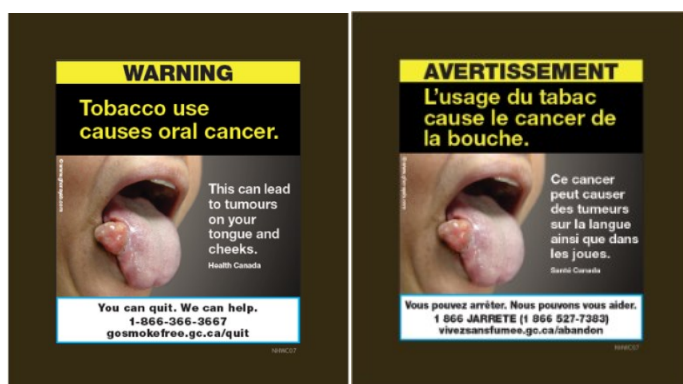
Regardless of audience and location, participants consistently agreed that attributing a Health Warning to Health Canada validated or legitimized the Health Warning. Most felt that a Health Canada attribution provides assurance that the statement has been tested or researched and is factual.

Some participants felt Health Canada attribution demonstrates that the federal government is trying to be proactive and provide citizens with information to help them make important choices concerning their health and wellbeing. In particular, it suggested that the government is trying to help people who smoke or people who use smokeless tobacco to stop smoking / using.

## Health Warning Design Elements

### Colour Templates for Cigar and Pipe Tobacco

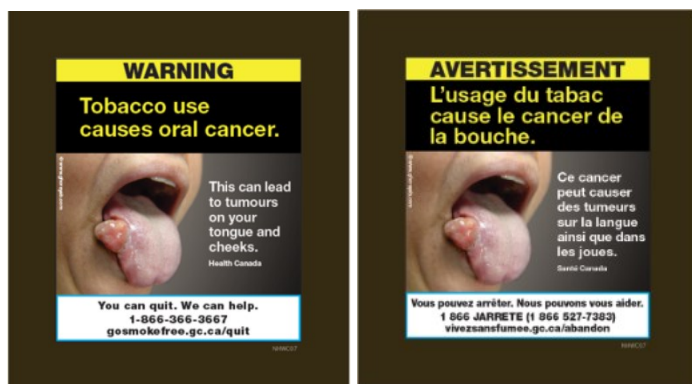
For the cigar/pipe tobacco groups, once participants had an opportunity to provide feedback on each of the 13 Health Warnings being considered, participants were then asked to provide feedback on the two different template colour styles being considered. These included one with a black and yellow colour combination and another with a red and yellow colour combination, as shown below.





Overall, regardless of colour preference, both designs were deemed effective in communicating health warning information, with participants finding the messaging easily readable due to the colour contrast of the text and background irrespective of colour combination. That said, findings showed that red and yellow are the strongest colours both in grabbing attention and implying danger / stop or warning, with French speaking participants being most likely to express a preference for this colour combination. The colour red was consistently described as suggesting a greater sense of urgency. By contrast, having black text on a yellow background was generally deemed less eye catching.

Once selecting their preferred colour combination, participants were then shown four different HW layout formats, as presented below. Specifically, for each colour combination participants were presented with four different layout options, namely two English or French options (based on the language of the group) and two bilingual options, with the HWs presented in both a portrait orientation and a landscape option for each.







All options were generally deemed clear and easy to read.

Also, participants noted that having only one language included in the Health Warning was preferred in most locations, as only one language was personally relevant to them. When including both languages, some participants felt the Health Warning appeared almost daunting, with the Health Warning appearing overly crowded. Across locations it was generally perceived that including a single language makes the Health Warning appear much less cluttered and that a Health Warning is more impactful when fewer elements are included. Further, some participants appreciated the fact that having only one language allowed for larger text or a larger image to be used, making the message easier to read.

### Cigar and Pipe Tobacco - Quitline Preference

Overall, users found the various quitline designs easy to read, and appreciated the use of short and simple sentences. Across groups participants generally found that having the text bolded and in all capitalized lettering made the message stand out from the rest of the Health Warning. Some appreciated the blue border around the quitline section of the yellow and black colour combination, and suggested that having a red border around the quitline section of the red and yellow colour combination design would further draw attention to the quitline message.

Throughout the review of the HW, participants expressed appreciation for having the quitline information included on the tobacco packages, and found it an important component of a Health Warning.

### Colour Templates for Smokeless Tobacco

For the smokeless tobacco groups, once participants had an opportunity to provide feedback on each of the nine (9) Health Warnings being considered, participants were then asked to provide feedback on the three different template colour styles being considered, as shown below.





Participants generally considered all presented templates effective at communicating health warning information. That said, across most locations, there was a clear preference for the option including the red warning banner and preference was largely attributed to including the colour red for the warning banner. Red was considered a well-accepted descriptive of alarm or danger and deemed more attention-getting than the colour yellow. In comparison, the colour yellow was more closely associated with ‘caution’, depicting a lesser sense of urgency.

Despite the clear preference, some participants preferred having a more prominent visual as was the case in both other options, as well as having a more natural appearance of having the text overlaying the image rather than appearing within a separate box. Many suggested that consideration should be given to using other layouts, but with the red warning banner at top.

## Smokeless Tobacco – Quitline Sections

Smokeless tobacco users were generally receptive to the idea of having a quitline section (i.e. an area that shows a tagline, a quitline phone number and a web address) with tobacco cessation information on smokeless tobacco packages. While many felt a quitline phone number would not likely be something they personally would reference, having the information available to those who may need or want it, was deemed important. Displaying such information on the inside of the can’s lid or on the side of the package, (rather than on the top where much information is provided) was deemed most suitable. Adding the information on the top of the package would make it too cluttered and the information may not be as easily noticed.

## Toxic Statements – Smokeless Tobacco

A series of 18 Toxic Statements that are being considered for display possibly on the side of smokeless tobacco product packages were shared with participants of the smokeless tobacco groups. These statements were grouped by theme with three sets of six statements, with the presentation of themes being rotated across groups. The following provides an overview of all of the statements reviewed by theme. Note that the schedule of rotation is included in Appendix C.



### Theme: Nicotine/Addiction

#### English Statements:

- Nicotine in smokeless tobacco is absorbed through mouth tissues and causes addiction.
- This product contains nicotine, a highly addictive, brain altering chemical.
- Highly addictive nicotine found in this product is absorbed through your mouth.
- Nicotine is the highly addictive drug found in this product.
- You are exposed to nicotine, a highly addictive substance when you use this product.
- You absorb highly addictive nicotine into your blood when you use this product.

#### French Statements:

- La nicotine présente dans le tabac sans fumée est absorbée par les muqueuses de la bouche et crée une dépendance.
- Ce produit contient de la nicotine, une substance qui crée une forte dépendance et qui nuit au fonctionnement du cerveau.
- La nicotine présente dans ce produit est une substance qui crée une forte dépendance et qui est absorbée par votre bouche.
- La nicotine contenue dans ce produit est une drogue qui crée une forte dépendance.
- Lorsque vous utilisez ce produit, vous êtes exposé à la nicotine, une substance qui crée une forte dépendance.
- Lorsque vous utilisez ce produit, vous absorbez de la nicotine dans votre sang, une substance qui crée une forte dépendance.





## Theme: Cancer

### English Statements:

- This product contains dozens of cancer-causing chemicals.
- Toxic chemicals found in this product cause cancer inside your mouth.
- Cancer-causing chemicals found in this product are absorbed through your mouth.
- You are exposed to 28 cancer-causing chemicals every time you use this product.
- Smokeless tobacco contains toxic chemicals that cause cancer.
- Toxic chemicals found in this product are absorbed through your gums and cause oral cancer.

### French Statements:

- Ce produit contient des dizaines de substances chimiques cancérogènes.
- Les substances toxiques contenues dans ce produit causent le cancer dans votre bouche.
- Les substances cancérogènes contenues dans ce produit sont absorbées par votre bouche.
- À chaque fois que vous utilisez ce produit, vous êtes exposé à 28 substances cancérogènes.
- Le tabac sans fumée contient des substances chimiques qui causent le cancer.
- Les substances toxiques contenues dans ce produit sont absorbées par vos gencives et causent le cancer de la bouche.

## Theme: Specific Chemicals

### English Statements:

- Nitrosamines are toxic chemicals found in smokeless tobacco that cause cancer.
- Cancer-causing arsenic, nickel and cadmium are chemicals found in this product.
- Using this product exposes you to toxic metals.
- You absorb cancer-causing nitrosamines through your mouth when you use this product.
- This product contains toxic metals, including arsenic, cadmium and lead.
- This product contains cadmium which is also found in battery acid.

### French Statements:

- Le tabac sans fumée contient des nitrosamines qui sont des substances toxiques et cancérogènes.
- Ce produit contient de l'arsenic, du nickel et du cadmium, tous des substances cancérogènes.
- L'utilisation de ce produit vous expose à des métaux toxiques.
- Lorsque vous utilisez ce produit, vous absorbez par votre bouche des nitrosamines qui sont cancérogènes.
- Ce produit contient des métaux toxiques, dont l'arsenic, le cadmium et le plomb.
- Ce produit contient du cadmium que l'on trouve aussi dans l'acide de batterie.



In general, reactions to the Toxic Statements suggest that there is potential for such statements to further educate users on specific risks associated with smokeless tobacco and its toxic constituents. The following provides initial reactions to each group of statements.

- When reviewing **‘cancer’ themed statements**, messages that are brief, clear and provide quantitative facts were generally considered effective to communicate health hazards. In particular, statements that spoke of ‘28 cancer-causing chemicals’ or ‘dozens’ of chemicals grabbed attention and were considered more alarming. Consistently, the statement with more specific details (28 cancer-causing chemicals) was deemed strongest of the two. Users also considered statements that provide descriptive and potentially visual outcomes of product usage to be effective. Further, a good number of participants felt having the statements written in first person in the English statements (e.g. inclusion of ‘you’ or ‘your’) was a more direct and effective way of messaging. It was also felt that statements would be more impactful if the words ‘found in this product’ or ‘this product’ were replaced with ‘smokeless tobacco’ to ensure it was not interpreted as generic to tobacco overall. None of the statements under this theme caused confusion or lacked credibility.

The Toxic Statements in the cancer-themed set that were considered most effective across languages were:

- This product contains dozens of cancer-causing chemicals / Ce produit contient des dizaines de substances chimiques cancérogènes
- You are exposed to 28 cancer-causing chemicals every time you use this product / À chaque fois que vous utilisez ce produit, vous êtes exposé à 28 substances cancérogènes
- Smokeless tobacco contains toxic chemicals that cause cancer / Le tabac sans fumée contient des substances chimiques qui causent le cancer

In addition, the following statement stood out among English-speaking participants:

- Toxic chemicals found in this product cause cancer inside your mouth / Les substances toxiques contenues dans ce produit causent le cancer dans votre bouche

By comparison, the following statement grabbed French-speaking participants’ attention, in addition to the three mentioned above:

- Toxic chemicals found in this product are absorbed through your gums and cause oral cancer / Les substances toxiques contenues dans ce produit sont absorbées par vos gencives et causent le cancer de la bouche
- When considering the **‘specific chemicals’ themed statements**, familiarity clearly makes a difference. Across groups, participants generally concurred that naming chemicals that they are familiar with makes a statement more effective, as they can immediately relate to a potential danger associated with product usage. By contrast, vague statements, or those including chemicals they are unfamiliar



with (i.e. nitrosamines) result in a lack of personal relevance and minimized impact. Compounds that are understood (i.e. arsenic, lead and cadmium (found in battery acid)) provide greater shock value and effect.

Once again, it was suggested that statements should reference ‘smokeless tobacco’ rather than ‘this product’ for greater clarity. It was noted that there was a spelling mistake in the French version of the statement H, whereby the word “tous” should be replaced by “toutes”.

The Toxic Statements in the specific chemical-themed set that were considered most effective across languages were:

- Cancer-causing arsenic, nickel and cadmium are chemicals found in this product / Ce produit contient de l’arsenic, du nickel et du cadmium, tous des substances cancérogènes
- This product contains cadmium which is also found in battery acid / Ce produit contient du cadmium que l’on trouve aussi dans l’acide de batterie

In addition, English-speaking participants identified the following statement:

- This product contains toxic metals, including arsenic, cadmium and lead / Ce produit contient des métaux toxiques, dont l’arsenic, le cadmium et le plomb

In comparison, the following statement was cited in French-speaking groups as being among the most attention-grabbing:

- Nitrosamines are toxic chemicals found in smokeless tobacco that cause cancer / Le tabac sans fumée contient des nitrosamines qui sont des substances toxiques et cancérogènes

Some of the **‘specific chemicals’ themed statements** caused confusion, although among only a few participants. Specifically, cadmium and nitrosamines were not known by a few participants although they believed that identifying those substances lends credibility and weight to the Toxic Statements. A couple of participants also noted that the statement “Using this product exposes you to toxic chemicals” was too vague to elicit an emotional reaction.

- When considering the **‘nicotine / addiction’ themed statements**, participants expressed a preference for phrases that are short and clearly outline what nicotine does or what is happening when using smokeless tobacco. Mention of brain altering, and absorption in blood suggested serious consequences and grabbed attention. Once again first-person language in the English statements (i.e. you, your) was considered more impactful than generic statements and made the statements more personally relevant. A few participants commented that the word ‘drug’ is more impactful than ‘substance’.



The Toxic Statements in the nicotine / addiction-themed set that were generally considered most effective across languages were:

- This product contains nicotine, a highly addictive, brain altering chemical / Ce produit contient de la nicotine, une substance qui crée une forte dépendance et qui nuit au fonctionnement du cerveau
- Highly addictive nicotine found in this product is absorbed through your mouth / La nicotine présente dans ce produit est une substance qui crée une forte dépendance et qui est absorbée par votre bouche
- You absorb highly addictive nicotine into your blood when you use this product / Lorsque vous utilisez ce produit, vous absorbez de la nicotine dans votre sang, une substance qui crée une forte dépendance

In addition, English-speaking participants were drawn to the following statement:

- You are exposed to nicotine, a highly addictive substance when you use this product / Lorsque vous utilisez ce produit, vous êtes exposé à la nicotine, une substance qui crée une forte dépendance

By contrast, French-speaking participants identified the following statements as being of interest in addition to the three identified above:

- Nicotine in smokeless tobacco is absorbed through mouth tissues and causes addiction / La nicotine présente dans le tabac sans fumée est absorbée par les muqueuses de la bouche et crée une dépendance
- Nicotine is the highly addictive drug found in this product / La nicotine contenue dans ce produit est une drogue qui crée une forte dépendance

Although none of the **'nicotine / addiction' themed statements** were considered problematic, some elicited questions. For example, stating that nicotine is a brain altering chemical made a few participants question how this could be the case.

# Appendix A:

## Recruitment Screener

## Health Warnings Testing – Cigars, Pipe Tobacco, Smokeless Tobacco Screener – FINAL

Name: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Evening phone: \_\_\_\_\_

Email: \_\_\_\_\_

Group      1   2   3   4   5   6   7   8   9   10   11   12   13   14   15

### NETFOCUS GROUPS:

Date:	Monday, July 15, 2019	Audience:	Market
Time:	Group 1: 5:30 pm ADT/4:30pm EDT	Cigar/Pipe Smokers	Atlantic (EN)
	Group 2: 8:00pm ADT/7:00pm EDT/6:00pm CDT	Cigar/Pipe Smokers	Central (EN)
Date:	Tuesday, July 16, 2019		
Time:	Group 3: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Smokers	Atlantic (EN)
	Group 4: 9:00pm ADT/8:00pm EDT/6:00pm MDT/5:00pm PDT	Cigar/Pipe Smokers	West (EN)
Date:	Wednesday, July 17, 2019		
Time:	Group 5: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Smokers	Quebec/NB/ON (FR)
	Group 6: 7:00pm ADT/6:00pm EDT	Smokeless Tobacco Users	Atlantic/Central (EN)
	Group 7: 9:30pm ADT/8:30pm EDT/6:30pm MDT/5:30pm PDT	Cigar/Pipe Smokers	West (EN)
Date:	Thursday, July 18, 2019		
Time:	Group 8: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Smokers	Quebec/NB/ON (FR)
	Group 9: 7:30pm ADT/6:30pm EDT/5:30pm CDT	Cigar/Pipe Smokers	Central (EN)
	Group 10: 9:00pm ADT/8:00pm EDT	Smokeless Tobacco Users	Quebec/NB/ON (FR)
	Group 11: 10:00pm ADT/9:00pm EDT/7:00pm MDT/6:00pm PDT	Smokeless Tobacco Users	West (EN)
Date:	Monday, July 22, 2019		
Time:	Group 12: 6:30pm ADT/5:30pm EDT	Cigar/Pipe Smokers	Quebec/NB/ON (FR)
	Group 13: 7:00pm ADT/6:00pm EDT	Smokeless Tobacco Users	Atlantic/Central (EN)
	Group 14: 9:00pm ADT/8:00pm EDT	Smokeless Tobacco Users	Quebec/NB/ON (FR)
	Group 15: 9:30pm ADT/8:30pm EDT/6:30pm MDT/5:30pm PDT	Smokeless Tobacco Users	West (EN)

### Specification Summary

<ul style="list-style-type: none"> <li>• 15 Netfocus (online) groups</li> <li>• Ten (10) English focus groups</li> <li>• Five (5) French (first language)</li> <li>• <b>Groups 1, 2, 3, 4, 5, 7, 8, 9 &amp; 12:</b> Cigar/Pipe smokers (18 years+)</li> <li>• <b>Groups 6, 10, 11, 13, 14 &amp; 15:</b> Smokeless tobacco users (18 years +)</li> <li>• All must have smoked cigar/pipe OR used smokeless tobacco in the past – aim for 6 per group within the past 30 days</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit 10 per group including 2 stand-by respondents</li> <li>• Aim for mix of age and gender, if possible, however should not be turned away if a mix is not achieved.</li> <li>• Length of discussion: 2 hours</li> <li>• Exclude sensitive occupations</li> <li>• Incentive: \$125 per participant</li> </ul>
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Hello/Bonjour, my name is \_\_\_\_\_ and I am with Narrative Research (*formerly Corporate Research Associates*), a market research company. We are conducting a study on behalf of the Government of Canada, specifically for Health Canada, and we are looking for people to take part in a small group discussion. We would like to speak with someone in your household who is at least 18 years old. Would that be you? **IF NO, ASK TO SPEAK WITH SOMEONE ELSE AND REPEAT INTRO**

Would you prefer that I continue in English or in French? Préférez-vous continuer en français ou en anglais? **[IF FRENCH, CONTINUE IN FRENCH OR ARRANGE CALL BACK WITH FRENCH INTERVIEWER: Nous vous rappellerons pour mener cette entrevue de recherche en français. Merci. Au revoir.]**

The purpose of the study and the small group discussions is to hear people's views on **materials currently being developed by Health Canada**. Those who qualify and participate in the group discussion will receive \$125 in appreciation for their effort.

May I ask you a few quick questions to see if you are the type of participant we are looking for to take part in this small group discussion? This will take about 6 or 7 minutes. The information you provide will remain completely confidential and you are free to opt out at any time. The information collected will be used for research purposes only and handled according the Privacy Act of Canada.\*Thank you.

*\*IF ASKED: The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name on any document including the consent form or the discussion form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or [hc.privacy-vie.privee.sc@canada.ca](mailto:hc.privacy-vie.privee.sc@canada.ca).*

**THANK & TERMINATE WHERE REQUIRED IN THE SCREENER: Unfortunately, we will not be able to include you in this study. We already have enough participants who have a similar profile to yours. Thank you for your time today.**

**Gender (By Observation):**

Female ..... 1  
Male ..... 2

**AIM FOR A MIX OF GENDER, IF POSSIBLE – WILL SKEW MALES**

Do you, or does anyone in your household currently work or have ever worked in any of the following areas?

Marketing/Market Research..... 1  
Public relations, communications, graphic design, or creative agency..... 2  
Advertising or media (TV, Radio, Newspaper)..... 4  
Health sector ..... 5  
Government department, federal, provincial or municipal that is  
responsible for health or public health ..... 6  
An association, organization or company which activities relate in any way  
to tobacco, smoking or vaping..... 7

**IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE**

In which of the following age groups do you fall? Are you...?

Less than 18 .....	1	<b>Thank &amp; Terminate</b>
18-24 .....	2	
25-34 .....	3	
35-44 .....	4	
45-54 .....	5	
55-64 .....	6	
65 years or older .....	7	

**MUST BE AT LEAST 18 YEARS OR OLDER. AIM FOR A MIX OF AGES, IF POSSIBLE**

A) In what city and province do you live?

RECORD CITY NAME: \_\_\_\_

RECORD PROVINCE: \_\_\_\_

3. B) How many years have you been living in [province]?

**[RECORD # of Years: \_\_\_\_\_]**

Do you currently, or have you ever smoked cigars in the past?

Yes..... 1 **CONTINUE TO Q4a**

No..... 2 **SKIP TO Q5**

a. Were the cigars you smoke or smoked with or without a filter?

I only smoke(d) cigars with a filter.....1 **SKIP TO Q5**

I only smoke(d) cigars without a filter .....2 **CONTINUE TO Q4b**

I smoke(d) both cigars with and without a filter ...3 **CONTINUE TO Q4b**

b. Would you say you smoke cigars (not including cigars with a filter)... **[READ IN ORDER]**?

Everyday ..... 1 **SKIP TO Q5**

Occasionally; or ..... 2

Rarely..... 3

c. When was the last time you smoked a cigar (not including cigars with a filter)?

Within the past 30 days..... 1

At least 1 month, but less than 6 months ago ... 2

At least 6 months but less than 1 year ago ..... 3

At least 1 year but less than 5 years ago ..... 4

At least 5 years ago or longer..... 5

Do you currently, or have you ever smoked a pipe tobacco (not including waterpipe tobacco)?

Yes..... 1 **CONTINUE TO Q5a**

No..... 2 **SKIP TO Q6**



- a. Would you say you smoke a pipe tobacco ... **[READ IN ORDER]**?

Everyday ..... 1 **SKIP TO Q6**

Occasionally; or ..... 2

Rarely..... 3

- b. When was the last time you smoked a pipe tobacco?

Within the past 30 days..... 1

At least 1 month, but less than 6 months ago ... 2

At least 6 months but less than 1 year ago ..... 3

At least 1 year but less than 5 years ago ..... 4

At least 5 years ago or longer ..... 5

**CONSIDER FOR GROUPS 1, 2, 3, 4, 5, 7, 8, 9, & 12:**

**ALL MUST EITHER SMOKE A CIGAR OR A PIPE TOBACCO, CURRENTLY OR HAVE SMOKED IN THE PAST (YES TO Q4 AND/OR Q5)**

**RECRUIT 4 PIPE TOBACCO SMOKERS AND 6 CIGAR SMOKERS PER GROUP (INCLUDING ONE SPEAR FOR EACH)**

**AIM FOR 6 PER GROUP WHO HAVE LAST SMOKED WITHIN THE PAST 30 DAYS**

Do you currently use smokeless tobacco products such as chewing tobacco, moist snuff, smokeless pouches and snus, or have you ever used these products in the past?

Yes..... 1 **CONTINUE TO Q6a.**

No..... 2 **SKIP TO Q7**

- a. Would you say you use smokeless tobacco products ... **[READ IN ORDER]**?

Everyday ..... 1 **SKIP TO Q7**

Occasionally; or ..... 2

Rarely..... 3

- b. When was the last time you used a smokeless tobacco product?

Within the past 30 days..... 1

At least 1 month, but less than 6 months ago ... 2

At least 6 months but less than 1 year ago ..... 3

At least 1 year but less than 5 years ago ..... 4

At least 5 years ago or longer ..... 5

**CONSIDER FOR GROUPS 6, 10, 11, 13, 14 & 15:**

**ALL MUST HAVE USED SMOKELESS TOBACCO PRODUCTS IN THE PAST (YES TO Q6)**

**AIM FOR 6 PER GROUP WHO HAVE LAST USED SMOKELESS TOBACCO PRODUCTS WITHIN THE PAST 30 DAYS**

**IF “NO” TO Q4, Q5, AND Q6 (ALL THREE) – THANK & TERMINATE**

The discussion groups for this project will be conducted *over the phone and online* and will require the use of a laptop or desktop computer. The use of a tablet or smartphone **is not permitted**. Do

you have access to a laptop or desktop computer with high-speed Internet to take part in this focus group?

Yes..... 1  
No..... 2 **THANK AND TERMINATE**

How comfortable are you with using a computer? Are you...

Very comfortable ..... 1  
Somewhat comfortable ..... 2  
Somewhat uncomfortable ..... 3 **THANK AND TERMINATE**  
Very uncomfortable ..... 4 **THANK AND TERMINATE**

Once you are online for the actual group you will also be required to join a telephone conference call to be connected to the discussion. Will you have access to a dedicated telephone (separate from your computer) for the 2-hour discussion?

Yes ..... 1  
No..... 2 **THANK AND TERMINATE**

I just have a few more questions...

Have you ever attended a small group discussion for which you received a sum of money?

Yes..... 1 **CONTINUE – Max of 6 per group**  
No ..... 2 **Go To Invitation**

How many group discussions have you attended in the past 5 years? \_\_\_\_\_

What was the subject of all of the group discussions you have ever attended? \_\_\_\_\_

When was the last time you attended a group discussion? \_\_\_\_\_

**IF THEY HAVE BEEN TO A GROUP IN THE PAST 6 MONTHS - THANK & TERMINATE,  
IF THEY HAVE BEEN TO 5 OR MORE GROUPS IN THE PAST 5 YEARS - THANK & TERMINATE  
IF PARTICIPATED IN A PAST GROUP ON SMOKING, VAPING OR ADVERTISING – THANK & TERMINATE**

## **INVITATION**

I would like to invite you to participate in a small group discussion that will be conducted over the telephone and on the Internet on **[INSERT DATE]** from **[INSERT TIME]** to **[INSERT TIME]**. This session will be used to gather your thoughts and opinions on *materials currently being developed by Health Canada*. You would simply log on to a secure website from your computer either from home or work and at the same time join in a group discussion on the phone, via conference call. The discussion will consist of 8 to 10 people and will be very informal. It will last 2 hours and you will receive \$125 in appreciation for your time. You will be asked to logon about 15 minutes before the beginning of the session, so around **[INSERT TIME]**.

Are you interested and available to participate?

Yes..... 1

No ..... 2 **THANK AND TERMINATE**

The discussion in which you will be participating will be audio recorded. The recordings are used to help with analysing the findings and writing the report. The results from the discussions will be grouped together in the research report, which means that individuals will not be identified in any way. Neither your name nor your specific comments will appear in the research report. Are you comfortable with the discussion being recorded?

Yes..... 1

No ..... 2 **THANK AND TERMINATE**

There may also be some people from Health Canada and other observers involved in the project who have been involved in this project listening in on the session. They will not take part in the discussion and they will not know your last name. Are you comfortable with having these observers?

Yes..... 1

No ..... 2 **THANK AND TERMINATE**

During the session, participants will be asked to read materials on the computer screen and type short responses. Is it possible for you to take part in these activities in English (French) without assistance?

Yes..... 1

No ..... 2 **THANK AND TERMINATE**

**TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.**

Could we please confirm the email address where we can send you the detailed instructions for logging in to the online focus group?

**Record email address (and verify):** \_\_\_\_\_.

We will send you the instructions at least 1 day in advance of the group. When joining the discussion, please call in 15 minutes before the beginning of the session to allow time to install any computer plug in or application that are required. If you arrive late, we will not be able to include you in the discussion, and will not provide you with the incentive.

As mentioned, we will be pleased to provide everyone who participates with \$125 and you can choose to receive your incentive by cheque or through PayPal. Please note it takes approximately 2-3 weeks following your participation to receive an incentive by cheque and 5-7 days to receive an incentive through PayPal. If you do choose to receive your incentive through PayPal you will need to have a PayPal account.

**[IF REQUIRED:** To learn more about PayPal or to setup a PayPal account you can visit their website at [www.paypal.ca](http://www.paypal.ca)]. Would you prefer to receive your incentive through PayPal or by cheque?

PayPal..... 1

Cheque ..... 2

**IF INCENTIVE BY PAYPAL:**

A few days after the group discussion you will receive an email from Narrative Research indicating that your incentive is ready. You will simply need to log in to your PayPal account and the incentive will go into your PayPal balance. Once you're logged into your account you can click "Withdraw" to view your withdrawal options.

#### **IF INCENTIVE BY CHEQUE:**

Could I have the mailing address where you would like the cheque mailed to following your participation?

Mailing address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

And please confirm the spelling of your name: \_\_\_\_\_

**SPARES:** You have been recruited as an additional participant for this research, or a "spare", which means that you may or may not be able to take part in the session. So, we ask that you log in into the session at the scheduled time. If all other participants are present, the moderator will ask you to leave the session at the beginning, but you will receive the \$125 incentive. If there is a participant missing, the moderator will ask you to stay for the 2-hour session and to participate in the discussion. Are you ok with being a "spare"?

Yes..... 1

No ..... 2 **THANK AND TERMINATE**

#### **ALL:**

As these are very small groups and with even one person missing, the overall success of the group may be affected, I would ask that once you have decided to attend that you make every effort to do so. If you are unable to take part in the group discussion, please call \_\_\_\_\_ (collect) at \_\_\_\_\_ as soon as possible so we can find a replacement.

Thank you for your interest in our study. We look forward to hearing your thoughts and opinions!

#### **ATTENTION RECRUITERS**

1. Recruit **10** participants for each focus group (2 will be recruited as "spares")
2. Confirm that they have access to a desktop or laptop computer for the focus group and NOT a tablet or smartphone
3. Do not put names on profile sheet unless you have a firm commitment.
4. Repeat the date, time and email address before hanging up.

#### **CONFIRMING**

1. Confirm at the beginning of the day prior to the day of the groups
2. Verify date and time
3. Confirm they received the email detailed login instructions
4. Confirm responses to Q4, Q5 and Q6 (all points under these questions)
5. REMIND participants that the groups will be over the phone AND online and that they need to use a laptop or desktop computer (and NOT a tablet or smartphone)
6. Remind them to log into the discussion 15 minutes prior to the start time
7. Remind "spares" that they will need to logon to the session to receive the incentive and that they may or may not be able to take part

# Appendix B:

## Moderator's Guide

## Moderator's Guide – FINAL

### ONLINE QUALITATIVE TESTING OF NEW HEALTH WARNINGS FOR CIGARS, PIPE TOBACCO, SMOKELESS TOBACCO AND TOXIC STATEMENTS FOR SMOKELESS PRODUCT PACKAGING

#### Study Objectives (do not share with participants)

*The research aims to assess reactions to approximately 14-15 new health warning mock-ups for each of three product types: cigars, pipe tobacco, and smokeless tobacco, on their own, without comparisons. More specific objectives include:*

- 1. To assess the noticeability of each HW;*
- 2. To determine if each HW is relevant;*
- 3. To determine if each HW is believable;*
- 4. To evaluate if the text is clear and is understood (in the intended way) by the target audience;*
- 5. To determine if each HW informs and educates Canadians about the health hazards and health effects of using these tobacco products and available cessation information; and*
- 6. To gather participants' views of design elements of HW, including different layouts, placements and colours (i.e., for background, border, certain text)*

*The research also aims to assess top-of-mind reactions to approximately 18 toxic statements (TS) for smokeless tobacco products, notably in achieving the following objectives:*

- 7. To assess the statements' noticeability, believability and relevance;*
- 8. To assess whether the statements are understood in the intended way by the target audience; and*
- 9. To assess whether the statements inform and educate Canadians about the health hazards and effects associated with smokeless tobacco use, and the specific toxic chemicals found in smokeless tobacco products.*

#### Introduction

10 minutes

- **[SLIDE 1] Welcome:** Introduce self & research firm & role as moderator (keep on time/on topic)
- **Sponsor:** Groups on behalf of the Government of Canada
- **Length:** Our discussion should last about 2 hours without a break
- **Topic:** Look at proposed new (draft) health warnings for [cigars and pipe tobacco / smokeless tobacco] product packaging
- **Your Role:** Share your opinions freely and honestly; no prep needed; not testing your knowledge
- **Process:** All opinions are important; looking for your opinions (not what you think others might think); want to understand minority/majority of opinions; talk one at a time; interested in hearing from everyone
- **Netfocus:** online, real-time; share feedback verbally and via online polls; will show you HWs on the screen
- **Logistics:** Recording for reporting; observers representing the government and other observers involved in the project
- **Confidentiality:** Your comments are anonymous; no names in reports; answers will not affect dealings with Government of Canada; Once finalized, the report can be accessed through the Library and Archives Canada.
- **[SLIDE 2] Participant Introduction:** First name, who they live with, and how long have you been [smoking cigars/pipe tobacco / using smokeless tobacco], and how often do you [smoke/use], if you also smoke cigarettes and if so, how often.

**[SLIDE 3]**

Tonight, I would like to get your opinions about health warnings that are being considered for [cigar and pipe tobacco / smokeless tobacco] product packaging. The focus of the discussion will be the health warnings themselves; which tobacco companies will be required by law to put on all packages. We are only focussing on the health warnings today. I'll warn you that some of the visuals I will be showing you are graphic in nature.

You may know that plain packaging will be required for all tobacco products and you will start seeing this type of packaging later this year. Plain packaging means all tobacco product packages will have the same plain colour, without any design features, such as company logos or slogans.

**[SLIDE 4]** I'd like to show you an example so you can have a better idea of where the health warnings we will discuss today would appear on the packaging. We will not be discussing these plain packaging measures, only the health warnings themselves. Again, we are only asking for your feedback on the health warning; not the plain package colours or design. Is this clear to everyone? In total, we'll be looking at (First two groups: 15 – all other groups: 13 (cigars and pipe groups)/ 9 (smokeless groups) proposed health warnings.

Let's begin with the first one...

**[SLIDES 5-6 (A THROUGH O) - 2 SLIDES PER HW – ROTATE PRESENTATION ORDER]**

**FOR EACH HEALTH WARNING, ASK (1-2 minutes per HW):**

***POLLS 1-15: Take a minute to look at the HW on the screen and then, complete a quick poll to answer (yes or no) to the following four questions:***

- A. *This health warning grabs my attention*
- B. *This health warning is clear and easy to understand*
- C. *This health warning is believable*
- D. *This health warning communicates a health effect of [smoking cigars and/or pipe tobacco / using smokeless tobacco]*

Now let's talk about this health warning as a group.

**FOR EACH HEALTH WARNING, ASK (4-5 minutes per HW) – ASK BASED ON RESPONSES FROM POLLS:**

- ***Attention/Noticeability/Engagement:***
  - ***IF TIME PERMITS ONLY AND IF YES TO POLL A:*** What specifically grabs your attention; what stands out?
  - ***IF NO TO POLL A:*** If it did not grab your attention, why not?
- ***Clarity:***
  - ***IF TIME PERMITS ONLY AND IF YES TO POLL B:*** Do the text and image work well together?
  - ***IF NO TO POLL B:*** What, if anything, is unclear or confusing?
  - Is the text easy to read? ***Ask for comments on font size and contrast.***

- Is the image clear?
- **Credibility:**
  - **IF YES TO POLL C:** Why do you find this believable?
  - **IF NO TO POLL C:** Why isn't it believable?
- **Comprehension:**
  - **IF YES TO POLL D:** What is this health warning communicating? Is the information relevant to you? Did you learn anything new?
  - **IF NO TO POLL D:** What is this health warning communicating? Why isn't it relevant to you?
- Any other suggestions to improve this HW?
- If they say text is too long, probe:
  - How would you suggest shortening it?
- If they said the image/text don't go well together or image is confusing, probe:
  - What would improve the image?

**Prompt on the last HW: only if it hasn't already come up:**

- Did you notice that Health Canada is mentioned on the Health warnings? What if anything does that suggest to you?

Now let's have a look at another health warning. Again, remember that we are not comparing health warnings, so I will ask that you comment on the next one on its own, and not compare it to those previously discussed. **REPEAT POLL & QUESTIONS FOR EACH OF THE HEALTH WARNINGS**

#### Health Warnings Design Elements

10 minutes

[SLIDE 7]

**[CIGARS/PIPE TOBACCO GROUPS ONLY]** You have seen two different template styles with different colours. You will see the two examples [A and B] on your computer screen.

**[SMOKELESS TOBACCO GROUPS ONLY]** You have seen three different template styles with different colours. You will see the three examples [A, B and C] on your computer screen.

**POLL 16: Which colour combination is most eye-catching? Only pick one. [SHARE POLL RESULTS]**

- Which colour combinations are the most eye-catching? Why?
- Overall, are both of these templates effective at communicating the information? Any suggestions to improve them?
- **IF NOT MENTIONED:** Does one of the quitline sections (the area that shows a tagline, a quitline phone number and a website) grab your attention more than the other? Is one more noticeable? Easier to read? Easier to understand? Any other comments on the quitline section? Any suggestions to improve it?
- **[SMOKELESS TOBACCO GROUPS ONLY]** Some tobacco products, like cigarettes, have a quitline section (an area that shows a tagline, a quitline phone number and a website) with tobacco cessation information. Should this information appear on smokeless tobacco packages? If so, where should this information appear? If not, why not?

[SLIDE 8] – Formats (i.e. landscape/portrait/ bilingual / bilingual). **[CIGARS/PIPE TOBACCO GROUPS ONLY]**



So far, all of the HW you have seen have been in (English or French only), and in a portrait orientation. But packages for cigars and pipe tobacco come in many different shapes and sizes. I'm now going to show you 4 different layout options – some of them are oriented in portrait format, some in landscape, and some have both English and French text in the same HW. The messages are the same across all of these layouts.

Looking at these 4 different layouts:

- Is the text easy to read across all of them? If not, why not?
- Is there anything unclear or confusing?
- Is the image clear?
- Do you have any suggestions to improve any of these layouts?

**[SMOKELESS TOBACCO GROUPS ONLY] Toxic Statements**

15 minutes

The Government of Canada is also considering displaying statements, possibly on the sides of packages, that inform users about the toxic chemicals found in smokeless tobacco products, in addition to the health warnings we just saw. **[SHOW EXAMPLE ON SCREEN OF WHERE THEY WOULD APPEAR]** I'd like to get your initial reactions to these 18 statements. They have been grouped by theme, with 6 statements in each group. Let's have a look at the first set.

**[SLIDE 9 (A-C) – 6 TS PER SLIDE – ROTATE PRESENTATION ORDER]**

**ASK FOR EACH SET OF TS SHOWN [5 MIN PER SET]:**

Looking at the list...

- **Noticeability:** Which ones grab your attention the most? Why?
- **Comprehension:** Are any statements unclear or difficult to understand? Why?
  - **[If too long]:** How do you think it should be shortened?
- **Message Effectiveness:** Which ones are best at informing you about the health effects and health hazards of smokeless tobacco products, and the specific toxic chemicals found in them?
- **Credibility:** Are there any statements you do not believe? Why?
  - If so: Would mentioning Health Canada in the statement make it more believable?

Now let's have a look at the next set of statements. **REPEAT QUESTIONS FOR EACH OF THE OTHER SETS**

**[SLIDE 11]**

- Before we finish, any additional thoughts you would like to share about what we have seen tonight?

**Thanks & Closure**

That concludes our discussion. On behalf of the Government of Canada, thank you for your time and input.

# Appendix C:

## Schedule of Rotation

## Schedule of Rotation – Health Warnings

The following presents the schedule of rotation used during the focus groups to present the Health Warning. The schedule was designed to minimize any presentation order biases.

### Pipe/Cigar HW

The two focus groups scheduled on the first night were presented with 15 Health Warnings, while all of the other groups were shown only 13 Health Warnings. The decision to remove NHWC03 and NHWC04 from the rotation was made to maximize the time spent reviewing the other Health Warnings. The table below illustrates the presentation order of Health Warnings in each of the focus groups consisting of participants who smoke pipe tobacco and/or cigars.

Group 1	Group 2	Group 3	Group 4	Group 5
NHWC08	NHWC05	NHWP07	NHWC12	NHWC09
NHWC04	NHWP07	NHWC12	NHWC10	NHWC07/NHWP03
NHWC01/NHWP01	NHWC10	NHWP04	NHWC01/NHWP01	NHWP07
NHWC03	NHWP06	NHWC10	NHWC08	NHWP08
NHWC12	NHWC07/NHWP03	NHWC08	NHWP04	NHWP04
NHWC10	NHWC12	NHWC07/NHWP03	NHWC05	NHWC10
NHWP04	NHWC01/NHWP01	NHWC09	NHWP08	NHWC05
NHWP08	NHWP04	NHWC01/NHWP01	NHWC02/NHWP02	NHWP05
NHWC02/NHWP02	NHWC04	NHWP08	NHWP06	NHWC08
NHWC09	NHWP08	NHWC02/NHWP02	NHWC09	NHWC02/NHWP02
NHWP06	NHWC02/NHWP02	NHWP05	NHWP07	NHWP06
NHWP07	NHWP05	NHWC05	NHWP05	NHWC01/NHWP01
NHWC05	NHWC09	NHWP06	NHWC07/NHWP03	NHWC12
NHWC07/NHWP03	NHWC03			
NHWP05	NHWC08			

Group 7	Group 8	Group 9	Group 12
NHWP04	NHWP05	NHWC05	NHWC09
NHWC08	NHWP08	NHWC10	NHWP08
NHWP08	NHWC05	NHWP05	NHWC12
NHWP05	NHWC02/NHWP02	NHWP06	NHWC08
NHWC01/NHWP01	NHWP07	NHWC08	NHWC05
NHWC05	NHWP04	NHWC01/NHWP01	NHWC01/NHWP01
NHWC09	NHWC09	NHWC02/NHWP02	NHWP07
NHWC10	NHWC08	NHWC12	NHWC02/NHWP02
NHWC07/NHWP03	NHWC01/NHWP01	NHWP08	NHWP06
NHWC12	NHWC10	NHWP04	NHWP04
NHWP07	NHWP06	NHWP07	NHWP05
NHWC02/NHWP02	NHWC07/NHWP03	NHWC09	NHWC07/NHWP03
NHWP06	NHWC12	NHWC07/NHWP03	NHWC10

## Smokeless Tobacco HW

The table below illustrates the presentation order of Health Warnings in each of the focus groups consisting of participants who use smokeless tobacco.

Group 6	Group 10	Group 11	Group 13	Group 14	Group 15
NHWS08	NHWS03	NHWS05	NHWS07	NHWS03	NHWS03
NHWS02	NHWS01	NHWS08	NHWS02	NHWS07	NHWS07
NHWS05	NHWS07	NHWS04	NHWS05	NHWS08	NHWS08
NHWS03	NHWS04	NHWS03	NHWS01	NHWS06	NHWS06
NHWS06	NHWS08	NHWS09	NHWS03	NHWS04	NHWS04
NHWS07	NHWS02	NHWS06	NHWS08	NHWS05	NHWS05
NHWS01	NHWS09	NHWS01	NHWS09	NHWS02	NHWS02
NHWS09	NHWS05	NHWS02	NHWS04	NHWS09	NHWS09
NHWS04	NHWS06	NHWS07	NHWS06	NHWS01	NHWS01

## Schedule of Rotation – Toxic Statements

The table below illustrates the presentation order of Toxic Statements by theme during each of the focus groups consisting of participants who use smokeless tobacco.

Group 6	Group 10	Group 11	Group 13	Group 14	Group 15
Cancer	Nicotine/ Addiction	Specific Chemicals	Nicotine/ Addiction	Nicotine/ Addiction	Nicotine/ Addiction
Specific Chemicals	Specific Chemicals	Cancer	Cancer	Specific Chemicals	Cancer
Nicotine/ Addiction	Cancer	Nicotine/ Addiction	Specific Chemicals	Cancer	Specific Chemicals