Abstract Book

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Aims and Scope

Tobacco Induced Diseases encompasses all aspects of research related to the prevention and control of tobacco use at a global level. Preventing diseases attributable to tobacco is only one aspect of the journal, whose overall scope is to provide a forum for the publication of research articles that can contribute to reducing the burden of tobacco induced diseases globally. To address this epidemic we believe that there must be an avenue for the publication of research/policy activities on tobacco control initiatives that may be very important at a regional and national level. This approach provides a very important “hands on” service to the tobacco control community at a global scale - as common problems have common solutions. Hence, we see ourselves as “connectors” within this global community.

The journal hence encourages the submission of articles from all medical, biological and psychosocial disciplines, ranging from medical and dental clinicians, through health professionals to basic biomedical and clinical scientists.

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EP-226-3 From anti-smoking activist to archivist and back again: how museum exhibitions on the history of tobacco control are helping to educate a new generation
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Background and challenges to implementation: The University of Alabama Center for the Study of Tobacco and Society was founded in 1998 as a repository for the comprehensive collection amassed over 30 years by the author and fellow tobacco control activists of photographic, audio, video, newprint, and internet materials documenting tobacco marketing, the tobacco industry, and the anti-smoking movement over the past century. Continuously maintained since 1974, the collection has served researchers, legislators, students, journalists, public health professionals, and the public alike via a website www.csts.ua.edu and a physical trove of over 250,000 original items divided into more than 100 subject categories (eg, the targeting of minorities; tobacco sales in pharmacies; the history of smoking cessation). It is the largest tobacco-related collection at any university.

Intervention or response: Unique among tobacco control information resources, the Center has produced 12 exhibitions for museums, libraries, universities, and conferences on compelling, ironic, and controversial aspects of the tobacco pandemic and anti-smoking activism.


Conclusions and key recommendations: This illustrated presentation provides excerpts from these exhibitions, some of which are available for use by health organizations to inspire the next generation of anti-tobacco activists. Online versions are also being created.

12:45–14:00
EP-227-3 Effectiveness of 85% graphic health warning on cigarette packs on smoking behaviours of Thai teenagers
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Background: Thailand’s policy on increasing graphic health warning areas on cigarette packs, from 50% to 55% to 85% has the objective of increasing knowledge and perception of harmful health effects of cigarette smoking. The objective of this field experiment study is to find out the effectiveness of the 85% graphic health warning label.

Methods: Factorial design was implemented after the policy regulation was implemented in 2014. Recruitment of 724 students in 4 high schools and 5 colleges in Bangkok metropolitan area were chosen. Perceptions on intention to quit smoking were tested after introducing the students to 8 mock-up cigarette packs. The study was conducted in June of 2015 and 80 students per school were chosen.

Results: Results indicated that 85% graphic health warning cigarette
pack significantly increased fear arousal, and intention not to smoke, among non-smoking students. Among smoking students, particular type of picture and increasing size of graphic health warning interact significantly to increasing fear arousal and intention to quit.

Conclusions: The impact of increasing size of graphic health warning on cigarette pack has significant influences on intention to quit among smoking- as well as non-smoking youths. This implied that plain packaging would be an ultimate strategy to increase awareness and perception of harmful health effects of cigarette smoking.

EP-229-3 Exposing the inconvenient truth of tobacco in China: a nationwide exhibition of graphic pack warnings
Y Xie1, JK Li1, J Long1, T Li1, YQ Wu1, K-A Wang1
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Background and challenges to implementation: Implementation of FCTC in China has been slow, especially pack warning. After three upgrades, China’s current pack warnings are still limited to only generic health impact text with no graphs. The major opposition comes from China’s tobacco industry, which is itself also a government agency in charge of policies regarding labelling. This is the inconvenient truth of China’s tobacco control work. The Chinese public need to see the distances and differences between China’s cigarette packing and other’s countries’, China’s FCTC commitment on graphic warnings, and more importantly, this inconvenient truth. Considering China’s size, this work can only be done with massive public support via an effective volunteer network.

Intervention or response: ThinkTank Research Centre for Health Development launched an exhibition of pack warnings from different countries. The exhibition went onto a nationwide tour to educate the public about China’s weak implementation of this FCTC commitment, as well as tobacco industry’s interference. This nationwide network combined both government agencies, the China Centre for Disease Control, and volunteers, who could download a tool kit for local satellite exhibitions. The offline physical and online virtual exhibitions reached more public.

Results and lessons learnt: The tour exhibition has reached China’s 31 mainland provinces, receiving over 500 million direct visitors. More than 300 core volunteers have downloaded the tool kits, produced their own exhibitions, and run regular local tobacco control activities. This public momentum resulted in 12 label-related proposals by legislators and congress members at China’s annual congress conferences.

Conclusions and key recommendations: Tobacco control work goes beyond policy makers, especially when one of the policy makers is in fact the tobacco industry. It is important to mobilize volunteers that include real smokers, real SHS victims, smoke-free champions. Their call for stronger pack warnings, as well as other MPower policies, will send strong signal to policy makers.

EP-228-3 Tobacco packaging and labeling in the WHO African region: progress after the adoption of WHO FCTC’s Article 11 guidelines
E Sebrie1, K Walter1, K Donley2, B Camara3, M Carmona1, MMuggli2, R Nathan2, P Lambert2
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Background: In 2008, the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) Article 11 Guidelines were adopted. The objective of this study was to: (1) describe the current status of packaging and labeling in all 47 countries of the WHO African Region, and (2) assess the improvement of health warning labels (HWLs) since adoption of the Guidelines.

Methods: We analyzed over 225 pieces of legislation from the African Region in Tobacco Control Laws, a database of the International Legal Consortium at the Campaign for Tobacco-Free Kids. In addition, we reviewed the 2017 WHO MPOWER Report. We assessed HWLs type (text-only vs. pictorial), size as a percentage of the principal display areas (PDAs), and other packaging and labeling requirements.

Results:
As of July 2017, 11 countries have no laws requiring HWLs; 10 require text-only HWLs of less than 30%; 11 require text-only HWLs of at least 30%; 2 require pictorial HWLs of less than 50%; and 13 require pictorial HWLs of at least 50%. The number of countries fulfilling other requirements is shown in the table below.

Conclusions: Few countries in the African Region have fulfilled key HWLs provisions. Almost half ban misleading descriptors, but less than one fifth ban emission yields or require qualitative constituents and emission information. Adoption of the Guidelines contributed to an increase in effective HWLs. However, only 13 of 47 countries have achieved their recommendations of pictorial HWLs on at least 50% of the PDAs.

EP-230-3 Low knowledge among Zambian smokers and the need for large pictorial health warnings: findings from the ITC Zambia Wave 2 survey
SC Kaai1, F Goma2, R Zulu2, M Phiri2, K Chirwa2, L Craig1, ACK Quah1, GT Fong1,2
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Background and challenges to implementation: Since adoption of the Article 11 Guidelines, the total number of countries requiring HWLs of at least 30% has increased more than 5 times (from 5 to 26); HWLs of at least 50% has spiked (from 1 to 15); HWLs of at least 75% has gone from none to 13 require pictorial HWLs of at least 50%. The number of countries fulfilling other requirements is shown in the table below.

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EP-229-3 Exposure of the inconvenient truth of tobacco in China: a nationwide exhibition of graphic pack warnings
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1ThinkTank Research Centre for Health Development, Beijing, China. E-mail: xieyuthinktank@sina.com

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12:45–14:00

EP-228-3 Tobacco packaging and labeling in the WHO African region: progress after the adoption of WHO FCTC’s Article 11 guidelines
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1Campaign for Tobacco-Free Kids, International Research, Washington, DC, United States of America, 2Campaign for Tobacco-Free Kids, International Legal Consortium, Washington, DC, United States of America. E-mail: esebrie@tobaccofreekids.org

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