
Final Report
QUALITATIVE TESTING OF
HEALTH WARNING MESSAGES

POR-05-16

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1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

Background and Purpose

- Health Canada's Tobacco Control Programme (TCP) commissioned Createc to conduct a qualitative study to assess smokers' reaction towards 50 proposed new concepts of Health Warning Messages (HWMs) for tobacco products, as candidates for replacement of the current set of 16, in use since 2000.
- The purpose of HWMs is to enhance public awareness of the health hazards of using tobacco products. To be effective, HWMs should be noticeable, understandable, informative and credible.
 - As HWMs 'wear out', a new set of concepts may help to keep risk-awareness fresh and relevant.
- The purpose of this study was to provide a qualitative Smoker's Response Profile (SRP) for each of the 50 new concepts of HWM proposed by Health Canada.
- Based on the findings of this qualitative work it is anticipated that a more extensive quantitative testing will be conducted.

Methodology

- From January 30 to February 14, 2006, a total of forty focus groups were conducted, in four Canadian cities (Halifax, Toronto, Edmonton and Montreal) with a total of 237 cigarette smokers, including 116 males and 121 females.
- The target audience was divided by age, so that half were in the 18-24 age bracket (113) and half were 25 years of age or older (124).
 - 10 groups were held in each city, 5 with each target audience (younger/older);
 - 30 English and 10 French sessions, which lasted between 2 and 2¼ hours, were conducted.
- Most of the forty mixed-gender groups were comprised of 4-8 light and heavy smokers, randomly recruited, according to a set of pre-established criteria.
- Each group evaluated a set of 10 HWMs according to a precise evaluation protocol (see appended Discussion Guide).

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- Overall, each HWM was evaluated in 8 groups (6 English, 2 French) and each set of 10 HWMs were randomly selected and ordered, printed in real-size format and presented to participants using a booklet for easy handling.
 - The 50 new proposed HWM concepts were developed by Health Canada to enhance public awareness on the following 6 themes:
 - 1) Addiction (A-1 to A-7)
 - 2) Health impacts from smoking tobacco products (H-8 to H-23)
 - 3) Smoking attributable mortality (M-24 to M-30)
 - 4) Health impacts from pre- and post-natal smoking (P-31 to P-35)
 - 5) Health impacts from second-hand smoke (S-36 to S-40)
 - 6) Toxic constituents/emissions (includes environmental tobacco smoke) (T-41 to T-50).
 - A cross-validation approach and a standardized analysis grid were used to analyze the feedback obtained from the smokers in this study.
 - Each warning was first analyzed separately by each of the three moderators, based on findings from both target audiences in their particular location. This qualitative data on each warning was then compared across location and language, to see what consistencies and/or differences emerged.
 - The findings were analyzed according to 10 criteria, to provide an SRP (Smoker Response Profile) for each HWM, which includes:
 - (1) Initial impression, (2) noticeability, (3) main message (understanding), (4) picture, (5) headline, (6) cohesiveness of picture-headline, (7) informativeness, (8) credibility, (9) improvements suggested by participants, and (10) overall assessment.
 - As in all qualitative research, and in accordance with the Code of Ethics and Standards of the Marketing Research Intelligence Association (MRIA), findings from this study may or may not reflect the opinions and suggestions of the entire target audience, and should not be regarded as statistically representative of the target population at large.
 - However, qualitative research elicits many levels of reaction to the issues under study and allows us to learn in-depth responses to the proposed new HWMs. Such an in-depth review of communication factors is not possible with a quantitative survey. Since the approach to the work is not based on the principles of probability sampling, it is left to the judgement of the reader to evaluate the direction and guidance generated from such research.

1.2 OVERVIEW OF FINDINGS

1.2.1 General Response Trends

- Overall, a number of trends emerged from participants' response to the proposed HWMs, which relate to: (a) the creative strategy, (b) the common content, (c) the executional elements, and (d) the motivation to read further or know more.
 - a) The 8 creative strategy trends include: (1) the primacy of emotions, (2) the primacy of the visual, (3) the value of new information, (4) the value of old information, (5) the sensitivity to age, (6) the sensitivity to gender, (7) the non-exclusivity rationale, and (8) linguistic differences.
 - b) The 2 common content trends include: (1) contact information (the 1-800-Quitline and the gosmokefree.com website), and (2) Health Canada signature.
 - c) The 2 executional element trends include: (1) layout and readability, and (2) colours.
 - d) The motivation to read further or know more is based on participants' acknowledged interest in reading the small text.

1.2.1.1 Creative Strategy Trends

1) The Primacy of Emotions

- Participants in all groups consistently expected or wanted to be shocked by HWMs, or emotionally affected in some way.
- Even if the feelings generated were unpleasant ones to tolerate, such as disgust, fear, sadness or worry, the emotional impact of a warning appeared to predict its ability to inform and/or motivate thoughts of quitting. HWMs which worked on emotions rather than on knowledge or beliefs were often acknowledged as effective and noticeable, and actually motivated thinking.
- It seemed like smokers in this study had become desensitized towards warnings based mainly on reason or logic, to such an extent that this creative approach seems unlikely to significantly shift anyone's perspective, regardless of how credible the arguments or facts may have been. HWMs which tapped into thinking, rather than feeling, were often dismissed or rejected based on small details or superficial counter-arguments.
 - Reason may support or refute an emotionally effective warning, but emotions would seem to be the key factor in tapping into a preset attitude or belief system.
- When a strong emotion generated by a HWM was supported by factual information, that was the best combination possible.

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- Through the course of testing the HWMs, we found that (1) HWMs informed participants without "cognitive persuasion" taking place first, and (2) implicit learning (emotional messaging) seemed to be more appropriate to participants than explicit learning (cognitive messaging).
 - These observations strongly suggest that how smokers feel about the health hazards of using tobacco products support their thoughts about the risks of smoking, not the reverse.

2) The Primacy of the Visual

- The picture was generally the first thing people looked at and related to. It determined the strength of the warning's emotional impact and noticeability. For many participants, the picture played the key role in understanding the message, and tended to override the meaning conveyed by the words in the headline.
- Therefore, those warnings with a clear, simple and effective headline to support or complement the emotionally strong visual were the ones that consistently generated positive and almost enthusiastic feedback from participants.
- Warnings that had a less than powerful picture, but a strong headline, were still somewhat effective, but not as influential or emotionally impactful as they could be. In addition, some participants tended to take the words in the headline literally, and often failed to read in-between the lines or to derive an implicit message.
- If participants sensed a conflict between the picture and headline, the tendency was to rely more on the picture for meaning.
- Pictures showing children, or clearly depicting disease (or diseased people) in some way were the most effective.
- Pictures showing people smoking and/or lit cigarettes or even tobacco were counter-productive because they tended to trigger the need and/or desire to smoke for many participants.

3) The Value of New Information

- Overall, people's attitude towards new information was positive and was sometimes related to a warning's noticeability. If presented effectively (impactful picture and clear headline), most wanted more information, to satisfy their curiosity, interest, and desire to learn.
- While new information about smoking, cigarettes, SHS, toxicity, diseases, etc., tended to interest participants, many also wanted proof or evidence in the form of statistics or clearer pictures.
 - Credibility often appeared to be the greatest hurdle for new information.

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- Lack of supporting data was often a key argument for rejection of disturbing new information. This is where the small text or further information on a website could take on an important role.
 - However, some doubters indicated a lack of enthusiasm for such supporting information.

4) The Value of Old Information

- Over and over again, we saw evidence that it was very easy for participants to dismiss messages or information they felt to know about already, as old news.
- Sometimes, because the topic seemed so familiar, participants assumed they already knew enough about what the warning was addressing, when they actually did not seem to. They took cues from the picture, the headline, or both, and filled in the rest from their old familiar mindset. Thus, the tendency was to resist the warning by (1) paying little or no attention, or (2) becoming unmotivated to read or understand further.
- However, when the old news was presented in an original, emotionally compelling way, people tended to resist it less, and instead, viewed it as a good reminder.

5) The Sensitivity to Age

- While older participants seemed better able to personally identify with someone younger than themselves in a picture, the reverse did not seem to be the case.
 - When confronted with an image of an older person in a HWM, those in the younger groups (aged 18-24) tended to justify or rationalize their smoking behavior in two main ways: (1) by stating their intention to have quit by the time they reached that particular age, and (2) by claiming that the warning was not aimed at them. Whatever situation was depicted in the HWM was unlikely to happen to them.
 - Thus, the concept of long-term smoking tended to be lost or diluted for most young participants.
 - In addition, compared to older respondents, a greater proportion of younger smokers tended to refute the notion that they were addicted to cigarettes, and some believed very strongly that they had choice.
 - On the other hand, older respondents (aged 25+) tended to admit, more than younger participants, that they were addicted to smoking and/or cigarettes. Their main justification or rationalization against HWMs was that whatever disease or situation was depicted, it didn't apply to them because other things caused cancer, emphysema, etc.

6) The Sensitivity to Gender

- Of the 50 HWMs tested, participants consistently pointed out the two that communicated "only" about women (H-18 re cervical cancer, and M-29 re the daily death of 43 Canadian women). In almost all groups, both of these warnings tended to generate resistance by male and female participants alike.
- While H-18 and M-29 were rejected for various reasons, included high on the list was the argument that they "only" applied to women. It is easy to understand that men could lack interest in cervical cancer, or the fact that 43 Canadian women die daily. However, women also tended to reject or dismiss these warnings. Sometimes female respondents explained that focusing only on women implied that men didn't die, or that men didn't get "cancer," but this was not the whole story. For example, it is not clear if participants understood what cervical cancer was.
- Such arguments were not made in relation to the impotence-related warning (H-23) aimed primarily at men, or to the anti-smoking pre-natal messages, where the baby could be affected, or to SHS messages, where others, especially children, could be affected, all of which participants of both genders could identify with.
- While "only two" warnings would be a too limited sample in a quantitative study, in qualitative research this may indicate an area of concern, especially since the resistance was consistent. We do not have enough data to fully understand why.

7) The Non-Exclusivity Rationale

- Overall, whenever confronted with information they did not like, especially, but not exclusively, when the HWM had low emotional impact, participants strongly tended to refute the HWM's claim based on the idea that it was "not only" smoking that caused the illness or situation to occur. What they meant was that it was not "mainly" smoking.
- Thus, an argument not exclusive to smoking per se (or SHS per se, etc.) presented without a strong emotional impact, is unlikely to have enough resonance and/or relevance to be accepted.

8) Linguistic Differences

- Overall, the French groups tended to have somewhat stronger resistance to warnings than the English groups.

1.2.1.2 The Common Content Trends

1) Contact Information

- Overall, most participants noticed and clearly appreciated the presence of both the quitline and website on the cigarette pack, as part of the warning mainly because this (1) showed you help was available if you wanted to quit, and (2) was a positive message.

1-800 Quitline

- Most participants either appreciated having the 1-800-Quitline on the pack or didn't mind it being there because it might do others some good. Some said it might encourage them to think about quitting.

Website: gosmokefree.com

- Most younger participants and some older smokers preferred the website over the 1-800 number because it was (1) always accessible, or (2) they disliked government phone lines, or (3) they could search for specific information regarding smoking or quitting.
- Many participants wanted the 1-800 number and the website to be more prominent on the HWM.
- Many participants preferred the website be presented first, before the 1-800 Quitline.

2) Health Canada Signature

- Overall, while the presence of Health Canada on the package was not always spontaneously noticed or mentioned, when asked, most participants felt the Health Canada name lent credibility to the claim in the warning.
- However, while discussing various warnings, smokers in all locations directed their anger towards the government, for allowing cigarettes which cause such illness, to be legal. Note that this is a recurrent theme heard in other studies.

1.2.1.3 The Executional Element Trends

1) Layout and Readability

- Overall, participants found most of the warnings simple, clear and easy to read.
- Most reacted in a positive way to the general layout, which showed a picture in the left half and in the right, the textual message, comprised of the headline, contact information, Health Canada signature and space reserved for small supporting text.

2) Colours

- Most reacted in a positive way to the colours used on the right side, which often generated spontaneous discussion in most groups.
 - While some in various locations were critical, by and large most smokers favoured the vivid yellow background, red headline, and black text for the other data because (1) it was attention-getting, or (2) it signified a real warning.
- However, in the 10 toxic constituent HWMs (T-41 to T-50), participants tended to ignore most of the red headline because the bolded, black, upper-case words (identifying specific toxic substances) were so prominent and overpowering.

1.2.1.4 The Motivation to Read Further or Know More

- For each HWM, participants were asked if they would read further (i.e., the small text) to get more details or information. (Note that for testing purposes, the small text was represented by the same Latin on all 50 HWMs, and took approximately the same amount of space that it would on a real warning).
- Motivation to read further varied based on the emotional impact of the warning itself and/or the personal relevance of the particular topic.
- Some respondents indicated that they "always" or "usually" read the small text on the pack. Sometimes, over and over again, if they were "bored."
- Overall, while receptivity to the message of most HWMs did not depend on motivation to read the small text, this would appear to make a difference (1) when the credibility of the warning was questioned, (2) when specialized words were used in the headline, or (3) when more information was needed or wanted about the character in the picture.

1.2.2 Improvement Classifications

- In order to classify the HWM concepts tested in terms of their relative impact on smokers, and their need for improvement, we performed an analysis which related the perceived effectiveness (stated directly by participants) to the overall qualitative assessment (derived by the analysts from participant reaction as described in the SRPs). The classification divides the 50 HWM concepts into 4 main levels:

1) **Best concepts, need only minor adjustments – 16 HWMs**

HWMs which obtained a perceived effectiveness rating from participants above the overall average rating, and which obtained a good or high qualitative profile on the SRPs.

2) **Good opportunities, need some improvement – 12 HWMs**

HWMs which obtained a perceived effectiveness rating from participants below the overall average, but which obtained a good or high qualitative profile on the SRPs.

3) **Need major improvement – 9 HWMs**

HWMs which obtained a perceived effectiveness rating from participants above the overall average, but which obtained a somewhat low qualitative profile on the SRPs.

4) **Least effective HWMs, need complete rethink or rework – 13 HWMs**

HWMs which obtained a perceived effectiveness rating from participants below the overall average, and which obtained a somewhat low or low qualitative profile on the SRPs.

- The following table shows the results of the analysis. Within each classification level, HWMs are listed by number order, not by level of potential.

IMPROVEMENT CLASSIFICATION TABLE

Best Concepts Need Only Minor Adjustments	Good Opportunities Need Some Improvement
H-8 Smoking causes mouth cancer.*	A-1 "I planned to quit smoking before age 30. I'm now 39."
H-10 "Cigarettes used to be my constant companion. Now my oxygen tank is."	A-2 How can something so small have such control over you?
H-13 Lung cancer kills young people too.	A-4 Don't get trapped by tobacco addiction.
H-15 Smoking causes severe and often fatal respiratory diseases.	A-5 Smoking is a powerful addiction.
H-17 You're one pack closer to a heart attack.	A-6 At this very moment, your fate is in your hands.
H-19 Smoking is a leading cause of stroke.	H-12 It's not too late to have healthier lungs.
H-20 "Smoking gave me emphysema. It is suffocating me."	H-14 Smoking causes blindness.
H-21 Throat cancer. It's tough to swallow. *	H-16 When you smoke, it shows.
M-25 Smoking destroys families. *	M-28 90% of smokers die well before their time.
M-26 This is what dying of lung cancer looks like. *	S-37 Second-hand smoke triggers asthma attacks.
P-33 You're not the only one who pays for these cigarettes. *	T-49 Tobacco smoke contains ARSENIC. A rat poison.
P-34 Smoking has harmful health effects on a baby. *	T-50 Tobacco smoke contains over 4,000 toxic chemicals.
P-35 Smoking in pregnancy results in serious risks. *	
S-36 Your kids are sick of your smoking. *	
S-39 Smoking near a window is just not good enough. *	
S-40 Smoking in your car hurts more than just yourself. *	
Need Major Improvement	Least Effective, Need Complete Rethink/Rework
H-9 "I have chronic bronchitis...because I smoke."	A-3 Make a healthy life your addiction.
H-11 Smokers are twice as likely to get heart disease as non-smokers.	A-7 8 out of 10 teens who try smoking get addicted.
H-18 Smoking increases women's risk of cervical cancer.	H-22 Don't take yourself out of the family picture.
M-27 Cigarettes kill a Canadian every 12 minutes.	H-23 Smoking causes impotence.
M-30 Cigarettes kill over 1000 non-smokers in Canada every year.	M-24 Say goodbye to smoking, not your loved ones.
P-31 Give your baby a smoke-free family.	M-29 Cigarettes kill 43 Canadian women every day.
P-32 Cigarette smoke can cause Sudden Infant Death Syndrome.	T-41 ACETONE, found in tobacco smoke, irritates the eyes, nose and throat.
S-38 Cigarette smoke kills non-smokers too.	T-42 HYDROGEN CYANIDE, found in tobacco smoke can cause thyroid problems.
T-46 FORMALDEHYDE, found in tobacco smoke, causes cancer in humans.	T-43 NITROSAMINES, found in tobacco, cause cancer.
	T-44 LEAD, found in tobacco, can damage almost every organ in your body.
	T-45 CARBON MONOXIDE, found in tobacco smoke, reduces the body's oxygen.
	T-47 BENZENE, found in tobacco smoke, causes cancer.
	T-48 NICOTINE is the drug in tobacco that causes dependence.

* *Indicates the top-10 HWMs participants rated most effective in informing them about the health risks/hazards of smoking or benefits of quitting.*

1. SYNTHÈSE DES RÉSULTATS

1.1 INTRODUCTION

Contexte et objectif

- Le Programme de lutte au tabagisme de Santé Canada (PLT) a mandaté Créatec pour mener une étude qualitative afin d'évaluer la réaction de fumeurs à l'égard de 50 nouveaux concepts de mise en garde sur la santé (MGS) pour les produits du tabac. Ces nouvelles MGS seraient appelées à remplacer la série actuelle de 16 messages en usage depuis 2000.
- Les mises en garde (MGS) ont pour but d'accroître la sensibilisation de la population vis-à-vis les risques pour la santé liés à l'usage des produits du tabac. Pour être efficaces, les mises en garde doivent être remarquées, comprises, informatives et crédibles.
 - Étant donné une certaine usure de ces MGS avec le temps, une nouvelle série de concepts peut contribuer à maintenir d'actualité la pertinence de connaître les risques associés au tabagisme.
- L'objectif de cette étude était de fournir sur une base qualitative un profil des réactions de fumeurs (PRF) à l'égard de chacun des 50 nouveaux concepts de MGS proposés par Santé Canada.
- À partir des résultats de cette étude qualitative, un test quantitatif sur une plus grande échelle est prévu.

Méthodologie

- Entre les 30 janvier et 14 février 2006, quarante (40) groupes de discussion ont eu lieu dans quatre villes canadiennes (Halifax, Toronto, Edmonton et Montréal) regroupant 237 fumeurs de cigarette, soit 116 hommes et 121 femmes.
- Le public cible a été segmenté en fonction de l'âge de sorte que la moitié des participants était des jeunes de 18 à 24 ans (n=113) et l'autre moitié (n=124), des gens de 25 ans et plus.
 - Dix (10) groupes ont été réalisés dans chacune des villes, soit cinq (5) avec chacun des publics cibles (les plus jeunes / les plus âgés);
 - Au total, il y a eu 30 groupes menés en anglais et 10 en français. La durée moyenne d'un groupe était de 2 à 2 heures 15 minutes.

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- La plupart des 40 groupes étaient composés de 4 à 8 participants, hommes et femmes, petits et gros fumeurs, recrutés aléatoirement selon une liste de critères pré-définis.
 - Chaque groupe a examiné un ensemble de 10 MGS selon un protocole d'évaluation bien précis (voir le guide de discussion en annexe).
 - Les 10 MGS composant chaque ensemble ont été sélectionnées et placées dans un ordre tout à fait aléatoire, imprimées grandeur réelle et présentées dans un livret facilitant la manipulation. Chacune des mises en garde (MGS) a été évaluée par 8 groupes (6 anglophones et 2 francophones).
 - Les 50 nouveaux concepts de MGS ont été développés par Santé Canada dans le but de sensibiliser la population sur les six thèmes suivants :
 - 1) Dépendance (A-1 à A-7)
 - 2) Impacts des produits du tabac sur la santé (H-8 à H-23)
 - 3) Mortalité attribuable au tabagisme (M-24 à M-30)
 - 4) Impacts sur la santé du tabagisme pré/postnatal (P-31 à P-35)
 - 5) Impacts de la fumée secondaire sur la santé (S-36 à S-40)
 - 6) Substances/émissions toxiques (incluant la fumée de tabac ambiante) (T-41 à T-50).
 - Pour analyser la variété des réactions des fumeurs, une méthode de validation transversale et une grille d'analyse uniformisée ont été utilisées dans cette étude.
 - Chaque mise en garde a d'abord été analysée individuellement par chacun des trois animateurs, à partir des résultats issus des deux populations cibles dans leur ville respective. Puis les données qualitatives pour chacune des mises en garde ont ensuite été comparées entre villes et entre groupes linguistiques afin de faire ressortir les similarités et les différences.
 - Dans le but de générer un profil qualitatif des réactions du fumeur pour chacune des MGS, les résultats ont été analysés selon les 11 critères suivants :
 - (1) première impression, (2) perceptibilité, (3) message principal (compréhension), (4) image, (5) titre, (6) cohésion entre l'image et le titre, (7) caractère informatif (8) crédibilité, (9) améliorations suggérées par les participants et (10) appréciation globale.
 - Comme pour toute recherche qualitative et conformément aux normes du Code d'éthique de l'Association de la recherche et de l'intelligence marketing (ARIM), les résultats de cette étude peuvent ou non représenter les opinions et suggestions de l'ensemble de l'audience cible, et ne doivent en aucun cas être considérés comme statistiquement représentatifs de la population cible en général.

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- Toutefois, la recherche qualitative permet d'obtenir différents types de réaction par rapport aux sujets à l'étude et d'approfondir les réponses des participants aux concepts de MGS proposés. Un tel examen en profondeur des axes de communication ne serait pas possible dans une enquête quantitative. Étant donné que cette méthodologie n'est pas basée sur les principes de l'échantillonnage probabiliste, la portée à donner à ces résultats est laissée au jugement du lecteur.

1.2 APERÇU GÉNÉRAL DES RÉSULTATS

1.2.1 Tendances générales des réactions

- De manière globale, certaines tendances ont émergé de la réaction des participants aux concepts de MGS proposés, reliées à : (a) la stratégie de création, (b) le contenu commun, (c) les éléments d'exécution, et (d) la motivation à lire ou à en savoir davantage.
 - a) Les huit (8) tendances liées à la stratégie de création sont : (1) la primauté des émotions, (2) la primauté du visuel, (3) la valeur de la nouvelle information, (4) la valeur de l'information déjà connue, (5) la sensibilité à l'âge, (6) la sensibilité au sexe, (7) l'argument de la non exclusivité, et (8) les différences linguistiques.
 - b) Les deux (2) tendances dans le contenu commun sont : (1) les coordonnées de contact (la ligne 1-800 de renoncement au tabagisme et le site Web vivezsansfume.ca), et (2) la signature de Santé Canada.
 - c) Les deux (2) tendances dans les éléments d'exécution sont : (1) la disposition graphique et la lisibilité, et (2) les couleurs.
 - d) La motivation à lire ou à en savoir davantage se fonde sur l'intérêt manifesté par les participants à lire le texte en petits caractères.

1.2.1.1 Tendances reliées à la stratégie de création

1) La primauté des émotions

- De façon récurrente, les participants dans tous les groupes s'attendaient ou désiraient être ébranlés par les MGS, ou du moins être touchés émotionnellement en quelque sorte.
- Même lorsque les émotions générées n'étaient pas agréables, tels le dégoût, la peur, la tristesse ou l'inquiétude, la décharge émotionnelle d'une mise en garde s'est avérée un prédicteur de son potentiel à informer et/ou motiver une réflexion sur l'idée de cesser de fumer. Les MGS agissant sur les émotions, plutôt que sur les connaissances ou les croyances, ont souvent été reconnues comme efficaces et faciles à remarquer, incitant davantage à réfléchir.

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- Il nous a semblé que les fumeurs dans cette étude étaient devenus insensibles à l'égard des mises en garde qui font appel principalement à la raison ou à la logique, à tel point qu'il semble improbable qu'une telle approche de création réussisse à modifier substantiellement leur point de vue, et ce, indépendamment de la crédibilité des arguments ou des faits qui peuvent être présents. Les MGS faisant appel à la raison plutôt qu'à l'émotion ont souvent été rejetées pour des détails mineurs ou pour des motifs superficiels.
 - La raison peut soutenir ou réfuter une mise en garde efficace au plan émotif, mais ce sont les émotions qui semblent être le vecteur clé pour ébranler la sphère des attitudes et croyances déjà formées chez l'individu.
 - Une MGS générant une forte émotion renforcée par de l'information factuelle était la meilleure des combinaisons possibles.
 - Tout au long de l'évaluation des MGS, il nous est apparu (1) que les MGS pouvaient informer les participants sans qu'une « persuasion cognitive » prenne place d'abord, et (2) qu'une compréhension implicite (messagerie émotive) semblait davantage appropriée pour les participants qu'une compréhension explicite (messagerie cognitive).
 - Ces observations nous indiquent fortement que la façon dont les fumeurs ressentent au travers de leurs émotions les risques du tabagisme pour la santé sous-tend leurs croyances sur les dangers du tabagisme, et non l'inverse.

2) La primauté du visuel

- L'image était généralement le premier élément auquel les gens portaient attention et s'identifiaient. C'est aussi ce qui déterminait l'intensité de l'impact émotif d'une MGS et sa valeur de capte-attention. Pour plusieurs participants, l'image jouait un rôle-clé dans leur compréhension du message et allait même jusqu'à outrepasser le sens véhiculé par les mots du titre.
- Par conséquent, ce sont les mises en garde dont le titre était clair, simple, efficace et complémentaire à une image ayant une charge émotive élevée qui ont généré le plus de réactions positives et souvent enthousiastes chez les participants.
- Même si elles avaient une certaine efficacité, les mises en garde dont l'image n'était pas très évocatrice mais dont le titre était percutant n'étaient pas aussi persuasives ou émotivement aussi fortes qu'elles pourraient l'être. En outre, certains participants avaient tendance à prendre au pied de la lettre les mots du titre, à ne pas lire entre les lignes et à ne pas saisir de message implicite.
- Lorsque les participants percevaient un conflit entre l'image et le titre, ils avaient tendance à se fier davantage à l'image pour construire un sens.
- Les images montrant des enfants ou décrivant clairement une maladie (ou des personnes malades) étaient en quelque sorte les plus efficaces.

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- Les images montrant des gens qui fument et/ou des cigarettes allumées, ou même celles illustrant du tabac, étaient contre-productives car elles avaient tendance à déclencher le besoin ou l'envie de fumer chez plusieurs participants.

3) La valeur de la nouvelle information

- Dans l'ensemble, l'attitude des gens à l'égard de la nouvelle information était positive et souvent reliée au potentiel de la mise en garde d'attirer l'attention. Lorsque la mise en garde était présentée de manière efficace (image percutante et titre clair), la plupart des participants disaient vouloir plus d'information pour satisfaire leur curiosité, intérêt ou désir d'en savoir davantage.
- Bien que la nouvelle information sur le tabagisme, les cigarettes, la fumée secondaire, la toxicité, les maladies, etc., semblait intéresser les participants, plusieurs d'entre eux réclamaient des preuves sous forme de statistiques ou de photos plus explicites.
 - Souvent, la crédibilité semblait être le principal obstacle auquel se heurtait la nouvelle information.
 - Le manque de données à l'appui était souvent l'argument clé pour rejeter une nouvelle information «dérangeante». C'est là que le texte en petits caractères ou un complément d'information sur le site Web pourrait jouer un rôle important.
 - Toutefois, certaines sceptiques parmi les participants ne voulaient pas plus d'informations à l'appui.

4) La valeur de l'information déjà connue

- À maintes reprises, nous avons observé la grande facilité avec laquelle les participants rejetaient, comme de vieilles nouvelles, les messages ou l'information qu'ils avaient l'impression de déjà savoir.
- Parfois, lorsque le sujet de la mise en garde leur semblait vraiment familier, les participants prenaient pour acquis qu'ils en savaient déjà suffisamment sur le sujet, alors que ce n'était apparemment pas le cas. Ils empruntaient alors certains indices à l'image, au titre, ou aux deux, et complétaient ce qui manquait du message avec ce qu'ils savaient déjà. Ainsi, la tendance était de résister à cette mise en garde (1) en y accordant peu ou pas d'attention, ou (2) en étant très peu motivé à lire ou à en savoir davantage.
- Cependant, quand l'information déjà connue était présentée de manière originale et percutante au plan émotif, les gens avaient tendance à moins résister et à la voir davantage comme un bon rappel.

5) La sensibilité à l'âge

- Alors que les participants plus âgés semblaient davantage en mesure de s'identifier personnellement à des gens plus jeunes qu'eux illustrés dans les images, l'inverse ne semblait pas être le cas.
 - Lorsque confrontés à l'image d'une personne plus âgée dans une MGS, les jeunes participants (18 à 24 ans) avaient tendance à justifier leur tabagisme de deux façons principalement : (1) en affirmant qu'ils auront cessé de fumer quand ils auront atteint cet âge plus avancé, et (2) en prétendant que la mise en garde ne s'adressait pas à eux. Peu importe la situation illustrée dans la MGS, il était improbable que cela leur arrive.
 - Ainsi, la notion des effets à long terme du tabagisme avait tendance à s'estomper ou à manquer de pertinence pour la plupart des jeunes participants.
 - De plus, comparativement aux participants plus âgés, une plus grande proportion de jeunes fumeurs avait tendance à nier qu'ils pouvaient être dépendants de la cigarette et certains croyaient même fermement qu'ils pouvaient arrêter s'ils le choisissaient.
 - D'autre part, les participants plus âgés (25 ans et plus) avaient davantage tendance que les plus jeunes à admettre leur dépendance au tabagisme et/ou à la cigarette. Leur principal motif pour justifier que les MGS ne s'appliquaient pas à eux était que, peu importe la maladie ou la situation illustrée, bien d'autres facteurs peuvent aussi causer le cancer, l'emphysème, etc.

6) La sensibilité au sexe

- Parmi les 50 MGS testées, les participants ont systématiquement pointé les deux qui s'adressaient « uniquement » aux femmes (H-18, le cancer du col de l'utérus et M-29, la cigarette tue chaque jour 43 femmes au Canada). Dans presque tous les groupes, ces deux MGS avaient tendance à susciter de la résistance tant chez les hommes que chez les femmes.
- Bien que H-18 et M-29 étaient rejetées pour diverses raisons, on retrouve en tête de liste l'argument à l'effet qu'elles concernaient « uniquement » les femmes. Il est facile de comprendre que les hommes puissent être moins intéressés par le cancer du col de l'utérus ou par le fait que 43 Canadiennes meurent chaque jour. Cependant, les femmes avaient aussi tendance à rejeter ces mises en garde. Parfois, des participantes ont expliqué que le fait de mettre l'accent uniquement sur les femmes laissait sous-entendre que les hommes ne mouraient pas ou ne pouvaient pas « attraper le cancer ». Et ce n'était pas tout. Il y a lieu de se demander si les participants comprenaient vraiment ce qu'est le cancer du col de l'utérus.

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- Il n'y a pas eu ce genre d'arguments à l'égard de la mise en garde sur l'impuissance, qui s'adressait surtout aux hommes (H-23), ou celles contre le tabagisme durant la grossesse, pouvant affecter le bébé, ou celles sur la fumée secondaire, pouvant affecter les autres et particulièrement les enfants, auxquelles les participants des deux sexes pouvaient s'identifier.
 - Même si « seulement deux » mises en garde constitueraient un échantillon certainement trop limité dans une étude quantitative, dans une recherche qualitative comme celle-ci cela peut indiquer une source de préoccupation, compte tenu de la récurrence des résistances observées. Nous n'avons pas suffisamment d'informations pour comprendre plus à fond ce phénomène.

7) L'argument de non exclusivité

- Dans l'ensemble, lorsque les participants étaient confrontés à de l'information qu'ils n'aimaient pas (notamment mais pas seulement lorsque la MGS avait un faible impact émotif), ils avaient tendance à nier fortement le message sous prétexte que ce n'est pas « uniquement » le tabagisme qui cause la maladie ou la situation décrite. En d'autres termes, ils voulaient dire que ce n'est pas « principalement » à cause du tabagisme.
- Ainsi, un argument non exclusif au tabagisme (ou à la fumée secondaire, etc.) et non présenté de manière à susciter un impact émotif fort, est peu susceptible d'avoir suffisamment de résonance et/ou de pertinence pour être accepté par les participants.

8) Les différences linguistiques

- Dans l'ensemble, les groupes francophones avaient tendance à manifester une plus grande résistance à l'égard des mises en garde que les groupes anglophones.

1.2.1.2 Tendances reliées au contenu commun

1) Les coordonnées de contact

- De manière globale, la plupart des participants ont remarqué et beaucoup apprécié la présence, comme partie de la mise en garde, de l'information concernant la ligne 1-800 et l'adresse du site Web sur le paquet de cigarettes, principalement parce que ces coordonnées (1) nous montrent que de l'aide est disponible lorsqu'on veut cesser de fumer, et (2) constituent un message positif.

1-800 Ligne de renoncement au tabagisme

- La plupart des participants ont apprécié avoir la ligne 1-800 sur le paquet ou n'y voyaient pas d'inconvénients parce que cela pouvait être bon pour certains. Des participants ont même dit que ça pourrait les motiver à penser à cesser de fumer.

Site Web: vivezsansfumees.ca

- La majorité des jeunes participants et quelques fumeurs plus âgés préféraient le site Web à la ligne 1-800 parce que (1) c'est accessible en tout temps, ou (2) ils n'aimaient pas les lignes téléphoniques du gouvernement, ou (3) ils pouvaient y chercher des informations spécifiques sur le tabagisme ou comment cesser de fumer.
- Plusieurs participants aimeraient bien que le numéro 1-800 et l'adresse du site Web soient plus en évidence sur les MGS.
- De même, plusieurs préféraient que l'adresse du site Web soit présentée en premier, avant le numéro 1-800 ligne de renoncement au tabagisme.

2) Signature de Santé Canada

- Dans l'ensemble, bien que la présence de la signature de Santé Canada sur le paquet n'ait pas toujours été spontanément remarquée ou mentionnée, sur une base aidée, la plupart des participants avaient le sentiment que la signature de Santé Canada conférait de la crédibilité à la mise en garde.
- Cependant, tout au cours des discussions sur les différentes MGS, les fumeurs dans toutes les villes ont manifesté de la grogne envers le gouvernement parce qu'il permet que le commerce des cigarettes qui causent de telles maladies soit légal. Rappelons que ce thème est récurrent, déjà entendu lors d'autres études.

1.2.1.3 Tendances reliées aux éléments d'exécution

1) Disposition graphique et lisibilité

- De façon générale, les participants considéraient la plupart des mises en garde simples, claires et faciles à lire.
- La majorité d'entre eux ont réagi positivement à la disposition générale présentant une image à gauche et le message textuel à droite incluant le titre, le numéro 1-800, la signature de Santé Canada et un espace réservé à un texte explicatif en petits caractères.

2) Couleurs

- La plupart des participants ont réagi positivement aux couleurs utilisées dans la partie de droite. Souvent, cela a suscité des discussions spontanées dans la majorité des groupes.
 - Alors que quelques participants dans les différentes villes ont émis certaines critiques, la plupart des fumeurs étaient nettement favorables au choix de couleurs, fond jaune vif, titre en rouge et texte en noir pour les autres détails parce que (1) ces couleurs captent l'attention, ou (2) elles signifient que la mise en garde est sérieuse.

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- Toutefois, pour les 10 MGS portant sur les substances toxiques (T-41 à T-50), les participants avaient tendance à ne pas voir le titre en rouge à cause de la proéminence des mots en caractères gras, noirs et majuscules (la substance toxique en question).

1.2.1.4 La motivation à lire ou à en savoir davantage

- Pour chacune des MGS, nous demandions aux participants s'ils liraient le paragraphe en petits caractères pour avoir plus de détails ou d'informations. (Il est à noter que pour les besoins du test, ce paragraphe était en latin, identique sur les 50 MGS, et prenait le même espace qu'il aurait sur une mise en garde réelle).
- La motivation à lire davantage variait en fonction de l'impact émotif de la mise en garde même et/ou de la pertinence du thème spécifique pour le participant.
- Quelques participants ont dit lire « toujours » ou « habituellement » le texte en petit caractère sur le paquet de cigarettes. Certains vont même jusqu'à le lire à répétition lorsqu'ils s'ennuient ou n'ont rien d'autre à faire.
- Généralement, bien que pour la plupart des MGS il n'y avait pas de lien entre la réceptivité au message et la motivation à lire le texte en petit caractère, cela aurait pu faire une différence lorsque (1) la crédibilité de la mise en garde était remise en question, (2) des mots spécialisés étaient utilisés dans le titre, ou (3) plus d'information était nécessaire ou désirée sur le personnage dans l'image.

1.2.2 Classification des besoins d'amélioration

- De manière à pouvoir classer les concepts de MGS testés en fonction de leur impact relatif sur les fumeurs et leur besoin d'amélioration, nous avons procédé à une analyse qui a mis en relation d'une part, l'efficacité perçue (établie directement par les participants) et, d'autre part, l'évaluation qualitative globale (dégagée par chacun des analystes lors de leur examen des réactions des participants rapportées dans les PRF). Les 50 concepts de MGS ont été répartis selon une classification comportant quatre (4) catégories :

1) **Meilleurs concepts, ajustements mineurs seulement – 16 MGS**

Mises en garde auxquelles les participants ont attribué un score d'efficacité au-dessus de la moyenne générale et qui ont obtenu un profil de réactions des fumeurs (PRF) bon ou élevé.

2) **Bon potentiel, quelques améliorations – 12 MGS**

Mises en garde auxquelles les participants ont attribué un score d'efficacité en dessous de la moyenne générale mais qui ont obtenu un profil de réactions des fumeurs (PRF) bon ou élevé.

3) **Besoin d'améliorations majeures – 9 MGS**

Mises en garde auxquelles les participants ont attribué un score d'efficacité au-dessus de la moyenne générale mais qui ont obtenu un profil de réactions des fumeurs (PRF) plutôt faible.

4) **Les moins efficaces, besoin d'être complètement repensés ou retravaillés – 13 MGS**

Mises en garde auxquelles les participants ont attribué un score d'efficacité en dessous de la moyenne générale et qui ont obtenu un profil de réactions des fumeurs (PRF) faible ou plutôt faible.

- Le tableau suivant illustre les résultats de cette analyse. Dans chacune des catégories, les mises en garde sont listées par ordre numérique croissant et non selon leur potentiel dans le classement.

CLASSIFICATION DES BESOINS D'AMÉLIORATION

Meilleurs concepts Ajustements mineurs seulement	Bon potentiel Quelques améliorations
H-8 Le tabagisme cause le cancer de la bouche.*	A-1 "Je pensais arrêter de fumer avant l'âge de 30 ans. J'ai maintenant 39 ans."
H-10 "Avant, c'était la cigarette; maintenant c'est mon réservoir d'oxygène."	A-2 Prenez le contrôle, dites non à la cigarette.
H-13 Le cancer du poumon n'a pas d'âge.	A-4 Ne laissez pas la cigarette vous condamner.
H-15 Le tabagisme cause des maladies respiratoires graves, souvent mortelles.	A-5 Le tabagisme crée une forte dépendance.
H-17 La cigarette cause des crises cardiaques.	A-6 Ecrasez avant qu'il ne soit trop tard.
H-19 La cigarette est l'une des causes principales d'accident vasculaire cérébral.	H-12 Arrêter de fumer m'a redonné du souffle.
H-20 "La cigarette m'a donné l'emphysème et j'en étouffe."	H-14 Le tabagisme cause la perte de vision.
H-21 Le cancer de la gorge est difficile à avaler.*	H-16 Vous fumez? Ça paraît.
M-25 La cigarette brise les familles.*	M-28 90% of smokers die well before their time.
M-26 Le cancer du poumon. Vous voulez en mourir?*	S-37 La fumée secondaire provoque des crises d'asthme.
P-33 Quand vous fumez, votre bébé en paye le prix.*	T-49 La fumée du tabac contient de l'ARSENIC. Un poison à rats.
P-34 L'usage du tabac a des effets nocifs sur la santé d'un bébé.*	T-50 La fumée du tabac contient plus de 4 000 substances chimiques toxiques.
P-35 Le tabagisme pendant la grossesse engendre de graves risques.*	
S-36 La santé de vos enfants est entre vos mains.*	
S-39 Fumer près d'une fenêtre ne change rien.*	
S-40 Fumer dans l'auto fait des victimes de vos enfants.*	
Besoin d'améliorations majeures	Les moins efficaces, besoin d'être complètement repensés ou retravaillés
H-9 "Je souffre de bronchite chronique... parce que je fume."	A-3 Jamais trop tard pour écraser.
H-11 Les fumeurs sont deux fois plus susceptibles que les non fumeurs de souffrir de maladies du cœur.	A-7 8 jeunes sur 10 qui essaient la cigarette en deviennent dépendants.
H-18 Le tabagisme augmente le risque de cancer du col de l'utérus.	H-22 Pensez-y, votre famille peut vous perdre à la cigarette.
M-27 Au Canada, à toutes les 12 minutes une personne meurt des conséquences du tabagisme.	H-23 Le tabagisme cause l'impuissance.
M-30 Chaque année, la cigarette tue plus de 1000 non fumeurs au Canada.	M-24 La cigarette m'a enlevé l'amour de ma vie.
P-31 Offrez à votre bébé une vie sans fumée.	M-29 Chaque jour, la cigarette tue 43 femmes au Canada.
P-32 Cigarette smoke can cause Sudden Infant Death Syndrome.	T-41 La fumée du tabac contient de l'ACÉTONE, substance qui irrite les yeux, le nez et la gorge.
S-38 La fumée de la cigarette tue aussi les non fumeurs.	T-42 La fumée du tabac contient de l'ACIDE CYANHYDRIQUE, substance qui peut causer des maladies de la thyroïde.
T-46 La fumée du tabac contient du FORMALDÉHYDE, substance qui cause le cancer chez l'être humain.	T-43 Le tabac contient des NITROSAMINES, substance qui causent le cancer.
	T-44 Le tabac contient du PLOMB, substance qui peut endommager presque tous les organes du corps humain.
	T-45 La fumée du tabac contient du MONOXYDE DE CARBONE, substance qui réduit la quantité d'oxygène dans le corps humain.
	T-47 La fumée du tabac contient du BENZÈNE, substance qui cause le cancer.
	T-48 LA NICOTINE est la drogue qu'on trouve dans le tabac qui crée la dépendance.

* **Correspond** aux 10 MGS perçues par les participants comme étant les plus efficaces pour les informer sur les dangers/effets du tabagisme sur la santé ainsi que sur les avantages d'arrêter de fumer.

2. INTRODUCTION

2.1 BACKGROUND AND PURPOSE

Background Context

- Health Canada's Tobacco Control Programme (TCP) commissioned Createc to conduct a qualitative study to assess smokers' reaction to 50 new concepts for Health Warning Messages (HWMs) on tobacco products, to replace the current set of 16, which have been in use since 2000.
 - While research has shown the current warnings to be effective, they may be losing their impact on smokers who may have gotten used to them over time.
- HWMs, like other health-related information on tobacco product labels, have 3 objectives:
 - 1) Inform users and non-users about tobacco products, their emissions, and the health hazards and health effects arising from tobacco use;
 - 2) Encourage cessation, and
 - 3) Encourage avoidance of the use of tobacco products where they can harm others.
- The 50 new HWM mock-ups have been developed on the following 6 themes:
 - 1) Addiction
 - 2) Health impacts from smoking tobacco products
 - 3) Smoking attributable mortality
 - 4) Health impacts from pre- and post-natal smoking
 - 5) Health impacts from second-hand smoke
 - 6) Toxic constituents / emissions (including environmental tobacco smoke)

Purpose of the Study

- This study is primarily a qualitative assessment of smokers' reaction towards each of 50 proposed new HWMs.
- The purpose was to provide a qualitative Smoker's Response Profile (SRP), as outlined in the Approach to Analysis section below.
 - Rewriting headlines or redesigning messages was not part of the study purpose.
 - Guidance for improving each message is contained in its SRP.
 - In addition, HWMs were grouped in an Improvement Classification Table in terms of their relative impact on participants.
- Due to the large number of HWMs to be evaluated, a standardized procedure was developed (based on past learning from HWM-related research), which used a common grid to provide a clear and simple diagnostic.

Research Objectives

- Through this study, Health Canada sought to determine if the mock-ups of the new health warnings:
 - Are easily noticeable
 - Are credible and relevant to the target audience
 - Are in plain language and easily understood (in the intended way) by the target audience
 - Appeal to and take into account the target audience's cultural and emotional sensitivities
 - Are effective in informing and educating the target audience
 - Have memorable impact on the target audience.

2.2 TARGET GROUP

- The primary target group was smokers of manufactured cigarettes, with an incidence of 20% of Canadian adults. Cigarette smokers were further segmented into 2 sub-groups, based on age and quantity of cigarettes smoked, with at least one-third in the heavy-smoker category (over 20 cigarettes per day):
 - Youth: aged 18-24 (incidence estimated at 5% of Canadian adults)
 - Heavy smokers: more than 20 cigarettes per day
 - Light smokers: 5-10 cigarettes per day
 - Adults: aged 25+ (incidence estimated at 15% of Canadian adults)
 - Heavy smokers: more than 20 cigarettes per day
 - Light smokers: 5-10 cigarettes per day

2.3 METHODOLOGY

Number and Type of Sessions

- From January 30 to February 14, 2006, forty focus groups were conducted in 4 Canadian cities (Halifax, Toronto, Edmonton and Montreal) with a total of 237 cigarette smokers, including 116 males and 121 females. About half were younger (113) and half were older (124).
 - 30 sessions were conducted in English, and 10 were in French
 - 5 focus groups were held with each target audience in each city, as shown in the following table.
- The following table lists the number of focus groups by target population and location.

NUMBER OF FOCUS GROUPS BY TARGET POPULATION AND LOCATION

Target Smokers	Halifax	Toronto	Edmonton	Montreal *	TOTAL
○ Young smokers	5	5	5	5*	20
○ Adult smokers	5	5	5	5*	20
TOTAL	10	10	10	10	40

* *French participants, English elsewhere.*

- Each focus group tested 10 HWMs according to a precise evaluation protocol, and lasted between 2 and 2¼ hours.
- Overall, each of the 50 new HWMs was evaluated in 8 groups (6 English, 2 French).
- All groups were held at dedicated state-of-the-art focus group facilities (with client viewing room). All sessions were recorded on audiotape so that verbatim comments could be incorporated into the report.

Respondent Selection Criteria

- Most groups were comprised of 4-8 smokers, although a few had only 2.
- All groups were randomly recruited by Createc along the lines of the appended Recruitment Screener to provide the following group makeup:
 - Mixed gender
 - 18 years old or over
 - Mix of demographic characteristics (i.e. income, educational level, etc.)

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- Smokers of manufactured cigarettes on a daily basis.
 - At least 2 heavy smokers per group
 - No one or members of their families had worked in PR, advertising or market research; radio, TV or any media; the federal or provincial government; the health sector; or the pharmaceutical or tobacco industry within the past 2 years.
 - No one had participated in a focus group or interview more than twice before, and had not done so within the past 12 months.

Participant Incentive

- All respondents received an incentive payment of \$50 for their participation, at the end of their session.

Materials Tested

- Health Canada provided the proposed creative concepts to be tested as follows:
 - The French and English HWMs were flat and printed on cardstock (4" x 3"), imitating an actual pack of 25 cigarettes. The new HWM occupied the top 50% of the surface area while the bottom 50% was left blank (light grey).
 - Each group evaluated a set of 10 HWMs on cards, which were bound together in booklet format, for easy handling. The HWMs were randomly selected and ordered.
 - For identification purposes, each HWM was given a number from 1 to 50 (with the same numbers used for corresponding French and English HWMs). The list of HWMs and corresponding numbers was provided by Health Canada.
 - The identification numbers have been used as references in the report.
- The following describes the 6 themes for the 50 HWMs and their corresponding codes:
 - 1) Addiction (A-1 to A-7)
 - 2) Health impacts from smoking tobacco products (H-8 to H-23)
 - 3) Smoking attributable mortality (M-24 to M-30)
 - 4) Health impacts from pre- and post-natal smoking (P-31 to P35)
 - 5) Health impacts from second-hand smoke (S-36 to S-40)
 - 6) Toxic constituents / emissions (including environmental tobacco smoke) (T-41 to T-50)

Discussion Guide

- The full breakdown of topics covered for each creative concept along with the complete interview procedure are detailed in the appended client-approved Discussion Guide, designed by Createc in French and English.
- Participants were informed at the outset that the research aimed to get their thoughts, feelings and opinions on ideas for new health warning labels, which may or may not replace the current warnings they are familiar with.
 - Participants were instructed to not refer to any cigarette packages they might have brought with them.
- The groups then began to assess the creative concepts, one at a time, without discussion on any other matter. Themes of the concepts were randomized to allow each group to test at least one concept per theme and concepts were minimally rotated between groups.
- In all 40 sessions, a written questionnaire (appended to the Discussion Guide) was administered at the end of the discussion to help crystallize each respondent's reaction to the 10 HWMs tested in his/her particular session.
 - Findings from this questionnaire have been incorporated into the report and have helped form the overall assessment of each HWM, where applicable, but these results are not quantifiable and have not been used as statistical data.

Approach to Analysis

- Each warning was first analyzed by each of the three moderators, based on findings from the younger and older smokers in their respective locations. This data on each warning was then compared across location and language, to see what consistencies and/or differences emerged in the 8 groups where it was evaluated. The findings were then summarized according to the SRP (Smoker Response Profile), explained below.
- Each of the 50 HWMs was evaluated based on the following 10 components, which comprise the SRP:
 - 1) Initial impression
 - First reactions to HWM
 - 2) Noticeability
 - May include what is or is not eye-catching, attention-getting, and whether participants would be likely to read the small text
 - 3) Main message (meaning)
 - May include: clarity, speed of understanding, unity of meaning, consistency of meaning across groups/participants, instant '*see what you mean*' etc.

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- 4) Picture (interpretative/appealing attributes)
 - May include: explicitiveness, stands on its own, good choice, realism, unity/clarity of meaning, striking, emotional response, etc.
 - 5) Headline
 - May include: everyday words, specialized vocabulary, stands on its own, simple/complex, number of words, number of lines, overall length, requires specialized knowledge to be understood
 - 6) Cohesiveness of picture-headline
 - May include: picture or headline expands or supports the other, conflicts with the other, picture needs headline or headline needs picture to be understood
 - 7) Informativeness
 - May include: personal relevance, newness, change of perception, 'know more about the health effects of smoking' ' more concerned about the health effects of smoking' ' increased motivation to quit' scaring, etc.
 - 8) Credibility
 - What is believable or hard to believe
 - 9) Improvements suggested by participants
 - May include: spontaneous and prompted suggestions
 - 10) Overall assessment
 - A statement of our overall assessment of the effectiveness of the HWM to communicate the health risks of smoking and/or the benefits of quitting
 - A statement summarizing how well the HWM conveyed the intended message.
- Common elements or trends in participants' response are dealt with in the Executive Summary, which include reaction to:
 - Readability/layout (physical attributes)
 - Includes: font, background colour, headline colour
 - 1-800-Quitline and gosmokefree.com
 - Signature: Heath Canada

Limitations of the Study

- While public opinion surveys can tap the Canadian public's views as a whole, qualitative research canvasses individual opinions and reactions by posing questions and listening, and having participants answer freely. The aim of this study was to discover attitudes, and to derive meaning and understanding from listening to and observing participants.
- Focus group discussions provide an appropriate context for participants to express their views with the flexibility, tone and direction they desire.
- Note that the qualitative process is not to build consensus, but to explore awareness, perceptions and views. The moderator's role here was not to inform or suggest right or wrong answers, but to facilitate the discussion, to collect information and to observe, while encouraging participants to answer freely.
- As in all qualitative research, and in accordance with the Code of Ethics and Standards of the Marketing Research Intelligence Association (MRIA), findings from this study may or may not reflect the opinions and suggestions of the entire target audience, and should not be regarded as statistically representative of the target population at large. However, qualitative research elicits many levels of reaction to the issues under study and allows us to learn in-depth responses to the proposed new HWMs. Such an in-depth review of communication factors is not possible with a quantitative survey. Since the approach to the work is not based on the principles of probability sampling, it is left to the judgement of the reader to evaluate the direction and guidance generated from such research.

Research Team

- **Mr. Grégoire Gollin** was the project manager, responsible for client relations, the design of the work methodology, supervision of the final report as well as overall coordination.
- **Ms. Natalie Gold** moderated and analyzed the 20 groups in Toronto and Edmonton, presented the verbal debriefing to the client, prepared the detailed analysis for all sessions and the SRPs for all HWMs, and wrote the final report.
- **Ms. Louise Saint-Pierre** moderated the 10 francophone groups in Montreal and prepared the detailed analysis for these sessions.
- **Ms. Sharon Archibald** moderated the 10 groups in Halifax and prepared the detailed analysis for these sessions.

2.4 ABOUT THE REPORT

Structure of the report

- This report presents the findings from all 237 respondents in the 40 groups together. The report points out where findings were generally consistent or where relevant differences emerged, whether by location, language or target population.
- The report is written using respondents' own language wherever possible, to let them speak in their own words.
- For clarity and ease of access, the report is written in bullet format, with summary tables to provide at-a-glance information.
 - In addition, respondent verbatims appear in *italics*, usually without quotation marks, except when incorporated into the text or a table.
 - Some verbatims have undergone slight editing to make people's comments understandable, but all have been used within their intended context.
- The report begins with an executive summary presenting an overview of the findings, including a summary table listing all HWMs and their key evaluation factors. This is followed by an introductory section describing the methodology used. The main body of the report consists of:
 - (1) an introduction to the SRPs, which provides a context and perspective for the reader, and explains what the SRPs do and do not include;
 - (2) the 50 SRPs, which are the comprehensive results for each HWM, and
 - (3) other warning message ideas suggested by participants.

This is followed by the Appendices.

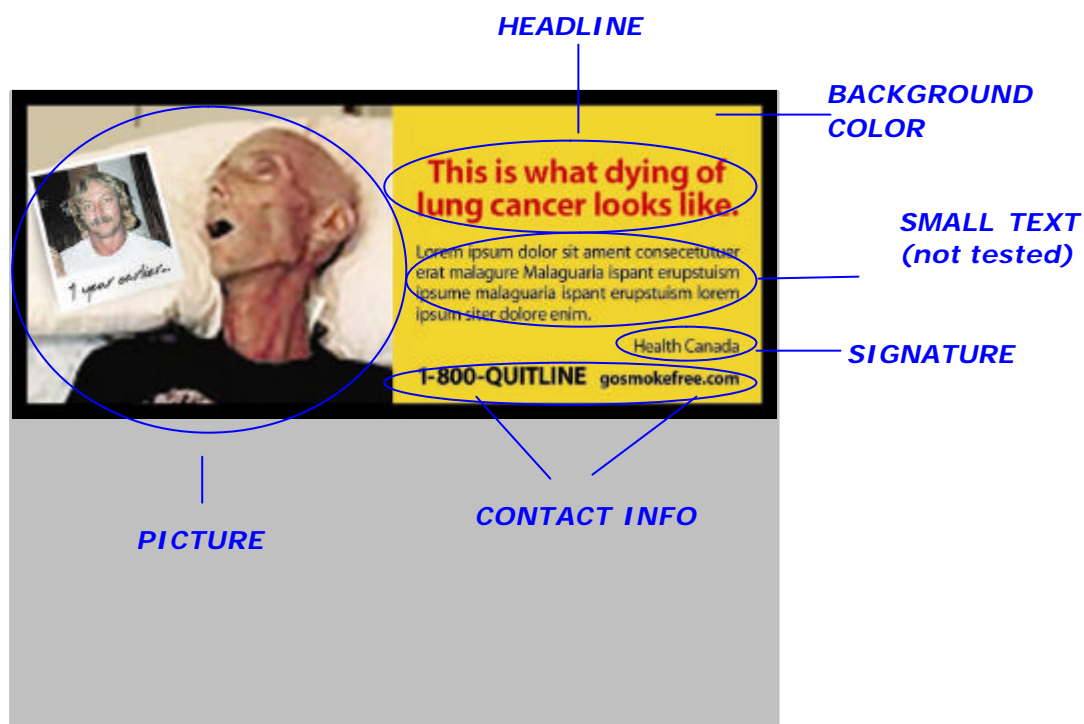
Definition of key terms used

- The following are definitions or acronyms for key terms used throughout the report:

○ HWM	Health Warning Message. Has visual left half and textual right half, and is featured on half the surface of the cigarette pack
○ Headline	Part of the textual component in large font, which may or may not require further reading of the message written in small font to be understood
○ Text	Part of the textual component associated with the headline, in small font (in Latin for testing purposes)

○ Picture	The illustration or visual component of the HWM
○ Contact info	Phone number and website address, part of the textual component
○ Signature	Health Canada reference, part of the textual component

- The following illustrates the components (actual size) of all HWMs tested in this study.



3. UNDERSTANDING THE SMOKER RESPONSE PROFILE

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- Participants in each group were asked to evaluate a predetermined set of 10 warnings, each on their own merit. They were not asked to compare any of the warnings.
 - However, sometimes people compared the warning under consideration to one or more of the current HWMs, and occasionally they referred to earlier warnings in their particular set of 10, stating that the warning being assessed was preferred or not preferred, etc. In either case, the SRP presents only the non-comparative evaluation of each warning on its own.
 - In addition, we do not know whether or not participants compared the 10 HWMs they rated on their written individual questionnaire at the end of their session.
 - The SRPs do not include segments on likeability or positives and negatives, mainly because liking or disliking, approving or disapproving, or positive or negative reactions to a warning are useful but somewhat limited and possibly misleading indicators of a warning's capacity to inform smokers.
 - Instead of pros and cons, or likeability, the SRP reflects how well each HWM resonated with participants.
 - The term "resonance" in the SRP is the ability of a warning to reach, match and merge with participants' mindsets and create a personally relevant meaning.
 - High resonance means that participants felt engaged or involved with a warning, and took a relevant message from it.
 - Low resonance means that participants had difficulty relating or could not relate to a warning or build a relevant or important message from it.
 - All 50 SRPs contain only factual data coming directly from participants, except for the last segment entitled "Overall Assessment," which was determined by the analysts.
 - Verbatim statements from respondents are all in italics.
 - Any reference to thoughts about quitting or any "motivation to quit" in any SRP was unprompted, and reflects what participants explicitly and spontaneously stated during their group.
 - In the Overall Assessment section of each SRP, which has been based on the Improvement Classification Table in the Executive Summary, a number of descriptive terms have been used.
 - Low, somewhat low, average, good and high were derived from judgments made by the analysts based on the relative merits of each individual warning, in terms of (1) its ability to communicate the health risks of smoking and/or the benefits of quitting and (2) how well it conveyed the intended message.
 - Sometimes the words low, strong or high were used to refer to a warning's potential, as indicated on the particular SRP.

4. SMOKER RESPONSE PROFILE TO EACH HWM CONCEPT

A-1

"I planned to quit smoking before age 30. I'm now 39."

"Je pensais arrêter de fumer avant l'âge de 30 ans. J'ai maintenant 39 ans."

Initial Impression

- Overall, consistency varied based on participants' experience of and attitude towards quitting, with no clear age or language differences across locations.
- High resonance for those who could identify with trying and failing to quit, who found it realistic and effective. Some of these smokers had an emotional response.
 - *It hits home, it relates to me.*
 - *I giggled, so I guess I found it humorous because we were talking about this outside, when I first started smoking they were 45 cents a package, if they hit a dollar I'll quit. In this day if it hits \$100 I'll quit. Just had a bit of irony in it.*
 - *Could be me in a few years if I don't quit.*
- Low resonance, relevance and virtually little impact for those who felt smoking was a "choice" or who believed they could quit whenever they wanted.
 - *First thing that came to my head is 'so what'.*
- Most related more to the headline, and criticized the visual for being overly exaggerated.

Noticeability

- Average attention-getting ability, mainly because the picture was dark and brooding. Most cigarette smokers indicated they would not have paid much attention to it.
 - No particular pattern of appeal was observed, whether by gender, age or language. Some of those who found it compelling and could identify would read further, to find out how someone could succeed in quitting.
- While some participants were drawn to the brooding image of a frustrated smoker, most said they mainly noticed the realistic and credible headline.

Main message

- Most derived the message from the headline.
- Many found the message personally relevant and understood that smoking is addictive, and difficult to stop.
 - *Quitting is hard, once it gets you.*
 - *Don't start because it is very difficult to quit.*
 - *Do it now before it's too late.*
 - *Oui, ça me fait dire que je suis peut-être accro et je ne veux pas fumer jusqu'à 40 ans. (It makes me think that I am probably dependent but I don't want to smoke till I'm 40 years old.)*
- Some in various locations found the message negative, defeatist. If successful quitting is so difficult, then why bother?
 - *[There is] nothing to make you believe he is ever going to quit.*
 - *It seems hopeless.*
 - *Helplessness.*

Picture

- Reaction varied to image of frustrated depressed man, which evoked feelings of doom and despair for some.
- A good choice for some in various locations who found it realistic and easy to identify with the man's emotional state.
 - *Good picture, clear and effective.*
 - *It's believable -- it captures emotion, unhappiness, fear, some resignation, a lot of despair.*
 - *Most people smoking are having a bad time.*
- For most others in various locations, it was much too dramatic for the headline, and seemed better suited to a drug problem or depressive state.

Headline

- For most participants in all locations, the headline stood out more than the picture, because they felt it was credible.
- It was easy to understand, simple, and used everyday words.
- Many considered it realistic, because they had similar thoughts, and could identify or relate to it.

Cohesiveness of picture-headline

- Overall, the picture supports the headline since it suggests failure, but does not stand on its own because of varying perceptions regarding the meaning of the picture
- However, cohesiveness suffered since most felt the visual was the weak element.
 - *[The picture] is too dramatic for the headline.*
 - *It looks like an ad for someone who's an alcohol or meth addict, or someone who's suffering from depression, I don't look at it and think he should really quit smoking.*

Informativeness

- Participants believed that this HWM did not provide new information. However, it generally confirms already established beliefs that cigarettes are addictive.
 - *Quand j'ai commencé à fumer, je savais que ce ne serait pas facile d'arrêter. (When I began smoking I already knew it would be difficult to stop.)*

Credibility

- Highly believable.
 - *I've said it over and over again and I am still saying it.*
 - *It's a true statement, when I started smoking I said I'd give it up when I was 20.*
 - *It's believable, people should be able to relate it. Best of these ads I've ever seen.*
- For some, the credibility emanated from the headline, rather than the visual.

Suggestions from participants

- Some suggested changes to the text. For example:
 - Say *'Now I'm 39.'* Conversationally I don't think many people would say 'I'm now 39'.
 - Change the ages to make it more meaningful to older smokers.
- Some in various locations wanted the concept altered somewhat, to focus more on the positive rather than on failure.
 - Create a message that celebrates smokers who have succeeded in quitting.
 - Use real people's quitting testimonials.
- However, most suggestions involved adjustments to the visual:
 - Remove the cigarette and position the subject in front of an ashtray full of butts to indicate a chronic smoker.
 - [Just] remove the cigarette.
 - I want to see more of a frontal view of his face.
- Some in various locations wanted to see a different type of picture, a more realistic medical picture.
 - Use a more graphic picture to show you what you are doing to yourself.
 - [Use] medical terms, I have a cousin who's a brain surgeon at the U of A, and he told me what happens in your brain when you smoke.

Overall Assessment

- From the participants' comments, this HWM has good opportunities to motivate participants to think about the health effects of smoking but needs some improvements, such as a stronger visual. With a stronger visual it has greater potential to reactivate the intention to quit among those who have already tried.
- Some participants claimed it made them think about trying to quit again.
- In its current form, the ability of this warning to convey its intended message is good.

A-2

How can something so small have such control over you?

Prenez le contrôle, dites non à la cigarette.

Initial Impression

- Overall, this message evoked a wide range of response in most locations, with varied reaction within groups.
- High resonance for those who appreciated the powerful and truthful concept, derived from the headline, the visual, or their combination.
 - *I think it makes you think, about how something small has so much power, best one I think.*
 - *Makes you question why you ever started.*
 - *Looks like the enemy, something that could really hurt you, something that is dangerous.*
 - *My first thought was that it was more of a drug, like you were a drug addict, but I realized that's pretty much what it is, a drug.*
- Evoked some strong emotional reactions, such as anger, curiosity and fear.
 - *Why did I let it take over?*
 - *Is it as bad as people say it is?*
 - *Makes me think how I plan my day around smoking.*
 - *Yes makes me feel bad because it is true.*
- Low resonance for many, especially (but not exclusively) in Montreal for 3 main reasons: (1) the ineffective and confusing visual, (2) it offered nothing new, and (3) it wasn't motivating.
 - *Honnêtement, ça ne me touche pas. C'est évident que la cigarette c'est pas bon. Mais moi j'ai décidé de fumer. (Honestly, it doesn't matter. We already know that smoking is not good. Me, I decided to smoke.)*
 - *I don't think this is very effective to stop, I've asked this 100 times before. But this will not change my habit.*

Noticeability

- Average attention-getting ability mainly because the visual lacked a compelling or interesting hook.
- The headline, the cigarette, and the subject's facial expression stood out the most.
 - *It catches my attention because it looks like something from the 80s [cheesy].*
- Very few stated they would read further, to see if more meaning could be found.

Main message

- Overall, the message was generally considered easy to understand.
- Most derived the message from the headline, while some referred to the visual as well.
 - *Small as it is, it is bigger than you.*
 - *You don't know what you are getting yourself into.*
 - *If you start you will be trapped.*
 - *Don't start smoking!*
- Many found the message credible and true.

Picture

- Overall, the picture was seen as the weakest aspect, and generally considered ineffectual. Many participants could not determine if the picture depicted a man or a woman. This caused some confusion.
- However, some liked the concept of confronting a cigarette, and others liked the angry, curious, frustrated, defeated or puzzled expression on the person's face.
 - *I like the idea of the picture, but I don't like the fact that it'd really bother me trying to figure out whether it's a guy or a girl.*

Headline

- For most participants, the headline carried the essential message.
- Most viewed it as simple, direct and easy to understand.
- However, some felt it was a "little cliché".

Cohesiveness of picture-headline

- Overall, most groups agreed that the picture and headline didn't connect as well as they could, due to (1) the poor choice of picture and (2) some grammatical errors in the headline [see correction in suggestions].

Informativeness

- While participants generally believed that there was no new information in the HWM, in some groups it raised the current debate of control vs. choice vs. addiction, and inspired some discussion.

Credibility

- The idea of the warning was credible for most, mainly because the headline carried a valid message.
- However, others disagreed, and debated whether people have choice or control over smoking.

Suggestions from participants

- Some wanted changes to the headline. For example:
 - Individuals in various groups wanted the last word "you" changed to "me" – to make it clear that the person shown is talking to him or herself.
 - Several thought the question mark at the end should be an exclamation mark!
- However, most suggestions involved adjustments to the visual, such as:
 - Some in various locations wanted to see a different type of picture where the smallness of the cigarette is emphasized, perhaps without a person.
 - Concepts included a cigarette on a sidewalk, juxtaposed against a huge building or something quite large, to show how small it really is and a photo of a cigarette or a person breaking a cigarette.

Overall Assessment

- Based on these findings, this HWM falls within the good opportunities classification but needs some improvements. A stronger picture would play an important role in improving this message.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion on the topic of addiction and choice.
- In its current form, the ability of this warning to convey its intended message is good, but with a better picture, the potential could be higher.

A-3
Make a healthy life your addiction.
Jamais trop tard pour écraser.

Initial Impression

- Overall, consistently varied response across locations, with slightly more positive response from older respondents, who could more easily identify with the age of the man in the picture.
- Higher resonance for those who saw "happy family" and/or "positive message".
 - *It's a positive way of looking at it, instead of quitting smoking and becoming a non-smoker, look how happy these little girls are, they're obviously proud of their father.*
 - *It's really refreshing to see something positive.*
- Low resonance for the majority who were either (1) confused by the message, or (2) who couldn't connect the image or headline to the health benefits of quitting smoking, or (3) who couldn't identify with the visual.
 - *Message seems to be smoking makes you happy.*
 - *Almost reverses itself -- smoking is a healthy addiction.*
 - *Ca m'encourage à fumer jusqu'à cet âge-là. (It encourages me to smoke til I'm 65, like him).*
 - *[It's] about a non-smoker, so I do not relate to it.*

Noticeability

- Low attention-getting ability, across most groups in all locations, mainly because the visual lacked impact, personal relevance and/or shock value, and did not go with the headline.
 - *C'est trop doux, c'est pas une image comme ça qui va t'arrêter. (This message is too soft, the picture doesn't make me want to quit smoking.)*
- Those who were attracted appreciated the positive tone or the happy faces.
 - *The positive feel of the add where they're usually negative.*
- Most stated they would not read further.

Main message

- Only a few seemed to catch the intended message about addiction.
 - *If you are going to be addicted, be addicted to a healthy life.*
- Overall, many participants in various groups came up with multiple messages, mainly based on the visual and mainly focused on the (1) generic idea that smoking isn't good for your health, or the (2) general benefits of quitting.
 - *A healthy life doesn't involve smoking.*
 - *Quit so you will be around for your kids.*
 - *It's possible to quit even when you're old like this.*
 - *It's never too late to stop smoking.*
 - *You're happier when you quit.*
- However, there were some in various locations that couldn't discern a clear message.

Picture

- The visual consistently drew more attention than the headline.
- However, in all locations, younger smokers could not identify with the "too old" male figure, and saw him as a grandfather.
 - *[He is] old and wrinkly and he has quit smoking for 5 years.*
 - *He looks like a guy who would pass by and give me a dirty look if I were smoking outside of a mall.*
- Many older smokers also failed to find relevance or meaning from the visual.
 - *Ça ne fait pas réfléchir comme quelqu'un qui a l'air malade. (It doesn't make you think, like a picture of a sick person.)*
- While the visual had a positive tone (smiling man and children), it did not convey a clear message related to the benefits of quitting or the harm of addiction.
 - *Should be in a birthday card?*
 - *What's the deal with putting kids' pics on smokes?*

Headline

- French participants appreciated the headline and generally agreed it had meaning.
- However, many others felt that while the headline was easy to understand, it would not stand on its own, mainly because a healthy life could mean increasing physical activity, changing diet, etc. Some thought smoking wasn't the only addiction preventing a healthy life.

→ *Lots of healthy things you can be addicted to.*

Cohesiveness of picture-headline

- Overall, most participants felt that the headline and picture did not go well together.
- While French participants felt the headline worked on its own, most English participants thought the headline needed some improvement, and/or a better visual to support it.

Informativeness

- While participants felt that there was no new information. it generally confirmed already established beliefs for them that if you quit smoking you will be healthier.
- For some older Montreal participants, the approach or concept was new – it was a positive new way to persuade smokers not to smoke.

Credibility

- Overall, limited credibility, mainly connected to the headline, especially (but not exclusively) in Montreal.
- Most didn't seem to find the content impactful or resonant enough to believe or disbelieve.

Suggestions from participants

- Some suggested changes to the headline.
 - *If you took out the negative word addiction, and said it's not too late to quit, it would be better.*
 - *Just use the top line, 'make a healthy life'.*
 - *Stop smoking to make a happy life your addiction.*
 - *Becoming a non-smoker is much better than quitting, because you think 'I'm not a quitter'. Being a non-smoker sounds more positive.*
- However, most suggestions involved adjustments to the visual:
 - Young people in all locations wanted to see a younger non-smoker in the visual, so they could relate to it.
 - Some others in various locations wanted to see a different type of picture, perhaps showing someone more active -- playing sports, jogging, or playing with their children.

Overall Assessment

- This HWM falls within the least effective category, based on the findings summarized above. However, with a different visual, the headline has some potential to communicate the benefits of quitting, especially among francophones.
- In its current form, the ability of this warning to convey its intended message is low.

A-4

***Don't get trapped by tobacco addiction.
Ne laissez pas la cigarette vous condamner.***

Initial Impression

- Overall, initial impressions varied widely. In different locations, there were pronounced differences between reactions of younger and older participants.
 - In Halifax, younger people were more positive about the message.
 - In Montreal, older respondents agreed with the slavery aspect of smoking.
 - In Toronto and Edmonton, groups were divided as to impact and effectiveness.
- Generally high resonance for those who could identify with feeling trapped by cigarette addiction.
 - *Highly addictive, takes you hostage.*
- Low resonance for those participants who felt this would be better aimed at teens, before they started, and not them, who know they are already enslaved by tobacco.
 - *We're trapped, we get it.*
 - *It doesn't do anything for me. I've been trapped for a long time but I don't see myself behind bars.*
 - *Something that's a little late if you're buying the pack already, it's saying don't start.*
- Most people related to a combination of the headline and visual.

Noticeability

- Moderate to high attention-getting ability.
 - Some were drawn because (1) the cigarettes looked like bars, or (2) the message spoke to them personally, even though it was a little like closing the barn door after the horses are stolen.
- Some smokers would read further because (1) it is a new warning, (2) they would hope to find an empowering message, or one with alarming statistics (for example, on the number of people who die from smoking a year).
- Many stated that they saw no need to read further, because the headline was self explanatory.

Main message

- Overall, in most groups, more than one message was conveyed, mainly by a combination of visual and headline.
- Three basic ideas emerged related to addiction.
 - Addiction and the idea of slavery, imprisonment or being trapped
 - *Don't get addicted.*
 - *How easy is it to get trapped.*
 - *A life sentence.*
 - It is possible to quit
 - *Break free.*
 - *You can break out of it, because he's bending the bars.*
 - Help is available
 - *Here are 2 places to go where you can get help [the 1-800 quitline and the gosmokefree website].*
- Some in most locations found whatever message they perceived as effective.
 - *Eye popping.*
 - *Says exactly how it is.*
 - *It told me that I am an addict right away, I cannot stop.*

Picture

- In most groups, the visual evoked considerable discussion.
 - Tendency of older respondents to identify quickly with the trapped, enslaved idea.
 - At first sight, younger respondents tended to be entertained by the visual, before taking the trapped message more seriously.
- The picture of entrapment and trying to break free evoked varied emotional response.
 - Some could identify, and found it relevant.
 - *I liked the picture, the facelessness of it.*
 - *It does look like jail . . . it looks like somebody that's trapped.*
 - Some felt angry.

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- Some felt the concept of prison bars was somewhat offensive, but others thought the concept was cute, clever, "cheesy" or "goofy".
 - Many criticized the visual's poor quality.
 - *With a better picture with the cigarettes looking more real it would be great.*

Headline

- For most participants in all locations, the headline was easy to understand, and clear.
 - *Right to the point.*
- However, people in various groups said the headline was misdirected at them, because they were already trapped or addicted.
- In Montreal, since "condamner" (to sentence someone to something) is more forceful than the English "trap," some younger smokers thought this term was either slightly exaggerated (what am I guilty of?) or a bit too vague (sentence myself to what?).
 - In contrast, most older Montrealers agreed with the message of addiction -- once a smoker, always a smoker, even if you quit.
- For individuals in several locations, the word "addiction" was seen as too negative and strong, and they introduced terms like "choice" and "control".
 - *It can be an addiction but it's also a choice, it's a balance of willpower and control.*

Cohesiveness of picture-headline

- Overall, most participants felt the headline and visual fit well together.
 - *The words go with the picture, because the guy is trapped in prison.*
- However, in Halifax, some pointed out a lack of cohesiveness, namely:
 - That the visual showed someone already addicted (imprisoned), while the headline is aimed at those who are not yet addicted.

Informativeness

- As most participants already knew cigarettes were addictive, they felt that this message contained no new information..
- However, some in various locations felt the delivery of the information was new.
 - *C'est nouveau comme façon de voir les choses. On ne réalise pas tout le temps que quand tu fumes pendant des années, ça peut te condamner. (It's a new way to see these things. We don't realize that after many years of smoking, tobacco addiction can trap you.)*
- In addition, while most felt it was aimed at teens, those who hadn't started smoking or those who were just starting to smoke, it was pointed out in Halifax that the message would be ineffective for those just starting to smoke because addiction sneaks up on you.
 - *You don't know you are addicted until you are.*

Credibility

- Highly believable to most participants, who agreed that smoking was addictive.

Suggestions from participants

- Some suggested changing the headline to make it stronger or more positive:
 - *Break the habit.*
 - *You don't have to be trapped by cigarette addiction.*
- Some suggested adjustments to the current visual.
 - *I don't see tobacco stains. Long term smokers' fingers are yellow.*
 - *Put tears or splits in the cigarettes, to demonstrate you can break the habit.*
- Others in various locations wanted a different type of picture to make a stronger impact, more easily convey the key entrapment message, or be more positive:
 - *Show a full cage of cigarettes with a person inside.*
 - *A smoker under the guillotine.*
 - *A prisoner with a millstone around his foot.*
 - *A body bag.*
 - *A guy running to the convenience store.*
 - *Show someone "nicking out" (more effective).*
 - *Put the cigarettes in jail and a person on the outside running away (more positive).*

Overall Assessment

- From the findings above, this HWM falls within the good opportunities classification.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion on the topic of addiction and choice. The ability of this warning to convey its intended message is good, but with a better picture and headline, the potential could be higher.

A-5
Smoking is a powerful addiction.
Le tabagisme crée une forte dépendance.

Initial Impression

- Overall, generally consistent reaction across locations.
- Higher resonance for older respondents, who could relate more to the visual.
 - *Very true, I see this all the time . . . I had myself a little heart attack in June, and I was in the hospital for awhile, doctor told me to stop smoking . . . When I was able to, I'd step out the main door and smoke my heart out.*
 - *C'est comme ma mère qui est justement à l'hôpital; elle fait de l'emphysème et fume quand même. (My mother is actually in hospital. She is suffering from emphysema and still smoking.)*
- Lower resonance for younger participants who already knew smoking was addictive.
 - *Realistic but not powerful.*
 - *Nothing powerful, it's normal, I'm not moved at all.*
- Many respondents felt the situation was realistic, familiar and credible.
- For some, the visual evoked sadness and sympathy.
 - *Sad and truthful.*
 - *Sad and depressing, she's still smoking and she's hooked up to a machine.*
 - *I just felt sympathetic with this lady because they were so addicted they had to smoke when they were sick.*
- Others were more judgmental or had no sympathy for the character.
 - *That's pathetic.*
 - *Bad decision – she is already in the hospital.*

Noticeability

- Average attention-getting ability, mainly focused on the visual.
 - *Anything medical tells me it is serious.*
 - *The IV would catch my attention.*
- Most stated that they would not read the sub-text, although some indicated they were curious about this person's story.

Main message

- Overall, the message was generally understood, as most derived the message from the visual.
 - *People will go to extremes to have a smoke.*
 - *How powerful the addiction is.*
- However, many found the message old news.
 - *It's too light and fluffy, it just doesn't affect me to see that, it's something I've seen a number of times.*
 - *It's showing a person that's sick, but keeps smoking because they can't quit. It just affirms the fact that it's hard to quit, and that's not really motivating.*
- To some young Halifax participants, the message was that smoking makes you ill, which did not match the headline.

Picture

- For most, the lion's share of the discussion focused on the visual.
- Many found the visual to be appropriate.
 - *Smoking is a deadly powerful addiction, it's trying to get the point across that you will get sick and die, that's what the picture is trying to say.*
 - *Moi, si j'étais comme cela, je penserais à arrêter de fumer. (Me, if I was in the same situation, I would think about quitting.)*
- It evoked feelings of sadness and sympathy for some in various locations.
 - *Sad and stressful, she looks like she's going through some medical stuff.*

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- However, some felt it was too dark, and somewhat confusing. What was the person's gender, how old were they, how sick, and was the setting a hospital?
 - *I wasn't sure if she was sick, the machine makes it look like she was sick, but she doesn't look sick.*
 - Others felt it wasn't compelling enough, visually or motivationally.
 - *Je ne suis pas certaine que ça persuaderait un nouveau fumeur de ne pas fumer. (I am not sure if this picture could persuade a new smoker not to smoke.)*

Headline

- For most participants in all locations, the headline was clear and easy to understand.
- However, some participants in several locations discussed whether "powerful" was the correct word to use.
 - *Powerful is a bad choice of words because powerful has a positive connotation.*
 - *I like the word powerful because the addiction overtakes you, the word addiction is good, more like it is done to you.*

Cohesiveness of picture-headline

- Overall, many participants thought the visual and headline went well together, because the picture showed how addicted the person was.
- However, some in various locations did not get the connection. For example, younger smokers in Halifax experienced a disconnect between the headline, which focused on addiction, and the visual, which to them implied that smoking caused illness.
 - *Picture and caption do not go together, have no idea what it is about.*
 - *The picture doesn't seem to match what the words are saying.*

Informativeness

- While participants believed that this warning provided no new information, it generally confirmed their already established beliefs that smoking is addictive, or makes you sick.

Credibility

- Highly believable for most, as credibility generally emanated from the visual, but some took it from the combination of visual and headline.
 - *People with an IV going out for a cigarette, I see it all the time, kind of sad.*

Suggestions from participants

- Most suggestions involved adjustments to the visual.
 - *In the picture, include clear elements to show that she is in the hospital (background, clothes, etc.).*
 - *Clearly show the person in the picture is in front of a hospital.*
 - *If she was in a hospital gown, she needs to look sicker.*
 - *Make it more obvious in the picture that it is an adult.*

Overall Assessment

- While some participants felt it was preaching to the converted due to the fact that smokers know how addictive cigarettes are, this HWM could be classified in the good opportunities category.
 - *Might be a good warning for people that don't smoke, or younger kids or something*
- With an improved picture, has good potential to stimulate thoughts and discussion on the topic of addiction and choice.
- In its current form, the ability of this warning to convey its intended message is good but has somewhat low potential to inform people about the health risks of smoking.

A-6

At this very moment, your fate is in your hands.

Écrivez avant qu'il ne soit trop tard. (Butt out before it is too late.)

Initial Impression

- Overall, consistency varied across locations, and especially between the English and French versions.
- High resonance for some in the 3 English locations, based on the image of the cigarette pack being crushed.
 - *Smoking is choking me!*
 - *I look at the picture and I think strength, crush my cigarettes and go cold turkey.*
 - *Anybody thinking about quitting has a strong desire to crush that package.*
 - *I can totally relate to this picture, I can see the lines in his hands and I can see how hard he's clutching, so I believe he really, really wants to quit, it's like a self-help thing, if I saw that every day, I'd think wow, see how bad he wants to quit.*
 - *Strength, powerful, squeezing me, maybe.*
- Some individuals in various locations were positively affected by the headline.
 - *Convincing towards quitting . . . the words, not the picture.*
 - *Up to you if you want to quit . . . tells you straight up.*
- In contrast, the Montreal young group wondered what "too late" meant, and felt this was somewhat exaggerated.
- Low resonance for some in all 4 locations because it wasn't shocking or convincing enough.
 - *Doesn't really phase me at all.*
 - *Not effective, no response, does not scare me, won't make me stop.*
 - *J'ai l'intention d'arrêter mais je ne trouve pas que cette mise en garde est convaincante. (I intend to stop smoking but I don't find this warning very convincing.)*
 - *Peut-être . . . mais je ne sens pas que la fin est proche, je ne me sens pas concernée. (Perhaps . . . but I don't think the end is near, that doesn't concern me.)*

Noticeability

- Average attention-getting ability, mainly because the picture lacked visual impact or a clear consistent meaning.
- However, the hand crushing the cigarettes did catch the attention of some in 3 English locations.
- People in many groups wondered about the strange appearance of the hands.
 - *What is the moldy stuff on his hands?*
- Most stated that they would not read further, but various individuals would expect to find guidance re quitting.

Main message

- Overall, some understood the message, while others were not clear about it.
- Most in the English groups derived the message from a combination of the visual and headline.
 - *In a way you can control your future.*
 - *You can quit anytime you want.*
 - *Quitting is a choice.*
 - *You are the master of your own destiny.*
- Some smokers thought it encouraged the idea of quitting.
 - *Would bolster someone into thinking about quitting.*
 - *Makes me think more about it.*
 - *Might be thought-provoking for young people who maybe are at the crossroads when they were just starting to think, and being pushed by peers.*
- However, some English participants, especially those in Halifax, found the message somewhat flat, lacking punch, and not personally relevant.
 - *Too tame.*
 - *Not disturbing at all.*
 - *It doesn't impact me and I am thinking about quitting.*

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- In both Montreal groups, the message was too vague and unclear.
 - *Ce n'est pas super clair. Trop tard de quoi? D'avoir une maladie dans le fond? (It is not clear. Too late for what? To get sick probably.)*
 - *Je ne trouve pas de lien entre la main et le 'trop tard,' ça n'a pas de rapport. (I don't understand the link between the hand and 'too late,' there's no connection.)*
 - *La phrase 'écrasez avant,' ça laisse beaucoup de place à l'interprétation. Il y a beaucoup de sous-entendus. (There are many different ways to interpret 'Écrasez avant.' There's a lot of hidden meanings.)*

Picture

- Reaction to the visual varied, with no discernable pattern. For some, it was a strong positive component representing strength and conviction. For others, it was threatening.
 - *To me, the hand is the smoking around your throat, the grip... (mom passed away from throat cancer.)*
- Still others, including those in both Montreal groups, the picture was not original, and not shocking or compelling enough.
 - *This picture makes the statement less effective for me.*
- Some were confused about the picture's intended message.
 - *Is he frustrated, is he mad at the cigarettes, quitting, or going to buy another one?*

Headline

- Reaction to the headline also varied, in a similar way as the picture.
- Some responded favourably to the word "fate" and the idea of choice it conveyed.
- Others argued over the concept of choice it implied, because of the addictive nature of cigarettes.
 - *I don't agree fate is in our hands because it is an addiction, it is hard to quit, it is extremely difficult.*
- Still others felt it was unoriginal and uninspired.
 - *Seems like an old cliché.*

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- In Montreal, participants generally felt the urgency implied by the headline was overdone.
 - *C'est plus pour quelqu'un qui fume depuis 30 ou 40 ans. Je ne pense pas mourir demain de la cigarette. (It is more for someone who has smoked for 30 or 40 years. I don't think I will die tomorrow from cigarettes.)*

Cohesiveness of picture-headline

- Overall, participants did not agree on the cohesiveness of these 2 components.
 - *Picture is saying we want you to quit, the headline is saying you're on your own.*

Informativeness

- While participants believed that the message contained no new information, it generally confirmed already established beliefs.

Credibility

- Participants generally found the message credible and for most, the credibility emanated from the headline.
 - *You have control over the actions that you take..*

Suggestions from participants

- Some suggested changes to the English text. For example, make it shorter, more succinct:
 - *Just say 'fate is in your hands'.*
- Some in various locations wanted the headline changed, to be simpler, more compelling, and more in line with the visual. For example:
 - *Just do it!*
- However, most suggestions involved adjustments to the visual, mainly to enhance credibility.
 - *Make his nails stained like someone who's been smoking for 30 years.*
 - *He is not a smoker, no nicotine on his fingers.*
- Some in various locations wanted to see a different type of picture.
 - *This headline could have a better picture. . . could show lots of tar, be more graphic, could have someone squeezing the tar out.*

Overall Assessment

- From the findings summarized above, this warning falls within the good opportunities classification.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion on the topic of addiction and choice.
- In its current form, the ability of this warning to convey its intended message is average, but with a better headline-picture combination, the potential improves.

A-7

8 out of 10 teens who try smoking get addicted.

8 jeunes sur 10 qui essaient la cigarette en deviennent dépendants.

Initial Impression

- Overall, consistency of reaction varied mainly according to how participants felt about statistical information, contained in the headline.
- Higher resonance emerged among those who found some meaning in the headline.
 - *I kind of like it because that's how I started smoking, when I was 16.*
 - *I like the picture, don't know if that's a fact, 8/10 teens. Having teens, I do worry about them starting smoking.*
- Lower resonance occurred for 3 main reasons: (1) doubts about the statistical data, (2) the idea that directing a warning to teens on a pack of cigarettes condoned teen smoking, and (3) the tempting image of so many lit cigarettes.
 - *Don't even know if there is a way to test that.*
 - *Makes you want to smoke.*
 - *Putting a warning on a pack of smokes directed towards teens is like saying yeah it's okay to smoke, even if it is a warning.*
- Most related to the headline, because the image was so perplexing.

Noticeability

- Average attention-getting ability, with interest was sparked more by curiosity, rather than a desire to learn more. For most participants across locations, deciphering the message was a challenge.
- Many initially focused on the image of the cigarette bundle.

Main message

- Most derived a message from the headline, and cited the statistic.
- However, because the visual was so difficult to figure out, no clear overall message emerged.

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- Smokers in various locations discussed how they began smoking as a teen, because it was "cool", and felt that this type of message did not address that key fact. There was some feeling that it should.
 - *I hated cigarettes, I got teased, and instantly, as soon as I lit up, I became cool.*
 - *There's nothing to do with cool or un-cool with this picture, or pressure, it's just a statistic.*
 - *Teenagers always want to follow the leader, join in because that is the thing to do. I would imagine that a lot of kids start smoking for the reason it is the cool thing to do.*

Picture

- Most participants in all 4 locations consistently found the picture difficult to discern. For example, people in various locations wondered why the only 2 cigarettes that were smoked down to the filters seemed to represent the 2 teens who were not addicted. This made no sense.
 - *I was counting the number of cigarettes that were on there, I read it and was trying to figure out what the picture meant*
 - *I would use a better picture, there's nothing related to teens, only cigarettes.*
- However, some participants in various locations did seem to understand the intent of the visual.
 - *Addiction has roped in 8 people.*

Headline

- For most participants in all locations, the meaning was derived from the headline. However, reaction to it varied.
- Some accepted the information, and found it interesting.
 - *It's a fact that I haven't heard before so there's definitely something there.*
- Others, including a number of younger smokers, found the statistic a bit too abstract, and lacking emotional punch.
- Several individuals found the headline too long.

Cohesiveness of picture-headline

- Overall, most participants indicated that the visual made little or no sense without the headline, and for some, it was barely decipherable even with the words.

Informativeness

- Some smokers in various locations felt the statistical information was new and disturbing. But others questioned the validity of the statistic.

→ *Only 20% of the population smokes so how could 80% of teens get addicted!*

- This type of divided response tended to occur whenever new or unknown statistical information was provided.

Credibility

- Credibility varied, depending on each individual's tendency to either accept the statistic or accept the idea that smoking is an addiction, even for teens. Some found it believable.

→ *Wouldn't surprise me if that statistic was true.*

- Others had doubts or skepticism. For example, in Montreal, some young smokers did not believe that people could become addicted when they just started smoking, as teenagers. They questioned the age of teen addicts.

→ *Je ne crois pas la statistique. Les jeunes entre 10 et 15 ans veulent seulement être cool ou rebelles. (I don't believe the statistic. Young people aged 10 to 15 just want to be cool or rebel.)*

- However, parents in various locations expressed concern about their own teenagers, and several with teen siblings did so as well.

→ *Moi, en tant que mère, ça me fait peur. (Myself, as a mother, I am afraid.)*

→ *My brother is a teenager, so is my sister . . . and I don't want them to smoke.*

Suggestions from participants

- Some suggested changes to the headline.

→ *Too long of a header, just put '80% of teen smokers are addicted'.*

- Others in various locations wanted to see a different type of picture, mainly with real teenagers. For example:

→ Show 10 older teens (age 18), differentiating 2 in some way.

→ Use caskets instead of cigarettes.

Overall Assessment

- Primarily because participants found the visual confusing, this HWM falls within the least effective category. It would need a complete rethink in order to adequately convey its message.
- This warning has low potential to inform teens and smokers about the health risks of smoking.
- The ability of this warning to convey its intended message is also low, mainly due to the confusing visual.

H-8
Smoking causes mouth cancer.
Le tabagisme cause le cancer de la bouche.

Initial Impression

- Overall, reaction was consistent in most groups.
- Very high resonance for most older and younger smokers who reacted strongly to the visible signs of mouth cancer shown in the visual.
 - *It's a lot more impactful when you see nasty stuff like that, it's scary.*
 - *I was thinking to myself and thought "is this possible" and I heard about tobacco smokers getting cancer.*
 - *Showing mouth cancer is on the outside instead of the inside, how many of us girls who use cover-up because we have a zit, that one was really impactful.*
 - *Normally cancer isn't visible.*
 - *You cannot see the internal stuff, but this is gross.*
- Somewhat lower resonance for those who resisted the idea of mouth cancer because (1) the image was so exaggerated, (2) they wouldn't let it get that far, and (3).
 - *Gross but possibly exaggerated, pretty extreme case.*
 - *Unreal, too far-fetched.*
- Because their visceral reactions were so strong, some in many groups instantly declared they were going to quit smoking. This suggests that this warning has the ability to make smokers think about the health hazards of smoking.

Noticeability

- Very high attention-getting ability for most participants, based mainly on the repulsive image.
- Many said they would read further, to learn more about mouth cancer, specifically about (1) the current picture, i.e., how advanced the stage shown in the visual is, how long the person had cancer, how many cigarettes smoked per day and for how long, how old the person is, (2) statistics related to mouth cancer for smokers and non-smokers, (3) signs to look for.
 - *How many others in the world look like that, might be more shocking.*
 - *How many people get this out of all smokers, and non smokers?*
 - *Signs to look for, length of time.*

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- Others would want information mainly to reassure them that they are not in danger:
 - *I need to know what else causes mouth cancer, and as far as I know it's very rare.*
 - *I want to know what he was smoking, [this] may have been caused by more than just cigarettes.*

Main message

- Overall the message was clearly understood and had strong emotional impact. It generated a range of unpleasant feelings, ranging from shock, disgust and fear to anger.
- Most derived the message from the powerful yet gross visual.
 - *Smoking causes mouth cancer.*
 - *Mouth cancer will kill you.*
 - *Mouth cancer will make you ugly.*
 - *What I think of is it disfigures you.*
- Many found the message powerful, shocking and disturbing.

Picture

- The graphic visual packed a powerful punch for most smokers.
 - *The picture is very graphic . . .ewww was my first thought.*
 - *This is exposed, like a wound, when I think of cancer it's like a ball inside of you.*
 - *I would rather have it in my lungs than on my face.*
 - *The vanity – that would kill me.*
- Some felt it was worse than the current picture of the "teeth," and others in various locations said they would request a different pack at the store.

Headline

- Most participants in all groups indicated the headline was short, straightforward, powerful and complete.
 - *Good and straight to the point.*
 - *Like that it says that it 'causes', not 'may cause'.*

Cohesiveness of picture-headline

- Overall, most participants in all groups agreed that the picture and headline went well together.
- While the headline could stand on its own, the visual needed a caption mainly because many were unfamiliar with the concept of mouth cancer.

Informativeness

- New and powerful information to many smokers in various locations.
 - *This is new information for me.*
 - *Je ne savais pas que cela pouvait faire ça! (I didn't know smoking could do that!)*

Credibility

- The truth of the headline, that smoking causes mouth cancer, was highly believable to most.
- However, resistance to the strong emotional impact of the picture created some doubts for participants in various locations, especially (but not exclusively) younger smokers.
 - *I know it causes mouth cancer, but I have trouble picturing that's what I'd end up with, maybe I don't want to.*
 - *He didn't just wake up like that . . . If I saw signs then I would quit.*
 - *Il faut vraiment que tu n'aies rien fait pendant longtemps. C'est de la négligence. (To get like that, you would have to do nothing for a long time. It is negligence.)*
 - *Really disgusting, this is not real, it's a computer-generated image, I have seen a lot of smokers, never seen this, this is not true.*
 - *Je voudrais savoir combien de personnes sont victimes du cancer de la bouche. Je ne sais pas si c'est réaliste. (I'd like to know how many persons are affected by mouth cancer. I don't know if it is realistic.)*
- In some instances, younger participants believed that cancer is an older person's disease, one that did not apply to them.

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- Some participants talked about the idea of quitting.
 - *I've never seen what mouth cancer looks like, it makes me want to quit immediately.*
 - *Exaggerated, never heard tell of mouth cancer. This aint gonna happen to me. Now that I hear that this is true [from others in the group], I will consider quitting.*
 - *Le cancer personne ne le contrôle. La cigarette, tu peux la contrôler. Ça me fait réfléchir, je sais que ça peut m'arriver. (No one can control cancer. But you can control cigarettes. It makes me think. I know it could happen to me.)*

Suggestions from participants

- Very few suggestions for change – one each to the visual and the headline.
- For the visual, showing the sadness in the person's eyes would heighten the impact.
 - *I don't think it [shows] enough face, it's missing the eyes . . . without the sadness of the eyes you aren't getting enough.*
- The suggestion for the headline weakens it considerably:
 - *Long-term smoking causes mouth cancer.*

Overall Assessment

- Due to the clarity of the picture, the headline and the credibility of the message itself for participants, this HWM falls within the best concepts classification.
- Has very high potential to inform smokers about the health risks of smoking and to motivate thoughts and discussions about quitting.
- In its current form, the ability of this warning to convey its intended message is very high.

H-9

I have chronic bronchitis... because I smoke.

Je souffre de bronchite chronique... parce que je fume.

Initial Impression

- Overall, reactions varied based on the participant's ability to identify with the woman in the visual or to respiratory ailments in general. This was consistent in all locations.
- High resonance for some in various locations, especially those in Montreal, who could relate to bronchitis and what it's like to have difficulty breathing.
 - *J'ai fait quelques bronchites. C'était pire quand je fumais. C'est clair. (I had some bronchitis. It was worse when I smoked. It is clear.)*
 - *The oxygen mask is good.*
 - *The oxygen masks look very familiar to me, my mother had emphysema, I thought this is probably me down the road. I knew about it. That's what my mom passed away from.*
 - *[She] cannot lead a normal life.*
 - *She's young and in pain, she will not be able to do what she used to do.*
 - *Because I smoke, I have asthma, I use an inhaler everyday. Why? Because I smoke, because I chose it, because I do it. It's our choice . . . we're just killing ourselves. There's a commercial, until someone knows what it's like to not be able to breathe, then it doesn't affect you.*
- Lower resonance for those who were not moved emotionally or who could not relate to the woman in the picture.
 - *She doesn't look sick enough.*
 - *Weak, the person doesn't look like she is having much difficulty.*
 - *It did nothing for me.*

Noticeability

- Overall, average attention-getting ability, as some were struck mainly by the testimonial nature of the headline, in quotes.
 - *Catchy because of personal testimony.*

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- Others were drawn by the "normal" appearance of the woman in the picture, which suggested:
 - *Anyone can get it [chronic bronchitis].*
 - Still others found both the headline and picture "ineffective" and lacking shock value.
 - People in various locations said they would read further, to find out more about the disease.
 - *Putting stats on there might help.*
 - *It needs some statistics, regarding bronchitis and related to smoking.*
 - *How many people get chronic bronchitis [from smoking].*

Main message

- Overall, the message was not well-understood, because the causal link between smoking and bronchitis was not explicit enough for most people.
- Participants derived the message in various ways: from the testimonial in the headline, from the visual, and from a combination of the two.
- No single clear message emerged. However, some in various locations got the general idea of a chronic breathing ailment.
 - *You'll constantly stay sick.*
- People in some groups got into discussions about the nature of bronchitis and whether a life-threatening illness was more worrisome or motivating to them than a mere chronic one.
 - *[I'm] more worried about the chronic aspects of smoking than dying from it.*
 - *Long-suffering is more frightening than death.*
 - *Bronchitis is not too threatening to me, not life-threatening.*
- Some smokers got defensive, and countered the perceived message with the common refrain that bronchitis could be caused by factors other than smoking.
 - *Yeah, so . . . blame it all on smoking, could be something from childhood that got worse.*

Picture

- Overall, the visual tended to elicit critical comments across locations.
- Most criticisms focused on the woman in the picture, for 3 main reasons: (1) the woman looked fake, (2) she looked too healthy, and (3) she was too young.
 - *Picture looks fake, like an actress did it.*
 - *She looks pretty healthy, except for the mask.*
 - *It doesn't look like someone with bronchitis caused by smoking.*
 - *[She] just seems too young to have chronic bronchitis, looks 24.*
- Other negatives about the picture were directed towards (1) a lack of clarity as to whether or not the woman was in hospital, and (2) the predominant white and blue colours were soothing rather than shocking or jarring.
 - *White background looks like she is on her way to death.*
- People also felt uninvolved with the woman, whose name, age, and smoking habits were unknown and unidentified.

Headline

- While many participants derived meaning from the headline, they generally felt that the headline was weak, and lacked impact, because bronchitis seemed unimportant and undramatic.
 - *Chronic bronchitis has no meaning to me, I don't know what it's all about, it's just words.*
 - *Bronchitis isn't really a terrifying word.*

Cohesiveness of picture-headline

- Overall, most saw a weak connection between the headline and visual, mainly because both were not as strong or as impactful as they could or should be.
- While the headline could stand on its own because it related smoking to its effect, the visual could not because it lacked the direct causal link to smoking.

Informativeness

- For some, the information was new.
 - *I did not know that before reading this.*
 - *I didn't realize that smoking would cause chronic bronchitis, I thought bronchitis was a viral thing.*

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- However, many indicated they knew smoking caused all types of respiratory ailments, including chronic bronchitis.

Credibility

- Credibility tended to vary across age and location. It was high for smokers in both Montreal groups and for those who:
 - Considered the information in the headline to be valid and/or common knowledge.
 - *True, we know long-time smokers get bronchitis and emphysema.*
 - *Smoking doesn't help breathing.*
 - Had some personal or family experience with breathing difficulties
 - *Je me sens concernée. Je fais un peu d'asthme et je sais que je ne devrais pas fumer. (I felt concerned. I am asthmatic and I know I should not smoke.)*
- In contrast, credibility was low based on the young and attractive appearance of the woman in the picture and familiarity with bronchitis sufferers who didn't smoke.
 - *Not much personal impact, maybe I just don't believe it because she looks like a model posing for a photo shoot.*
 - *I know people with that who never smoked.*

Suggestions from participants

- Some in various locations suggested changes to the headline, based on including the person's name and age.
 - *Would be better if it reads Jane Smith has chronic bronchitis.*
 - *Be [more] realistic, who is this? Tell their age, and name.*
 - *If you're going to quote someone, even if you're going to make the name up . . . you want to see who is being quoted, Darci Smith, age 19, New Brunswick.*
- Other textual changes either made the suffering more pronounced, or put smoking in the past tense for the character.
 - *Change the wording to 'I'm suffocating from chronic bronchitis'.*
 - *Change the word "smoke" in the headline to "smoked".*

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- Some in various locations wanted the visual concept changed, using a metaphor to explain what it's like to have difficulty breathing.
 - *How do you explain what it's like to not be able to breathe? . . . Some kind of metaphor . . . try to get this ball to the other side . . . you can't because it's not big enough! That's what it's like when you can't breathe!*
 - However, most suggestions involved various adjustments to the visual.
 - *Grunge her up a bit.*
 - *She needs to be gasping for breath with her whole being.*
 - *She looks too healthy, the stress should be showing.*

Overall Assessment

- Some in various locations felt it was weak and ineffective because it lacked the shock value that made them want to turn away.
 - *Not very effective, very soft.*
 - *Wow, big deal, chronic bronchitis . . . when I thought that my mouth was going to fall off I was scared.*
- From the findings summarized above, it is apparent that this HWM would need major improvements in order to convey its intended message. However, with changes to the headline and a better picture, the concept has some value for those with any experience of respiratory ailments.
- In its current form, this warning has somewhat low potential to inform smokers about the health risks of smoking and its ability to convey its intended message is low.

H-10

**"Cigarettes used to be my constant companion. Now my oxygen tank is."
"Avant, c'était la cigarette; maintenant c'est mon réservoir d'oxygène."**

Initial Impression

- Overall, the consistent factor to emerge in most groups was the generally strong impact of the visual.
- High resonance for many smokers who either (1) related to the old man, (2) were familiar with this type of image, and (3) found validation re the long-term effects of smoking.
 - Many thought the man looked like a close relative, a father or grandfather, which made the message more personal.
 - *Looks like my father.*
 - *It looks realistic, sickly and his eyes are watery, doesn't look like he's doing too well.*
 - *I can relate because my grandfather had an oxygen tank, he switched to chewing tobacco when he went on oxygen.*
 - Familiarity made some participants sad, others thoughtful.
 - *Sad but very true.*
 - *Everybody here knows people like that.*
 - *Everyday thing, seeing people like this with oxygen tanks.*
 - *A friend's mom has that, so I know the machine is limiting, no more drinking and enjoying a cigarette.*
 - Validation for what some smokers already knew about the effects of smoking over time, and what the future may hold in store.
 - *It will catch up to you some day.*
 - *[It will] eventually get you if you don't quit.*
 - *Great picture, made me think of the future (older).*
 - *It is true that if you smoke too much you could end up like that.*

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- Low resonance for smokers who felt the man was too old to relate to, or for those who were inspired to keep on smoking because the old man had lasted so long.
 - *Je crois que le message serait plus convaincant si c'était une personne beaucoup plus jeune. Ça me toucherait plus. (I think that this message would be more convincing if the man was younger. It would affect me more.)*
 - *Look how old he is, that's what I'm seeing, look how long he's lived and lasted.*
 - *My first thought, this guy is 80 years old and I hope to live to be 80. This is bull---t.*
 - *Je n'ai aucune empathie pour ce monsieur. Je me dis, il a fait son temps. (I have no empathy for this man. I think he has had his day.)*

Noticeability

- Overall, above-average attention-getting ability.
- Most were drawn by the picture of the old man and/or the oxygen tank.
- Some younger people would read further, to discover the old man's story.
 - *I would want to read more and give this message to my brother.*
 - *There probably [were] no [warning] messages when he started . . . now maybe there is hope for us to help people not get started.*

Main message

- Overall, the message about the long-term effects of smoking was understood from the picture, or the picture-headline combination.
- Most participants expressed the message in various ways.
 - Smoking is harmful and has long term effects.
 - *You'll need a machine to help you survive.*
 - *Harmful to lungs.*
 - Smoking will catch up to you some day or will eventually get you if you don't quit.
 - *This could be me if I don't do something.*
 - *If you smoke you could end up like that . . . it makes me want to quit.*

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- Smoking can seriously change your life.
 - *Take control or it will control you.*

Picture

- The picture drew most of the attention, specifically the old man and the oxygen tank.
 - *Looks at us as if to say 'learn from me'.*
- Many in various locations found the visual concept appealing, and the treatment of the old man effective.
 - *Think it's a great picture concept, cut the guys head off.*
 - *The patient looks real.*
 - *He looks miserable.*
 - *Look on his face with the machine, he looks sick.*
- However, in many groups, criticisms emerged about the way the oxygen tank and the other paraphernalia were depicted.
 - *Not obviously an oxygen tank, should change the tank.*
 - *Its not very clear in the picture that he actually has the tubing coming out of his nose, you have to look hard.*

Headline

- Overall reaction to the headline was generally positive because it was:
 - Clear, to the point, and in easy-to-understand language.
 - Able to stand on its own, without the image.
 - *The statement is exactly true.*
 - *It's clear.*
 - *Sarcastic in a good way.*
- Those with criticisms felt it was either too long, or not realistically expressed.
 - *Too much to read, too long.*
 - *Makes sense but nobody would say that.*

Cohesiveness of picture-headline

- Overall, the two were seen to complement each other.

Informativeness

- No new information, but the impact of the visual made the long-term effects of smoking seem more real, especially, but not exclusively, to older participants.
 - *Not new, but in your face.*
- Some new ideas to think about.
 - The future cost of oxygen.
 - *Expensive in the future. The cost of oxygen way more expensive than smoking.*
 - *Instant death if you cannot afford the oxygen.*
 - Not fun and a lot more expensive.
 - *[You'll be] on a leash.*

Credibility

- Credibility was generally based on reaction to the visual. It was highly believable for many older participants.
 - *I see at least 5 of these in my condo unit every day.*
- However, younger smokers tended to be more skeptical and critical.
 - *I'd believe it if there was a young person with an oxygen tank . . . maybe 30 year old, not 60 or 70 he could be dying of old age.*
 - *Maybe if he was in the hospital on his death bed with a tube up his nose, it'd be more believable.*
 - *I know of non-smokers on oxygen.*
- Some in both Montreal groups felt the man's condition could have been caused by something else like pollution, or even old age.

Suggestions from participants

- Very few suggestions regarding changes to the headline.
 - One smoker thought removing the word “constant” from the headline would correct any impression that only heavy smokers would suffer from smoking-induced breathing problems.
- However, most suggestions involved adjustments to the visual. Specifically, to the oxygen tank.
 - Some in various locations wanted a better depiction of a more cumbersome oxygen tank, one that is difficult to move around.
 - *I think someone holding the actual tank, the one you have to wheel around, hits more. Not just the mask, not just him holding the little thing.*
 - A few also suggested making it easier to see the tubing on the man's face.
 - *Need to see the tubing on his face more clearly.*
- Other suggestions included:
 - *Show someone younger with the oxygen tank.*

Overall Assessment

- Based on the findings summarized above, this concept was classified as one of the best. It has good potential to inform smokers about the long-term effects of smoking and its main value is in conveying the idea that inconvenient serious respiratory illness awaits long-term smokers.
- The ability of this warning to convey its intended message is high, and could be even higher with a more concise headline.

H-11

Smokers are twice as likely to get heart disease as non smokers.

Les fumeurs sont deux fois plus susceptibles que les non fumeurs de souffrir de maladies du cœur.

Initial Impression

- Overall, reaction varied depending on people's receptivity to the concept that smoking increases the risk of heart disease.
 - Both the visual and headline generated a range of response.
- High resonance for some in various locations, including young Halifax smokers, for whom the association between heart disease and smoking was not top of mind.
 - *That picture looks nasty and gross, those are the pictures that catch my eye, and I think is that how mine look?*
 - *Disgusting.*
 - *Makes you think a little bit more.*
 - *Just the thought you could be anybody and get heart disease, but by smoking it is twice as likely and that is more than I want to deal with.*
 - *Makes me wonder if my heart is okay.*
 - *I hope my heart doesn't look like that. Kind of scary.*
- Low resonance for those who:
 - Interpreted the headline in a fatalistic or defeatist way.
 - *What's the difference if I smoke or not, I can still get heart disease. What if I did quit smoking and ended up with heart disease anyway.*
 - *Well, if you can get heart disease anyway, may as well smoke.*
 - Created rational arguments to defend against the information.
 - *Cyclists are twice as likely to get hurt as someone on the bus, everything you do increases your risk of death.*
 - *I don't believe that this is really from smoking. What about stress or poor diet?*

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- Found no meaning in either the headline or visual.
 - *It doesn't do a thing for me, it just doesn't mean anything. The headline says smokers are twice as likely, but it's not gross.*

Noticeability

- Attention-getting ability varied across locations and age groups. Some were strongly affected.
 - *Diseased organs make a big impact. It is what it is.*
- However, others would not pay much attention because this topic had been covered already.
 - I don't think I'd look twice because I feel like I've seen it already.
- Some stated they would read further, to find out more about the visual or to learn more statistics.
 - *The picture is why I would want to read more. I'd want to find out what that is first of all. I'd keep reading to find out.*
 - *Many statistics, numbers to show.*

Main message

- Overall, most participants derived the message from the visual.
- However, while most understood the message related to heart disease and smoking, they did not seem to get the ratio "twice" quoted in the headline.
- Participants in most locations identified a range of general heart-related messages.
 - *Smoking causes heart disease.*
 - *Heart attack waiting to happen.*
 - *If I keep smoking I will get heart disease when I am older.*
 - *That's how your heart's going to be if you don't quit smoking.*
 - *Quit now, quit for your heart.*
 - *Your heart would look better smoke free.*
 - *If you smoke your heart will look like this.*
- Some found the message unclear, and doubtful.
 - *It's not clear enough, how many were smokers in the first place.*

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- Some in various locations only noted a generic message.

→ *Smoking can kill you.*

Picture

- Many described the image of the heart as "shocking," "repulsive," "disgusting," "nasty," or "revolting."

→ *Gross . . . one of those pictures you want to cover up.*

- Some older participants were impacted by the picture of the heart.

→ *I get a weird stutter in my heart and when I see this picture I wonder.*

→ *I just wonder if that is how bad my heart looks.*

- In contrast, some found the approach familiar and déjà vu, since they had seen this type of visual before on cigarette packs.

→ *Can't they come up with something new?*

- Others found the picture a bit confusing, because (1) it didn't look like a heart, and (2) they couldn't tell the difference between a healthy and diseased heart.

→ *I don't think most people would get the jest of the picture, it looks like a lump, it doesn't look like a heart.*

→ *Can't tell what it is.*

→ *How do you know that is a diseased heart? No one knows what a healthy heart looks like.*

→ *It isn't clear that it is a heart, doesn't look that unhealthy.*

Headline

- Reaction to the headline was somewhat consistent across locations, because (1) it was too vague, and (2) too long.

- Many weren't sure what the ratio, "twice as likely", meant, which tended to decrease its credibility.

→ *Why is it twice, why not three times or four? Where is the actual fact?*

- Some found the headline too long, too wordy.

→ *Could be shortened and still get the same point across.*

Cohesiveness of picture-headline

- Overall, perceptions of cohesiveness varied across location and age.
- Some felt the two were both required to derive meaning, some relied more on the visual, while others thought the visual meant nothing without the headline.

Informativeness

- Most participants perceived no new information in this warning, because they did not acknowledge or address the ratio 'twice as likely' in the headline.
- People generally indicated an awareness of an undefined and somewhat vague correlation between smoking and heart disease, often from previous messages on cigarette packs.
 - *Tell me something new, duh. Everybody knows it. And if you're going to repeat it 1001 times more to me, I know. I'm 23, 10 years of smoking, since 15. Doesn't affect me.*
 - *It's kind of like the old one.*
 - *Desensitized to it.*
- However, most were generally unaware that smokers were actually twice as likely to get heart disease as non-smokers, and there appeared to be a fair amount of resistance to or ignoring of this particular piece of information.

Credibility

- Credibility varied across location and age. For some, the credibility emanated from familiarity with the correlation between smoking and heart disease.
 - *The end result is believable.*
- But for many others, the vague statistic in the headline tended to create doubt and disbelief.
 - *Il n'y a rien qui me prouve que les fumeurs meurent plus de maladies du cœur. Je n'y crois pas vraiment. (There is no proof that smokers die more from heart disease than other people. I really don't believe it.)*
- Still others resisted any idea that smoking caused heart disease, including a younger Toronto man, who had experienced 2 heart attacks.
 - *It had nothing to do with smoking, I even had a smoke right after it.*

Suggestions from participants

- Some in various locations suggested changes to both the text and visual. A before and after set of hearts was suggested in several locations.
 - *Better statistics and a better picture.*
 - *Change the headline to read 'Make a choice, and display one healthy heart and one diseased heart, a before and after version.'*
- Some in various locations wanted only the headline adjusted to (1) become more personal, (2) highlight the word "twice," or (3) include comparisons with common phenomena known for high mortality rates.
 - *Caption should read "This is your heart from smoking".*
 - *Make the word 'twice' in the headline stand out more.*
 - *Include a comparison with car accidents.*
- Some in Halifax wanted no changes to either the picture or headline.
 - *I don't think anything would make it have more impact.*
 - *Leave it exactly the way it is.*
 - *Nothing, it really hit home.*

Overall Assessment

- Based on the findings summarized above, this HWM has been classified as needing major improvements such as a shorter, clearer and more personal headline.
- In its current form, has average potential to inform smokers about the health risks of smoking and the ability of this warning to convey its intended message is low.

H-12

It's not too late to have healthier lungs.

Arrêter de fumer m'a redonné du souffle. (Quitting smoking gave me back my breath)

Initial Impression

- Overall, reaction varied widely, and was based on a broad range of factors, including: (1) the appeal of a positive approach vs. an expectation of being shocked by gross images, (2) a perceived connection between smoking and the ability to do physical activities, and (3) a desire to be more active.
- High resonance for some older and younger smokers in various locations who (1) agreed with the concept, and recognized that smoking hindered their ability to do physical exercise, or (2) who valued the positive and hopeful approach.
 - *It's great, a good positive message, I do all of this stuff, and it's like I'm always trying to keep up with my non-smoking friends and stuff.*
 - *I would like to do more active things without having to stop and catch my breath.*
 - *J'ai moins de souffle. Quand j'étais plus jeune, je patinais plus longtemps. C'est une des raisons pour laquelle j'arrêtera. C'est un bon argument. (I am often short of breath. When I was younger, I could skate for a long time. This is why I would like stop smoking. It is a good argument.)*
 - *This is my most favourite place to be, this is what it could be instead of you're straight up going to die. It's a better approach.*
 - *Good, it's positive, good message.*
 - *C'est positif. J'aime beaucoup ce type de message. C'est plus encourageant. (This is positive. I very much like this type of message. It is more encouraging.)*
 - *It gives hope.*

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- Low resonance for people in various locations who (1) believed their smoking did not affect their physical ability, (2) did not connect smoking with a lack of physical stamina, or (3) who did not spend time doing outdoor activities.
 - *As someone who smokes, I still go out in the mountains and hike, I think so what.*
 - *I liked it. It wouldn't bother me on my cigarettes when I take it out. Because I do all that stuff anyways, people that don't smoke have to keep up with me.*
 - *Being inactive is the problem, once you start being inactive you lose your activity, but it is not about smoking.*
 - *People smoke all their lives and never get sick.*
 - *Doesn't look like something you would do too often, for those of us who live in the city.*

Noticeability

- Slightly above average attention-getting ability, because of the unusual positive approach and healthy image. Many were attracted by the picture of the young man in the mountains. In addition, some were drawn to the positive phrase in the headline, "It's not too late".
- However, some in various locations were unimpressed.
 - *This is another one I probably wouldn't even look at, picture doesn't catch my attention. Consequently I wouldn't even read the headline.*
- Most would not read further or want to know more.

Main message

- Overall, many participants across locations found various upbeat and positive messages about the benefits of quitting in this warning, which they were quite receptive to.
- However, most generalized the message to benefits other than healthier lungs.
- Most people derived the message from the visual.
 - *If you quit smoking you'll be healthier.*
 - *If you quit smoking you'll be able to enjoy outdoor activities more.*
 - *If you quit smoking you can have more energy to do things like this.*

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- However, some took a message straight from the headline.
 - *It's never too late.*
 - *Never too late to be healthy.*
 - Others used a combination of headline and visual to find meaning.
 - *Quit smoking and you will have healthier lungs.*
 - *Smoking damages your lungs and your active lifestyle.*
 - Some others only got a generic type of message.
 - *Quit while you are young.*
 - *Live healthy.*
 - *It is possible to get your health back.*
 - *Your body can regenerate.*

Picture

- Overall reaction to the visual concept was positive in most groups, and in several locations, tended to appeal to younger respondents.
- Many were struck by the unusually positive and encouraging nature of the photograph.
 - *Not a gross picture, that's a good thing.*
- Some were drawn specifically to the mountain scenery.
 - *The mountains, it's something I like to do.*
- Criticisms of the picture were aimed at 3 aspects: (1) the caption reading "I quit smoking 5 years ago", (2) the fuzziness of the photo used, and (3) the extremely young age of the fellow portrayed.
 - The caption in the picture generated some discussion in many groups, across locations.
 - Some liked it, and thought 5 years was the perfect amount of time.
 - Some thought 5 years was too long and discouraging, and preferred 3-6 months, to indicate that benefits would occur a short time after quitting.
 - *On ne devrait pas écrire 'il y a 5 ans.' C'est trop long, ça décourage. Six mois ce serait mieux. (They should not write '5 years ago.' It is too long, it is discouraging. Six months would be better.)*

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- Others found it unnecessary.
 - *The caption I don't think is really necessary, because you could just quit smoking for 3 months and go hiking.*
 - The unclear visual didn't fully capture the crispness of the mountain scenery.
 - *The picture could be more clear, show a little bit more of the person who's doing the walking. Not a focused picture, blurry.*
 - Some older respondents found it more difficult to relate to the young person shown in the visual, and doubted that someone quite so young would have breathing problems.

Headline

- Most participants in all locations thought the headline worked well as is, and supported the visual.
- However, some in various groups got into discussions about whether the word "healthier" in the headline was more effective than the word "healthy." In these instances, there was no general consensus.
 - *The word 'healthier' gives you more hope, healthy is too pretentious, like what am I, totally sick right now, totally helpless? Healthier is a hopeful word.*
 - *Should say 'healthy' instead of 'healthier'.*
- In Montreal, participants generally responded in a positive way to the headline, which differed from the English version.
 - *Cela veut dire que ta santé s'améliore quand tu arrêtes de fumer. (It means that your health will improve when you stop smoking.)*
 - *C'est bien . . . au lieu d'approcher les fumeurs négativement. (It's good . . . instead of taking a negative approach to smokers.)*

Cohesiveness of picture-headline

- Overall, some in various locations thought the picture and headline went well together.
 - *The picture and the heading are fine and they go together well.*

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- For many, however, neither component could stand on its own because neither linked directly to smoking.

→ *Both need work, but you can't have one without the other.*

Informativeness

- While participants believed that there was no new information per se, the positive approach and reinforcement of a positive behavior was consistently seen as something new.

→ *It is new, definitely way more positive, something you're not afraid to look at. It doesn't disgust you, you can look at this, read it, it doesn't give you any creeps.*

→ *More positive than the ones now.*

Credibility

- The HWM was generally considered believable by participants. For some, the credibility emanated from their awareness of the connection between healthy or healthier lungs, and the ability to exercise more easily.

→ *Smoking does not stop anybody, [but] it makes it harder without a doubt.*

Suggestions from participants

- Most suggestions involved adjustments to the visual in 3 main ways: (1) increase the visibility of the caption, (2) increase the clarity of the whole picture, or (3) make the character a bit older.

→ *I think it [caption in visual] should be put in red writing so it stands out more, because I didn't even notice it.*

→ *I think the picture can be more clear, because when you think healthy lungs you want the picture to be more crisp and clear.*

→ *Make him older, he looks like he is 17.*

- Several participants wanted to see a different type of visual.

→ *Show a before and after comparison of the guy.*

→ *Show a guy running a marathon after quitting smoking.*

→ *Could have 2 people in there, saying 'We quit smoking together at 18'.*

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- Some suggested adjustments to the headline.
→ *Change 'not too late' to never too late.*
 - A few in various locations wanted the headline changed entirely.
→ *Your body can regenerate.*

Overall Assessment

- Based on the findings summarized above, this warning falls within the good opportunities classification.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion on the benefits of quitting due to the positive upbeat approach.
- While in its current form, the ability of this warning to convey its intended message is good, with a better picture, the potential could be higher.

H-13**Lung cancer kills young people too****Le cancer du poumon n'a pas d'âge. (Lung cancer has no age)****Initial Impression**

- Overall, findings tended to be consistent across locations.
- Higher resonance for younger smokers (including those aged 26-33 in the older groups), who were impacted emotionally by the visual.
 - *This picture scared me to see someone so young so sick, it freaked me out.*
 - *Kind of makes me feel sad and sorry for this person, because they're so young and they have cancer, everybody knows that you can get lung cancer, but actually showing them a young person, I really don't like it.*
 - *Elle a l'air de regarder au loin comme si elle regrettait d'avoir fumer. (She's looking far off as if she regretted smoking.)*
 - *Picture made me want to throw away my pack of cigarettes.*
 - *Very strong, effective, an eye opener . . . I am 33, a year away from 34.*
 - *I don't want lung cancer.*
 - *That could be me.*
- Some younger participants in various locations admitted resisting the emotional impact of the message, because it was scary or depressing.
 - *Overlying message I think is fear, they're going about it the wrong way, they're trying to scare you into thinking this is going to be you, yeah it can be but I don't think fear is the right way to go.*
 - *It's depressing and I don't like to be depressed.*
 - *It won't happen to me.*
- Lower resonance generally for older respondents who (1) cited other causes of cancer, or (2) were older than 34, and felt the picture didn't apply to them.
 - *People every day have cancer that didn't smoke, it comes from carcinogens in everything.*
 - *If you are over 34, you say, okay I made it past that.*

Noticeability

- Generally high attention-getting ability for those under 34.
- Most participants stated they would not read further, but if they did, they would expect to find numbers, and some comparisons with other diseases, traffic accidents, etc.

Main message

- Overall, most derived the intended message from a combination of visual and headline.
 - *No matter what age you can get lung cancer from smoking.*
 - *No discrimination in cancer.*
 - *Could be me [respondent in older group]. Not just for old people, young people can get it.*
- Many found the message personally effective, including some who lost family members to the disease.
 - *Killed my brother at 46.*
 - *Mother passed away in September of lung cancer.*

Picture

- Overall, reaction to the picture concept tended to be strong and emotional among younger respondents.
 - *Picture is riveting.*
 - *Pulls at your heartstrings.*
 - *C'est tellement vraie la photo, quand tu as déjà vu quelqu'un ayant le cancer, ça fait réfléchir. (A very realistic picture. When you have seen someone affected by cancer, it makes you think.)*
 - *You can see that she is sad, lost her hair, very painful chemotherapy.*

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- However, many people criticised several aspects of the picture: it was (1) too dark, (2), didn't seem like a hospital room, (3) didn't show the woman's face, and (4) the woman seemed too relaxed, healthy-looking or not out of the ordinary.
 - *The darkness of the picture hides some of what you want to see.*
 - *Doesn't really look like an hospital.*
 - *It takes a minute to see the IV and everything.*
 - *They need to show the person' face, so when you're looking at it, you can see more of how this person is actually feeling.*
 - *It looks like a girl relaxing.*
 - *To see a bald person nowadays is nothing, because everyone shaves their head.*
 - The woman's age was an issue for some younger and older participants. The former felt it wasn't young enough, and the latter felt it was too young for them to identify with.
 - *34 is not that young.*
 - *Better if it was a teenager dying in the picture.*
 - *Person should be a lot younger than 34.*

Headline

- The headline tended to affect some participants emotionally, (especially but not exclusively younger smokers), as they digested this relevant new information.
 - *I thought it [lung cancer] would take a long time to develop.*
 - *It is something you try to deny.*
- However, others pointed out that the headline made no reference to smoking, and argued the other causes of lung cancer.
 - *Doesn't really say anything about smoking. You can get lung cancer without smoking.*
 - *Doesn't connect smoking to cancer.*
 - *Other things cause lung cancer.*
 - *Statistics are way more effective.*

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- The young Toronto group generally disapproved of the phrase 'young people'.

→ *The phrase young people is offensive.*

Cohesiveness of picture-headline

- Overall, most participants felt that the picture-headline combination worked, that each element supported the other, although neither was seen to connect the message to smoking.

- Some thought the picture did not match the headline.

→ *Picture doesn't go with the words at all.*

Informativeness

- New information for many young smokers in all locations, who were shocked to learn that lung cancer due to smoking can afflict young people. It was a real eye-opener and somewhat frightening.
- Tendency for smokers over 34 to dismiss the new information as lacking in substance and/or credibility.

Credibility

- For most young people, credibility was based on the information in the headline, with strong emotional support from the visual, despite some resistance and/or denial.

→ *If you let this message get inside you, you either have to smoke immediately or completely block your mind. It's so much pressure on you.*

→ *Most young people have this set in their mind that they're invincible, if I were to look at this I would think that this is never going to happen to me.*

- However, generally low credibility among older participants, who cited deaths from lung cancer unrelated to smoking, and certainly unrelated to a young age.

→ *I know people who've died of lung cancer, but not many young ones.*

→ *Je n'ai jamais entendu parler d'une personne de cet âge qui serait morte du cancer du poumon. C'est peut-être la pollution. (I've never heard that a person of this age could die from lung cancer. Maybe pollution is the real cause.)*

Suggestions from participants

- Most suggested changes involved adjustments to the visual.
 - *Make the cancer patient less attractive, look sicker.*
 - *Lighten up the picture.*
 - *Show a fully-lit hospital room with all the instruments.*
 - *Make it more graphic and visual.*

Some older participants in various locations thought the person should be younger than 34.

- Some changes were mentioned regarding the headline.
 - *Mention smoking.*
 - *Change the phrase 'young people'.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the best concepts. It has good potential to emotionally impact young people. Offers some new information for young smokers and parents of young smokers to think about.
- In its current form, the ability of this warning to convey its intended message is good, but with a better picture and more explicit connection to smoking, the potential could be higher.

H-14**Smoking causes blindness.****Le tabagisme cause la perte de vision. (Smoking causes loss of vision)****Initial Impression**

- Overall, initial reaction was quite consistent across locations and age.
- Most responded quite negatively to the visual, which they found (1) gross and creepy, or (2) far-fetched and exaggerated.
 - *The picture is creepy in the extreme . . . eyeballs pulled all the way back.*
 - *Makes me want to ask for a different pack.*
 - *It's too far out there.*
 - *I actually thought of ET, because it just looks like a silly picture. Where's the face that goes with this eye?*
 - *Reminds me of Clockwork Orange.*
- Low resonance as well to the headline, which most participants had difficulty believing, mainly because they had not heard of the correlation between smoking and blindness.
 - *No one relates blindness with smoking.*
 - *Bull---t, never heard of any incident where smoking makes you blind.*

Noticeability

- Very high attention-getting ability, mainly due to the unappealing and "gross" visual.
- However, the image did not match the headline, which created confusion and made it hard to understand.
- Very few in each location said they would read further, to find out more. Instead, most would tend to reject the information in the headline.
 - *I want to know more, will go on the internet, don't believe it . . . probably Google, but not on the website.*
 - *You want to know more about this problem. (Tu veux en savoir plus sur ce problème.)*

Main message

- Overall, participants relied solely on the headline to derive meaning.
- People generally understood the message to be that smoking causes blindness.
- Some participants were curious and interested.
 - *It's a new message, could possibly be why I have to wear glasses just to do reading.*
 - *Something to think about . . . I wonder if smoking has anything to do with my having to wear glasses all the time.*
 - *Wouldn't really make that much difference to me. Interesting to know, but just another tidbit in the non-smoker repertoire, basically.*
- While understanding was high, personal relevance was extremely low for several reasons: (1) most had never heard of anyone becoming blind as a result of smoking, (2) blindness was so serious that smokers believed they would have heard about it before, if it was true, and (3) many were distracted as well as entertained by the overdone and somewhat repellent eyeball which lent a comic tone to the serious information.
 - *Haven't seen enough blindness for it to bother me.*
 - *Completely lost on people like me because we just can't get over the eyeball.*
- Some people in both Toronto groups wondered if blindness was a metaphor, which referred to the dimming of other senses, or obliviousness to non-smokers.
 - *Smoking is so good that it blinds us to health issues.*
 - *I took it as a metaphor, smoking is blinding you to the reality of it.*
- Many participants felt they needed more information. For example:
 - *What kind of eye problems could you get from smoking?*
 - *What is the risk for smokers?*
 - *What is the frequency of smoking-related blindness in the smoking population?*
- In addition, some young and older Toronto smokers wondered if blindness was caused "directly" by smoking, or "indirectly" because of heart attacks, strokes, cancer or other illnesses that could affect the eyes.

Picture

- For almost all participants across locations, the picture did not effectively portray blindness or the connection between smoking and blindness.
 - *This picture does not say blindness.*
 - *Doesn't look like a blind eye.*
 - *So distracting.*
 - *[Not effective] because it's like an add for Lasik eye surgery.*
 - *Looks like you're going in for a cataract operation.*
- Most described it as "disturbing," "gross," "nasty," or "disgusting," and some felt the exaggeration was done deliberately, to frighten smokers.
 - *Ils veulent faire peur aux fumeurs pour rien. (They want to frighten smokers for nothing).*
- However, some individuals in various groups found the image fascinating, interesting, or cool.
 - *Morbid, but fascinating.*
- The picture could not stand on its own because it had no connection with smoking.

Headline

- Most participants in all locations derived meaning from the headline.
 - *The headline works, would grab attention.*
 - *I like the caption, didn't know it would cause blindness.*
- Most participants thought the headline could stand on its own because it linked an effect, blindness, to smoking.

Cohesiveness of picture-headline

- Most agreed that the picture failed to relate to the headline, and vice-versa.

Informativeness

- New information for almost all participants.
 - *I never knew smoking affected your eyes.*
 - *It's something I didn't know before.*
- However, while "interesting," most doubted the information because it was so new, and seemed strange.
 - *Le fait que personne n'ait jamais entendu parler de cela, c'est que c'est une très petite conséquence, je ne me sens pas menacée. On le saurait si c'était vrai. (The fact that no one in the group knows about this says it is of very little consequence, I don't feel threatened by it at all. If it was true, we would all know about it.)*
 - *If you think of Stevie Wonder, you don't think he must have smoked.*

Credibility

- Low credibility for most participants, because the new information was: (1) shocking, (2) unheard of before, and (3) accompanied by an exaggerated visual, which gave it a farcical overtone.
 - *I don't believe it, I've seen a lot of the effects of cigarettes, never heard of anybody going blind.*
 - *How many people are blind from smoking?*
 - *Je ne vois pas le rapport entre fumer avec l'œil, un cancer de l'œil? Je n'ai jamais entendu parler de cela. (I cannot see the connection between smoking and eyes. Could you have cancer of the eye? I've never heard of that.)*

Suggestions from participants

- All suggestions focused on a desire to see a different type of picture.
- Many wanted to see a blind person smoking in various situations.
 - *A blind person sitting on a park bench smoking.*
- People in Montreal suggested a softer, more subtle approach, such as an image of the board with different sized letters, used by eye doctors to test eyesight.

Overall Assessment

- Based on the findings summarized above, despite the weak visual, this HWM falls within the good opportunities classification. Most participants were visibly shocked by the concept and the information in the headline. However, the warning lost considerable credibility primarily because of the distracting visual, which wasn't linked to blindness. But, participants said the information itself would be of strong interest if a more effective, more realistic and more down-to-earth visual was used.
- While in its current form, this warning has somewhat low potential to inform smokers about the health risks of smoking, the concept and connection between smoking and blindness has considerable potential to get smokers thinking and seeking more information.
- In its current form, the ability of this warning to convey its intended message is somewhat low, but with a more credible picture, and supporting information in the small text, the potential could be higher.

H-15

Smoking causes severe and often fatal respiratory diseases.

Le tabagisme cause des maladies respiratoires graves, souvent mortelles.

Initial Impression

- Overall, consistently divided response across locations.
- High resonance for many who were emotionally affected by the picture.
 - *I know that it may cause fatal respiratory disease, but you don't have to show me, I should be on a respirator pretty soon.*
 - *I don't want anyone I know to live like that.*
 - *You can tell he is in pain. I feel bad for him and I don't want to feel bad about that.*
 - *C'est triste, c'est dégueulasse. Tu ne veux pas que ça t'arrive. (It is so sad, disgusting. You don't want that to happen to you.)*
 - *Très réaliste, triste et apeurant. Ça rejoint mes angoisses. (It is very realistic, sad and frightening. It touches on my own anxiety.)*
 - *Je vois mon père qui fume depuis 60 ans. Ça m'attriste, ça me touche plus. (I can see my father who smoked for 60 years. It makes me sad, it is very moving.)*
- Low resonance for those who (1) could not relate to the older man in the visual, (2) knew about respiratory illnesses or (3) felt there were other non-smoking related causes.
 - Some younger smokers (including people under 40 in both age groups) who could not relate to the old man in the picture at this point in time.
 - *No effect, I am not old. Nothing to do with me.*
 - *Pretty true, graphic . . . I'm young, I will not be smoking by then.*
 - *[It's] an old man suffering from lifelong smoking so it is not going to kill me tomorrow, but when I am an old man.*

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- Some in various locations who found the information old news, or who saw other causes for respiratory diseases.
 - *It's repetitive, been said so many times and everybody has heard it, and it has no effect on me.*
 - *Boring. All smokers should know this fact, need something fresh.*
 - *Don't other things as well, other than smoking?*

Noticeability

- Generally high attention-getting ability for many older smokers. Some wanted to know more or read further, mainly due to the realistic and touching picture.
- Generally low attention-getting ability for most younger participants, who either could not relate to the age of the man in the visual, or who found the respiratory diseases old news.
 - *I don't think anything that they have put on this topic could have grabbed my attention.*

Main message

- Overall, this warning did convey a message about respiratory disease and smoking.
- Some in various locations derived the message from a combination of the headline and visual.
 - *Causes respiratory disease.*
 - *Respiratory disease.*
- However, many referred mainly to the the visual, which some in Halifax interpreted as showing deadly lung cancer, whereas in Montreal, people focused on the suffering.
 - *Death.*
 - *Smoking is fatal.*
 - *Tu ne veux pas que ça t'arrive. (You don't want that to happen to you.)*
 - *Regarde cette personne, ça pourrait être toi. (Look at this person, it could be you.)*

Picture

- Overall, the visual impact varied, from high to low, often based on age.
- Highly effective for many older and some younger participants, who seemed somewhat shocked and a bit frightened by its realistic nature.
 - *L'image me touche beaucoup. Ça pourrait être moi un jour ou l'autre. (The picture moved me a lot. It could be me sooner or later.)*
 - *It wasn't artsy, (I'm not against art) . . . this is you!*
- However, some felt it lacked drama, and was a bit too tame.
 - *He just has a mask on.*
 - *He looks healthy.*
 - *He could look more ill, pasty.*
- In contrast, some found it a bit too dramatic, which made them want to smoke.
 - *Way too in your face for me, if these kinds of pictures were going to work, it would have worked already, they do just the opposite, they make me uptight and then I want a smoke.*
 - *It is a little pushy.*
- Low impact mainly for younger smokers in various locations because (1) the man was too old, (2) the image was not original, or (3) the man's illness needn't have been caused by smoking.
 - *Every stop-smoking campaign has someone with a mask.*
 - *Already used, nothing new.*
 - *It is not clear that his illness is smoking related.*

Headline

- For most participants in all locations, the headline was effective. It used clear, everyday language that was easy to understand, including the word "respiratory".
- However, some found it too long.
 - *I think they could have cut out the whole second line, left the rest for the small print. 'Smoking causes severe respiratory diseases'.*
- The older Edmonton group discussed whether both words "severe" and "fatal" were necessary, and if not, which one they preferred. Most agreed to eliminate "fatal," and keep "severe."

Cohesiveness of picture-headline

- Overall, participants in most locations felt the headline and visual went together well.
 - *Picture and warning go together perfectly, you know that you are going to get respiratory problems.*
- However, participants in Halifax saw a disconnect between the two, because the headline is about smoking, but the picture lacks an explicit connection to smoking.

Informativeness

- Most participants agreed there was no new information.
- In fact, some felt irritated that they already knew this.
 - *They're drilling it into you, we all already know that.*

Credibility

- Highly credible and believable for most participants.
 - *I believe it. I've seen it in my family.*

Suggestions from participants

- Some in various groups suggested shortening the headline.
 - *Smoking causes fatal respiratory diseases.*
 - *Smoking causes severe respiratory diseases.*
- However, most suggestions involved adjustments to the visual.
 - Make the image more graphic, powerful, strong.
 - *[Put] an IV in his hand.*
 - *[Add] more machines, tubes.*
 - *Make the man look more ill.*
 - *Add his family crying at his bedside.*

Overall Assessment

- Based on the findings summarized above, this was one of the best concepts tested.
- In its current form, is a good reminder of an already-known health risk, and has good potential to motivate thoughts about quitting, particularly among older smokers.
- In its current form, the ability of this warning to convey its intended message is good, but with a shorter and clearer headline, the potential could be higher.

H-16

When you smoke, it shows.

Vous fumez? Ça paraît.

Initial Impression

- Overall, consistent tendency to appeal to younger rather than older smokers.
- High resonance and credibility for some young participants, in all locations. It stirred feelings of worry, sadness and some disgust.
 - *Powerful. Hits our egos. Gets my attention.*
 - *Effective, seen other smokers that their faces degrade from smoking, shrivel.*
 - *Oh my God, I don't want to smoke when I am that old. It just hit me now, I am going to stop when I have kids, I don't want to have wrinkles.*
 - *I think it's effective, it appeals to people's vanity, I know a lot of people who are more worried about getting wrinkles from smoking than lung cancer.*
 - *It makes me feel like I am getting older.*
- Young women tended to be impacted a bit more than young men.
 - *She is probably no more than 45. I don't want to look like that when I am 45.*
- Lower resonance for many older respondents, especially those who felt older than the woman depicted, who were skeptical that smoking could accelerate the aging process.
 - *She looks like she had a hard life.*
 - *I see people like that and don't associate with smoking.*
 - *Not concerned. Sitting in the sun can do that to you.*
 - *La dame est âgée mais elle n'a pas l'air plus vieille que d'autres qui ne fument pas. Je ne comprends pas. (This woman is old but she doesn't look older than some non-smoking women. I don't understand.)*
- Some younger smokers agreed.
 - *You get old and wrinkly . . . I am only 23, I have a long time before I need to worry about that.*

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- Many French-speaking respondents in both groups did not initially understand whether the message referred to old age, fatigue, stress or ageing skin.
 - While younger francophones agreed with the headline, they felt smoking had some very specific effects missing from the visual, such as nicotine-stained fingers, and nicotine smell.
 - Older francophones wondered what the connection was between smoking and (1) physical appearance, (2) personal problems, (3) depression, or (4) destitution.
 - *C'est une femme qui a des problèmes. Elle a des problèmes autres que la cigarette. Arrêtons de toujours mettre la faute sur la cigarette. (This woman has problems. She has problems and cigarettes are not the cause. Stop blaming cigarettes.)*

Noticeability

- High attention-getting ability for many young smokers, especially young women, due to the visual.
 - *Attention-grabbing because I don't want to look like that.*
 - *10,000 words in her face.*
- However, some participants were not sure what the picture meant, at first glance.
- Older respondents found it less impactful.
 - *Probably would be for a young person, at my age I have wrinkles, I already have them.*
- Some young smokers indicated they might read further, especially to find out the woman's age. And, as one young Edmonton woman explained, this may rule out other factors detrimental to appearance.
 - *Something saying that she lived the most perfect life, no stress, no sleep, so smoking really is the only thing that made her look like this.*

Main message

- Overall, the vanity issue intended by this HWM was important for some, especially younger women and some younger men. But many older participants said they didn't care.
- Most younger and older smokers derived and understood the message from a combination of headline-picture.
 - *Smoking will take your beauty. It hastens the aging process, increases the effects of aging.*
 - *Smoking makes you look bad.*
 - *Ages you faster, or makes you sicker or whatever.*
- Some found the effectiveness of the message diminished because they did not know the woman's age.
- Others, especially in Montreal, felt the message was unclear, and wondered if the woman suffered from physical, psychological, or social problems.

Picture

- Most participants found the picture realistic, but it was less believable to some.
 - *You see people who look like this all the time. It looks like a real picture.*
 - *So true, a lot of people look like they have smoker wrinkles around their mouths.*
 - *Sallow, weathered, rough life. She's wondering why did I smoke all these years.*
 - *You can spot an older smoker, they look older like my mom. She is 39 and looks 47.*
- However, some found it hard to believe that the woman looked like that only from smoking.
 - *Shows an aging woman who had a hard life.*
 - *She looks really miserable, but I don't think it's from smoking.*
- Some pointed out that the discrepancy between the woman's hand and face. The two didn't match, because her hand lacks wrinkles and especially nicotine stains.

Headline

- Most participants in all locations found the headline easy to understand, catchy, and quite effective.
- Many also found it true.
 - *The headline has some kind of truth.*
- Some in Halifax appreciated the tone, which was not nagging, argumentative or dictatorial.
- However, some found the headline vague and unclear, especially in Montreal.
- Others in various locations disagreed that smoking caused premature aging.
- There was some general consensus, regardless of whether people agreed or disagreed with the main premise, that smoking did have other unpleasant side effects, such as: nicotine-stained fingers, bad-smelling hair, breath and clothing, and an unhealthy complexion.

Cohesiveness of picture-headline

- Overall, differences emerged regarding the cohesiveness of the two components.
- For some in various locations, the two complemented each other, and went well together.
 - *They go hand in hand.*
- However, for others, especially in Montreal, the visual did not match the headline. Some felt it was unclear or exaggerated, while others thought other factors probably affected the woman's appearance.
 - *It's just like they teach you, stress, not enough sleep, not washing your makeup at night will make you look all wrinkly and old, it just doesn't match.*

Informativeness

- No new information, but a new thought-provoking concept or theme.
 - *We know it, but try to ignore it, and here it is in your face!*

Credibility

- Believable for many, particularly younger women.
 - *How true that ad is, the skin, the eyes, the nose . . . It's very true.*
 - *Smoking takes my energy, takes the life out of it.*
- However, low credibility for those who did not believe the connection between smoking and premature aging, or wrinkled skin.
- In addition, low personal relevance for those older respondents who had passed the point of worrying about wrinkles.

Suggestions from participants

- Most suggestions involved adjustments to the visual: (1) Add a caption indicating the woman's age, (2) make the woman's hands look as weathered as her face (i.e., wrinkled and nicotine stained), and (3) show the woman staring at a picture of herself when younger, or staring at her grandchildren.
- At the end of some sessions where this warning was not shown, some participants in various groups mentioned the idea of vanity, and suggested seeing a before and after picture of someone who had smoked for a certain number of years, indicating how smoking affected visual appearance.

Overall Assessment

- Based on the findings summarized above, this HWM falls within the good opportunities classification.
- In its current format, has good potential to inform smokers about the health risks of smoking.
- In its current form, the ability of this warning to convey its intended message is good. However, because the vanity concept has high potential to strike a chord with young appearance-conscious smokers of both genders, with a better visual treatment, the potential could be higher.

H-17

You're one pack closer to a heart attack.

La cigarette cause des crises cardiaques. (Cigarettes cause heart attacks)

Initial Impression

- Overall, reaction was inconsistent across locations and age.
- High resonance for many older smokers, and some younger ones.
 - *It sure makes you think, what's going to happen to me? Am I going to have a heart attack? It does scare me.*
 - *I think it's a danger to smokers, even if you quit. My dad quit smoking 30 years ago, and it still had a huge impact on him.*
 - *C'est super bon. J'y crois que cela cause des crises cardiaques. L'image est claire et ça me choque. (It is a very good idea. I believe that smoking causes heart attacks. The picture is very meaningful and shocking.)*
 - *That was me in June, and after they did the treatments and let me out of the hospital, I quit for 6 weeks, no problem, but against my doctor's advice I'm back to smoking, and I'm going to have another one of those again.*
- Low resonance for those with a more cynical attitude, or who felt heart attacks were caused by factors more harmful than smoking, such as eating fattening foods, stress, and fatigue.
 - *Who cares, eventually everyone has to die.*
 - *Je n'y crois pas. D'après mon expérience, il n'y a pas que la cigarette qui peut causer des problèmes cardiaques. (I don't believe it. In my experience, there are many other factors besides cigarettes that can cause heart problems.)*

Noticeability

- High attention-getting ability only for some in various locations.
 - *C'est bon de se le faire rappeler. Tu as plus de risque si tu fumes. (It's good to remind us. You are at greater risk if you smoke.)*
- Most indicated that the visual was not particularly compelling.
- Very few stated that they would read further, to find out further information on the subject.

Main message

- Overall, most derived the intended message from the headline or the headline-picture combination.
 - *Smoking causes heart attacks.*
 - *It's going to kill you, could kill you.*
 - *Smoking can shorten your life span.*
 - *You are going to have a heart attack if you smoke.*
- For some in various locations, the message had low relevance, since they did not feel it was aimed at them. This especially applied to light smokers, or to younger participants.
 - *I only smoke 5-8 a day, therefore the message is not for me but for a heavier smoker.*

Picture

- Overall reaction to the picture was fairly consistent across groups and locations, in that it was the weaker element. The picture tended to draw the most criticism.
- Some in various locations found the picture to be realistic.
 - *Having a man in the picture made it more realistic somehow . . . I know of women who have had them too.*
- However, others found it "staged," overly dramatic, unsuitable or "cheesy".
 - *The guy really doesn't look like he's having a heart attack, just his expression.*
 - *My dad's had 2 heart attacks, and that looks like someone dying from a brain injury.*
 - *Don't like the picture, looks like an actor.*

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- *He looks middle aged, they should have a younger man, healthier, well-built.*
 - *Heavy-handed portrayal of the picture, the character doesn't look realistic.*
 - *Not using the medical equipment properly.*

- Some thought the picture had nothing to do with smoking.

- *This gentleman is pretty chubby and out of shape, that could have contributed to his heart attack.*

Headline

- Most participants in all 3 English locations found the headline effective, and most offered no criticism.

- *I like the wording, it gives it more of a timeline.*
- *It's got more impact than just saying it will cause a heart attack.*
- *Like the phrase . . . a little fresher, not very blatant.*

- However, French participants, especially those in the older group, took issue with the word "cause," and felt this negatively impacted the credibility of the message.

- They suggested, "peut causer" (could cause) instead.

Cohesiveness of picture-headline

- Overall, many participants felt that while the headline was strong enough to stand alone, the visual could not because it didn't connect to smoking and/or it could represent various illnesses. But together they were okay.

Informativeness

- No new information.

- *Scary, but basic knowledge.*

Credibility

- Credibility ranged widely across locations and even within some groups.

- Highly believable concept for people in several locations, mainly older smokers or those who knew people who had experienced heart attacks.

- *Smoking does gradually increase your chance of a heart attack. It increases your heart rate and probably affects the amount of oxygen that gets to your heart.*

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- Low credibility for those who (1) based their reaction mainly on the visual, or who (2) felt that other factors caused heart attacks, especially obesity or eating fatty foods.
 - *He looks really young to have a heart attack.*
 - *Lets think of something that cigarettes cause that nothing else causes . . . then I'll believe it.*
 - *Kind of a middle of the line. I knew my dad had a heart attack, he smoked but. . . everything gross he shoved in his mouth. So you can also get a heart attack from eating greasy food every day.*
 - *Might die quicker with 13 Big Macs than 13 cigarettes.*

Suggestions from participants

- Some suggested changes to the English text.
 - *You could be one smoke closer to a heart attack.*
 - French respondents agreed that "peut causer" (could cause) was preferable to "cause".
 - One older Edmonton man who had recently suffered a heart attack but who resumed smoking, suggested.
 - *You smoke, you put another nail in your coffin.*
- However, most suggestions involved using a different type of picture, with (1) real people so it would look "less staged", (2) a more dynamic scene, showing an ambulance or hospital setting, and manual resuscitation, (3) smoking imagery to enhance cohesiveness of the picture-headline.
 - *There's a lot of people out there that would sign off and let someone take a picture . . . with actual people working on an actual person. With a name and a date, what happened to put that person in that situation. Less staged.*
 - *It would be better if you saw a picture of a guy clutching his chest with a look of pain on his face.*
 - *Put the person with the heart attack in an ambulance or hospital. Show lights from ambulance to indicate it is an emergency. Lots of medical instrumentation. Have more people around.*
 - *Show manual resuscitation, CPR instead of a defibulator.*
 - *Show an ashtray or smoking images to connect the picture and headline with smoking.*

Overall Assessment

- Based on the findings summarized above, this was one of the best concepts tested.
- In its current form, this warning is a good reminder of an already-known health risk, and has good potential to stimulate thoughts of quitting among older smokers.
- In its current form, the ability of this warning to convey its intended message is good, but with a better picture, the potential could be higher.

H-18**Smoking increases women's risk of cervical cancer.****Le tabagisme augmente le risque de cancer du col de l'utérus.****Initial Impression**

- No strong consistent response pattern emerged, other than some resistance towards the topic of cervical cancer.
- Overall, tended to resonate more with older smokers and those with some personal experience with cervical cancer, through family or friends.
 - *Effective and informative.*
 - *C'est concret, ça pourrait être moi. (It is real. It could happen to me.)*
 - *I'm drawn to her face, look at the statement, picture makes me feel it happens to real people, hits home.*
 - *It's a deterrent, it would make me want to tell young people not to start smoking.*
 - *A lot of my family and friends have had cancer. When I look at an ad like this I think it could happen to anyone.*
 - *Really disturbing, because I did lose a friend at the age of 23 to cervical cancer, wasn't the main cause, but it still caught me.*
- Evoked feelings of sadness for some in various locations, including some male participants.
 - *It's sad, feel kind of helpless about it, kind of deal with it by turning the pack, turn it off.*
 - *Really depressing, makes me feel very sad, I know these cancers are increased if you smoke.*
 - *Read it first, looked at picture, it got to me, I didn't know this.*
- Lower resonance for younger smokers, including some (but not all) younger men, and for those who interpreted the picture in a generic way.
 - *Smokers don't think it will happen to them. I have it in my head that I can stop before it happens to me. Or, they will have a cure by the time I get it.*
 - *I guess as a male it doesn't really do much for me.*

→ *Does nothing for me, a lot of people with cancer look like this and it has nothing to do with smoking.*

- Some participants in various locations objected to a warning specifically aimed at women.

Noticeability

- Attention-getting ability ranged widely, depending on whether people (1) related compassionately to the picture, (2) could identify with the information in the headline, (3) were open to information about "cervical" cancer, a woman's disease.
- Some were drawn mainly by the visual depicting a woman receiving chemotherapy, while others paid more attention to the headline.
- Only some said they would read further to find out more.

Main message

- Overall, the message was not effectively conveyed because (1) most did not want to know about cervical cancer, (2) most perceived only generic messages about cancer, (3) the link between cervical cancer and smoking was not credible, and (4) the visual was not specifically linked with smoking or with cervical cancer.
- This was a message most people did not seem to want to hear. In most groups, there seemed to be a strong resistance to the topic and concept of cervical cancer. It is possible that participants did not understand exactly what cervical cancer was, but that was not probed or explored at all.
- Most participants seemed to almost reject the word "cervical" when discussing this warning. For example:
 - Participants in the older Edmonton group generally agreed that smoking increases the risk of all types of cancer, and preferred this message to the one on the warning.
- In almost all sessions, a variety of mainly generic messages were perceived.
 - *Smoking causes cancer.*
 - *Smoking will kill you in different ways.*
 - *Smoking increases your risk of everything.*
 - *Women who smoke have more risk than men.*
 - *You smoke you can get cancer.*

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- Some in most locations attempted to ease their fear by downplaying the risk between smoking and cervical cancer.
 - *Smoking is probably one of 50 things I have heard that cause cancer. Anything you do nowadays causes cancers – cell phones, microwaves, etc.*
 - *There are a lot of cancers that are not related to smoking, so . . . you can get cervical cancer without smoking.*
 - *It is the risk you take. She knew she could end up like that. She took the risk and it didn't work out for her.*
 - *When I look at it, I think there are just so many different types of cancer . . . but the other side of me says why increase your chance, so because the rational side of my brain overtakes the sympathetic side, there's no effect for me.*

Picture

- Overall reaction varied across locations.
- Some were emotionally moved by the sad picture, while others were not.
- There was much discussion in most groups about how healthy and happy the woman looked, which tended to affect credibility.
 - *Doesn't look forlorn enough, or really sick.*
 - *Funny that she is smiling, she looks too happy.*
 - *Kind of want to relate to something sad, if the person looks happy, it is hard to feel sad.*
- In contrast, some in both Toronto groups found the woman's smile quite poignant, and because of this, they tended to believe the warning.
 - *I believe it, she is smiling, a sad, knowing smile . . . hits you hard.*
 - *Picture is her in the hospital alone, living the disease alone at the end of the day, that is part of what I feel when I see the image.*
- For some, the picture did not accurately portray cervical cancer.
 - *What does the picture have to do with cervical cancer?*
- Some in Montreal found the picture a bit of a cancer cliché, unoriginal, and something they had seen countless times in fund-raising and telethons.

Headline

- For most participants in all locations, the headline contained controversial and hard-to-believe information.
- Most did not understand the link between smoking and cervical cancer.
- Many people in most locations seemed to want to avoid any reference to this particular form of cancer, and did not mention the word "cervical" during their discussions.
- Some in Montreal felt the headline was vague, and would be stronger if it said smoking "causes" instead of "increases" cervical cancer.
- Some misinterpreted the headline.
 - *What got me is the headline, what they're saying is that cervical cancer can be prevented . . . if it can . . . if that's what medical research states, so using it as a warning really doesn't do much.*
- Some felt the headline would be stronger if it gave more precise information, perhaps with some statistics.

Cohesiveness of picture-headline

- Overall, most participants felt the two did not go well together, mainly because the visual had little to do with (1) smoking, or (2) cervical cancer.
 - *Smoking and the picture don't go hand in hand.*
- There was a tendency to see the picture needing the headline to be understood.

Informativeness

- New information for most participants.
- Two distinct types of reaction to link between cervical cancer and smoking.
 - Curiosity and interest in learning more
 - *Je n'ai jamais vu de statistiques là-dessus. Mais ce n'est pas surprenant. (I have never seen any statistic on this type of cancer. But it doesn't surprise me.)*

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- Doubt and detachment
 - *That is hard to believe.*
 - *A new one for me.*
 - *Don't know if it is true.*

Credibility

- The information was new to most participants, but often doubted.
 - *Wondering how they determined that.*

Suggestions from participants

- Some in various locations suggested changes to the headline.
 - Add the word cigarette to the headline, as in "cigarette" smoking increases.
 - Strengthen the headline by providing precise information, perhaps with some statistics.
 - In the French translation, change "augmente" to "cause".
- Some in one Edmonton session wanted the concept altered somewhat, to focus more on the risk factor. For example, when discussing increased risk, there was a positive reaction to a metaphorical phrase mentioned by one participant:
 - *Why walk on thin ice?*
- Suggestions from most locations involved similar adjustments to the visual such as making the cancer patient look sicker.
- A few in various locations wanted to see a different type of picture such as changing the picture to operating room with a surgeon.

Overall Assessment

- Based on the findings summarized above, this HWM has been classified into the need major improvement category. Participants seemed quite defensive on the topic of cervical cancer. However, this HWM could have high impact for women and for those who have women in their families who smoke, once people become familiar with information on how smoking links with cervical cancer.
- In its current form, has somewhat low potential to inform smokers about the health risks (cervical cancer) of smoking.
- In its current form, the ability of this warning to convey its intended message is low.

H-19

Smoking is a leading cause of stroke.

La cigarette est l'une des causes principales d'accident vasculaire cérébral.

(Smoking is one of the main causes of stroke)

Initial Impression

- Overall, some consistent findings across locations in terms of who it appealed to and who found it low impact.
- Higher resonance generally for older smokers, or for those familiar with stroke in their families.
 - *This is an under-advertised factor, it's not as well-known.*
 - *It really affects me, I do believe it is the leading cause, in the later years, in my years.*
 - *This is in your face, traumatic.*
 - *I feel this could happen anytime . . . suddenly.*
 - *My brother died 12 years ago and he was a 2 pack a day man.*
 - *Ça me fait réfléchir, mes beaux-parents sont cardiaques. (It makes me think. My husband's parents are both heart cases.)*
- Lower resonance generally among younger participants, or those who ruled themselves out because strokes are not only caused by smoking.
 - *It's more for older people.*
 - *Le slogan est assez efficace. Il s'adresse peut-être à une clientèle plus âgée. (The headline is effective enough. This may be aimed at older smokers.)*
 - *No real effect on me, don't have to worry about it now, I feel this person looks older.*
 - *As a woman it doesn't affect me, because there's a man on the pack, and men are more susceptible, and smoking doesn't only contribute, could be diet. I think if the guy ate at McDonalds every day he's an idiot for smoking too.*

Noticeability

- Attention-getting ability varied, largely based on interest in and/or experience with stroke.
- Some found the picture strong and the headline short and succinct, while others felt neither had much relevance to them.
- Some, especially in Halifax, would read further, to learn the percentage of people who die of strokes each year due to smoking.

Main message

- Overall, participants understood the message that smoking and stroke were linked.
- However, the strength of the link was not well-understood, i.e., that smoking is a leading cause of stroke.
- For those with first-hand experience with strokes, the perceived message had strong personal relevance.
 - *You're going to have a stroke.*
 - *Smoking causes strokes.*
 - *You will get a stroke if you smoke.*
- Others derived a more generic message.
 - *Smoking can kill you in more than one way, cancer isn't your only risk.*
- Some participants, especially (but not exclusively) in Montreal, knew very little about stroke – what it was, what happened to someone who had a stroke, etc.

Picture

- Overall reaction to the picture was somewhat consistent across locations.
- Many respondents understood there was an emergency portrayed, but felt it was so general, it could be about anything – a car accident, a heart attack, fainting, drowning.
 - *La phrase est un peu plus punchée que d'autres. Mais la photo, on dirait un accident de voiture. (The headline has more punch than some others. But the picture, it looks like a car accident.)*
- In Halifax, many were confused because the picture showed paramedics performing CPR, which they associated with heart attacks, not strokes.

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- Some said that they wanted to see evidence of a stroke, instead of having the visual focus on the paramedics.
 - *Would have more effect if he was more debilitated, having to be fed. I don't see the effects of a stroke here, it is not scary . . . we have to be scared . . . I want to see an invalid. We don't know the severity of strokes.*
 - *We see more of paramedics than the patient, don't really see patient.*
 - In contrast, some felt the picture was effective.
 - *Picture tells it all.*
 - Some younger smokers in various locations felt that the warning would have more impact if a younger person was shown having a stroke.
 - *If a younger person, would have more impact.*

Headline

- For most participants, the headline was effective, easy to understand, and stood on its own.
 - *Short, and to the point.*
 - *No better way to say this.*
- However, some participants in several locations found the headline too vague.
 - *This was especially true in Montreal, where some felt presenting smoking as merely "one of" the main causes of stroke diluted its effect.*
 - *Needs to be more direct and shorter.*

Cohesiveness of picture-headline

- Overall, most participants felt they needed both the picture and headline to derive meaning.
 - *The visual could relate to a number of situations requiring medical attention, such as heart attacks, fainting, a car accident, drowning.*
 - *In Halifax, for example, people felt the visual showed someone having a heart attack, with no reference to smoking, yet the headline drew a link between smoking and stroke. This dissonance was confusing.*

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- However, some in various locations felt there was some correlation between the two components.
 - *There was unity between the caption and the picture. Doesn't do anything for me though.*

Informativeness

- Overall, there seemed to be somewhat low awareness of stroke in most locations, especially, but not exclusively, among younger smokers. Many participants did not seem to have a grasp of the topic, or know much about it.
 - For example, some only had general knowledge that stroke could be caused by many factors, ranging from stress to poor diet.
 - Others knew about it, unfortunately, through personal experience.
- Despite this, only some specifically stated that the information in the warning was new learning for them.
 - *I have always associated strokes with old age, this is new information for me . . . people relieve stress with a cigarette in my business (Bay Street).*
 - *I don't even know what the after effects, and recovery of a stroke is like.*
- Several in various locations said that the link between stroke and smoking was not new to them, but were aware that this topic had received little media coverage.
 - *Not new, but underplayed.*
 - *I know smoking causes a stroke, I need more information, maybe the after-effects of strokes.*

Credibility

- Some questioned the validity of the claim.
 - *Strokes are caused by stress, not smoking.*
 - *I know lots of people with strokes, but they don't smoke.*
- Some young people in various locations questioned whether someone young could suffer a stroke due to smoking. They believed that strokes were something that happened to older heavy smokers.

Suggestions from participants

- Only a few suggested changes to the text.
 - Say "it is the leading cause".
- Most suggestions involved adjustments to the visual.
 - Some younger smokers thought showing a younger patient would have more impact on their age group.
 - *Put less focus on the paramedics, and more on the patient.*
- Some in various locations wanted to see a different type of picture, one more consistent with the headline.
 - *In some way, show that the man has had a stroke.*
 - *Show a man with a droopy face, smoking.*

Overall Assessment

- From the findings summarized above, this HWM was classified as one of the best concepts tested. With changes to the visual, the warning has good potential to convey information to smokers about the health risks of smoking, and to motivate thoughts of quitting, particularly among older smokers.
- In its current form, the message conveys that smoking is a cause of stroke, but is not effective in conveying that it is a leading cause of stroke.

H-20

**Smoking gave me emphysema. It is suffocating me.
La cigarette m'a donné l'emphysème et j'en étouffe.**

Initial Impression

- Consistently stronger impact among older smokers.
- Higher resonance tended to be among older smokers in various locations who found it real, serious, scary, and disturbing. Some young respondents also felt sympathy for the man.
 - *Someone who's been in this situation is actually talking to you.*
 - *Emphysema is a slow death, self explanatory.*
 - *It would make me quit, he looks like he is in serious pain.*
 - *Makes me want to quit smoking, look at the way this person is suffering.*
 - *Le fait de nous regarder, c'est marquant. Il semble nous dire : « Ça te tentes-tu d'étouffer? » (The fact that the man looks at you, is compelling. He seems to be saying "Do you want to suffocate like me?")*
- Lower resonance mainly, but not exclusively, among younger participants in various locations, who found it boring, dull, confusing or misleading.
 - *Repetitive and obvious, seen too many like this.*
 - *Smoking is not the only thing that gives a person emphysema.*
- Many young participants in various locations were unfamiliar with emphysema, and some wanted more information about it, perhaps on the package.
 - *Not everyone knows what emphysema is.*
- In contrast, some respondents in various groups found the information that smoking affects breathing too obvious or old news.

Noticeability

- Noticeability varied based on language. It was higher in both Montreal groups than elsewhere, and based on an emotional response to the poor sick or dying man in the visual.
- In contrast, generally low attention-getting ability in most English groups because (1) the picture was generally not considered compelling, (2) the concept of breathing problems was common knowledge, (3) the headline was too long, or (4) the headline used big words and unfamiliar language.
 - *I like that the caption was personalized, but the picture was boring.*
 - *It does not work for me, nothing positive about it.*
- Many stated they would not read further, including those who felt they knew about smoking-related breathing problems, and some of those who admitted they knew little to nothing about emphysema.
- However, some others, especially in Montreal, were interested in learning more.

Main message

- Overall, for those familiar with emphysema in some way, the message was clear and understandable.
- However, participants in various locations didn't know what the message was, and didn't particularly care, because the visual and headline did not involve them in any way.
- Some derived the message from the headline, or the headline-picture combination.
 - *If you smoke, you can't breathe.*
 - *Emphysema is a serious illness.*
 - *Smoking suffocates.*
 - *Smoking is not glamorous.*

Picture

- Overall, the visual generated a range of emotional reactions across locations, ranging from sadness, fear, concern and regret, to apathy.
- Some respondents were moved by the image of the man having trouble breathing.
 - *Picture says that he is in fatal respiratory disease.*

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- In Montreal, especially, younger and older smokers were impacted by the seriousness of the picture. The man looked like he was about to die at any minute.
 - *Ses yeux, je vois comme la peur de mourir. Il va mourir tout seul. Ça me touche. Ça me donne le goût d'arrêter. (His eyes, I can feel that he is afraid to die. He will die alone. I am moved. I feel like quitting smoking.)*
 - In contrast, some young smokers in various locations would pay little or no attention to it, because it lacked impact and was irrelevant to them.
 - *Seemed like an actor, didn't really seem real.*
 - *Stop with the old people in hospital already.*
 - Some pointed out that the visual did not necessarily show someone with emphysema.
 - Most participants thought the picture could not stand on its own, without the headline.

Headline

- Most participants tended to agree that the headline was by far the most effective component, because it could stand alone. It referred to smoking and connected smoking to a disease.
 - *The headline carries for this one.*
- However, for many participants in various locations, the headline was too long.
- Some didn't know what emphysema was, but figured it out from the headline.
- Some in Halifax and Toronto appreciated the word "suffocating" because it meant suffering, while others thought it should be changed to "I can't breathe" or "killing", which was shorter, and something everyone could understand.
 - *I can't breathe is what happens right now.*
 - *'Suffocating' is too weak a word, 'killing' is better.*

Cohesiveness of picture-headline

- Overall, impressions of cohesiveness varied across location and age.
 - Some felt the two components were mutually supportive and worked well together.
 - Many felt they were both required to understand the message.
 - Some felt the headline was the stronger element, while others related to the visual.

Informativeness

- No new information for many participants in various locations.
- However, some participants, mainly younger smokers, were unfamiliar with (and couldn't pronounce) the term emphysema.
 - In Halifax, for example, people said they didn't know you could suffocate from this smoking-related disease.

Credibility

- High credibility based on common awareness of the link between smoking and breathing problems.
 - *Since I started smoking I do not have as much breath.*
 - *Is credible, but known information for the most part.*

Suggestions from participants

- Some suggested changes to the headline.
 - *Cut down the wording some, just say 'it's suffocating you'.*
 - *Change 'It is suffocating me' to 'I can't breathe'.*
- Several suggestions involved adjustments to the visual.
 - *If it is a real person, then put this name down, i.e., 'John Smith died, aged 50, put a little story in the fine print and then on the web site.*
- Some in various locations wanted to see a different type of picture.
 - Show the man choking on a street corner, or at a sports game.
 - Show a real picture or diagram of emphysema's impact on the body.
 - *What emphysema does to you.*
 - *What it does to the lungs.*

Overall Assessment

- While older participants and those in Montreal felt the impact more, several younger smokers in various locations also found the warning a good reminder.

→ *It's harder to breathe when you play sports, kind of makes me want to stop, I want to try to stop anyway.*
- From the findings summarized above, this HWM was classified as one of the best concepts tested. It has good potential to inform smokers about the health risks of smoking, and to motivate or reactivate thoughts of quitting, especially among older smokers.
- In its current form, the ability of this warning to convey its intended message is good, but with a clearer understanding of emphysema, the potential could be higher.

H-21**Throat cancer. It's tough to swallow.****Le cancer de la gorge est difficile à avaler.****Initial Impression**

- Overall, consistently strong reaction in most groups.
- High resonance for many who (1) were shocked and/or frightened to varying degrees by the very vivid, "gross," and painfully explicit picture, and/or (2) were impressed by the catchy headline.
 - *It's really scary because those problems are my number one concern regarding smoking.*
 - *Picture is straight to the point and very blunt, pretty scary actually.*
 - *Very effective, I see people walking around with that and it scares the hell out of me.*
 - *Kind of makes you want to quit.*
 - *You don't have to be too old for this to happen.*
- Some in various locations recalled seeing something similar in a TV commercial.
- Low resonance for people in various locations who (1) found the image a bit fake or impersonal, (2) thought throat cancer only applied to heavy smokers, (3) thought throat cancer was caused by other factors.
 - *It's pretty harsh, I can't see myself being like that.*
 - *Depends on your body's immune system, how it fights things off.*
 - *You would have to smoke 2 packs a day.*
 - *Ça peut arriver à quelqu'un qui fume beaucoup. (It could happen to someone who smokes a lot.)*
 - *Grandfather died of throat cancer and never smoked.*

Noticeability

- Generally high attention-getting ability across all locations.
- However, many said they would not read further for additional information, because (1) the picture and headline were “self explanatory” or because (2) the idea of throat cancer was too frightening.
 - *The reason I say you wouldn't want to read the small print is because the opening line is totally effective.*
 - *I wouldn't want to read on because it's too scary.*

Main message

- Overall, the message was clearly understood.
- Most derived the message from the picture-headline combination.
 - *Smoking causes throat cancer.*
 - *Tough to swallow.*
 - *Throat cancer is deadly.*
 - *Smoking can lead to breathing and bodily function problems.*
- Many in most locations found the message scary, important and personally relevant.
- However, in Halifax, participants tended to be somewhat ambiguous about the message, and wanted a more explicit connection between smoking and throat cancer.

Picture

- Overall, reaction to the largely compelling visual was generally strong.
- Most were drawn by the breathing apparatus in the person's throat.
 - *This is like wow, you actually have to wear something to help with your breathing, this is totally completely realistic.*
 - *The hunk of metal sticking out of his neck is not too appealing.*
 - *It looks like a necktie if you don't look at it up close.*
 - *Good, except at first sight it looked like a little bow-tie.*

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- Some in various locations were particularly impressed by the realistic-looking scar.
 - *Scars are noticeable, effective.*
 - Only some in in various groups talked about the lump on the person's face, but weren't sure what it was, and if it was part of throat cancer.
 - While some felt that not seeing the man's face made it easier to imagine themselves in that situation, others said seeing more of the face would make the person seem more personal and real, especially the sadness they anticipated in the person's eyes.
 - *Not realistic, fake, better if you could see the entire face.*
 - *Not much effect on me, too impersonal, can't see the guy's face.*
 - In Edmonton, one woman pointed out that the picture was outdated, and that it would lack the shock-value if it was more modern.
 - *It's a very outdated picture, not modern enough . . . it doesn't look that scary . . . this picture is a lot less scary if they were to modernize it.*
 - Individuals in various groups said that because of the picture, they would probably ask for a different pack at the store.
 - *C'est une image difficile à regarder. Au dépanneur, je demanderais de me donner un autre paquet de cigarette. (Hard to look at. At the convenience store, I would ask for another pack of cigarettes.)*

Headline

- For most participants in all locations, the headline was compelling and effective.
 - *Thought the slogan was the best part.*
- However, while some thought the word-play was making light of a serious disease, most appreciated the lightening effect.
 - *Trying to put a little humour in there.*
 - *Can't swallow when you have throat cancer, it's a little funny too.*
 - *On dirait que c'est une farce, mais ce ne l'est pas. (It seems like a joke, but it is not.)*

Cohesiveness of picture-headline

- Overall, most participants felt the two components reinforced each other.
- Some participants said that while the headline could stand alone, the picture could not carry the message mainly because there was no direct link to smoking.
 - *Picture alone will not help the reader understand the message.*

Informativeness

- No new information. Most participants were aware that smoking can cause throat cancer.
- However, many thought the warning served as a good reminder.
 - *Reminds me of what I already know.*
 - *You don't think about all the problems smoking causes.*

Credibility

- Highly believable. For most participants, the credibility emanated from both the picture and headline together.

Suggestions from participants

- Some suggested changes to the headline.
 - *Change the text to read 'smoking can cause throat cancer. Throat cancer is hard to swallow.'*
- Most suggestions involved adjustments so the picture would show: (1) more of the face, (2) more graphic wounds, or (3) just the hole in the throat.
 - *Show more of the person's face in the picture.*
 - *A full face would have more impact.*
 - *Make the wounds more graphic*
 - *Deepen the scars.*
 - *Have a tube going to the tracheotomy.*

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- Show just the hole in the throat, minus the apparatus.
 - *I think showing someone smoking with just the hole in the throat would be more effective.*
 - *Just the hole without the piece would be more effective, freaky.*
 - *Show the open hole . . . It would be more of a shocker.*

Overall Assessment

- From the findings summarized above, this HWM was classified as one of the best concepts tested. It has high potential to motivate thoughts of quitting.
- Main value is as a reminder that throat cancer is serious, painful, inconvenient and, for young women, highly unattractive.
- In its current form, the message was clear and well-understood.

H-22

Don't take yourself out of the family picture.

Pensez-y, votre famille peut vous perdre à la cigarette. (Think about it, your family can lose you to cigarettes.)

Initial Impression

- Overall, generally consistent reaction in most groups.
- Higher resonance mainly for some parents in various groups, who responded mainly to the idea reflected in the headline.
 - *Because I am a mother it makes me think.*
 - *The message catches my eye at first, it would work on me personally, and on all the people who have families, who have kids. Definitely what I'm thinking every day . . . somewhere in the near future I'm going to quit. And this is the number one reason . . . I never smoke around my baby ever, but how am I going to explain to her why she mustn't smoke . . . if I'm smoking myself?*
 - *It is kind of cute in a way. Here is your family and they are really happy, but with each cigarette you are taking yourself out of the picture.*
- However, low resonance for most participants in all locations, who found it (1) ineffective, (2) made no sense, and (3) personally irrelevant.
 - *Not effective at all, one of those ones you look at once and never again.*
 - *Don't get the message at first glance, could be a slogan for adultery prevention.*
 - *Makes no sense at all.*
 - *First thought – so?*
 - *Has nothing to do with cigarettes.*
 - *It just looks like a happy family.*
 - *Guilt trippy.*

Noticeability

- Generally low attention-getting ability.
 - *I think it's boring and it's not catching me.*
- However, while some parents in various locations were attracted by the word "family" in the headline, they lost interest when they looked at the visual.
- No participants stated they would read further.

Main message

- Overall, most participants found the message difficult to discern.
 - *No message.*
 - *Would eventually get it, but not at first.*
- Because many had to struggle, they said they probably wouldn't bother.
- In Montreal, because both the picture and headline made no sense to participants, most of them could not decipher a message, and those few who did found no link with smoking.
 - *Les problèmes de drogue ou d'alcool peuvent autant détruire une famille que la cigarette. (Alcohol or drug problems can also destroy a family, even more than smoking.)*
- Only some English participants, usually parents, clearly understood the message, which was derived from the headline.
 - *Stop smoking for your family.*
 - *Smoking affects your family, not just yourself.*
 - *Smoking makes your family suffer.*
- Other interpretations were more generic.
 - *You're risking your health, is your family less important to you than smoking, or your family should be more important.*
 - *You are affecting the people around you.*
 - *You may die if you smoke.*
- Because young smokers in most locations tended to think the message was targeting parents or close families, it held little to no personal relevance for them.
 - *Anyone not in a close-knit family will not care.*
 - *This message will relate to someone who is close to their family.*

Picture

- Overall reaction to the visual was generally consistent across all locations.
- Only some in various locations understood the picture, and were able to make some sense out of it.
 - *The picture is alright . . . it shows if you keep smoking you're eventually going to die earlier, your family is going to have to see you die.*
 - *Who is missing? It would make more sense if someone was blocked out of the picture.*
 - *No one is missing from the family picture, so what does it have to do with anything?*
- However, many participants found the visual ineffective, boring and/or confusing.
 - *It's just kind of blah.*
 - *Just a happy family picture, not related to smoking.*
 - *Confusing and hard to understand.*
 - *Not disturbing.*
- In both Montreal sessions, people thought the picture could be an ad for alcohol, drugs, an insurance company, or even related to a car accident.
 - *L'image est ridicule, irréaliste. Quand je regarde les mots, je peux déduire le message mais je ne suis pas certaine de comprendre. Ce n'est pas clair du tout. (The picture is ridiculous, unrealistic. I can understand the message only by inference. It is not at all meaningful.)*
- In some groups, discussion focused on whether or not the ashtray was a hindrance or a help in conveying the message. Generally, people felt it added mainly confusion.
 - *Ashtray is all wrong for the picture, it's okay to have the family portrait but not in the ashtray.*
 - *Too much going on, if it wasn't for the smoke you wouldn't know it was an ashtray.*
 - *No ashes in the ashtray.*

Headline

- Participants in the English locations derived meaning mainly from the headline although some in various locations pointed out that the headline has no clear link to smoking.
- In Montreal, both groups found the French headline confusing, poorly written and inappropriate.
 - *La phrase, je la trouve mal faite. C'est pas français. (The headline, I find it poorly worded. It is not French.)*

Cohesiveness of picture-headline

- Overall, consistent findings in most groups that the picture-headline combination was highly ineffective.
 - *I just don't find the picture goes with the headline.*
 - *Picture is all wrong for the wording.*
 - *If you read the headline, no one is out of the picture, they're all there.*
- Most participants tended to derive meaning from the headline, which the picture did not support.
- However, people in both Montreal sessions found the headline almost as difficult to understand as the picture, and together, neither made much sense.

Informativeness

- No new information for participants, but a reminder to some parents in various locations how important their family was.

Credibility

- Average credibility, once people understood/discussed the message.

Suggestions from participants

- Some suggested changes to the headline.
 - *Make it more pertinent to smokers or smoking.*

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- However, most suggestions involved adjustments to the visual.
 - *Black out a family member, show a silhouette of the missing family member.*
 - *Show someone crying.*
 - *Family should not look so happy and someone should be missing crossed out.*
 - Some in various locations wanted to see a more realistic everyday type of picture. As suggested by a young Edmonton mother, perhaps showing a young mom smoking on a park bench with her child in a stroller.
 - *It should be a very clear picture, the stroller, the infant and a mother sitting on a bench smoking, this is realistic what you see every day. Like I am ashamed every time I want to smoke, when I'm pushing my stroller. Feel embarrassed like you wouldn't believe. Pretending like it isn't me. Seeing that would remind me 'Oh my god!'*

Overall Assessment

- From the findings summarized above, this HWM was classified in the least effective category, needing a complete rethink. It has somewhat low potential to inform smokers about the health risks of smoking and in its current form, the ability of this warning to convey its intended message is low.
- However, with a different more realistic visual, and even some reworking of the headline, the concept could be an effective reminder to parents.

H-23

Smoking causes impotence.

Le tabagisme cause l'impuissance.

Initial Impression

- Overall, reaction was consistent across locations and age.
- Higher resonance for very few in various locations.
 - *C'est la première fois que je vois ça. Mais si c'est Santé Canada qui le dit . . . tu réfléchis à 2 fois. (First time I've heard about this. But if it is Health Canada who says so, it makes me think a bit more.)*
 - *Definitely right direction to go, I heard a myth that menthol cigarettes causes impotence in my country [Russia], I don't know one single guy in my country would smoke that cigarette.*
- However, low resonance for most participants in all locations mainly because of the weak visual which: (1) evoked laughter at it, rather than with it, (2) compared unfavourably to current eye-catching limp cigarette warning, and (3) had no connection to smoking.
 - *Read it first, looked at the picture and chuckled.*
 - *Cannot take it seriously.*
 - *I like the one they have now with the smoke, that one catches your eye.*
 - *The one with the limp cigarette is much more inventive and effective, but I'm not a guy so it doesn't affect me.*
 - *Doesn't look like it has anything to do with smoking, she looks quite content.*

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- In addition, the topic had low impact on some smokers in various locations because: (1) smoking was not the only cause of impotence, (2) impotence could be remedied with a pill, and (3) impotence was not well-understood, and was hard to say.

- *It's not that simple, impotency is caused by so many things.*
- *Not very effective at all, the message is scary definitely, it didn't work to make most men quit, didn't work for me either.*
- *Not strong enough message to make me think.*
- *At first, I thought I should quit, then I found out about Viagra, if I go impotent I have Viagra.*
- *Why give up something so addictive as cigarettes when you can just use a pill.*
- *There's a lot of people out there that don't know what impotence means.*

Noticeability

- Very low attention-getting ability or impact.
- The headline drew most of the attention, but not the accompanying visual.
 - *The headline catches my eye, the picture is amateur.*
- Very few said they would read further.

Main message

- Overall, most participants understood the intended message and most found it either (1) hard to believe, (2) old news, or (3) personally irrelevant.
- Most participants derived the message from the headline.
 - *If you smoke you may become impotent.*
 - *Lose pleasure for addiction.*
 - *If you smoke you may not have a good relationship with your partner.*

Picture

- Overall reaction to the visual was consistent in all locations.
- Most found the picture confusing, hard to understand, and bearing little or no relationship to the headline.
 - *Picture doesn't relate to anything.*
 - *Picture does not relate to headline.*
 - *Picture doesn't really show what is the cause or problem.*
 - *The picture is so bad, the picture is killing the message.*
- People in various locations commented on the man, who could be stressed, depressed, tired, irritated after an argument with his spouse, or simply have a headache.
 - *Just looks like he's got a headache.*
 - *Looks like he came home from a long day at work, tired.*
 - *The guy just looks stressed because he can't get any love, because his girlfriend is sleeping.*
- Some also said the woman looked completely unfazed or disinterested.
 - *Is she sleeping?*
 - *She is asleep instead of mad or frustrated.*
- Most agreed the picture could not stand alone, without the headline, because it could be about anything, and did not tie in to smoking.
- Most also felt the picture compared unfavourably to the current warning, showing the limp cigarette.
- Some participants in various locations thought the visual should be redone.
 - *Throw it in the garbage.*

Headline

- For most participants in all locations, the headline carried the message, and was not adequately supported by the visual.
- Most were familiar with the word "impotence" even though some had trouble pronouncing it.
- Most agreed the headline could stand alone.

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- Some older French respondents wanted it to say "peut causer" (could cause) or "une cause de" (one of the causes of) impotence.

Cohesiveness of picture-headline

- Overall, people consistently agreed, the two do not go well together.
- Participants generally felt that the picture needed the headline to be understood, but the headline could stand on its own because it connected impotence with smoking.

Informativeness

- Overall, no new information for most in all locations.
- People tended to be aware that smoking caused impotence, largely from the current warning, depicting the limp cigarette.
 - Some in various locations felt this version did not measure up to the humour and creativity of the current warning.
- However, some in various locations had not heard about impotence and smoking before, and did not understand the connection between the two.
 - *Ça ne me dit absolument rien. Je n'ai jamais entendu dire que fumer pouvait causer l'impuissance. (This meant absolutely nothing to me. I have never heard that smoking could cause impotence.)*

Credibility

- Credibility varied, according to location and age.
- For most in all locations, credibility was connected solely to the headline.
- Younger participants tended to believe it, while older smokers did not, mainly because they knew no one who had become impotent from smoking.
 - *Don't think there is proof.*
 - *You realize that smoking restricts the blood vessels but probably impotence is not what you usually think of.*
 - *If I was impotent then this would really hit home.*
 - *You would have to experience it to believe it, it is not something you share.*
 - *Ça fait 25 ans que je fume et je n'ai jamais eu de problème. (I have smoked for 25 years and I never had impotence problems.)*

Suggestions from participants

- Suggested changes to the headline came only from Montreal.
 - *Say "peut causer" (could cause) or "une cause de" (one of the causes of) impotence.*
- One suggestion involved changing the concept, to focus more on factual or statistical information, on humiliation, or the woman's reaction.
 - *Show the statistics, the percentage of men suffering from impotence as a result of smoking.*
 - *Humiliation would be more of an influence, i.e., they should show the woman laughing or walking out the door.*
 - *Show woman's reaction.*
- Some in various locations suggested adjustments to the visual, mainly drawing a connection between smoking and impotence.
 - *He should have a cigarette in his hand, and she should look angry, frustrated.*
 - *Cigarettes should be clearly seen on the night table to show cause and effect.*
 - *Have the man wearing boxers and the woman in her lingerie.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the least effective HWMs, needing a complete reworking. The low effectiveness or impact was generally tied to low credibility and low personal relevance.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, mainly because of the visual.

M-24

Say goodbye to smoking, not your loved ones.

La cigarette m'a enlevé l'amour de ma vie. (Cigarettes took the love of my life.)

Initial Impression

- Overall, consistency varied across location and age.
- High resonance for people in various locations who (1) lost someone who smoked, (2) were emotionally moved by the concept or agreed with their interpretation of it, or (3) appreciated the headline.
 - *Hit too close to home for me, because my mom died of emphysema, a friend is dying . . . ex boyfriend. Not the picture so much, the words. But someone would have had to have lost a loved one.*
 - *Je n'aimerais pas vivre cela. Ça me touche. On est responsable de nos actes, mais ça peut nous tuer. (I would not like to live like that. It moves me. We are responsible for our behavior, but it could kill us.)*
 - *Smoking affects every walk of life and spares no one.*
 - *It's more of an intimate ad . . . they should change the actor, but I did like the idea.*
 - *The caption was clever, good headline, didn't find it condescending.*
 - *Good ad, but a cliché, we know it is killing you.*
- Low resonance for smokers in various locations who found it ineffective and/or confusing, especially people in both Montreal groups, who found it too melodramatic to be credible, and felt no sympathy for the man.
 - *I don't understand it.*
 - *It doesn't really affect me, it's not really what I'm thinking.*
 - *Didn't have an effect on me, I don't find it to be totally believable.*
 - *Makes me think of second-hand smoke, did he kill his wife with second-hand smoke?*
 - *Smoking doesn't rip families apart.*

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- *C'est de l'apitoiement, j'ai horreur de ça. Elle aurait pu avoir un accident, qu'est ce que tu veux que ça me fasse? (He felt sorry for himself, I hate that. His wife could have had an accident, so what?)*
 - *'L'amour de ma vie,' ça fait encore plus mélodramatique, franchement! ('The love of his life,' it is so melodramatic, really!)*
 - *Ce n'est pas la cigarette qui a tué sa femme, c'est sa femme qui a fumé. (It wasn't cigarettes that caused his wife's death, it was because she smoked.)*
 - *Il pourrait dire ça différemment, exemple, vous pouvez perdre des membres de votre famille. (They could simply tell us, for example, you can lose members of your family.)*
 - One young Toronto participant cynically remarked that anything life-threatening would have an impact.
 - *Effective, but you have to do ads for everything that is life-threatening . . . 'I lost my wife to crosswalks'.*

Noticeability

- Generally low attention-getting ability for most, average for some.
- No one said they would read further.
- Some were asked what they would expect to find in the small text.
 - *Maybe the stats, like how many men and women die from it.*
 - *[How] we can't change other people, it'll tell me 'it starts with you'.*

Main message

- Overall, consistently poor understanding and interpretation of the intended message.
- Very few seemed to understand that the warning was asking the smoker to quit, so loved ones didn't suffer from losing them.
 - *It's your choice, make a good choice, quit smoking.*
 - *Make a choice, choose to live by quitting smoking, don't lose your loved ones, or don't let them lose you.*

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- For most, the intended message did not appear to be clear. Perceived messages, derived from the headline or a combination of headline-picture, varied widely. They tended to be either generic, or related in some way to second-hand smoke.
 - *You don't want your family to die, then you stop smoking, maybe they'll follow, I don't want that responsibility.*
 - *Two messages, say goodbye to smoking and to your loved ones.*
 - *Smoking kills.*
 - *Help your loved ones quit.*
 - *Be supportive.*
 - *Smoking is deadly, you can lose the ones you love.*
 - *It's selfish.*
 - Some in various locations grappled to understand what this warning was telling them.
 - *Is it a message about second-hand smoke?*
 - *Was his wife a smoker or did she die from second-hand smoke?*
 - *Who lost their life? His wife?*
 - *Not clear to me what is happening. He smokes, she divorced him?*

Picture

- Overall, participants in most locations agreed that the picture was the weakest element.
- Reaction tended to be divided: some felt compassion for the man, while others did not.
 - *I like it, he looks sad.*
 - *Look on his face works on the emotions.*
 - *He looks self-blaming.*
 - *He doesn't seem too disturbed.*
 - *Doesn't look like he just lost his wife.*
 - *On dirait qu'il vient de perdre au casino. (He looks like someone who has just lost at the casino.)*
- Some people commented favourably on the black and white photo.
 - *Black and white is effective.*
- Others who noticed the caption in the background were divided as to whether this was necessary or effective, with no clear consensus emerging.
 - *Like you are reading his mind, like a thought bubble.*
 - *They didn't have to put that writing on the wall.*

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- In Halifax and elsewhere, some participants felt the picture made them think about second-hand smoke.
 - For the above reasons, most agreed that the picture could not stand on its own.

Headline

- For participants in the 3 English locations, the headline generally had some value, and made people think a bit.
 - *The headline is clever.*
 - *Makes you think about your family.*
- However, in Montreal, most respondents in both groups felt the headline was overly dramatic and exaggerated. They felt the man's wife was responsible for her own behavior.
 - *Moi, elle m'énerve. Il devrait dire, 'Ma femme a fumé toute sa vie et elle est morte'. Si c'était si dramatique, il aurait pu faire quelque chose avant de brailler. (This got on my nerves. He should say 'My wife smoked all her life and she died'. If it was so terrible, he should have done something sooner.)*

Cohesiveness of picture-headline

- Overall, most participants felt that the two elements did not go well together.
- The picture did not support the headline, which most English respondents favoured.
 - *The picture wasn't a really good match up of the statement.*
- In Montreal, participants felt both elements were weak.
- In Halifax, people felt that each element showed a different dimension or point of view, the headline portayed a smoker's point of view, while the picture presented the victim's perspective.
- Because the intended message was not clearly discernible, there would seem to be some problem with how the headline is phrased and how the concept is visually depicted.

Informativeness

- No new information for anyone.
 - *True, sad, seen it before.*

Credibility

- Credibility varied according to location and age.
- The general idea that people die from smoking was highly believable for some English participants in various groups, mainly because of the headline. In contrast, French participants found nothing credible in this warning.

Suggestions from participants

- Most suggestions involved a desire to see a different type of picture.
 - *A tombstone.*
 - *A funeral home with the coffin or something.*
 - *I would show a coffin, and a person at the coffin.*
 - *Replace the picture with a picture of a family.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the least effective, needing a complete rework.
- In its current form, it has low potential to inform smokers about the health risks of smoking and the ability of this warning to convey its intended message is low.

M-25

Smoking destroys families.

La cigarette brise les familles.

Initial Impression

- Overall, consistency of reaction across most English groups, regardless of age or location.
- High resonance for those in all locations who could relate in some way to the picture of the little girl, whose facial expression produced powerful, strong reactions of sadness, guilt and worry.
 - *Poor baby, I bet she will never smoke, she lost her dad.*
 - *Butterflies in my stomach.*
 - *Makes me feel guilty because I smoke.*
 - *I am worried that I won't be around for my family.*
 - *The picture is sad and depressing, I feel bad for the little girl.*
- Especially effective for participants with children or grandchildren, and those planning to have children in future.
 - *Makes me want to cry. I picture my son, I can just see him saying that.*
 - *I could see my daughter in this picture.*
 - *That could be my little girl ten years from now saying cigarettes took my mom.*
 - *I like this one . . . The writing on the little girl's shirt, I've got 2 grand-daughters and it just hits home a little.*
 - *This one had much more impact, could be because I'm a mother. I think it would have a lot more impact with parents. Plus my dad died of lung cancer.*
- In contrast, some Montreal respondents were resistant to the upsetting message because it was an unpleasant reminder of similar painful situations in their own families.
- Generally low resonance for some smokers in various locations, especially in Montreal, who (1) disliked seeing a child used, (2) felt angry and a bit manipulated by the sentimentality and drama, and (3) thought it was in poor taste.
 - *I think they're just trying to pull my strings by putting this cute little sad girl.*
 - *They're trying to guilt me into quitting.*
 - *Too in your face.*
 - *That logo that really angers me, it just doesn't go with the t-shirt.*

Noticeability

- Overall, high attention-getting ability, mainly because of the little girl's face.
- What stood out for most participants was the girl, or her t-shirt.
 - *She looks like she is going to cry.*
- Many would not read further, because the picture -headline combination said it all.
 - *No, everything I know is on her t-shirt.*

Main message

- Overall, the intended message was well-understood and consistently had a strong emotional impact.
- Most derived the message from the headline-picture combination.
 - *You are not just hurting yourself.*
 - *Do it for your kids and not you.*
 - *Smoking hurts those who love you.*
 - *Stop smoking, stay alive for your kids.*
 - *Smoking affects more than you.*
 - *Cigarettes killed my father.*
 - *Smoking takes lives.*
- For some in various locations, especially in Montreal, the message on the t-shirt was more effective than the headline.

Picture

- Overall reaction was consistent across location, language and age.
- For most participants, the picture was powerful and effective.
- People generally responded sympathetically to the little girl and her sad situation.
 - *It hits home, you can see her eyes and they're sad, you can't miss this. It spells it out like, it does impact those around you.*
- However, some in various locations, especially Montreal, felt irritated at the guilt induced.
 - *Made me mad that they used a child.*
 - *Playing the guilt card.*

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- Some participants in various locations wanted the caption on the girl's shirt removed.
 - *Take away the caption on her t-shirt, facial expression says enough.*
 - *I don't think a kid would wear a t-shirt like that, maybe if it was a caption.*

Headline

- For many participants in all 3 English locations, the headline was powerful and effective, and could stand alone because it mentioned smoking and its impact.
 - *I like 'destroys' in the caption, it's effective.*
 - *Headline does affect me, a friend lost her dad to cancer.*
- However, in Montreal, participants tended to discredit the over-generalized headline and argue that smoking per se did not destroy families.
 - They felt that families could be destroyed for many other reasons, including alcoholism, gambling, divorce, or accidents.

Cohesiveness of picture-headline

- Overall, most English participants felt the two went very well together, and complemented each other.
 - It was generally agreed that each would lose impact without the other.
 - However, exceptions occurred in various groups.
 - *I don't think the headline is very believable. It doesn't go with the picture at all. When I read that I think of fighting and stuff, not death.*
- In Montreal, the visual was seen as powerful and able to stand alone, but the headline lacked credibility.

Informativeness

- Participants felt that there was no new information provided.

Credibility

- Highly believable for most, in various locations.
- Credibility tended to be much lower in Montreal than elsewhere, because (1) people disliked seeing a child used this way, (2) all sorts of things destroyed families, and (3) the headline was overexaggerated.

Suggestions from participants

- People in various locations suggested changes to the headline. In fact, they thought the current headline should be replaced by the phrase on the girl's t-shirt.
 - *'Cigarettes took my dad' should be the caption.*
 - *Use the slogan 'Cigarettes took my dad' as the headline.*
 - *Use 'Cigarettes killed my dad' as the headline.*
 - *Use stronger wording in headline.*
- Several suggested a slight adjustment to the visual.
 - *Change wording on girl's t-shirt to read 'Cigarettes killed my dad'.*

Overall Assessment

- Based on the findings summarized above, this was one of the best concepts tested. It has high potential to elicit emotional reaction, and motivate thoughts of quitting, especially for smokers with children or grandchildren, or those considering having children in the future.
- The ability of this warning to convey its intended message is high.

M-26

This is what dying of lung cancer looks like.

Le cancer du poumon. Vous voulez en mourir? (Lung cancer. Would you like to die from it?)

Initial Impression

- Overall, consistent findings across location, age and language.
- Most participants were strongly impacted by the visual, which they described as:
 - *Morbid, graphic, real, scary, horrifying, appalling, shocking.*
- High resonance for those who were emotionally moved by the picture and/or the picture-headline combination.
 - *Says it all, from healthy to hell.*
 - *Very effective, before and after . . . it's in your face.*
 - *Looks kinda scary, people in my family have died of lung cancer.*
 - *I found it kind of interesting, this is what dying of lung cancer looks like.*
 - *Puts a face to lung cancer.*
 - *Pretty disturbing picture, looks like an alien.*
 - *Ouach! Ça frappe des deux bords, l'image et le texte! (Ouch! It hit me on both sides, picture and headline!)*
- The warning jolted some into looking at smoking differently, specifically its harmful effects.
 - *It would turn someone off who never smoked before.*
 - *Hard to smoke looking at that.*
- Lower resonance and relevance among those who (1) rejected the picture as too ugly to look at, (2) felt manipulated by the shock tactic of such an extreme image, or (3) did not believe some aspect of the visual, because their experience of cancer death differed.
 - *I don't want to look at it.*
 - *C'est un peu trop, ça fait peur, c'est dégueulasse. On le sait que ça peut causer le cancer. (It is too much, it is frightening, disgusting. We already know that smoking could cause cancer).*
 - *Negative, no positive message in it. Looks like someone out of the holocaust.*
 - *I didn't like it . . . I would just change the package, I wouldn't even read the title.*

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- *It's an alarmist tactic, that is the extreme far end, my uncle died of lung cancer and he did not look that bad at the end . . . those tactics don't impress me.*
 - *[Would] totally ignore it too graphic, never seen it. My grandfather died of lung cancer at 72 and he didn't look like that.*

Noticeability

- Very high degree of attention-getting ability in all groups.
- For many, besides the shocking image of the dying man, the "before and after" concept made a strong impact.
- People in various locations wanted to read further or know more, specifically:
 - *Want details how much did he smoke. What did he smoke, just cigarettes?*
 - *How long did he smoke.*
 - *Other health problems. What environment did he work in?*
 - *How long did he have it [cancer]?*
 - *Why did he start smoking?*

Main message

- Overall, while the warning had a strong emotional impact, the message was not clearly understood as a consequence of smoking.
- Most participants understood the character was dying from lung cancer, but because the smoking connection was not explicitly stated, some needed to work to derive meaning.
- Overall, the perceived message tended to be somewhat generic, subliminal, or ambiguous.
 - *Slow and painful death.*
 - *Slow agonizing death.*
 - *Smoking kills.*
 - *Smoking causes lung cancer.*
 - *If you're going to smoke, you're going to want a closed-casket funeral.*
- Personal relevance varied by age and experience with death from cancer.
 - The concept of suffering had high relevance, especially for younger participants, for whom dying seemed a long way off.
 - Those who had family or friends die from cancer often doubted the extreme visual appearance shown in the picture.

Picture

- Overall reaction to the powerful visual was consistent across all groups.
- The picture was described as compelling, revolting, shocking, realistic and credible, and fit with what many expected from an HWM. Some felt it was one of the best pictures tested.
 - *If I had to look at that face every time I would probably put the pack down, and pick it up again.*
 - *You can see the bone in his face protruding – yuck!*
 - *C'est épouvantable, l'image va me rester dans la tête longtemps. (It is terrible. The picture will stay in my memory for long time.)*
- Most participants had never seen a person in the final wasted stages of cancer.
 - *Shows cancer is not a pretty thing.*
 - *It is brutal.*
 - *Les enfants en bas âge vont être traumatisés par cette photo. Ma fille a très peur de la mort. (Young children will be traumatized by this picture. My daughter is afraid of death.)*
- Many were impacted by the before and after concept.
 - *Before and after picture effective.*
- However, the caption under the before photo was hard to decipher and affected credibility. People in many groups wondered if it was 1 or 7.
 - *I don't think they should have put the one year, because people smoking don't look like smoking after 1 year.*
- Some young smokers in various locations were horrified by the age of the man, suggesting that the image was hitting perhaps a little too close to home.
 - *He looks like a young guy.*
- On the negative side, some participants in all locations (1) doubted the validity of the visual or (2) felt it was too graphic for a cigarette pack.
 - *Not everyone who dies of cancer looks like that, probably 1 in 1000 chance of looking like that.*
 - *Too graphic, shouldn't be showing that.*

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- For most, the picture could not stand on its own, because (1) it does not connect to smoking and (2) the man could be dying from various illnesses.

Headline

- For most participants in all locations, the headline packed a powerful punch.
- Montreal smokers agreed that the intimate and personalized interrogative form was an excellent way to connect smokers with the message.
 - *You, do you want to die of a lung cancer? (Vous, voulez-vous mourir d'un cancer du poumon?)*
- Some in Halifax felt the headline was not specific enough to smoking.
 - *It doesn't say he is dying from smoking.*
 - *It would have more impact if it said 'This is what lung cancer caused by smoking looks like'.*

Cohesiveness of picture-headline

- Overall, the two components worked well together, complementing each other.
- Each needed the other for maximum impact.
 - *Without the extremist picture, the headline just doesn't work, with it people just know that it's that slim of a chance.*
- The relationship between the image and smoking was not easily made.
 - *You know he is dying, but from what?*

Informativeness

- No new information for most regarding the link between smoking and lung cancer.
- However, how a person looks in their final stages of lung cancer was new and disturbing in all groups.
 - *It is the process of dying that affected me, not the fact that this person is dying.*

Credibility

- Highly believable for many in most locations.
- However, some who had had personal experience with people dying from lung cancer questioned the validity of the claim, especially the 1-year time frame.
 - *Never saw them look like this.*
 - *It doesn't happen in 1 year, not credible.*
 - *Looks like dying when you don't eat.*
- Some also argued that not all people dying from lung cancer look like that when dying.
- Others, including some older French participants, felt that the extreme visual was overdone, so they became skeptical and doubtful.

Suggestions from participants

- Some suggested changes to the headline.
 - *Make a clear link between lung cancer and smoking.*
- Some in various locations specifically wanted the text to address the details of the man's smoking history.
 - *Need to know how long he smoked, how long he has been ill.*
- Other suggestions involved adjustments to the visual.
 - *Make the '1 year earlier' text clearer and easier to read.*
 - *Add testimonials, for example, his name and age, say 'Go to smokefree.com and learn about John and how he died'.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the best concepts tested. It has high potential to motivate thoughts of quitting, because of (1) the strong visceral impact of the visual, and (2) the concept of suffering.
- However, in its current form, this warning tended to convey an indirect, largely generic message about lung cancer, and not its link to smoking.

M-27

Cigarettes kill a Canadian every 12 minutes.

Au Canada, à toutes les 12 minutes une personne meurt des conséquences du tabagisme.

Initial Impression

- Overall, reaction was generally divided, within groups and across locations, age and language.
- Some participants were initially drawn by the visual.
 - *I loved it, I laughed out loud. It caught me, I thought oh, that's clever. It took me a second to figure out what it was and I thought that was good.*
 - *Clock and cigarettes, time to die. Makes me anxious, I'm going to die. Time is up.*
- Others were mainly affected by the statistic in the headline, which was referred to as.
 - *Shocking, mind blowing, amazing, foolish, stupid and unbelievable.*
- Higher resonance for people in various locations who were impressed by the statistic.
 - *That's a strong statistic.*
 - *It seems like a lot of people.*
 - *Eye opening, definitely realistic. Hits you, makes you realize that it kills.*
- Lower resonance among those who (1) were unimpressed by the statistic, or (2) didn't believe it.
 - *Typical, this is what I expect to see on a pack, it's standard, your average everyday stat, I wasn't aware it was exactly 12 minutes.*
 - *Cigarettes kill a Canadian every 12 minutes, who cares, so long as it's not me!*
 - *Is that for real? Every 12 minutes?*
 - *I would not buy a pack with that message, I would choose another pack.*

Noticeability

- Generally low attention-getting ability, mainly due to the low-impact visual.
- Some would read further, to find out more about the statistic.
 - *I have a lot of questions . . . how much do you have to smoke?*
 - *In small print, state the source of the information.*

Main message

- Most participants in all locations derived the message from the headline.
- Overall, the message was well-understood.
 - *Chaque 12 minutes, quelqu'un meurt. (Every 12 minutes, someone dies.)*
 - *Cigarettes kill people at a rapid rate.*
 - *Smoking will kill you, it is just a matter of time.*
 - *Canada, stop smoking.*
- However, the message had low personal relevance and for many, and lacked emotional impact.
 - *Cigarettes kill a Canadian every 12 minutes, but not me. I feel removed.*
 - *Even if it's true, there are so many of us in Canada that the odds of it being me in the next 12 minutes . . .*

Picture

- Overall reaction to the visual was fairly consistent in most locations.
- Generally seen as low impact, boring, dull and ordinary.
- It did not disturb most participants. In Montreal, people joked that this was a nice break from more "disgusting" images.
 - *Words more shocking than picture.*
 - *Not scary, not disturbing.*
 - *Something you would see in a cigar or smoke shop, pool hall or bar.*
 - *The picture is so dull you are drawn to the words.*
 - *Don't think anyone would pay attention to the image. It is very boring.*

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- The image of the clock made some people in various locations crave a cigarette.
 - *Time for a smoke.*
 - *Smoke break time.*
 - *[Made me] want to get a pack of smokes.*
 - Others found the clock confusing in various ways, or boring.
 - *The clock is wrong, short hand is the hour.*
 - *It doesn't look like 12 after, it looks like 2:00 o'clock.*
 - *Trying to read the time, staring at it trying to tell what time it is. I'm used to seeing the time digitally.*
 - *Looks like a hospital clock.*
 - No one thought the picture could stand alone because it was either boring or confusing and not connected with any particular idea related to smoking.

Headline

- Most participants in all locations derived the meaning and message essentially from the headline.
- Some reacted emotionally to the information it provided.
 - *C'est touchant de dire qu'il y a beaucoup de monde qui meurt. C'est triste. (It is touching to know that a lot of people die. It is sad.)*
- However, most responded to the information in a more rational manner.
 - *Amount of people that cigarettes kill.*
 - *Ça me dit qu'il y a pas mal de monde qui meurt. (It told me a lot of people die.)*
- Some participants in various groups were unimpressed with the statistic, and thought more people probably died in traffic accidents than that.
 - *I didn't find it a very strong stat at all.*
 - *Statistics unbelievable, how many people die in car accidents?*
- Most thought the headline could stand alone because it provided some statistical information about the impact of smoking, although some added it would not be very effective.

Cohesiveness of picture-headline

- Overall, for most participants, the two elements did not go well together. Because the picture lacked meaning, people had to rely mainly on the headline to understand the message.
- However, some in various locations thought the two went well together.
 - *Not interesting, but it goes.*

Informativeness

- New statistical information for many.
- However, some considered the statistical approach not new.

Credibility

- Overall, low credibility for many participants, who had trouble believing the statistic.
 - *Feel a little sceptical.*
 - *So unbelievable, not realistic.*
 - *I don't think it's believable, 12 minutes, that's pretty quick, so in the time we've talked, this many people have died.*
 - *Doesn't affect me because I don't believe it. It is a lie.*
- However, some smokers in various locations found it believable, especially since it came from Health Canada.

Suggestions from participants

- Most suggested changes involved the headline.
 - *Add 'Are you next?' at the end of the headline.*
 - *Cigarettes kill a Canadian every 12 minutes. What time is it?*
 - *Change headline to read 'Diseases caused by cigarettes kill a Canadian every 12 minutes'.*
 - *Should say 'As time passes cigarettes eventually kill you'.*

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- *Make the statistic for an hour, because on a minute basis it's too far-fetched, 5 Canadians an hour is more believable.*
 - *If they said 125 [Canadians] a day that'd be more of an impact, you know it kills a block a day or something.*
 - Others wanted adjustments to the visual.
 - *Switch the hands.*
 - *Make it look more like 12 after, not 2:00 o'clock.*
 - Still others in various locations wanted to see a different type of picture.
 - *Use a better picture, something more graphic than a clock, like a funeral.*
 - *Put a picture of people in rush hour walking, people with cigarettes in their hands and butts on the sidewalk.*
 - *Show an epitaph, a monument, a cemetery.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvements. It has somewhat low potential to motivate thoughts about the health risks of smoking, due to the low-impact visual and the low credibility of the unsupported statistic.
- In its current form, the ability of this warning to convey its intended message is low.

M-28

90% of smokers die well before their time.

90% des fumeurs meurent bien avant leur temps.

Initial Impression

- Overall, consistency varied, based mainly on (1) emotional impact of the visual, and (2) trust in the validity of the statistic in the headline.
- High resonance for smokers in all locations, including parents, who (1) were emotionally impacted by the visual, (2) were affected by the perceived message that smoking deaths affect families, or (3) were informed by the headline.
 - *Gave me goose bumps, very powerful, 'mommy I miss you'.*
 - *Kids do lose their parents to smoking, this is a heartbreaking picture.*
 - *Unbelievably sad.*
 - *Touches the cord of humanity because it is about families.*
 - *Leaving family members behind.*
 - *Really affected me because I'm a mom.*
 - *The idea of it's effective, I have a lot of friends who have kids who smoke.*
 - *Makes you think, I think this is a good one. Because through my own experiences with family that passed away with cancer before their time, that mommy I miss you one, should make you think as a smoker that you're affecting other peoples lives. You're also taking a big part of other peoples lives with you.*
 - *The headline got to me.*
- Low resonance for participants in various locations who (1) did not appreciate the concept expressed in the headline, of smokers dying "well before their time", (2) thought earlier death could be from other causes, and (3) disliked the writing on the tombstone in the picture.
 - *Stupid overexaggeration.*
 - *Everyone dies before their time.*

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- *A lot of people die before their time and not just from smoking, so I don't like this one.*
 - *Seems a little far-fetched, 90% of smokers die but maybe not from smoking.*
 - *Rough and unrealistic, it pushes the limit, the 'mommy I miss you' part.*
 - *I don't like that 'mommy I miss you' part. I don't know how to explain it.*

Noticeability

- Overall, above-average attention-getting ability
- Some, including many younger smokers, would read the small text because (1) the message was personal, (2) they wanted more facts, particularly comparing life expectancy for smokers vs. Non-smokers.
 - *Everyone has a mommy.*
 - *I'd like to have some real statistics.*
 - *More facts in the small print.*

Main message

- Overall, most participants in various locations understood the message, from the combined effect of visual and headline.
- The link between smoking and an earlier death was clear for many.
 - *If you smoke you die before your time.*
 - *Smoking causes an early death.*
 - *You can die young and leave children behind.*
 - *You could miss out on a lot if you die young due to smoking.*
 - *En fumant, tu meurs avant ton temps. (If you smoke, you will die before your time.)*
 - *Les fumeurs ont une espérance de vie plus courte. (Smokers have a shorter life expectancy).*

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- However, some in various locations, especially Halifax, could only identify a generic meaning
 - *It's going to kill you.*
 - *Smoking kills.*
 - *Smoking kills loved ones.*
 - *Your kids will miss you when you are dead.*
 - *Smoking can lead to problems at a fairly young age.*

 - Personal relevance was based on (1) being a parent or would-be parent, or (2) the experience of losing a parent or close family member to cancer.
 - *That is how my mom died. I relate to that even though I was 39. Still felt like a child when it happened. So, you don't have to be a child to feel the effect of it.*

 - *It could be a mother, or my mother.*

 - *Family is important to me.*

Picture

- Overall, the picture drove the emotional response, which ranged from sadness to mild disdain.
 - *'Mommy I miss you' tugs at my heart.*
 - *I like the idea, and 'mommy I miss you' really grabs you.*
 - *The 'mommy I miss you' hits home.*
 - *Stupid picture.*
 - *It's a bit much.*

- For some participants, especially those in both Montreal groups, the idea of a monument per se to indicate death was considered meaningful and powerful.
 - *La tombe, c'est une super bonne idée. (The monument is a very good idea.)*
 - *Emotional reaction was to picture, not text.*

- However, the writing on the tombstone evoked a wide range of reaction, from quite positive (see above) to negative because (1) it did not look realistic or credible, mainly because of the writing, or (2) some were distracted by the reflection on the headstone.
 - *The tombstone doesn't look realistic.*
 - *I don't like the picture at all . . . a tombstone wouldn't look like that.*
 - *I can't see what's in the background of the tombstone, so that irritated me.*
 - *Doesn't look very realistic [the writing].*

→ *La maman, c'est moyen et la statistique, tu peux mourir d'autre chose, ce n'est pas réaliste. (The word mommy is not catchy, and the statistic isn't realistic, you can die from other things.)*

- Many thought the picture could not stand on its own, without the headline, because the death it portrayed was not linked to smoking.

Headline

- Overall, reaction to the headline tended to vary. While many appreciated the idea, and of learning about premature death from smoking, they took exception to its vagueness.

- For some smokers in various locations, the headline made sense.

→ *True.*

→ *We all shorten our lives when we smoke.*

- However, many participants in all locations, especially Montreal, found the headline too vague, unspecific and therefore subject to strong doubt.

→ *C'est beaucoup trop vague. Ils auraient pu dire que 100 % des fumeurs meurent avant leur temps. On a rien pour vérifier. (It is too vague. They could say 100 % of smokers die before their time. We can't verify it).*

→ *Makes no sense.*

→ *The words are good, but 'well before their time' is kind of vague.*

→ *You hear stories about people smoking 50-60 years, and the people working in a restaurant get cancer and die, this [90%] is a big number for me.*

→ *Don't think headline is elaborate enough. Could have been hit by a car. Could say something about smoking early and the problems.*

→ *Sociologically speaking, people have to create new ideas in their mind to continue on doing what they do. The hardest thing is to quit what you're doing. People just rationalize that they're in the 10%.*

- Some thought the headline could stand on its own because it was a statistical fact connecting premature death to smoking.

Cohesiveness of picture-headline

- Overall, for most participants, the headline-picture combination worked, but to a limited degree.
- Most thought that both were needed to understand the message.
- Emotional response was linked mainly to the visual, but the vague headline and hard-to-believe statistic created doubts.
- For some in various locations, the picture and headline said two different things.
 - The picture was considered (1) generic since it could pertain to death from any cause, and (2) has no direct link to smoking.
 - The headline doesn't specify that smokers die as a direct result of smoking.

Informativeness

- New information for some in various locations, mainly related to the "interesting" 90% statistic.
- However, the vague "well before their time" in the headline tended to cast doubt on the statistic.

Credibility

- Overall, credibility varied within groups and across location and age.
- The tendency to believe was higher among parents and those who trusted Health Canada.
 - *Credible, very real.*
 - *It is a credible statement because it comes from Health Canada.*
 - *It is not exaggerating, it is not saying every smoker will die before their time.*
- However, many questioned the validity of the 90% statistical claim.
 - *I don't think it's true, I don't believe that.*
 - *Is that a real statistic?*
 - *I don't believe it though, because I know a lot of smokers that are in their 90's and carrying on.*
 - *My grandfather smoked 2 packs a day and drank whiskey and lived to 98.*

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- *It is how your body fights it off. It is questionable.*
 - *Have to die really young for this to be believable.*
 - *What about the other 10%? Did they live full lives?*
 - Some attributed their disbelief to the vague phrasing, "well before their time".
 - *I didn't really believe it at first, because 90% is a lot, how do you know when well before their time is, it's not very factual.*
 - *C'est beaucoup trop vague. Ils auraient pu dire que 100 % des fumeurs meurent avant leur temps. On a rien pour vérifier. (It is too vague. They could say 100 % of smokers die before their time. We can't verify it).*

Suggestions from participants

- Some suggested a range of different changes to the headline.
 - *Say, 'You're putting someone else at risk with your smoking'.*
 - *Change 90%.*
 - *Remove the percentage in the headline, say 'Most smokers . . .'*
 - *Say 'Smokers on average live to be a much lower age than people that don't smoke, give a number or something more specific.*
- Others suggested adjustments to the visual.
 - *Il pourrait simplement inscrire les dates de la naissance et de la mort sur le monument. (Just put birth and death dates on the monument.)*
 - *To make it more effective, add a crying child beside the grave.*
 - *'I miss you' should be more implied than written, by putting a family by the graveside.*
 - *Picture of 3 year old saying 'mommy I miss you'.*
- A few in various locations wanted to want to see a different type of picture.
 - *Change the picture, have a child and flowers, a rainy day, kid with rubber boots, head down.*

Overall Assessment

- Based on the findings summarized above, this HWM falls within the good opportunities classification. It has good potential to motivate thoughts of quitting for parents, would-be parents and those who feel close to their families.
- In its current form, this warning has good ability to convey its intended message.
- However, with adjustments to the headline, and supporting data in the small text, this warning could also have potential to inform smokers about the health risks of smoking.

M-29

Cigarettes kill 43 Canadian women every day.

Chaque jour, la cigarette tue 43 femmes au Canada.

Initial Impression

- Overall, consistent findings across location, age, gender and language.
- Most participants rejected this warning mainly because (1) the visual made them want to smoke, and/or (2) the headline focused only on women.
- Higher resonance only for some participants in various locations, including some men, based on the information in the headline.
 - *Good one, gets point across.*
 - *Effective because it is a statistic.*
 - *Effective, not the picture, but I like the words.*
 - *Wow that many? . . . the stats are shocking.*
 - *Makes you think.*
- Low resonance for many participants in all locations who didn't understand why the statistic only focused on women.
 - *It makes me think 'what about men'.*
 - *Don't agree with the headline, problem with the gender aspect.*
 - *Why is it women and not people?*
 - *It boggles my brain, why just the women? It bothers me.*
 - *It seems sexist.*
- Some in various locations also were unimpressed by the number 43, or questioned other causes of women dying.
 - *Is it all from smoking, not other causes?*

Noticeability

- Overall, attention-getting ability was high only because the picture made many participants in all locations want to smoke.
 - *Nice lips behind the smoke, looks like Angelina Jolie almost.*

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- Only a few young smokers, mainly in Halifax, would read further to find out more statistical background information:
 - *The ages of women who die.*
 - *What they die from?*
 - *What parts of their bodies are affected?*
 - *How many in each province?*

Main message

- Virtually all participants derived the message from the headline.
- However, while factually understood, the female component was rejected or ignored during interpretation, mainly because participants consistently rejected what seemed like a gender-biased warning.
- Thus, most participants in various locations simply ignored the female aspect of the message, and identified a more generic, gender-neutral message.
 - *People die of cigarettes every day.*
 - *People die.*
 - *Smoking kills you.*
 - *Tout le temps, la même, la cigarette qui tue! (Always the same message, it's cigarettes that kill you!)*
- Only some seemed to grasp and accept the key female component.
 - *Smoking kills women.*
 - *Cigarettes kill Canadian women.*
 - *Ils essaient de te faire comprendre que tu pourrais être parmi les 43 un jour. (They are trying to say that we could be one of the 43, one day).*
- Some participants in various locations felt that the focus only on women gave the impression that men were exempt from such a final fate.
 - *Nothing is going to happen to men.*
 - *Only women are affected.*

Picture

- Response to the visual was consistent across location, age, gender and language.
- Overall reaction to the picture strongly indicated that it was highly inappropriate and unsuitable, since many participants across locations and age stated it made them want to smoke. In addition, most agreed that the picture did not go with the headline, or support it.
 - *Makes it look inviting.*
 - *She looks comfortable.*
 - *Flavourful.*
 - *Smoke just floating in the air.*
 - *The picture encourages you to take one more.*
 - *L'image n'est pas appropriée. (The picture was not a good choice).*
- Moreover, the woman looked like a young, healthy smoker -- some said too glamorous, like a top model.
 - *She looks sexy, smoking is sexy.*
 - *She has a nice complexion.*
 - *That looks like a really young healthy looking woman, the nails are all white, and she didn't even inhale that smoke, it's not a true picture.*
 - *Looks glamorous, she is wearing lipstick and she might be one of those 43.*

Headline

- Consistently, participants in all locations derived meaning from the headline.
- However, most rejected or protested (1) the perceived female bias, and/or (2) the perceived low number of 43.
 - *Why not men too? Why women?*
 - *Ils disent tout le temps la même chose. Pourquoi des femmes? (They always say the same thing. Why just women?)*
 - *It's like they're saying cigarettes only kill women, and if you're a man then you're all good to go. Unless they make a guy pack.*
 - *The number doesn't seem shocking to me, not an outrageous number at all.*
 - *43 femmes. C'est pas gros. (43 women, it is not a lot.)*

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- Some participants in various locations seemed to have no issue with the warning being targeted only to women. However, they were by far the exception.
 - *[It's] targeting women because women are smoking more, women bear children so if they are dying the population is going to decrease.*
 - *Women are more stressed out so they smoke more.*
 - *Girls always smoke in high school because it's the cool thing to do.*
 - To some, excluding men made it seem like men (1) didn't count, or (2) didn't die from smoking.

Cohesiveness of picture-headline

- Overall, smokers consistently agreed that the picture did not match or suit the headline.
 - *[Without the headline] it looks like an advertisement to go and have a smoke.*

Informativeness

- Some smokers in various locations admitted that the information was new to them.
 - *I didn't know that many women were affected.*
 - *Didn't know that fact.*
- However, consistently, participants indicated the perceived generic message was not new, mainly because they rejected the single-gender information and concept.

Credibility

- Overall, most found the message credible, but not meaningful, convincing or frightening enough.
- Some weren't sure at all about the number, some wanted "proof," and others seemed to misinterpret the headline as implying "only" women die.
 - *We don't know if that's true, and I don't think it's only women.*

Suggestions from participants

- Only a handful of suggestions overall.
- Some suggested changes to the headline.
 - *I think a yearly total would be more effective than a daily total.*
- Some in Edmonton discussed how to rewrite the headline, so it pointed out that more women or an increasing number of women are dying every day, compared to men. They clearly wanted the comparison with men in the headline, so men were not excluded.
 - *This is saying more woman are dying instead of men. [If that was true?] Then that's what they should write, instead of not putting men on there at all.*
- A few wanted adjustments to the visual.
 - *Maybe if she didn't look like she was enjoying the smoke so much.*
- Some in various locations wanted to see a different type of picture entirely.
 - *Dead bodies.*
 - *Cemetery, with tons of crosses.*
 - *More effective to see 43 women.*
 - *43 tombstones would be good, 43 female faces.*
 - *A picture of a woman dying, like Barb Tarbox, dying.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as being among the least effective, needing a complete rework. In its current form, it has low potential to motivate smokers to think about the health risks of smoking. With the current picture, there is also a high risk of triggering a desire to smoke.
- Overall, people tended to reject the single-gender message and/or concept, clearly stated in the headline.

M-30

Cigarettes kill over 1,000 non smokers in Canada every year.

Chaque année, la cigarette tue plus de 1,000 non fumeurs au Canada.

Initial Impression

- Overall, with the exception of Toronto, consistent findings across location, age and language.
- High resonance for some, including many in both Toronto groups, who indicated they were impacted by (1) the picture, (2) the statistical information in the headline, or (3) the intended message regarding deaths of non-smokers.
 - *Dramatic picture, it's a grabber, if anything is going to make me quit smoking, a toe tag is going to grab me, one of the better ones.*
 - *Shocking. I didn't know this, don't think of it when I am smoking.*
 - *Powerful, says 'there it is, there you go,' gives insight into how we smokers really feel, we go outside to smoke in our house now.*
 - *Depressing, feel guilty sort of.*
 - *Even though I know the statistics, when you see the picture, it hits you hard, shows how second-hand-smoke can lead to this.*
 - *It's interesting, just the fact that they're non-smokers, it's a good statistic.*
- However, low resonance for many in most locations because (1) it was irrelevant, impersonal and didn't apply to "me," (2) the headline offered a weak, uninteresting and insignificant fact, (3) it blamed only smoking, and (4) the picture wasn't meaningful or original, and was initially connected with smokers rather than non-smokers.
 - *It doesn't really affect me, if you're around smoking you chose to be there.*
 - *Doesn't relate to us.*
 - *On a pack you would think they are talking about you, that you are going to die.*
 - *How can they relate that to cigarettes?*
 - *1,000 is a pretty small number, doesn't grab me.*

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- *I heard MacDonald's employs as many as the population in Dartmouth so it doesn't seem that many.*
 - *Car exhaust is just as much a leading cause.*
 - *Apathy, because I see it all the time, the toe tag is just on video games, it's everywhere, I mean death.*

Noticeability

- Overall, low attention-getting ability in most locations, with Toronto the exception.
- What stood out most was an aspect of the visual, the toe tag or feet, or the statistic in the headline.
 - *Stinky feet is the first thing I think of.*
 - *Gives you all the information you need, don't need to read further.*
- Only some stated that they would read further, to find out more about the statistic.
 - *Hoping they would explain themselves.*

Main message

- Overall, the perceived message was clear and consistent across groups, and was derived mainly from the headline, or the headline-picture combination:
 - *Second hand smoke kills.*
 - *Smoking harms others.*
 - *You are not only hurting yourself, you are hurting others.*
 - *La cigarette tue. (Smoking kills.)*
 - *You are holding a few lives in your hands.*
 - *Consideration for others.*
- However, even though understood, many found the message not personally relevant, because they did not smoke around non-smokers.
 - *I don't smoke around people, it wouldn't be because of me.*
 - *C'est pas pertinent de savoir qu'il y a 1,000 non fumeurs qui meurent. Je ne me sens pas concernée. (It is irrelevant to know that 1,000 non smokers died. That doesn't concern me.)*

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- However, some participants in various locations, especially in Toronto, were impacted by the message.
 - *Makes you think of who you are smoking in front of . . . makes you aware.*
 - In contrast, people in both Montreal groups felt the warning was a cheap shot aimed at smokers.
 - *Le non fumeur, il va mourir quand même. On meurt tous de quelque chose. C'est cheap d'essayer que les fumeurs se sentent coupables. C'est facile. (The non-smoker will die anyway. We will all die of something. It is cheap and too easy to try to make smokers feel guilty).*
 - Some participants in various locations discussed how the warning would probably make more of an impact if it included not smoking around pets.
 - *I've heard dogs can get very sick from second-hand-smoke.*

Picture

- Overall, reaction to the visual was generally consistent across most locations, except in Toronto.
- Most agreed the picture could not convey the message alone. In fact, without the headline, the picture could be about anything, including the current popular TV show, C.S.I.
- Emotional response ranged widely, from neutral, to disgust (based on a "grossed out" feeling to the feet) or guilt in most locations, to shock or sadness, mainly in Toronto.
- For most, the picture did not reinforce the overall message stated in the headline, because (1) the death could be from anything, or (2) it did not clearly link with smoking.
 - *Body on slab could be from anything.*
 - *There's nothing that says this person died of smoking, could have died of anything.*
 - *Picture is not selling the message.*
 - *This picture, they've overdone it.*
- In contrast, most in Toronto felt the picture made a "powerful" impact.

Headline

- For most participants in all locations, the headline carried the message.
- Some smokers, mainly in Toronto, felt the powerful impact of the headline, and the information it conveyed.
 - *The words kill and 1,000 are the big words for me.*
- However, most participants in other locations tended to find some fault with the information in the headline by (1) downplaying the statistic in some way, (2) blaming other pollutants, or (3) criticizing the language used.
 - *Headline doesn't impress me too much, we probably kill 10,000 a year in car accidents.*
 - *Not that effective, more pollutants in the air than just cigarette smoke.*
 - *Says cigarettes but it doesn't necessarily say second hand smoke.*
 - *Do cigarettes kill? Do they have the power to kill or do smokers kill themselves by smoking cigarettes?*

Cohesiveness of picture-headline

- Overall, most participants agreed that the headline and picture did not say the same thing.
- While most thought the headline could stand without the visual, the reverse was not true.
- Some participants, mainly, but not exclusively, in Toronto, felt the two elements worked well together.

Informativeness

- No new information for most, in terms of being (1) informed about death due to second-hand smoke, or (2) exposed to statistics.
- However, some in various locations said the statistical figure 1,000 was new.

Credibility

- Overall, because most respondents believed that second-hand-smoke can affect the health of non-smokers, the idea was considered credible.
- However, some people in various locations doubted the validity of the statistic in the headline, or that the 1,000 deaths were only attributable to cigarette smoke.
 - *I don't find it credible.*
 - *Prove it to me.*
 - *Comment tu peux prouver que la personne est morte à cause de la cigarette de l'autre? (How could they prove that cigarettes killed the non-smoker?)*
 - *Can draw figures from anything.*
 - *I don't believe that it's all cigarette smoke, because there's so much smoke out there, pollution.*
- In addition, people in various locations downplayed the number of deaths quoted in the headline, which was not considered very many, considering Canada's population of 30 million.
 - *It's a pretty low number, 1,000 is a pretty believable number.*
 - *Doesn't seem like that many people.*
 - *Even 10, 000 would be small in compared to our population.*

Suggestions from participants

- Some smokers in various locations thought a different type of picture would more effectively (1) convey the number, or (2) link the deaths to smoking.
 - *If they showed a busy street with thousands of people walking down it, if they circled a group that depicted the thousand, to be able to see the amount of people.*
 - *A body on the ground with 5 smokers around.*
 - *A coffin, a funeral, with people standing around.*
 - *A body bag.*
 - *Someone smoking and blowing in someone else's face.*
 - *A kid in a room with someone smoking.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvement. It has somewhat low potential to motivate thoughts about the health risks of smoking and in its current form, the ability of this warning to convey its intended message is average.
- While the intended message was generally understood, it was not considered particularly relevant because most participants said they already smoked away from non-smokers.

P-31

Give your baby a smoke-free family.

Offrez à votre bébé une vie sans fumée. (Give your baby a smoke-free life)

Initial Impression

- Overall, consistency varied widely, based mainly on (1) personal relevance, (2) positive or negative perceptions of the visual.
- Higher resonance in various locations for smokers with children or of child-bearing age, or for participants who agreed with the concept expressed in the headline of not smoking while pregnant or around children.
 - *Sad for my child.*
 - *Don't want my kids to go through that.*
 - *Sad to see a pregnant woman around cigarettes.*
 - *Much more sensitive and positive approach to a difficult issue.*
 - *C'est un très bon slogan. (It is a very good slogan.)*
- Lower resonance in various locations among some (1) single men or (2) older participants, both male and female, who were past their child-bearing years, or (3) those who thought the visual was weak and/or confusing.
 - *Not directed at me.*
 - *It's lovely for couples having babies, but for me at 40 it has no effect on me.*
 - *Makes sense, logical, but does nothing for me now.*

Noticeability

- Overall, average attention-getting ability.
 - *As long as it's a believable fact, this is not as attention grabbing as current pregnancy one.*
- People generally noticed the pregnancy, the cigarettes, or the clenched fist.
- Most would not read any further.

Main message

- Overall, most participants did not clearly understand that this message was about smoking and pregnancy. This was clear to very few.
 - *Don't smoke during your pregnancy.*
- Because the visual was interpreted in numerous ways, most smokers derived a variety of non-pregnancy-specific messages, many of them generic in nature, and relating to second-hand smoke.
 - *Don't smoke around kids.*
 - *Don't smoke in the presence of babies and children.*
 - *Cigarettes hurt children.*
 - *Don't harm your family.*
 - *Mothers shouldn't smoke.*
 - *Smoking can be beat.*
- Many in various locations approved of the positive approach of the message
 - *Pour la première fois, c'est formulé de façon positive, faites le choix, vous êtes intelligent, vous pouvez faire ça pour votre bébé. (For the first time, it is said in a positive way, make a choice, you are smart, you can do this for your own baby).*
- Although not emotionally impactful, the warning did evoke some sadness and guilt, and people in various locations also felt angry at smokers who smoked during pregnancy or around children.
 - *The baby is already smoking and it is not born yet.*
 - *Taking on the guilt of not being the guy behind there who's stopping.*
 - *Wish I had done so.*
 - *Can't be good for anyone.*
- Most derived the message from the headline, or headline-picture combination.

Picture

- Overall reaction varied in all locations and within most groups based on perceptions as to whether the visual was effective or ineffective.
- Those who responded positively found it thought-provoking, and generally agreed with what it showed.
 - *The picture I guess, kind of makes me think about a kid, and smoking harms them.*

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- *Makes me think, quit now before your baby is born, don't wait until your kid has respiratory problems.*
 - Some participants, including some men in various locations, thought the message was aimed at men, because the man was crushing the cigarettes.
 - *The male protector of the family, he's the one that's holding the cigarettes and crushing them.*
 - *Guy is crushing them, he is a good guy!*
 - *I see the man doing his part for the baby, all he can do. See this aimed strongly at the man, I see the man as the one who is quitting.*
 - However, participants in most locations tend to criticize the picture because (1) they didn't understand it, (2) they disagreed over who was trying to quit, (3) they were irritated that the husband seemed either paternalistic or even somewhat abusive to his wife.
 - *Why is he in the picture?*
 - *Poor picture.*
 - *Weird picture.*
 - *Looks like his hand is floating.*
 - *Looks like he wants to make her quit, [but] he cannot do it for her.*
 - *Je n'aime pas l'image du gars qui empêche sa femme, comme si elle n'était pas capable de prendre ses responsabilités. (I don't like seeing the guy stopping his wife from smoking, as if she was incapable of taking responsibility on her own).*
 - *Looks like he is holding her captive, a controlling man holding his wife with her arms down. That will make her quit?*
 - *If no cigarettes were there, I would think the woman was in an abusive relationship!*
 - Several people in Montreal and elsewhere saw a kind of violence in the close-up of the hand, like a punch.
 - For the above reasons, most participants agreed that the visual could not stand on its own.

Headline

- Overall, most participants in all locations consistently agreed with the headline, which was considered the stronger element of the warning.
 - *C'est comme un cadeau que tu fais à ton bébé à la naissance, c'est bien dit. (It's like a gift you give your baby at birth, it's well-said.)*
- Many appreciated the headline's positive approach. It was considered:
 - *Believable, clear, simple and effective.*
 - *On fait appel à ton intelligence. (It appeals to your intelligence.)*
- Some smokers in various locations found it somewhat weak, and wanted it to pack a stronger punch.
 - *I think the headline should have more dire consequences, if you don't quit than this can happen.*
 - *I don't agree with saying 'give your baby,' the baby hasn't been born yet.*
- Most thought that the headline could stand on its own because it conveyed a clear direction related to SHS.

Cohesiveness of picture-headline

- Overall, while some participants in various locations thought the two elements went well together, most people did not.
- For most, the visual was the weaker element, and didn't support the headline as well as it should.
- Some thought the picture addressed not smoking while pregnant, while the headline took a broader focus, not smoking around your family.

Informativeness

- No new information, but for most participants, reinforced already firmly-held beliefs.
 - *Your fate and your baby's fate is in your hands.*

Credibility

- Consistently considered believable.
- Most participants agreed with the idea that pregnant women shouldn't smoke, and that no one should smoke around others, especially children.

Suggestions from participants

- Several people suggested changes to the headline.
 - *Could say 'How many packs does your unborn baby smoke every day?'*
- A few wanted adjustments to the visual.
 - *Show the pregnant woman holding cigarettes.*
 - *If they were standing side by side might be better.*
- Some in various locations wanted to see a different type of picture.
 - *A pregnant mother with young child.*
 - *A mother with a child in her arms.*
 - *A family picture with a young baby.*
- Some in various locations wanted the concept altered, so it has more "punch".
 - *Baby coughing inside her belly, something scarier.*
 - *Statistics on premature births and health consequences that can arise, with baby saying, 'my mom was smoking'.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvements. In its current form, this warning has (1) low potential to inform about the health risks of smoking, and (2) low ability to convey its intended message.
- However, with an improved visual, this warning has value in motivating female smokers, and/or their spouses, to think about quitting if they are pregnant.

P-32

Cigarette smoke can cause Sudden Infant Death Syndrome.

La fumée de cigarette peut causer le syndrome de mort subite du nourrisson.

Initial Impression

- Overall, reaction was consistent in terms of (1) approval for the warning's perceived underlying concept, and (2) the new information connecting SIDS to smoking.
- The concept was generally seen to support the widely-held belief that smoking around children is unacceptable.
 - *Smoking doesn't affect only you but the people around you.*
 - *Smoking and children should be completely separate.*
- Most participants found the link between smoking and SIDS new, and somewhat surprising.
- Higher resonance for smokers in various locations who were emotionally impacted.
 - *True and scary, the fact that I'm pregnant, I smoked with my first and I'm smoking with this one, it has some impact.*
 - *Looks like infant is dead, I agree with the picture.*
 - *Like it, the picture, the emptiness of the crib.*
 - *I felt sad, the words.*
- Lower resonance for people in various locations who (1) did not find it personally relevant, (2) found it too alarming, a scare tactic, (3) found it not alarming enough, (4) did not find it credible, or (5) felt blamed.
 - *Did nothing to me, cannot relate.*
 - *No effect, would never smoke around a child.*
 - *C'est épouvantable de nous charrier de cette façon. On n'est pas médecin. On veut nous faire peur. (It is terrible, it goes too far. We are not doctors. They are trying to scare us.)*
 - *Not alarming enough, the picture didn't match the text.*
 - *Not a very convincing picture.*

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- *My niece died of SIDS and my sister never smoked, don't like this kind of message.*
 - *Looks like they are trying to blame us for infant death, feel attacked.*

Noticeability

- Above-average attention-getting ability.
 - *Infant death caught my eye.*
 - *Crib gets your attention.*
- It was generally agreed that the warning was targeting pregnant women and/or couples, or smokers with newborns in their families.
 - *Aimed at a specific audience, mothers and new parents.*
 - *Aimed more at parents than single people.*
- Many younger and older smokers wanted to read more or learn more about SIDS and its link with smoking, especially the studies or underlying science.
 - *Out of curiosity.*
 - *A statistic would help.*
 - *Want more information.*
 - *Where did they get this statement from?*

Main message

- Overall, people derived a message from the headline or the headline-picture combination.
- However, the intended message was not clear for many in various locations. People wondered if it was second-hand smoke that caused SIDS, or the mother smoking when pregnant.
 - *Don't smoke around kids.*
 - *Don't smoke during pregnancy.*
- Generally, the message was understood only by those familiar with the term "Sudden Infant Death Syndrome".
- Some perceived messages were generic in nature.
 - *It's not just you that smoking harms.*
 - *You're not the only one you're killing.*
 - *Smoking just doesn't affect you.*
 - *Go outside.*

Picture

- For some participants in various locations, the picture of the empty crib was shocking, powerful and sad, because it meant a baby had died. They described it as
 - *Horrible, scary, painful.*
 - *This is graphic enough with the empty crib.*
 - *It's extremely to the point, it carries the point, the empty crib, the choice of colours, it's grim but not flagrant. Not lurid.*
 - *C'est traumatisant, ça m'affecte beaucoup. Le berceau vide représente vraiment l'enfant mort. (It is traumatic, it upset me a lot. The empty bed really represents the dead child.)*
- However, others in various locations found the picture somewhat ambiguous and not directly related to smoking.
 - *No proof that there were smokers around.*
- Some young Edmonton participants discussed whether or not the picture would be improved if the room looked lived-in, or if there was a baby in it. The group was generally split, with some preferring that, and others liking the current scenario.
 - *The reason why it doesn't look lived in, or settled in, is because the baby is dead, they took it out and all they have left is this little memory of the baby. The simplicity of the add is enough. Clearly you look at it.*
- Most participants agreed that the picture could not stand alone, and needed the headline to have a context and a connection to cigarette smoke.

Headline

- Overall, reaction to the headline was generally not consistent, across groups, age and language.
- Some in various locations found the headline simple, clear and effective.
 - *Compelling, accurate.*
 - *The sentence is good, should say smoking during pregnancy can do that too, you can have a stillborn.*
- However, for many participants in various locations, the headline required specialized knowledge about "Sudden Infant Death Syndrome" to be understood.

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- In addition, many found the headline somewhat ambiguous, and unclear.
 - *I wondered if it meant, the mother's smoking, or the baby being around smokers, because it doesn't say.*
 - Some thought the headline was too long.
 - In several locations, participants said that "can cause" meant that the link between SIDS and smoking was not yet proven.
 - *I'm just thinking it 'can' cause. Children who die of SIDS, it's not always smokes.*
 - Despite the above, it was generally agreed that the headline could stand alone because it linked cigarette smoke with an impact.

Cohesiveness of picture-headline

- Overall, perceptions of cohesiveness varied, depending on the reaction to the picture.
 - In some groups, people felt the picture and words did not go together.
 - In others, the picture and headline were thought to complement each other.
 - In Montreal, most French participants found the picture clear, but not the headline.
- However, most agreed that both were needed to derive meaning.
 - *Have to read the message to understand the empty crib.*

Informativeness

- New information for most, who did not know about the link between SIDS and smoking.
- People in various locations were surprised to learn of this link.
 - *Surprise to me.*
 - *Je ne savais pas que la fumée secondaire pouvait tuer le bébé. (I did not know that second-hand smoke could kill a baby.)*
 - *I wasn't aware that it could cause SIDS.*

Credibility

- Overall, credibility varied across location, language and age, depending on familiarity with SIDS, either through general awareness or personal experience.
- Some found it highly credible.
 - *It is true, smoking does increase SIDS, [there's a] really great commercial with smoke creeping into a child's bedroom.*
- However, others questioned the new information. Very few had heard of any death from SIDS related to cigarette smoke exposure.
 - *I don't know anyone that this has happened to.*
 - *Do they know that for sure?*
 - *Is this scientifically proven that it is true?*
 - *I thought nobody knew what caused SIDS.*
 - *Very questionable, would like to see the statistics, would like to see something that backs up the claim.*

Suggestions from participants

- Most suggestions from participants in various locations involved changes to the headline, to make it (1) more personal, (2) more dramatic, (3) more accurate, or (4) more valid.
 - *'Your cigarette smoke' would be talking to me more.*
 - *Just stick 'dead baby' across the top.*
 - *Plus court et plus direct. (Shorter and more straightforward.)*
 - *Change the headline to read 'SIDS can be caused by cigarette smoke' rather than 'cigarettes can do this, they can do that.'*
 - *Change headline to read 'cigarette smoking has been proven to cause SIDS'.*
- Some suggestions involved adjustments to the visual.
 - *I'd make it [the room] look a little more lived in, baby blankets a little rumpled up, a whole room, I wouldn't put a baby though.*

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- Some in various locations wanted to see a different type of picture.
 - *Have parents standing over the crib, showing remorse.*
 - *Have a parent looking into the crib holding a teddy bear.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvements.
- In its current form, has somewhat low potential to inform smokers about the link between SIDS and smoking, unless they are already familiar with the term SIDS. In its current form, the ability of this warning to convey its intended message is lower than it could be.
- However, for parents of newborns and/or infants, who are familiar with the term SIDS, this warning has good potential to motivate thoughts of quitting.

P-33

You're not the only one who pays for these cigarettes.

Quand vous fumez, votre bébé en paye le prix. (When you smoke, your baby pays the price.)

Initial Impression

- Overall, consistent findings across location, age, and language regarding the strong emotional impact of the highly-noticeable visual, which made people feel hurt, angry or sad. The warning was generally described as
 - *Powerful, upsetting, disturbing, shocking.*
- High resonance for many participants in most locations who were emotionally impacted by the visual.
 - *Emotionally hits close to home.*
 - *Sad picture, I would never smoke around a pregnant woman.*
 - *Feel bad for the baby.*
 - *Scary, the child is obviously premature.*
 - *C'est choquant, c'est sûr. Quand je vais tomber enceinte, je vais arrêter de fumer. C'est clair. (Of course, it's shocking. When I am pregnant, I will stop smoking. That's clear.)*
- Low resonance for people in the English locations who (1) thought the headline did not match the visual (2) were in denial about smoking's impact on the unborn, or (3) saw other causes of premature birth.
 - *Headline makes no sense.*
 - *Difficult to understand.*
 - *When you look at the picture you don't want to look at the words.*
 - *Mixed impressions: the baby hits hard but it doesn't really connect it to cigarettes, it could be anything.*
 - *Anybody with a sick baby is going to be upset by seeing it, but it won't deter them from smoking.*



- *I think it's too overdone, whatever happened to this kid, I don't think it was the result of smoking, it's too much.*
- *It's trying to scare people, if you smoke this is exactly what will happen, I'm pretty sure my mom smoked when I was young and I turned out alright I guess.*
- In addition, findings were consistent in the 3 English locations regarding the perceived weakness of the headline, and lack of connection between the headline-picture, which tended to obscure the message for some.
 - In contrast, Montreal participants felt the French headline was strong.

Noticeability

- Overall, consistently high attention-getting ability in all locations, due to the picture.
 - *Never seen a picture like that before on a cigarette pack, it's very catchy.*
- Many would read further, to find out.
 - *Are the baby's health defects a result of smoking? It could be other things.*
 - *Would like to know more about statistics.*
 - *I would read it because I have 3 kids.*
- However, some said they would turn the package over to avoid looking at the image.

Main message

- Overall, the message was generally well-understood by most participants in all locations.
- Many participants were able to link smoking with pregnancy or premature birth.
 - *Smoking hurts unborn babies.*
 - *Do not smoke during pregnancy.*
 - *Pregnant women who smoke can end up with a premature baby.*
 - *Quand tu es enceinte ou ta blonde l'est, tu devrais arrêter de fumer. (If you or your spouse is pregnant, you should stop smoking.)*
 - *Si tu fumes beaucoup, tu risques d'avoir un bébé prématuré. (If you smoke a lot, you risk having a premature baby.)*



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- *Every cigarette you put in your mouth, if you're going to have a child, goes to their body and everything inside of it.*
 - *From a woman's perspective, I would not smoke during the pregnancy.*
 - Some participants identified a more generic type of warning.
 - *Other lives are at risk.*
 - *Don't be selfish.*
 - *I like the message they're trying to convey, others shouldn't suffer for one's choice.*
 - The message was generally considered important, but it had lower personal relevance to those without children or who were past child bearing age.
 - *I am a male, so I don't have the connection.*
 - Most derived the message from the picture, or the picture-headline combination.

Picture

- Overall reaction to the picture was consistent in all 4 locations.
- Most participants found it realistic, high-impact, effective, sad and disturbing.
 - *Like a reality check, if you smoke this can happen.*
 - *If you ever saw a baby from a smoker come out, and see how sick it is, it definitely hits home.*
 - *That is a high-effect picture . . . it pulls the heartstrings.*
- However, some in various English locations found it too disturbing or gross, in fact, some stated they would either request a different pack at the store, or turn the pack over to avoid seeing the image.
 - *I don't even want to look at the picture, it is so disturbing.*
 - *A mother or father would not want to see it.*
 - *Too graphic, you don't want to look at it.*
 - *Like a slap in the face.*

→ *I think it's gross . . . this would be the type of pack where I'd go 'not this pack' and ask for something else . . . eventually it would just turn into a joke with my friends when we go and drink . . . if you have to see it all the time, you'd turn yourself off to it, and you'd want to just ignore it.*

- Most agreed the picture did not stand on its own, because it needed a link between premature birth and smoking.

Headline

- Overall, while some participants liked and understood the headline, it was consistently criticized by many in the 3 English locations because (1) it was confusing, (2) it did not go with the picture, (3) was too long, (4) the word "pays" didn't fit, and made some think of the cost of cigarettes, or (5) it tried to be too clever, like a punchline.

→ *Confusing, who is paying for my cigarettes is not connected to a baby.*
→ *Needs a better headline. Needs to sound more human, too cold.*
→ *This one makes me conscious of the money because of the word 'pays'.*
→ *The word pays just doesn't fit.*
→ *All about punchlines.*

- In contrast, participants in both Montreal groups found it clear, powerful, credible and convincing.

→ *Ça fait longtemps que les mamans savent que ce n'est pas bon fumer quand elles sont enceintes. C'est irresponsable. (Mothers have known for a long time that it isn't good to smoke when they're pregnant. It's irresponsible.)*

→ *Si c'est nocif pour nous, c'est sur que c'est nocif pour le bébé. (If it's harmful for you, for sure it's harmful for your baby.)*

- Most participants agreed the headline could not stand on its own, without the visual.

Cohesiveness of picture-headline

- Overall, many people agreed both headline and picture were required to understand the message.

- In Montreal, participants felt the picture and headline went well together.

- However, in the other 3 English locations, people consistently agreed that the headline did not effectively explain the visual because it (1) could be referring to impact of second-hand smoke in general, not the impact of smoking while pregnant (premature birth), or (2) failed to specify smoking as a direct cause of premature birth.

→ *Both are saying two different things.*

→ *Preemie baby is not connected to smoking.*

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- *Words do not fully explain the picture. If you are going to put a picture like that, state what it represents, give me some stats . . . X% of babies born premature or stillborn are due to smoking.*
 - *The baby could be sick of anything, you could have low birth rate for lots of other things.*

Informativeness

- No new information for participants in all locations.
- However, most also agreed that the warning served as a good reminder or reinforcement.
 - *Sort of hits home as a potential father.*
 - *C'est bien d'avertir les gens. (It is good to warn people.)*

Credibility

- Highly believable for some in various locations.
 - *My fiancé quit smoking and my son has the worst breathing, makes you wonder what would have happened if she had smoked.*
- However, denial was clearly operative for others in various locations.
 - *If it was a proven fact, everyone would quit.*
 - *This is what happens when mother's smoke, you know it but you don't want to deal with it because it is too upsetting.*
 - *I have known pregnant women who smoked and that didn't happen to them.*

Suggestions from participants

- All suggestions focused on the headline.
- Many participants wanted a different type of headline, one that (1) matched the picture, (2) was more relevant to the message, or (3) did not have the word "pays" in it.
 - *Needs a different headline that goes more with the picture.*
 - *Needs stats to back up the picture.*

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- Some in various locations suggested adjustments to the headline.
 - *Say something like 'How will your baby be affected by your smoking?', or 'Your cigarettes caused this'.*
 - *You're not the only one who suffers.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the best concepts tested. It has good potential to reinforce currently held awareness about the dangers of smoking when pregnant, and to motivate thoughts about quitting among parents or pregnant women.
- With the current headline, the ability of this warning to convey its intended message is high. However, with some adjustments, the potential is even higher.

P-34

Smoking has harmful health effects on a baby.

L'usage du tabac a des effets nocifs sur la santé d'un bébé.

Initial Impression

- Overall, consistent findings across location, age, gender and language.
- Most smokers were emotionally impacted by the powerful and effective picture of the baby.
 - *Very sad, visually disturbing, painful, sickening, stressful, hard to look at, and painful.*
- High resonance for most smokers, especially those with children.
 - *This one hits me really hard because my boy was on all those machines, is pretty effective for me.*
 - *Hit really close to home.*
 - *Big effect right away, have seen the words before, but picture is very bold.*
 - *If I was pregnant it would serve as a reminder and probably help me quit.*
 - *I don't want to be the cause.*
- Lower resonance for participants who (1) had no children and did not plan to, (2) thought the visual was overexaggerated, (3) couldn't connect the picture with smoking, or (4) found it personally did not apply to their pregnancy experience.
 - *First thing I thought was I felt sorry for the baby, the picture grabs me but . . . not directed at me.*
 - *How much smoke did this child have to get to this degree of unhealthiness, it's unbelievable.*
 - *I wrote bullsh-t picture, there should be more information on it, yes it affects the baby, but not to this degree.*
 - *Sad picture but I couldn't find anything to relate it to smoking, pregnancy or otherwise.*

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- *Through our pregnancies it was a stress reliever, to calm us down. I just don't see that, I have 4 healthy children. It does nothing for me. I smoked through all my pregnancies.*
 - *Pretty disturbing but baby doesn't look premature, looks like a fair sized baby.*

Noticeability

- High attention-getting ability in all locations based on the graphic image of the baby.
 - *A shocker.*
- Some participants in various locations would read further, to find out more details on specific harmful effects.
 - *Give me some information or some statistics.*
 - *On aimerait plus de précision sur les effets nocifs. (I'd like more details on what the harmful effects are.)*
 - *Would expect to find information to stop smoking, how many babies are affected.*

Main message

- Overall, despite the compelling image of the baby, the message was ambiguous. People weren't sure if it was about SHS or smoking during pregnancy.
- In general, based on previous awareness and common knowledge, most respondents understood SHS messaging, that you should not smoke in the presence of babies, children and pregnant women.
- People identified 2 different ideas:
 - *Smoking harms kids or babies.*
 - *Don't smoke around kids or while pregnant.*
- Participants in various locations weren't sure what the message was, because (1) the headline didn't effectively explain the baby's condition, or (2) it was difficult to tell from the picture the exact age of the baby, so people were uncertain if the message was about a "preemie" or about an older child suffering from second-hand smoke.
 - *Not sure because I don't know the facts, is that during pregnancy the damage was caused, or in the house after?*
 - *Smoking while pregnant is harmful, should stop early enough, or don't smoke around pregnant women.*

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- Some in various locations got a generic message.
 - *Smoking is harmful regardless, for babies, for us.*
 - The perceived message was highly relevant for some, less so for others, especially people without children, those too old to have children or whose children had grown up. As one man explained:
 - *Might make me say something to someone else rather than me stop smoking.*
 - Most derived the message from the picture-headline combination.

Picture

- Overall, most participants were emotionally impacted by the sad and shocking visual.
 - *Pauvre petit! C'est encore plus touchant. (Poor little baby! It is very touching.)*
 - *It is very upsetting, so sad.*
 - *Picture is very sad, very intense.*
 - *Poor innocent baby has been affected by smoking already, hasn't had a chance.*
 - *Picture is very powerful, baby looks like it is on a breathing machine.*
- Participants in various locations felt that the black and white reinforced the dramatic character of the picture.
 - *Black and white makes a statement.*
 - *Baby is gray, not in colour, more effect, very sad.*
- Only a few criticisms emerged, from various locations regarding (1) the size and generally healthy appearance of the baby made some doubt it was a "preemie," and therefore affected the message, or (2) the image of the baby was not linked to smoking.
 - *Baby looks too healthy.*
 - *Preemies come out small, but skinny.*
 - *The picture doesn't go with smoking at all.*
- Some thought the picture could stand alone, while others thought it needed the headline to link it with smoking, because premature birth or illness could be caused by many things.

Headline

- For most participants in all locations, the headline was the weaker link of the two elements because it lacked emotional impact and/or gave no new information.
 - *Don't need to say this, we are an educated society today.*
 - *It is blah.*
- Some participants in various locations found the headline strong, clear and effective.
 - *Wouldn't change it.*
- However, most respondents in all locations, including both groups in Montreal and Edmonton, felt the headline was too vague because it didn't specify (1) what the 'harmful effects' were, or (2) whether the harmful smoking occurred during or after the pregnancy.
 - *Is it second-hand smoke, smoking during pregnancy...*
 - *Don't like the headline, want to see the exact effects instead of saying 'harmful effects'.*
 - *Ce n'est pas évident de savoir pourquoi ce bébé est comme ça. (It's unclear why this baby is like that.)*
- Most indicated that the headline could stand alone, but it would not be particularly noticeable or effective.

Cohesiveness of picture-headline

- Overall, while there was general agreement that the two elements went well together, people disagreed on the effectiveness of the combination.
 - For some participants, the headline and picture complemented each other.
 - But for others, the headline did not fully support or explain the picture.

Informativeness

- Participants found that the message contained no new information.
- Some participants felt the warning in its current form missed an opportunity to provide specific information on birth defects caused by smoking during pregnancy or from second-hand smoke.

Credibility

- Highly believable and realistic for some.
 - *I do believe that smoking during pregnancy could cause premature babies, because I had one, she was 2.5 lbs.*
 - *I was in an incubator for 8 months and my parents smoked when they had me, so that is what I looked like in pictures.*
- Hard to believe for others.
 - *I was born in a smoking environment, 9 brothers, born at home, I've been healthy all my life.*
 - *We know it is harmful but it didn't cause that to happen.*

Suggestions from participants

- Most suggested changes involved the headline, either making it shorter or more specific.
 - *Could say 'Smoking did this' or 'Effects of smoking'.*
 - *Be more specific in the headline.*
 - *Something like 'Smoking during pregnancy could cause premature babies'.*
 - *Something like 'Smoking doesn't just make your baby smaller'.*
 - *Say 'smoking during pregnancy affects your baby'.*
- Several wanted adjustments to the visual.
 - *Photoshop it and make the baby look a little less healthy.*
 - *Add colour, black and white bores me.*

Overall Assessment

- Based on the findings summarized above, this message was one of the best concepts tested. It has good potential to motivate thoughts of quitting among pregnant women and/or their spouses.
- However, in its current form, the ability of this warning to convey its intended message is not as high as it could be, because of the low-impact ambiguous headline.

P-35

Smoking in pregnancy results in serious risks.

Le tabagisme pendant la grossesse engendre de graves risques.

Initial Impression

- Overall, consistent findings with regard to the (1) emotional impact of the picture, (2) the perceived lack of specificity in the headline, and (3) common awareness and belief in the main perceived message, that pregnant women should not smoke.
- Most participants in all locations were emotionally affected by the visual.
 - *Really intense, gross, sickening.*
 - *Shocking and scary, I would feel guilty.*
 - *Women should not smoke during pregnancy, I get angry when I see that.*
- High resonance for many people who (1) felt sorry for the baby in the picture, or (2) strongly agreed with the message.
 - *Pissed me off, how stupid can you be!*
 - *Bad parents!*
 - *Could have been prevented, it happened to a kid that had no control!*
 - *Very disturbing, I'm kind of familiar with this, because when my daughter-in-law was pregnant, we tried to get her to quit smoking. It was a premature baby, he was 3 months early, so tiny. We just about lost him. Part of the reason was because of the smoking.*
 - *The picture is really, really effective.*
 - *Picture broke my heart when I first saw it.*
 - *Too harsh, but it's also true.*
 - *Disgusting feeling in my stomach, not what I want to see.*
- However, for some participants the picture was hard to understand at first glance. People in various locations, especially in Montreal, wondered if it was a baby. After decoding the meaning of the picture, most respondents agreed totally with the message.
 - *Fantastic message but too much going on in the picture that it lessens the impact.*

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- Lower resonance for those (1) whose personal experience with smoking while pregnant had no harmful effects on the baby, (2) who were past child-bearing age or life cycle, or (3) who had difficulty believing what to them was an overexaggerated picture.
 - *I think it should say smoking and pregnancy 'can' result. I smoked during my pregnancy and it never affected me.*
 - *Don't believe it, not realistic.*

Noticeability

- Overall, high attention-getting ability.
- The picture clearly stood out the most, or specific details of it.
 - *How small the baby is in comparison with the cigarettes.*
 - *All of the little patches and contraptions.*
- Younger respondents tended to want to read further, to find out more about the baby.
 - *How premature the baby was?*
 - *What happened to the baby?*

Main message

- Overall, many participants understood the intended message, and agreed with it.
 - *Smoking is bad for pregnancy.*
 - *Don't smoke when you're pregnant.*
 - *Do not smoke while pregnant.*
 - *Smoking during pregnancy can lead to major birth defects.*
- However, due to the lack of specific details in the headline, some in various locations only derived generic messages.
 - *Smoking can harm an innocent life that didn't choose to smoke.*
 - *Smoking can harm your child.*
 - *Smoking hurts babies.*
- The personal relevance of the message varied based on 4 main factors: (1) pregnancy aims, (2) negative judgements about pregnant women who smoke, (3) personal experiences while pregnant, or (4) a perceived link between smoking as the sole cause of birth defects, which some disputed.



- Most agreed it was aimed at pregnant women and/or their spouses, or those planning to be. But younger smokers, and some men in various groups took it seriously.
 - *This is a serious matter, irresponsible parents.*
 - *Moi, je n'aimerais pas que la femme qui porte mon bébé fume pendant sa grossesse. (I would not want the mother of my child to smoke during her pregnancy.)*
- In contrast, others in various groups who were not pregnant or planning to be, or who were older, felt this HWM was not directed at them. In addition, there were participants who rationalized that smoking was less serious than other harmful factors, such as drinking.
 - *If you're not pregnant and not planning on getting pregnant it's kind of irrelevant. I think it's good for preventing women from smoking during pregnancy but everyone else would skim past it.*
 - *When you are pregnant and you smoke it doesn't affect you as much as drinking. Fetal alcohol syndrome seems more serious. If other parents you know smoke during pregnancy and their babies are okay, you think it will be okay for you too.*
- Most derived the message from the headline-picture combination.

Picture

- Overall reaction to the picture was generally consistent in two main ways: (1) the strong emotional impact it made for most participants, and/or (2) the difficulty some smokers in all locations had in deciphering the detail.
- Most people were emotionally affected by the visual at first glance, once they were able to recognize what it portrayed.
- However, some participants in many groups had difficulty deciphering the picture because (1) the baby was too small, (2) there was too much detail to figure out, or (3) the link between smoking and pregnancy was not clear.
 - *Really busy picture.*
 - *You really have to look at it to know it is a baby, hard to see, you have to look closely.*
 - *Baby is sick obviously, but can't tell you what is wrong with it.*
 - *Baby needs to be more defined, perhaps use a darker background.*



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- *People without glasses, it's hard to see that and to see the detail. I'd have to pull out my glasses and take a look at it to have the full effect of it.*
 - *Picture has nothing to do with pregnancy.*
 - In addition, some smokers in various groups did not understand why the pack of cigarettes was in the picture, while others were able to give it a context.
 - *Good to have a pack of cigarettes to compare the size of the baby with.*
 - *Size of baby and pack of cigarettes conveys to me that this baby is very small and so it is shocking.*
 - *More effective with the cigarettes not in the picture, I think the cigarettes take away from the baby.*
 - Most agreed the picture needed the headline to be understood in context.

Headline

- Overall, reaction to the headline varied. Some found it clear and straightforward, while others thought it was (1) too vague, especially about "serious risks", (2) lacking in punch or power, especially compared to the visual, and/or (3) was old news.
 - *Dated, not fresh any more, we have all heard it before, are desensitized to it.*
 - *I didn't like the headline, it was kind of vague and not catchy.*
 - *Not very effective.*

Cohesiveness of picture-headline

- Overall, most participants thought the two elements worked well together.
- However, some thought the combination would be more effective with a clearer visual, others wanted a more specific headline, and some wanted both elements adjusted.

Informativeness

- For most participants, the warning carried no new information.
 - *I think most smokers know this, I think they're treating me like I'm stupid.*
 - *Who doesn't know that!*
- However, some in various locations, including Montreal, hadn't realized that smoking could be so serious for the baby.
 - *Jamais je n'aurais pensé que cela pouvait être si grave de fumer durant la grossesse. (I never thought that smoking during pregnancy could be so serious and harmful.)*

Credibility

- Highly believable for most. However, some participants in various locations were skeptical, based on what they perceived as an exaggerated picture of the baby.
 - *A couple of cigarettes a day won't do that to a baby.*
 - *I know people who smoke and I have never seen a baby come out like that.*
 - *Seen crack babies healthier than this.*
 - *Too extreme to be credible.*
 - *Do babies ever come out like this without being caused by smoking?*

Suggestions from participants

- Some suggested changes to the headline.
 - *Needs something more specific.*
 - *Say 'can' cause.*
 - *Put it in the form of a question, 'Are you smoking while you are pregnant?' or 'Is this your baby?'*
- One participant suggested a different approach to the headline and concept.
 - *Take an approach that [ties in with] premature birth, 'This baby weighs so much due to smoking'.*
- Some wanted the picture clarified, so that (1) the baby was easier to see, (2) there was less detail to notice.
 - *Get the package out of there.*
- A few wanted to see a different type of picture.
 - *A baby in an incubator.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the best concepts tested. It has good potential to remind smokers about the health risks of smoking during pregnancy, and to motivate thoughts of quitting, mainly for pregnant women, couples or those planning on having a child.
- In its current form, the ability of this warning to convey its intended message is good. With a simpler visual and stronger headline, the potential could be higher.

S-36

Your kids are sick of your smoking.

La santé de vos enfants est entre vos mains. (Your children's health is in your hands.)

Initial Impression

- Overall, this warning was effective, believable, realistic and succinct for most participants.
 - *Very good, dramatic but not cheesy.*
- Parents of young children found it especially powerful and meaningful.
- Higher resonance for people in most locations who (1) had personal experience with asthma, (2) were emotionally affected by the child, (3) felt it was personal because Jacob was identified in the picture, or (4) appreciated the headline.
 - *My parents smoked, that's when I started having asthma, for me it just related, simple to the point, I think it's perfect, headline is perfect, picture is perfect.*
 - *I had asthma and my parents smoked. I think if you're smoking around your kids all the time it'll cause them to get sick, whether you believe it or not.*
 - *[The child] has no say in the parent's choice.*
 - *He is suffering.*
 - *A habit at someone else's expense.*
 - *I liked the picture and the fact that the kid has a name and an age, but I didn't like the headline.*
 - *First thing I noticed was the clever headline.*
- Lower resonance for some participants in various locations who (1) argued that smoking or SHS was not the cause of all asthma, or (2) felt insulted because they already don't smoke in the presence of children.
 - *Really? You're 5 years old, you could have asthma from everything. Smoking can't be the only thing.*
 - *Poor Kid, not all asthma is caused by smoking, and that's what these ads seem to want to do. Many of these diseases have other causes.*

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- *Asthma can be genetic.*
 - *Asthma could be from air quality, not from smoking. I know plenty of kids with asthma and the parents don't smoke.*
 - *My daughter has told me to stop smoking and it hasn't stopped me.*

Noticeability

- Overall, above-average attention-getting ability, mainly due to the picture.
- Some in various locations would read further, to find out more about Jacob's parents' smoking habits.
 - *Should put down if his parents smoked or not, or maybe . . . how much they smoked.*
 - *I would want to read more and give this message to my brother.*
 - *Should have more information . . . he is sick because his parents are smoking.*

Main message

- Overall, most participants understood the message that second-hand smoke was harmful to children.
- Most derived the message from the picture, or picture-headline combination.
 - *The message is powerful because your kids are sick and fed up with your smoking.*
 - *Second-hand smoke hurts everyone around you.*
 - *Don't smoke around children.*
 - *Smoking is harmful to kids.*
 - *Ça nous dit que la fumée secondaire peut rendre des enfants malades. On est responsable. (It tells you that second-hand smoke could make children sick. We are responsible.)*
 - *Smoking increases possibility of asthma.*

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- However, some people weren't sure whether the warning was saying that asthma specifically relates to smoking.
 - *Is it trying to say that kids can get asthma from smoking?*
 - *Should be more clear.*
 - Overall, many participants found the message personally relevant, mainly those with children.
 - *Lays a guilt trip on you, how far will you go for your children?*
 - *I wouldn't want to see my daughter at that age with asthma because of my smoking.*
 - *Si j'avais un enfant de 5 ans qui se ramasse à l'hôpital parce que je fume, je me sentirais vraiment épais de fumer une autre cigarette. (If my 5-year-old child got sick because I smoke, I would feel very stupid smoking one more cigarette.)*
 - While some smokers in various locations felt it was not directed at them specifically, others thought it was a good reminder to everyone not to smoke around children.

Picture

- Overall reaction to the visual was generally consistent across locations.
- Most participants responded emotionally to the image of the sick child.
 - *Picture is clear and effective.*
 - *Picture affects me.*
 - *I like the picture, reminds me of my own kids.*
- Many approved of the caption stating Jacob's name, age and his asthmatic condition, because it personalized the child, made him real.
 - *I like how he has a name and an age.*
- Various individuals, however, questioned the mask, and felt that (1) it laid a "guilt trip" on parents or played the "blame game" by attributing asthma to only smoking, or (2) it looked like the child had been rescued from a fire.
 - *The gas mask or whatever it is, I just don't think he's going to need oxygen for his parents smoking.*
 - *Putting blame on you*
 - *I don't think it's believable, just looks like a kid rescued from a fire.*

Headline

- Overall, most participants in various locations found the headline clear, catchy, straightforward, and effective.
 - *For me it's an action statement, your kids are sick. Why? Because of your smoking. What are you going to do?*
- However, some participants in various English locations were less enthusiastic about the headline, because the humour seemed to make light of what is a serious situation.
 - *I found the phrase hard to buy into. A little jingley, too cute. Doesn't hit home.*
 - *A little cheesy, but if you're a parent I can see it.*
 - *It is insulting, assuming that a parent doesn't know better to smoke outside.*
- Several participants also felt that the headline wasn't scary enough for a warning.
 - *This is not scary enough, mind you it has a double meaning. But I would make it scarier.*

Cohesiveness of picture-headline

- Overall, most participants thought the headline-picture combination worked effectively, and that both were needed.
 - *Picture goes well with the headline.*

Informativeness

- Overall, no new information for most participants, who felt they already knew about SHS.
 - *Le message, les parents le savent déjà. (This message, parents already know about it.)*

Credibility

- While many participants thought the SHS message was true, overall, credibility varied.
- Some participants had doubts about the warning, mainly because of personal experience with asthma that bore no relation to smoking.
 - *I find it hard to believe, I'm the only one that smokes in my group of friends. [I have] two friends with small kids that have asthma, that have never been around smoke. I don't believe they have enough information to make statements like that.*

Suggestions from participants

- Some suggested changes to the headline.
 - *Change wording to 'Your smoking can cause serious illness in your family'.*
 - *Change the headline so it's about all children, not just your own.*
 - *Could be more specific, 'Jacob has asthma because his parents smoke'.*

Overall Assessment

- Based on the findings summarized above, this message was one of the best concepts tested. In its current form, this warning has good potential to inform people about the health risks of SHS, and to reinforce current awareness and and discussion about SHS.
- The ability of this warning to convey its intended message is high, but with a harder-hitting headline, the potential is even higher.

S-37

Second-hand smoke triggers asthma attacks.

La fumée secondaire provoque des crises d'asthme.

Initial Impression

- Overall, findings were generally consistent across location and language.
- Higher resonance for people who had some personal experience with asthma.
 - *I had asthma when I was younger so I know how it feels to experience second-hand smoke. So this picture is effective. When my parents smoked, it hurt my lungs, I was wheezing badly. Powerful image.*
 - *I was born with asthma and both parents smoked. Had to wear a mask until 8 or 9.*
 - *Feel bad for the person I smoke around. Putting a mask on my son makes me think of it, why I don't smoke around him.*
- Lower resonance was based on (1) contrary personal experience, or (2) lack of personal relevance.
 - *I have asthma and I smoke so I don't really believe it, smoking doesn't bother me so I don't believe in second-hand smoke.*
 - *I know lots of people with asthma who smoke or who are not affected by second-hand smoke.*
 - *My little sister has asthma, but not because anyone smoked.*
 - *It doesn't mean anything to me, because if you smoke outside and not inside the house, then your children are not affected.*
 - *What's the point to put that on a pack, when I'm outside smoking anyways! That's not me. I smoke outside, who does it hurt?*
- Many participants in various locations, especially in Montreal, questioned whether it was only smoke that triggered asthma attacks. It could be air pollution, considered a major problem, or dust, pollen, etc.
 - *So does pollen, dust and other things.*
 - *So does perfume.*

Noticeability

- Overall, low attention-getting ability, because (1) the picture lacked emotional impact, and (2) the headline either lacked credibility or was common knowledge.
 - *Too textbook.*
- Very few, if any, would read further.

Main message

- Overall, most participants seemed to understand the intended message that SHS could harm those with asthma, especially children.
 - *Don't smoke around asthmatic kids.*
 - *Smoking affects people with asthma.*
 - *Try not to smoke around people with asthma.*
 - *S'il est asthmatique, ses parents ne vont pas lui fumer en pleine face. (If this child is asthmatic, his parents won't smoke in front of him.)*
- A secondary more generic message reminding people that SHS is harmful was also evident to some in various locations.
 - *Second-hand smoke affects other people.*
 - *Smoking affects the people around you.*
 - *Do not smoke around non-smokers.*
 - *Kids can suffer from smoke.*
 - *Smokers need to be mindful about who and how they are affecting others*
- On the whole, the message and its delivery had low personal impact and/or relevance to many participants because its SHS message was old news, and because it was seen as only applying to irresponsible people.
 - *I don't think it's very credible, these days anyone who has a kid with asthma isn't going to let a person smoke in their house, it doesn't seem credible to me . . . it'll happen in a case with irresponsible parents partying around their kids.*
- Some smokers, mainly in Halifax, felt a bit guilty because they had children or family with asthma and had smoked in front of them.

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- Some participants in various locations disagreed with the message, and argued that asthma had little to do with SHS or smoking.

→ *Asthma is caused by subluxations in your spine, not by smoking.*

- Most derived the message from the headline, or headline-picture combination.

Picture

- Overall, reaction to the picture was consistent in all locations.

- In general, most respondents did not consider this picture a good choice because it (1) lacked a strong emotional impact, (2) did not relate smoking to breathing problems, (3) was a familiar everyday event, or (4) did not seem serious because it did not depict a crisis.

→ *Kid should look more scared, doesn't really push him, [doesn't show] how bad asthma attacks are for kids.*

→ *It needs to have an example, it is not showing the trigger, it shows a child with asthma but not why.*

→ *I think this one isn't extreme enough.*

- Most thought the picture could not stand alone for all the above reasons, but mainly because it did not link directly with SHS.

Headline

- Overall, most participants in all locations thought the headline was clear and easy to understand.

→ *Couldn't make it any better than that.*

- However, many participants in various locations thought it was weak and lacked credibility, in part because it seemed to blame only SHS for triggering asthma attacks.

- Some individuals in various locations disagreed with the word "triggers." While some thought it was more effective than the word "causes," others thought the opposite.

→ *Triggers is a better word than caused, doesn't blame it on smoking.*

→ *I don't like the caption, I think maybe 'causes asthma'. Triggers isn't a word I'd use.*

- Because it was weak, most thought the headline could not stand alone.

Cohesiveness of picture-headline

- Overall, most participants agreed the two components worked together.
 - *I think the picture and the headline go together.*
- However, neither were thought to be strong enough to stand on their own.
- In addition, both were considered low impact by most participants.

Informativeness

- No new information but a good reminder not to smoke around people with asthma, especially children.

Credibility

- Credibility varied, across location.
- Some, especially in Halifax, found it highly believable.
 - *Anyone around kids with asthma knows that.*
- However, many respondents, especially those in Montreal, thought SHS didn't cause asthma. It could provoke asthmatic attacks but so could many other factors, such as air pollution, wood fires, etc.
 - *Je crois que oui la fumée secondaire peut provoquer l'asthme mais dans la plupart des cas, c'est la pollution de l'air. C'est un problème plus large. (I believe that second-hand smoke could provoke asthma attacks. But most of the time, it is due to air pollution. That is a bigger problem.)*

Suggestions from participants

- Some suggested changes to the headline.
 - *Change 'triggers' to 'causes'.*
- Some in various locations wanted the concept altered, to (1) include smoking as the trigger, (2) show the effect, or (3) use statistics.
 - *Kid having an asthma attack next to a person smoking.*
 - *If you show an older person with the puffer it would show that you will be using that when you are older, or show a gas mask it would be more effective than the puffer.*

→ *Statistics would be better, like a percentage of asthma attacks are triggered by cigarette smoke, 1 in 4 asthmatics are affected by cigarette smoke.*

Overall Assessment

- Based on the findings summarized above, this HWM falls within the good opportunities classification.
- In its current form, this warning has somewhat low potential to inform people about the health risks of SHS. The ability of this warning to convey its intended message is good, but with a more impactful picture, the potential could be higher.

S-38

Cigarette smoke kills non-smokers too.

La fumée de la cigarette tue aussi les non fumeurs.

Initial Impression

- Overall, consistent findings across locations mainly in terms of (1) negative reaction to the low impact picture, (2) familiarity and some boredom with the message, delivered mainly via the headline.
- Higher resonance for some participants in various locations who agreed with the message, and didn't mind being reminded about the dangers of SHS.
 - *Surprised that the one in bed is the non-smoker, smoker looks better and younger than the non-smoker.*
 - *Collateral damage, most of us don't realize what damage we are doing to non-smokers.*
 - *Feel sad. Looking at their age, when they were young the health effects of smoking were not as well known.*
- Modest to low resonance for most participants for various reasons: (1) they were resistant to the SHS message, (2) they dismissed the older characters as being close to death anyway or having illness not related to smoking, or (3) they had difficulty relating to the picture or figuring it out.
 - *It's the same thing that we've heard over and over again, yeah second-hand smoke is dangerous, goes back to the warnings on the current packs, it's been done.*
 - *On est habitué d'entendre cela. C'est agressant. On nous dit qu'on est méchant. (We are used to hearing this. It's aggressive. It says smokers are nasty.)*
 - *They are old people, they could have problems not from smoking.*
 - *They're old, everyone knows when you get old you're going to die.*
 - *You can't see their faces so I didn't feel anything off of them.*
 - *I didn't get it, why is non smoker in bed, and then I read it and it dawned on me, second-hand smoke.*

Noticeability

- Overall, low attention-getting ability.
- Most would not read further, because (1) they knew about SHS anyway, or (2) they were not interested or personally involved.
 - *Here we go again. Blah, blah, blah. I am the one more likely to die from it!*

Main message

- Overall, most participants understood the message, but mainly from the headline.
 - *Second-hand smoke kills.*
 - *Kill yourself, not everybody else.*
 - *Second hand smoke affects other people, not just yourself.*
- One Halifax individual, resistant to the reminder about SHS, rationalized that the warning implied that smokers probably lived longer.
 - *You live longer if you smoke. The one in the hospital bed is not the one who smoked.*
- The picture seemed to confuse many, and actually detract from the headline.

Picture

- Overall reaction to the picture was generally negative in all locations.
- Most participants found the picture (1) boring and lacking emotional impact, (2) personally difficult to relate to, and (3) confusing.
 - *Could be more emotional.*
 - *Needs a picture that I can relate to, like family life.*
 - *Should use younger generation, I actually know a family where an 8year-old kid has asthma and the parents smoke. The kid has been in hospital and they don't get it.*
 - *Expect to see a dead body, not a person in a hospital bed.*
 - *Too complicated, had to look at it for a moment to figure out what the story was . . . I had to force myself because I'm getting paid to read the rest of it.*

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- Some smokers in various locations discussed the arrows or the smoker and non-smoker caption. While some felt they helped explain the visual, others found them irritating.
 - *If the picture is supposed to say a thousand words why do they need the arrows?*
 - *I hate the arrows.*
 - *Smoker and non-smoker, too in your face.*
 - Most participants thought the picture could not stand alone because it lacked impact and did not clearly tie in to SHS.

Headline

- Most participants across locations preferred the headline over the visual.
- Participants in various locations described it as clear and straightforward. Other positive terms included:
 - *True, useful, pretty self-explanatory.*
 - *Very effective text.*
 - *That's why you have to smoke outside.*
- On the other hand, some found it ordinary or useless because it contained outdated information.
 - *It's true it's there, it's blah.*
 - *Gros texte inutile. Quand on sait qu'un feu de foyer est plus toxique qu'un paquet de cigarettes. (The headline is useless. We now know that a fire in a fireplace is more toxic than a pack of cigarettes.)*
- Participants generally thought the headline could stand alone because it did convey the impact of cigarettes, but it was not considered a compelling piece of information.

Cohesiveness of picture-headline

- Overall, most participants thought the two elements did not work well together.
- Most thought the picture did not connect with headline.
 - In several groups, participants pointed out that the picture shows someone sick, but still alive, while the word "kills" in the headline implies death.

Informativeness

- Overall, this warning was seen to provide no new information.
 - *We already know this fact.*
 - *Waste of money, my tax dollars . . . To me it's one of those statistics that if you don't know, then you've been living with your head in the sand.*

Credibility

- Overall, no one doubted the validity or truthfulness of the message. It was simply not seen as a high-impact message, because people felt they already knew the information.
 - *Yeah that's true.*

Suggestions from participants

- Suggested changes focused on the visual. Some in various locations wanted to see a harder-hitting type of picture, one with more emotional impact.
 - *Better if it was a mother and a kid and the kid using his puffer or something.*
 - *[Show] smoker's thoughts 'Why him and not me?'*
 - *Change the picture to two hands on a white sheet, with wedding rings.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvements.
- In its current form, this warning has somewhat low potential to inform people about the health risks of SHS, largely because of the low-impact picture, which did not involve most participants. The ability of this warning to convey its intended message is average, but with a better picture, the potential could be higher.

S-39

Smoking near a window is just not good enough.

Fumer près d'une fenêtre ne change rien. (Smoking near a window changes nothing.)

Initial Impression

- Overall, consistent findings regarding (1) effectiveness of picture and headline, (2) credibility, (3) personal relevance.
- High resonance for most participants in all locations.
 - *Makes me feel guilty, that's me. It touches me.*
 - *Disgusting, upsetting, makes me think.*
 - *I am finding I'm at a loss for words, it's enlightening maybe . . . the harmful effects to a baby, [it's] a wake up call for me.*
 - *It's disgusting to smoke in front of kids. My sister smokes under the exhaust fan in the kitchen, the poisons are still in the air though. This is good.*
 - *I thought it was very clever. First thought was why not. After looking at the picture I saw that there was the little kid sitting there, makes the connection. That's why not!*
 - *I thought that chick shouldn't be smoking, she's pregnant and has a kid.*
 - *I think the picture is really good, because the kid looks like he's scared.*
 - *Because she's pregnant, not only is she harming the child she's carrying, but the one she's got.*
- Some people in various locations admitted that the warning evoked two specific emotions: guilt and/or anger. Guilt, because smoking in front of children was something they either have done or currently do, or anger, towards anyone who would endanger a child.
 - *It is just not right to do this!*
 - *Harming more people than just yourself.*
- Lower resonance for some individuals in various locations, mainly because it did not reflect their own behavior, or because they already knew about SHS.
 - *I don't find it very effective at all.*
 - *Informative, but not effective for me, I don't do this!*

Noticeability

- Overall, high attention-getting ability, mainly because of the child in the picture.
 - *Picture says it all, I think if you throw a baby into any equation...*
 - *Putting the baby in here is more eye-catching than having adults in the picture.*
 - *Kid's eyes.*
 - *Lady smoking stands out the most to me.*
- Very few would read further, mainly because most feel they already know about SHS.

Main message

- Overall, the message was well-understood by most participants in all locations.
 - *Second-hand smoke affects the health of children.*
 - *La cigarette affecte les enfants, les innocents qui n'ont pas choisi de fumer. (Cigarette smoke affects innocent children, who didn't choose to smoke.)*
 - *Shouldn't smoke around children.*
 - *Do not smoke indoors, go outside.*
- Most participants considered the message important, effective and powerful.
 - *Even if you can't get someone to quit, convincing them to smoke outdoors is at least a good message.*
 - *It may not deter me from smoking, but it would make me more aware of who I'm smoking around.*
 - *By being able to identify with her smoking near a window, it puts me in that situation, makes me feel guilty. Whereas the threatening ones, make you feel defensive, this is more personal.*
 - *Un message qui nous dit 'regarde-toi et vois comme tu es ridicule'. (It is a message saying 'Look at yourself and see how ridiculous you are'.)*
- The message had a high degree of personal relevance for most.
 - *Smoking indoors is the main factor of second-hand smoke.*
 - *This is not just for moms, it's for everyone.*

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- *I smoke near a window if friends are over, if I had a young child, I would not be near a window, I would go outside. It is effective for me to keep cigarettes outside the home, not to stop smoking.*
 - However, some smokers in various locations saw it as ineffective.
 - *It's a pretty bad warning, because there's nothing against smoking, nothing about the bad things about smoking, just don't smoke near a window.*
 - *It doesn't tell you anything, it says smoking near a window is not good enough, but it doesn't say not to smoke.*
 - Most derived the message from the picture-headline combination.

Picture

- Overall reaction to the picture was generally consistent in all locations.
- Most participants found it realistic, effective, powerful, and a good portrayal of SHS.
- Most were also emotionally affected by the child in the picture, and/or the fact that the woman was pregnant.
 - *If you want to hit home, use kids.*
 - *L'enfant prisonnier de la fumée secondaire de sa mère. Il est innocent et il ne peut pas se défendre. Il ne peut rien faire. (The child is a prisoner of his mother's second-hand smoke. He is innocent and can do nothing to defend himself.)*
- Some thought the woman in the picture was pregnant, others did not.
- Most participants thought the visual needed the headline to be clearly understood.

Headline

- Overall, most participants in all locations found the headline effective, clear, and easy to understand.
 - *I think it's really well worded.*
- However, some smokers in various locations, including many in the older Montreal group, were less enthusiastic.
 - *It doesn't really imply anything other than smoking by the window isn't good enough.*
 - *The headline needs to be a lot more specific, threaten 'Your kid's going to die!'*

Cohesiveness of picture-headline

- Overall, most participants felt the picture and headline went well together.

Informativeness

- Overall, participants said this warning provided no new information. While individuals in various groups discussed the concept of smoking near a window, no one said this information was new.
- However, many pointed out it was a good reminder about SHS in general.
 - *This reminds us to go outside.*

Credibility

- Overall, this warning was highly believable to most respondents.
 - *An open window still allows second-hand smoke in the house. You should go outside.*
 - *Smoke will just stay in the house and stay around others.*

Suggestions from participants

- Some suggested changes to the headline.
 - *Maybe saying smoking outside is a better alternative.*
 - *Could say 'not enough' instead of 'just not good enough'.*
- Several suggestions involved adjustments to the visual.
 - *Make the woman clearly pregnant, stronger message.*
 - *Remove the curtain and open the window.*
 - *Would show smoke in the picture going towards the child.*
 - *Show smoke blowing back in from the window.*

Overall Assessment

- Based on the findings summarized above, this message was one of the best concepts tested.
- In its current form, this warning has good potential to inform people about the health risks of SHS, and strong potential to stimulate thoughts and discussion on the topic. In its current form, the ability of this warning to convey its intended message is very high.

S-40

**Smoking in your car hurts more than just yourself.
Fumer dans l'auto fait des victimes de vos enfants. (Smoking in the car makes victims of your children.)**

Initial Impression

- Overall, consistent findings across locations, with differences based mainly on language, and the appeal of the headline.
- Most participants found the warning strong, effective, different, and thought-provoking.
 - *Eye opening.*
 - *Very true.*
- High resonance for most participants because it was (1) a new idea, (2) true and (3) important.
 - *Effective, fresh and new.*
 - *It works, shows the silent killer, the harmless child, unsuspecting. Second-hand smoke is something to be concerned about.*
 - *C'est un nouveau concept dans l'auto. Il y a beaucoup de gens qui pensent qu'en ouvrant la fenêtre, ils peuvent fumer sans problème. (A car is a new idea. A lot of smokers think if they open a window, they can smoke without a problem).*
- Lower resonance only for some individuals in various locations, who (1) had no children or (2) would never smoke in front of children. In the latter case, these smokers thought it was a good idea for others to become aware.
 - *Blah, it is just not relevant personally, I don't have kids or a car.*
- The warning generated a range of emotional reactions, including curiosity, guilt, anger and even some disgust.
 - *I feel guilty and ashamed, I don't personally smoke in my own vehicles, but I have with kids in other vehicles.*
 - *Makes me angry that anyone would put a child at such risk.*
 - *Disgraceful.*

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- In Montreal, participants in both groups were generally pleased with the concept, but criticized (1) the headline, because it did not do justice to the topic, and/or (2) the picture, which was not as clear as it could be.

→ *L'idée générale est bonne. Les gens ne le savent peut-être pas autant qu'on pourrait penser. (The concept is good. People may not know as much as we think about it.)*

Noticeability

- Overall, high attention-getting ability for most participants in all locations.
- Most said they would not need to read further. However, some people in various locations would be curious because the car location was a new context.

→ *I think it's effective, but you should put something in the small writing.*

→ *Because it is different.*

Main message

- Overall, most participants in all locations understood the message about the danger of SHS in cars.

→ *Don't smoke in the car with your kids.*

→ *Not just children but passengers in the car, don't smoke.*

→ *Smoking in your car hurts everyone who is in there.*

- However, because the picture seemed to show the car windows closed, some smokers in various locations got different messages regarding the windows.

→ *Don't smoke in the car with your kids with all the windows closed.*

→ *I like the message. It's wrong to smoke in the car with the windows closed, with young kids.*

→ *Don't smoke in the car with your kids with the windows open or closed.*

- Some participants in various locations got a more generic message about the overall dangers of SHS.

→ *Second-hand smoke hurts children.*

→ *Don't smoke around your children.*

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- Many found the message important, meaningful and personally relevant.
 - *Child looks innocent so it makes you feel guilty.*
 - *It is important to make smokers sensitive to not smoking in the car with other passengers.*
 - *Y en a beaucoup qui pensent qu'avec la fenêtre ouverte, ils sont corrects. (There's a lot of smokers who think that they can smoke with the window open.)*
 - *My mother smokes in my car. My daughter gets in and my mother keeps smoking.*
 - Most derived the message from the headline-picture combination.

Picture

- Overall reaction to the picture was consistent within language segments.
- Most participants in the 3 English locations found the picture powerful, attention-getting and thought-provoking, mainly because (1) it featured a child, or (2) it showed a car, a new location with regard to SHS.
 - *Picture is about children, but I think the message is not just for children. If you want to smoke do it by yourself, not around anyone.*
- However, some participants, including most in both Montreal groups, found the picture unclear, and wondered what the little girl was doing. Was she sleeping, sick, dead, unconscious?
 - *I think it's kind of weird that she's sleeping.*
 - *I thought she was sick at first.*
 - *Je ne trouve pas que l'image est claire. On dirait qu'elle dort. C'est une belle atmosphère de douceur. (I find the picture unclear. The little girl seems to be sleeping. It's a really nice atmosphere.)*
- Several others criticized the picture because they (1) didn't see any smoke, or didn't see it clearly enough, (2) thought the child should be facing the camera, or (3) thought the window should be open.
 - *I don't think the picture is effective, I don't see smoke, I see it as a really pretty picture.*
- Most participants doubted whether the picture could stand alone, without the headline because it didn't clearly depict SHS or its impact.

Headline

- Overall, most participants in all 3 English locations approved of the headline.
 - *Subtle, but gets the point across.*
 - *Reminder that you are not just hurting yourself but others too.*
- However, some felt it was not as effective as it could or should be, mainly because it (1) was too wordy, or (2) it lacked punch.
 - *Weak, just so basic, should have more pizzazz.*
 - *Text has too many words.*
- In Montreal, most respondents in both groups thought that while the concept was good, the headline in French was poorly worded, and in a convoluted style. Some had to read it several times to understand it.
 - *Le message, c'est pas clair. Il a fallu que je la relise 2-3 fois avant de comprendre. (The message is not clear. I had to read it 2-3 times to understand what it was saying).*
- Most participants thought that the headline could stand alone because it did refer to the impact of SHS in the car, but would be much less effective.

Cohesiveness of picture-headline

- Overall, most participants felt the picture-headline combination worked effectively.
 - *The child is the same size as the words so she gets just as much of your attention as the words.*
- However, some people in various locations differed over which was stronger.
 - *The picture is more powerful than the words, the danger of second-hand smoke*
 - *First time I've read the text first, because there's not much going on in the picture.*

Informativeness

- For some participants in various locations, especially in Montreal, the warning offered new information about SHS in cars, something they had not thought about before.
 - Most young Montreal respondents felt that this warning was original. Most agreed with the idea, and felt that many smokers didn't know cigarette smoke could be harmful for other passengers, even with the window open.

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- It made most people more sensitive to and aware of second-hand smoke in the car, especially, but not exclusively, with regard to children.

Credibility

- Overall, highly believable for most participants in all locations.

Suggestions from participants

- Some suggested changes to the headline.
 - *Slogan could be: Keep the smoke outside of your car.*
 - *I think they should change the headline to be about children.*
 - *I'd put something more like 'Your children are smoking too' and then in the smaller print explain more.*
- However, most suggestions involved adjustments to the visual.
 - *Better with an open window.*
 - *Picture could include other people or even a pet.*
 - *Instead of sleeping, have the child coughing or hanging out the window trying to catch her breath.*
 - *Girl should have her face forward and more of a drained look, it'd be more effective.*
 - *The child, the face, she should be looking at you.*
 - *On devrait mettre davantage l'accent sur la fumée. On ne la voit pas. (They should emphasize the smoke in the picture. We don't see it.)*

Overall Assessment

- Based on the findings summarized above, this was one of the best concepts tested. In its current form, this warning has high potential to inform people about the health risks of SHS in cars, and high potential to stimulate thoughts and discussion on the topic.
- The ability of this warning to convey its intended message is high, but with adjustments to the picture and a crisper headline, the potential could be even higher.

T-41

ACETONE, found in tobacco smoke, irritates the eyes, nose and throat.

La fumée du tabac contient de l'ACÉTONE, substance qui irrite les yeux, le nez et la gorge.

Initial Impression

- Overall, consistent findings across locations, especially regarding the low impact of this warning.
- Higher resonance for some individuals in various locations who were affected mainly by the visual image.
 - *Found the picture very effective, she actually looks sick, the word acetone really stands out, new for me. Thought it was just something in nail polish remover.*
 - *It affects your cells personally, it affects me from a visually attractive perspective, hit home for me.*
 - *I didn't know acetone was in that. Acetone is a known carcinogenic. I'm amazed that's in cigarettes.*
- Low resonance for most participants, who found this warning weak and ineffective.
 - *For me, it does nothing.*
 - *Not strong enough not scary enough.*
- Many people, especially in Halifax and Montreal, found the warning confusing and difficult to understand because (1) the picture and headline seemed to convey different messages, or (2) they didn't know what acetone was.
 - *En regardant seulement la photo, je n'ai pas compris. Ensuite, le texte sans la photo, je n'ai rien compris. (Looking at the picture, I did not understand. Then I looked at the headline without the picture, and I did not understand at all.)*
 - *I don't even know what acetone is . . . irritates the eyes nose and throat, sounds like a common cold, not a very effective ad.*
 - *Not effective, not news, need to explain what acetone is to make it more effective.*
 - *I'd want to know what else has acetone, where else can it be found, where is it, where does it come from.*
 - *Nothing, from the picture.*

→ *Just a little irritation, why not talk of other chemicals that put black on your face or lungs.*

Noticeability

- Overall, low attention-getting ability for most participants.
- The word ACETONE in the headline stood out for some, while the picture drew others.
- Some participants in various locations stated they would read further to learn more about acetone.

Main message

- Overall, because this warning was low impact, and nothing really stood out, many weren't interested in the message.

→ *No effect on me.*

- Some paid more attention to the picture, and detected a generic message that smoking made you look bad, hurt your eyes, or gave you cold-like symptoms.

→ *Smoking hurts your eyes.*

- Others paid more attention to the headline, and thought the message was about acetone in cigarettes.
- In fact, most participants missed the point in the headline that acetone was in tobacco smoke. Instead, people misinterpreted it as an ingredient in cigarettes.
- Many participants in various locations did not see acetone as very important, and tended to dismiss it. Those unfamiliar with it did so because it was just one of the many chemicals in cigarettes. Those who knew about acetone and/or what else contained it, felt it was simply no big deal.

→ *Not strong enough to be a warning, there's more acetone in paint than cigarettes.*

- In addition, some participants thought the irritations mentioned in the headline related to smoking, rather than directly to acetone.
- Since many smokers already knew about the numerous drawbacks of cigarettes, they also dismissed the irritations mentioned in the headline.

→ *Don't care, it is just an irritation.*

→ *Who cares?*

→ *Quand tu fumes, on sait que ça fait vieillir plus rapidement. (When you smoke, we know you age more quickly).*

Picture

- Overall reaction to the visual varied across locations.
- Some participants found the picture somewhat effective and a bit "scary".
 - *I noticed in the picture the redness around her eyes nose and cheeks, and I thought to myself, sometimes on Friday after I go for a few drinks, I look in the mirror and my face is flushed. I always thought it was the drinking instead of the cigarettes I'd smoked, now I'm not so sure. Made me wonder.*
 - *The picture, she looks unhealthy, that kind of touched me more than the statement.*
- Some participants found it ineffective, and at cross-purposes with the headline. For these individuals, the picture only showed the mildly negative impact of smoking, which they knew about.
 - *If that is the worse that happens I will be okay.*
- For some respondents in Montreal and elsewhere, the woman in the picture appeared to have several problems, ranging from liver disease to premature ageing. And while people were not sure what she suffered from, they did not believe that smoking was the only cause.
 - *The picture is kind of creepy, and it's not scary, it irritates your eyes nose and throat, so does allergies.*
 - *C'est quelqu'un qui a beaucoup d'autres problèmes que la cigarette. Un problème de foie? (She is someone who has a lot of other problems besides cigarettes. Maybe liver disease?)*
 - *She looks like Freddy Krueger.*
 - *Poor choice, ineffective.*
 - *Eyes don't look that irritated.*

Headline

- For most participants in all locations, the headline had little or no impact, because (1) it didn't go with the picture, (2) many were unfamiliar with the word "acetone" and simply dismissed it as one of the many chemicals, (3) it was too long, or (4) it was boring and not shocking or scary.
 - *We see this type of add too many times. And I'm getting sick of it. The statement, I find it garbage for an ad campaign.*
 - *Just like any other ad, they try to use words that nobody knows.*
- Because it was so long, and had so many words, most participants did not notice that acetone was found in tobacco smoke, and misinterpreted the headline, imagining it said acetone was in cigarettes.

Cohesiveness of picture-headline

- Overall, most participants thought the two elements were mismatched.
- The picture shows that smoking (1) hurts, irritates or makes the eyes water, and/or (2) ages you prematurely, while the headline mentions the chemical acetone and its effects on smokers.

Informativeness

- Across locations, the warning provided new information about acetone for some, but not for others.
 - *Everybody knows that smoking makes your eyes water.*
- Some were unfamiliar with the term acetone, but all believed cigarettes contained chemicals and acetone just happened to be one of them.
- In some groups, there was perhaps one individual who knew what acetone was and informed the group that it was also in bleach and nail polish remover. This type of information was new and powerful for some.
 - *It's in nail polish remover, hair dyes, cleaning products, hair spray, gel, bleach.*

Credibility

- Overall, the warning had high credibility, because no one doubted (1) that acetone was in cigarettes (a misreading of the headline), or (2) the perceived effects of smoking, as portrayed in the picture.

Suggestions from participants

- Some suggested changes to the headline.
 - *Just say acetone is found in these products, then you'd think about it.*
 - *Irritates not a strong enough word.*
 - *Irritates is not good enough, many other things irritate us.*
- Some in various locations wanted the concept altered to (1) visually show the effects of acetone, or (2) show what other things acetone is in.
 - *Tell us what acetone does in our body.*
 - *You already know what's in cigarettes, it's on the pack, maybe if it showed what its used in, then you'd think, I'm having a smoke, might as well drink some bleach or nail polish remover.*
 - *Change warning altogether.*

Overall Assessment

- Based on the findings summarized above, this concept was classified as one of the least effective, needing a complete rework. In its current form, this warning has somewhat low potential to inform people about the health risks of tobacco smoke.
- The ability of this warning to convey its intended message is low however a more effective picture and relevant headline could improve it.

T-42

**HYDROGEN CYANIDE, found in tobacco smoke can cause thyroid problems.
La fumée du tabac contient de l'ACIDE CYANHYDRIQUE, substance qui peut
causer des maladies de la thyroïde.**

Initial Impression

- Overall, consistent findings across location.
- Most participants did not find this warning visually compelling or clear in terms of its informational content.
- Low resonance for most participants, who reacted to this warning in an emotionally flat way, with indifference and disinterest.
 - *I don't really understand the ad, I don't think it works.*
 - *Hydrogen cyanide, okay it's a chemical. What is it? Which thyroid problems? There are too many things. My whole family suffers from thyroid. They're non-smokers.*
 - *Doesn't really have any visual effect, it's hard to see.*
 - *The picture is not frightening enough, what is a thyroid problem?*
 - *Ce n'est pas vraiment ce qui pourrait me faire le plus peur. Ce n'est pas ce qui me frappe le plus. (This wouldn't frighten me very much. It's not shocking enough.)*
 - *I don't know what a thyroid is.*
- Higher resonance for some individuals in various locations who appreciated having new health concerns presented.
 - *I think it's good, but I have no idea what an enlarged thyroid does to you.*
 - *Very good information.*
 - *It's good, pretty gross that this girl has something in her thyroid.*

Noticeability

- Overall, average attention-getting ability.
- Some were curious about the visual and tried to figure it out, while others said they wouldn't bother, especially after reading the unclear headline.
 - *Doesn't stand out enough, I would just ignore it.*

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- Some did want more information, and asked questions during the discussion. Whether or not they would read the small text on the warning as is, is uncertain.
 - *Need to know what caused it.*
 - *What makes your life more difficult about it?*
 - *What is the next phase after this swelling?*
 - *Is cancer the next step, or is it just thyroid? What are thyroid problems?*
 - *If there's one or two specific conditions that are thyroid related, say so*

Main message

- Overall, most participants in all locations had difficulty discerning a clear message in this warning.
 - *I have no idea what hydrogen cyanide is, it doesn't explain it.*
- However, some participants in various locations were able to understand the warning was about a chemical, or hydrogen cyanide, which could cause some type of harm.
 - *Chemical can cause a scary lump in your throat.*
 - *They're warning me about smoking causing this, a lot of things cause this too.*
 - *Hydrogen cyanide can cause thyroid problems.*
 - *Hydrogen cyanide can be harmful to your health.*
 - *On présume que c'est dangereux. Mais on en a aucune idée. (We assume it is dangerous, but we have no idea.)*
 - *L'hypertrophie, j'aimerais qu'on m'explique la maladie. Quels sont les liens entre l'acide et la maladie. Actuellement, ça ne dit pas grand-chose. (Hypertrophy, I'd like to understand it. What are the links between hydrogen cyanide and this disease? Actually, it doesn't say very much.)*
- No one seemed to clearly understand that hydrogen cyanide was a substance in tobacco smoke, but instead, seemed to think it was a substance in cigarettes or connected in some way to smoking.
- Some came up with generic messages.
 - *Smoking can cause anything.*
 - *Makes you sick.*
 - *Quit smoking.*

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- Overall, the message struck many as unimportant, not worth their attention, ignorable or disappointing.
 - *Not a big deal.*
 - *One of those general things.*
 - *Doesn't make a difference.*
 - *It was kind of a let down.*
 - Understanding all but the cancer message required both the picture and headline.

Picture

- Overall reaction was consistent in most locations.
- Most participants felt the picture was dull, ineffective, and not emotionally compelling enough to draw them in. It failed to shock or frighten.
 - *It's not an immediately disgusting picture.*
 - *I don't think the picture is graphic enough to really make a point, if you know what you're looking for you see it, [otherwise], you really have to look.*
 - *If it didn't affect me personally I don't think it would affect me at all.*
 - *Doesn't do enough.*
 - *Find it a little mild.*
- Some people were confused about the gender of the person in the picture.
 - *Need to know if it's a guy or a girl.*
 - *Needs the whole face.*
- Some respondents in various locations doubted the value of the arrow, while others recognized the need for it. Some thought the text on the arrow was difficult to read and see.
 - *What the heck are they pointing at, it's difficult to see, looks like an Adams apple. After I looked at it more I could see the enlargement.*
- In fact, some Montreal participants thought that if an arrow was necessary to highlight the disease, the problem couldn't be that serious.
- Most thought the picture could not stand on its own because it did not directly connect the disease to smoking or tobacco smoke.

Headline

- For most participants in all locations the headline was too long, too complex and not meaningful.
- It needed specialized knowledge to understand, because most people were unfamiliar with (1) hydrogen cyanide and/or (2) thyroid problems.
 - *La maladie de la thyroïde, qu'est-ce que c'est? Si on le savait, on pourrait décider d'arrêter. (Thyroid problems, what are they? If we knew, maybe we could decide to quit.)*
- Most participants thought the headline meant that hydrogen cyanide was in cigarettes, not tobacco smoke. This reinforced an already held belief that cigarettes are the culprit and source of disease, not the smoke.
- Some participants in various locations thought the word "can" in the headline was weak. One Halifax individual took heart from that, because it implied only a possibility, not a certainty.
 - *The 'can' is a weak statement.*
 - *Seems like it can happen. Will it? Who knows?*
- For all of the above reasons, most participants felt the headline could not stand alone.

Cohesiveness of picture-headline

- Overall, most participants felt that both headline and picture were ambiguous, and they did not work well together, or complement each other.

Informativeness

- This warning offered new information for some participants in various locations, on several topics: (1) hydrogen cyanide, (2) thyroid problems, (3) the link between smoking and thyroid problems. However, none of this information was clearly presented, or sufficient to make a case against smoking.
- Thus, the new information generally had low impact.
 - *I don't remember ever smoke doing this.*
 - *I never associated smoking with thyroid, now I know where a thyroid is.*
 - *Makes you more aware of another issue, but I don't think of it anymore.*
 - *Just adding to what we already know.*
 - *Didn't know this before.*

Credibility

- Overall, most people could believe whatever message they interpreted. However, some in various locations weren't convinced.
 - *Is this true? I want statistics.*

Suggestions from participants

- Some suggested content for the small text, or even the headline.
 - *Explain the health effects of thyroid problems.*
- Some in various locations wanted the headline made stronger.
 - *Change headline to read 'has been proven to cause thyroid problems'.*
 - *Shorten it.*
- Most suggestions involved a different type of picture.
 - *Show a regular thyroid and one that has been affected by smoking (diseased).*
 - *Needs to be a big goitre with the person smoking.*
 - *Profile shot to see abnormal lump in the throat.*

Overall Assessment

- Based on the findings summarized above, this was classified as one of the least effective messages tested, needing a complete rework.
- In its current form, the ability of this warning to convey its intended message is low and it has somewhat low potential to inform people about the health risks of tobacco smoke. However, people demonstrated an interest in the topic of thyroid problems, and wanted more information, including a clear link with smoking.

T-43

NITROSAMINES, found in tobacco, cause cancer.

Le tabac contient des NITROSAMINES, substance qui causent le cancer.

Initial Impression

- Overall, consistent reaction in all locations.
- Most participants were indifferent to this warning because it did not involve them (1) emotionally, because the picture was not compelling or shocking enough, or (2) intellectually, because they did not know what nitrosamines were, and (3) because they already knew about the link between tobacco and cancer.
 - *No effect at all.*
 - *Already know cigarettes cause cancer.*
 - *No impact because we cannot pronounce it, let alone know what it is.*
 - *On dirait qu'ils viennent tout juste de découvrir que la cigarette peut donner le cancer. (It looks like they just discovered cigarettes can cause cancer).*
 - *It's too complicated.*
- Some participants even laughed at the idea that this could be effective.
 - *This is funny, would I ever quit because of this picture? This is so silly. It'd be hilarious if someone said, you know I quit because of this.*
 - *I wouldn't even read this, I'd joke about this with my friends.*
- Higher resonance for some people in various locations because (1) the cancer-related message was important, or (2) the simplicity was appealing.
 - *Important message, they usually only show nicotine. Maybe they could give a definition.*
 - *It's kind of to the point and simple.*
 - *I might notice that on a pack of smokes, just sort of nice and plain with the white, visually . . . It stands out.*

Noticeability

- Overall, low attention-getting ability because (1) the picture was not emotionally compelling, and/or (2) the headline had a strange difficult-to-read, difficult-to-pronounce word.
 - *The headline, I can't even read that word, I don't know what it means, if I can't even try and pronounce the first word, I'm not even going to look at it.*
- Some participants said they would read further to find out more about nitrosamines.
 - *If it had a list of chemicals I would want to read it.*
 - *I might because I don't know what nitrosamines are. So I might.*

Main message

- Overall, reaction was consistent in all locations.
- Most participants did not understand the full intended message, mainly because they had no idea what nitrosamines were.
 - *Wonder why they are trying to get me to get a dictionary. I wouldn't waste my time.*
 - *You would get cancer, but I don't know what nitrosamines are.*
- Some participants understood the link between cancer, and "chemicals".
 - *Chemicals in cigarettes cause cancer.*
 - *There are chemicals in tobacco that cause cancer.*
 - *I just assumed it meant like carcinogens.*
- On the other hand, most participants understood the message was related to tobacco and cancer, an idea which was old, familiar and boring.
 - *Everyone who smokes knows that you get cancer.*
 - *Cancer is caused by using tobacco.*
 - *There is cancer in tobacco.*
 - *Smoking equals death.*
 - *Tobacco is harmful.*
- Many found the main perceived cancer-related message unimportant and personally irrelevant.
 - *I breathe tons of crap everyday, I don't care.*

→ *Il y a tellement de substances chimiques mauvaises dans les cigarettes que ce n'est pas une substance en particulier qui va me faire changer d'idée. (There's a lot of harmful chemical substances in cigarettes, but no substance in particular is going to change my mind about smoking.)*

- There was no clear way people derived a message. Some got it only from the visual, some only from the headline, and others from a combination of the two.

Picture

- Overall reaction to the picture was consistent in all locations.
- Some participants found the picture almost "cute".
 - *Like the picture.*
 - *Looks more like a National Geographic picture.*
 - *Least disgusting picture.*
 - *Good visual, but wouldn't look at it for more than 2 seconds.*
 - *This would catch my eye, but it would be more like an art sign.*
- However, most rejected it because they took it more like a "joke," and thought it was certainly not frightening or disturbing enough to be on a pack of cigarettes.
 - *It's not scaring you enough, looks like it was made by a child.*

Headline

- Overall, most participants in all locations did not know what nitrosamines were, so the information in the headline lacked meaning.
 - *What the heck are nitrosamines?*
 - *Not interested to know what it is.*
 - *Just a big medical word.*
 - *Need to explain what it is to make more sense.*
 - *Je ne sais pas ce qu'est la nitrosamine. Est-ce que je vais prendre le temps d'aller sur Google pour savoir ce que c'est? Non. (I don't know what nitrosamine is. Am I to take time to search on Google to find out? No!)*
- In addition, people felt they already knew about the link between tobacco and cancer, and considered it old news.
- Some people in various locations believed that tobacco itself was not carcinogenic, but what has been added to tobacco makes it so.

Cohesiveness of picture-headline

- Overall, opinions on cohesiveness varied.
- Some participants thought the two elements fit together, and others thought they did not.
 - *Simple picture, complicated words.*

Informativeness

- Overall, opinion about new information was divided. Some participants felt there was no new information, while others said they had not known about nitrosamines, and were curious.
 - *Nothing I didn't already know.*

Credibility

- Overall, most participants had no difficulty believing the claim.

Suggestions from participants

- One suggested change to the headline, discussed in the young Edmonton group, was deemed more "shocking" and would "make people think".
 - *Should say 'Nitrosamines, what the hell is that?'*
- Some in various locations wanted the concept altered completely.
 - *Needs a better picture, better words.*
 - *Change the picture to one that is more visually impacting.*
- A few wanted to see a different type of picture.
 - *A coffin with cigarette nails.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as one of the least effective, needing a complete rework. It has low value as a reminder of the link between smoking and cancer.
- In its current form, this warning has low potential to inform smokers about the health risks of smoking and its ability to convey its intended message is low.

T-44

LEAD, found in tobacco, can damage almost every organ in your body.

Le tabac contient du PLOMB, substance qui peut endommager presque tous les organes du corps humain.

Initial Impression

- Overall, reaction ranged from interest in the concept to indifference.
- Most respondents understood part of the intended message, that had to do with lead, but weren't clear on its harmful effects to the organs of the body.
- High resonance only for some individuals in various groups, who valued it for the new information, and understood the entire two-part message.
 - *I know lead is in tobacco, but I didn't think it would cause damage to almost every organ in your body.*
 - *Good information, no clever words. To the point, and I did not know that. Much more effective to me. I started to think about my organs.*
- Low resonance for most participants in all locations, who essentially criticized the picture.
 - *Bad picture . . . took me awhile to figure it out, thought it was hash or compost, stupid sign and a dumb picture.*
 - *Stupid, cartoonish.*
 - *It didn't have an effect on me.*
 - *Don't think it hits home.*
 - *If you are trying to get people to quit, this is not real enough.*

Noticeability

- Overall, this warning had low attention-getting ability for many participants, due to the ineffective visual and the very long headline.
- Many noticed the word LEAD in the headline.

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- Some said they would read further, hoping to learn more about how lead damaged the body.
 - *What percentage of lead is in there?*
 - *Would it affect xrays?*

Main message

- Overall, some participants in various groups understood the message, despite what they considered a poor presentation. They understood that (1) lead was in cigarettes, and (2) that it could seriously damage most organs of the body.
 - *Makes me wonder what am I doing to myself. It affects heart lungs, brain, sex life and people still do it, it is crazy but it is enjoyable.*
 - *Smoking hurts not only the lungs, but other organs.*
- Some in various locations only came up with a generic type of message.
 - *Cigarettes kill you.*
 - *Doesn't say anything about the effects of tobacco.*
- Some joked when asked about the message.
 - *Don't get yourself in a pile of s--t.*
- Participants derived the message from the headline, or the visual, or the two combined.
- Many people didn't understand how lead affects the body, because the headline omitted the details, and the visual did not show this information.
- The information about bodily harm was highly relevant to most smokers.

Picture

- Overall, reaction to the picture was consistently negative across all locations.
- Most found the image difficult to understand, unclear, and a bit juvenile.
 - *Looks like manure.*
 - *Doesn't look like tobacco.*
 - *Is that what lead looks like?*
 - *Looks like dirt.*
 - *Strange picture.*
 - *Don't understand it.*

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- Some found it humorous.
 - *Really strikes me funny.*
 - *Dry comedy.*
 - Several participants in various locations thought it would have an opposite effect to what was intended, i.e., it created a desire to smoke.
 - *Not very effective, just a pile of tobacco, just want to roll it and smoke it.*
 - *Picture might encourage people to start rolling cigarettes.*

Headline

- Overall, most participants in all locations found the headline interesting, mainly because it contained new information.
- People wondered just what were the specific harmful effects lead could cause to the body.
- Only some criticized the headline for (1) being too long, (2) not being specific, (3) for not being "threatening" or "scary" enough, or (4) for using the word "can," which sounded weak.
 - *Can damage? Do they mean will?*

Cohesiveness of picture-headline

- Overall, most participants felt the two components were not complementary as the picture did not appropriately support the headline. Most agreed they needed to read the headline to understand the picture.
 - *Need to read the text to know what it is.*

Informativeness

- Overall, this warning contained two pieces of new information, (1) lead is in tobacco and (2) lead damages most bodily organs.
- While many participants already knew lead was in tobacco, some in most locations did not.
 - *I didn't know that tobacco contained lead.*
 - *Knew it contained a million chemicals, but I didn't know it contains lead, but it won't stop me from having a cigarette.*

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- Most smokers did not know the damage lead can do to the body.

→ *The statistic, I go huh? No way. I hadn't heard that one.*

Credibility

- Most believed the information about lead in tobacco, but only some believed the information about bodily harm. Others needed more convincing, plus a good deal more information, because they had not heard this before.

→ *Je demande à être convaincu. Ça fait longtemps que les cigarettes existent et c'est la première fois que j'entends cela. (I need to be convinced. Cigarettes have been around for a long time, and this is the first time I've heard they contain lead.)*

→ *The concentration of lead in tobacco, you'd basically have to chain smoke for 20 years to get an effect.*

Suggestions from participants

- Some in various locations suggested changes to the headline.

→ *It could be shortened.*

→ *Mention specific organs, useful ones, like the heart, liver, lungs, reproductive organs.*

- Many participants in various locations wanted to see a different type of picture, one that supported the headline, and focused on the damage lead can do.

→ *J'aimerais savoir exactement ce que ça fait au corps. Les symptômes aussi. Ça me toucherait plus. (I'd like to see exactly what injuries happen to the body. Also symptoms. That would probably upset me more.)*

→ *Show damaged organs or an xray showing damaged organs.*

→ *Show an xray indicating where lead is in the body.*

→ *Show the concentration of lead in a cigarette, in milligrams.*

→ *Show how lead is harmful for people.*

→ *Inside of a person's stomach with all the organs rotting away.*

→ *Someone drinking from a rusted old paint can that was full of lead.*



- *Maybe they should have a cigarette that says 'contains lead' on the side.*
- *Stick a cigarette in the picture with lead coming out of it.*
- Some smokers in the young Toronto group wanted both the headline and visual altered.
 - *Lead from a bullet, 'Smoking can kill like a bullet'.*

Overall Assessment

- Based on the findings summarized above, this warning was classified as one of the least effective and needing a complete rework. In its current form, this warning has low potential to inform people about the health risks of smoking.
- The ability of this warning to convey its intended message is somewhat low, but with a different picture, and more focused headline, the potential could be much higher.

T-45

**CARBON MONOXIDE, found in tobacco smoke, reduces the body's oxygen.
La fumée du tabac contient du MONOXYDE DE CARBONE, substance qui réduit la
quantité d'oxygène dans le corps humain.**

Initial Impression

- Overall, consistent findings across locations.
- Most participants were strongly drawn to the unexpected and unusual picture, not something they were used to seeing on cigarette packs. This had two main effects.
- First, it created immediate assumptions about the warning's message, which was, for most, about the poison in cigarettes or in cigarette smoke.
 - *Wondering what poison was coming out of the cigarette smoke.*
 - *Smoke looks very toxic, evil.*
 - *Good ad, good text, I like it.*
- Second, as a consequence, most participants paid little attention to the headline and the information it contained, especially the information about oxygen reduction.
- Those who did read the headline, glanced at the CARBON MONOXIDE, and stopped reading, because they felt they had heard it all before.
 - *Stupid. Already know that.*
 - *Ça fait des années qu'on entend parler de cela. Ça ne me touche pas du tout. (We've heard that said for years. It doesn't affect me at all.)*
- Higher resonance for those who appreciated the creative, unusual way the picture reminded them about the toxicity of cigarettes or smoking, or even SHS.
- Lower resonance for those who (1) felt the information was old news, or (2) felt the highly attractive picture encouraged smoking.

Noticeability

- Overall, attention-getting ability was high, because of the aesthetically-pleasing and interesting visual.
 - *The picture would [catch my attention]. I didn't really read after the carbon monoxide.*
 - *Looks really nice. Almost like a poster. Something you would put up.*
 - *Artsy smoke stands out.*
- Most stated they would not read further, because the visual seemed to say it all.
 - *L'image est claire. Tu sais de quoi ils vont parler. T'as pas besoin de lire le texte. Je n'aime pas cela. (The picture is clear. You know what it's saying. You don't need to read the text. I don't like that.)*
- Some who also glanced at the headline, said they stopped reading after seeing the large CARBON MONOXIDE.

Main message

- Overall, consistent findings in all locations that the message was varied and unclear.
- In general, participants seemed to understand only one part of the 3-pronged message, which was either (1) cigarette smoke contains poison, (2) carbon monoxide is in tobacco smoke, or (3) the body's oxygen is reduced.
- Because the picture and headline did not go well together, some found the message difficult to understand.
 - *Is it second-hand smoking? When you first look at it you see poison and then carbon monoxide.*
- Most participants in all locations derived the message from the visual, and understood that cigarettes or cigarette smoke contains poison. This was not new information, but it was highly believable.
 - *Cigarette smoking is poison.*
 - *You are poisoning yourself.*
 - *Poisoning yourself and the environment.*

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- However, a few in various locations who focused on the picture perceived an encouragement to smoke, which they felt was inappropriate.
 - *Smoking is harmless and cool.*
 - *It's okay to smoke, cool to smoke.*
 - Some in various locations derived the message from the headline, and seemed to understand that smoking produces carbon monoxide. This was new information for some, but not necessarily credible, because carbon monoxide was present elsewhere.
 - *Carbon monoxide in all cigarettes kills.*
 - Most participants seemed to miss the message about reduction of oxygen. The few who did mention it felt that while this was already known, it was a good reminder, and a way to stall the next cigarette.
 - *Playing sports, it would just remind me try not to have a cigarette before you go play.*

Picture

- Overall reaction to the picture was consistent across all locations.
- Most participants found it attention-getting, creative, interesting, cute, not serious, and childish.
 - *Picture is creative.*
 - *It's artistic.*
 - *Cool picture.*
 - *Intriguing.*
 - *Fairy tale image, creative, not a deterrent.*
- A few in various locations thought the picture was about SHS.
 - *I just say it's true because I've noticed it even in my own home when I'm smoking, I see all these waves of smoke and it does get hard to read.*
- Some participants in various locations felt the picture was (1) low impact, (2) not disturbing or scary enough, or (3) an invitation to smoke or create that effect with your own smoke.
 - *Picture looks like art, not bold enough.*
 - *Doesn't scare me.*
 - *Could see buying cigarettes just because of the picture. It would make more people buy them.*

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- *You can almost smell the cigarette.*
 - *Makes you want to create that image with your own cigarette.*
 - Opinion was divided as to whether this picture was effective and appropriate for a warning. Some felt it got the "poison" message across very well, in a subtle way, while others said this was the pack they would want to carry around.
 - *Effective 100%.*
 - *It isn't a gross image, it is a warning without being too pushy.*
 - *A hidden warning, not in your face.*
 - *As a smoker you are conscious that every pack could be your last.*
 - *Not a good choice, not a deterrent.*
 - *Don't think it would keep people from smoking.*

Headline

- For most participants in all locations, the headline was the weaker element and got much less attention than the picture.
- Most participants stopped reading after they encountered CARBON MONOXIDE because they thought they knew about it already.
 - *As soon as you see carbon monoxide, blah, blah.*
- Some criticized it because it (1) was too long, (2) lacked punch, or (3) gave the impression that only tobacco smoke contained carbon monoxide, which lacked credibility for many.
 - *It's a bit winded, that's how I see it.*
 - *It needs more punch to it.*
 - *Makes it sound like it's only found in tobacco smoke.*
- Some participants, especially in Toronto, wanted it to be more specific about carbon monoxide's effects on the body.
 - *Should explain the effect that carbon dioxide has on your body.*
 - *Kills red blood cells should be in the text.*
- One group misread the headline entirely, and thought it said "kills".

Cohesiveness of picture-headline

- Overall, almost all participants in all locations felt the headline did not go well with the visual, or vice-versa.
 - *The poison grabs the attention and makes you read, but the headline isn't really about poison.*

Informativeness

- Overall, most participants felt the warning gave them no new information.
- Most said they already knew cigarettes contained poison or carbon monoxide, but some found it a creative way to remind them.
 - *Everyone knows about carbon monoxide.*
- Some who got the message about oxygen reduction also found it a good reminder.
 - *It's good information to have when you're doing some strenuous activity.*

Credibility

- Overall, credibility varied across location.
- Those who tended to focus on the poison aspect or the oxygen reduction element found it highly believable.
 - *Definitely believable.*
 - *It makes you think a little bit, about the timing of when you're going to have a smoke, but other than that it's extra information.*
- However, those who focused on the carbon monoxide information felt it was far from a main source of this chemical, and pointed out other sources, such as car pollution, factories, fireplaces, etc.

Suggestions from participants

- Changes were mainly suggested for the headline.
 - *Just make it shorter, short and sweet and to the point.*
 - *It has to be re-written, I don't know how . . . but the instant you mention carbon monoxide, that's it, you're done.*
 - *Change the headline to 'this will kill you' and underline the word 'kill', emphasize the impact.*

Overall Assessment

- Based on the findings summarized above, this HWM falls within the least effective category, needing a complete rework.
- In its current form, this warning has somewhat low potential to inform people about the health risks of smoking. However, the picture has high potential to attract attention and could be a strong support for an SHS message.
- In its current form, the ability of this warning to convey its intended message about oxygen reduction from carbon monoxide in tobacco smoke is low.

T-46

FORMALDEHYDE, found in tobacco smoke, causes cancer in humans.

La fumée du tabac contient du FORMALDÉHYDE, substance qui cause le cancer chez l'être humain.

Initial Impression

- Overall, consistent findings across locations, with regard to the picture, and to the complex messaging.
- Higher resonance for smokers who were (1) emotionally affected or struck by the picture, and/or (2) interested in the headline.
 - *Nasty. I can taste different chemicals sometimes, I wonder what my lungs look like, freaks me out. I can't run a long distance now, I can notice differences now. Seeing the picture is a big thing to me.*
 - *At first glance you can't really see, but then you look closer and you think of the tumour, really effective, because formaldehyde makes you think of embalming, which makes you think of death.*
 - *I feel this is what could happen, I think 'wow' but at same time, I wonder 'will I really get cancer?' Seeing this xray gets me.*
 - *I think it's a good one, very effective.*
 - *Formaldehyde. I know that is pretty bad stuff, and causes cancer.*
- Lower resonance for some in various locations because (1) people weren't sure what a cancerous or healthy lung looked like, (2) people didn't know what formaldehyde was or did, (3) formaldehyde wasn't only in cigarettes, or (4) the warning generally had low impact.
 - *What does a healthy lung look like?*
 - *What am I looking at?*
 - *Needs to explain what formaldehyde is.*
 - *This chemical is present in other things besides cigarettes.*
 - *C'est seulement une des 4000 substances toxiques que renferme une cigarette. Le fait de le savoir ne changera rien. (It's only one of 4000 toxic substances found in cigarettes. Knowing about it will change nothing.)*

Noticeability

- Overall, high attention-getting ability for those interested in the picture.
 - *This is one of the better ones, more attractive, it would catch my eye.*
- Those curious about formaldehyde would read further.
 - *I'd want to know the effects of formaldehyde.*

Main message

- Overall, most participants only got a partial message, derived from the picture or from the headline.
- Most seemed to understand the more familiar general message linking smoking to cancer or lung cancer, which confirmed what they already knew.
 - *Smoking causes cancer.*
 - *Lung cancer is caused by smoking.*
 - *Ils nous donnent l'information et tout ce qu'ils disent c'est que cela cause le cancer. (They give us information and all it says is that it causes cancer.)*
- Some understood that formaldehyde or a "chemical" was in cigarettes. However, only some seemed to understand that this substance was in tobacco smoke.
 - *Harmful chemicals are in tobacco smoke.*
 - *Formaldehyde is the big message.*
 - *Toxic chemicals found in ciggy butts cause cancer.*
- Relevance depended on the message perceived. Some found it old information, but either a good reminder or not particularly relevant. Others found it new information and interesting.

Picture

- Overall reaction to the visual was consistent across locations.
- Many participants were interested or fascinated by the xray of the lungs.

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- However, most couldn't see where the cancer was, despite the caption identifying lung cancer.
 - *I see the lungs, don't see the cancer.*
 - *It's not very graphic but it is what you would see if you were in the medical profession, or at the doctors.*
 - *I know it is not something I want to smoke. I know that is a lung xray. But where is the cancer? I am not a doctor.*
 - Many participants assumed that cancer or lung cancer was the main message, and were unclear about the connection to formaldehyde in the headline.

Headline

- For most participants in all locations, the headline was too long and too technical.
- Most stopped reading after the word FORMALDEHYDE, because (1) they recognized it as a chemical, but didn't know much about it, (2) they couldn't connect it to the picture.
 - *It's a strong word, formaldehyde.*
- Because most participants didn't read the headline all the way through, or skipped from the first word to the words cancer, they missed the specific information that formaldehyde was in tobacco smoke.
- Several other criticisms surfaced regarding the headline regarding the words "found," "in humans" and "cancer", all deemed either weak or unnecessary.
 - *I always thought it was in, but here it says 'found,' makes me think maybe I'm not always smoking it.*
 - *We don't need the word 'humans'.*
 - *Everything causes cancer!*

Cohesiveness of picture-headline

- Overall, opinions about the cohesiveness of the two elements were divided. Some felt they worked together, while others thought they did not.
 - *I've heard about formaldehyde. It's a deadly chemical, and I think the headline tells the picture, or the picture tells the headline.*
 - *Picture does not say the same thing as the headline.*

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- Participants did not seem to think that either element could stand alone mainly because they each lacked impact, and did not clearly connect with smoking or tobacco smoke.

Informativeness

- Overall, most participants felt they knew that cigarettes caused cancer, or lung cancer, so this was not new information. However, most did not know how to recognize a diseased lung from an xray.
- Some thought they knew that cigarettes contained numerous harmful chemicals, so they were unfazed by the substance formaldehyde.
 - *I know everything in them is bad.*
 - *C'est seulement une des 4000 substances toxiques que renferme une cigarette. Le fait de le savoir ne changera rien. (It's only one of 4000 toxic substances found in cigarettes. Knowing about it will change nothing.)*
- Others did not know about the link between smoking and formaldehyde. However, very few noticed that this substance was in tobacco smoke, rather than cigarettes.
- Individuals in various locations knew what formaldehyde was, and what it did.
 - *Not new information, it is only formaldehyde. It preserves things, is present in bread.*

Credibility

- Overall, credibility varied, depending on which part of the compound message participants focused on. For example,
 - Perceived familiar messages linking cancer or lung cancer to smoking or cigarettes, and those identifying specific chemicals in cigarettes or from smoking, were highly believable.
- On the other hand, the specific danger to smokers from formaldehyde drew skepticism from those who recognized it as a message.
 - *Prove it to me. I worked with asbestos, zinc, dust, asphalt. I have seen older men who died from working with that stuff. Prove it to me.*

Suggestions from participants

- All suggested changes involved creating greater clarity, and simplifying the message.
- Some in various locations suggested changes to the headline or content for the small print.
 - *I think they can cut out the 'humans'.*
 - *Could say 'Are you a future cancer patient?'*
 - *One-word headings would really make a big difference, like CANCER. That would make me think more.*
 - *Explain what formaldehyde does to the body in the small print.*
 - *They should have a definition of formaldehyde. They could say any chemical and we wouldn't know what it is.*
- Most suggestions involved adjustments to the visual, to draw attention to the disease in the lung.
 - *Circle the tumour, so that people know.*
- Some in various locations wanted to see a different type of picture.
 - *[Show] a diseased lung next to a healthy one.*

Overall Assessment

- Based on the findings summarized above, this HWM was classified as needing major improvements. In its current form, this warning has average potential to inform people about the health risks of smoking, but with simplified text and clearer visual, it has strong potential to stimulate thoughts and discussion.
- In its current form, the ability of this warning to convey its intended message is average, but with a less complex message, the potential could be higher.

T-47

BENZENE, found in tobacco smoke, causes cancer.

La fumée du tabac contient du BENZÈNE, substance qui cause le cancer.

Initial Impression

- Overall, consistent findings across locations.
- Generally moderate to low resonance for most participants.
- Some smokers liked the picture, or found it somewhat interesting, but the headline left them flat.
 - *Picture caught my eye, the way they have spelled out cancer.*
 - *Picture is interesting, but words state the obvious, does not have impact on me.*
 - *Je trouve ça bien qu'on s'attaque à la fumée. L'image est nouvelle mais le message est usé. (I like that it attacks tobacco smoke. The picture is new but the message is stale).*
- Most people found both elements ineffective.
 - *Not shocking.*
 - *Choose to ignore.*
 - *Ineffective picture.*
 - *Don't think it's a powerful statement.*
 - *[Picture] says smoking is cool, but smoking is not cool at the same time.*

Noticeability

- Overall, high attention-getting ability for some participants, because of the unusual visual.
 - *This will attract a lot of smokers, younger smokers. They will look at this and want to smoke. It is not cool, but looks cool!! Young smokers will say 'I want to smoke this pack!'*
 - *It's cool, makes me want to blow a smoke ring.*
- Some in various locations might read further, to find out about benzene, but interest was generally quite low.

Main message

- Overall, most participants understood the message linking smoking or cigarettes to cancer, derived mainly from the visual.
 - *Smoking causes cancer.*
 - *Everything causes cancer.*
 - *Cigarettes spell cancer.*
- Some in various locations included a chemical component in the message.
 - *Another cancer-causing chemical.*
 - *Harmful chemicals in smoke from tobacco.*
- Very few clearly understood the intended message about benzene, or knew what benzene was.
 - *Benzene causes cancer, whatever benzene is.*
- One woman in the older Edmonton group noticed that benzene was in tobacco smoke, and once this was mentioned in the group, others took notice and found it highly relevant.
 - *I had always thought, tobacco this, and that. Not the smoke itself. I never knew what in the smoke was so bad.*
 - *It doesn't affect me until I hear other people, and then it does. Now it's affecting me.*
- Generally, whatever other message was detected had low relevance for most participants who were already familiar with the cancer-smoking connection.

Picture

- Overall reaction was generally consistent in all locations.
- For most participants, the picture was (1) too aesthetic or visually appealing for a health warning, (2) too cute or amusing, or (3) unreal-looking.
 - *Cute and clever, too animated . . . seems too comical.*
 - *Almost humorous.*
 - *Very cartoony.*
 - *It's not a true picture of a cigarette burning.*

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- On the one hand, it would capture attention, but on the other, it had nothing to do with benzene or the damage cancer can do.
 - *Nothing says benzene.*
 - *Not showing the effects of cancer.*
 - Some participants in most locations said the picture made them want to smoke, or blow smoke rings, and reminded several of a neon sign at a bar.
 - *L'image avec le cendrier propre, le bleu... ça me donne le goût de fumer. (The picture with the clean ashtray and the blue, it makes me want to smoke.)*
 - For the above reasons, most participants felt the picture could not stand alone.

Headline

- Overall, most participants in all locations found the headline ineffective and somewhat dull, especially compared to the "cool" picture.
 - *Generic approach to stating things, I don't like the way that they try to state it.*
- Almost all participants had never heard of benzene before, and did not seem interested in learning more. Somehow, the word itself didn't seem too scary or powerful. The prevailing attitude of some seemed to be that it was just one of many chemicals in cigarettes.
 - *Benzene isn't as effective, doesn't sound effective.*
 - *Sounds like cough syrup.*
 - *Assuming it's some kind of gas or bi-product.*
- The headline would not be effective on its own.

Cohesiveness of picture-headline

- Overall, most participants saw no relationship between the picture and headline.
 - *Headline does not go with the picture.*

Informativeness

- Overall, new information about benzene.
- However, many participants didn't know what it was and didn't seem very curious to know more.

Credibility

- Overall, highly believable that cigarettes cause cancer.

Suggestions from participants

- Some rewrote the headline.
 - *A better headline would be 'Cool, not cool' or 'Looks cool, but it is not'.*
 - *If this picture says 'have a cancer stick' that caption would be really effective.*
- Some suggested changes for the headline or content for the small text.
 - *Don't say benzene, I don't care about specific chemicals, just say chemicals.*
 - *If they kind of tell you in a nutshell what benzene is.*
- Some in various locations wanted to see a different type of picture.
 - *Make it more graphic, show the effects of cancer on the body.*
 - *Show a bottle of benzene eating something away.*

Overall Assessment

- Based on the findings above, this HWM was classified as one of the least effective warnings, needing a complete rework. In its current form, this warning has low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion because of the unusual visual.
- In its current form, the ability of this warning to convey its intended message is low, but with some reworking, and focus on the relationship between tobacco smoke and cancer, the potential could be higher.

T-48

NICOTINE is the drug in tobacco that causes dependence.

LA NICOTINE est la drogue qu'on trouve dans le tabac qui crée la dépendance.

Initial Impression

- Overall, consistent findings in all locations regarding (1) the picture, (2) the headline, and (3) the topic of addiction.
- Higher resonance for some in various locations who found the picture appealing and interesting.
 - *The picture is cool, I like how it's written in tobacco like that.*
 - *The word addictive is pretty catchy.*
 - *Cool picture.*
- Low resonance for most participants because they thought it (1) provided useless information about addiction or nicotine that everyone already knew, (2) had a picture that looked too happy and inviting, (3) was boring, or (4) lacked personal relevance.
 - *I thought it was kind of useless information, most people know, but what are you supposed to do with that?*
 - *What drug isn't addictive?*
 - *I think the picture makes it look happy, makes it look like its good to smoke, I don't like it at all.*
 - *I find it very blah.*
 - *Who cares, I'm already addicted.*

Noticeability

- Overall, low attention-getting ability for most participants, because the picture (1) looked juvenile, and (2) conveyed old news.
 - *Looks like a cartoon and I wouldn't look at it twice.*
- However, curious and a bit intriguing for some in various locations, who would read further.
 - *[Picture] would catch my attention to read the rest but we all know that nicotine is very addictive.*

Main message

- Overall, one message stood out very clearly, related to addiction, but not necessarily to nicotine.
- Participants identified a range of elements that were addictive.
 - *You're addicted.*
 - *Smoking is addictive.*
 - *Nicotine is addictive.*
 - *Tobacco is addictive.*
 - *Cigarettes are addictive.*
 - *I think it talks about addiction, that's the main thing, that people have to stop smoking, if they take away nicotine.*
- Montreal participants generally found the message childish and somewhat condescending.
 - *C'est tellement stupide, la nicotine, la drogue, on dirait qu'on est des enfants. Il ne faut jamais toucher à la drogue! (It is so stupid, nicotine, the drug, as if we were infants. You must never touch drugs!).*
- Most derived the message from the picture, but some used a combination of the picture - headline.
- Overall, all perceived messages had low personal relevance. Most found the information about addiction "useless" because it told them nothing new at all.

Picture

- Overall reaction to the picture was divided.
- Most found it "silly," "childish," or "useless," but some in various locations thought it was "cool" and interesting.
 - *Cool and funky picture has no negative connotation.*
 - *Wouldn't be embarrassed to take it out of my purse.*
 - *This would be the most pleasant pack to carry with you.*
 - *Picture makes you want to read the rest.*
 - *Picture makes you not want to look away.*
- Some criticized the substance intended to be tobacco.
 - *It looks like hay instead of tobacco. Looks like the logo for a band or something.*

Headline

- Overall, most participants in all 3 English locations found the headline straightforward but "stupid," mainly because everyone knew that nicotine was addictive.
- Smokers in various locations argued that nicotine wasn't the only dependant or addictive aspect of smoking.
 - *There are a million other factors that make people want to smoke, not just nicotine.*
 - *Not just nicotine, but all the other additives in cigarettes cause dependence.*
 - *Nicotine, I already know it's the drug in tobacco that causes that. It's the hands, it's more than just the nicotine, I have to stay busy.*
 - *For the headline part, I think it's not just nicotine. It's just the having your fingers, and putting it to your mouth and smoking.*
 - *Nothing addictive about tobacco, it is an oral fixation, not the nicotine.*
- Some participants in various locations took issue with the word "drug," and claimed that nicotine did not fit into this category.
 - *I have an issue with the word 'drug,' nicotine is not a drug.*
 - *Nicotine is a chemical. If I could find a tobacco that was more natural then I could continue to smoke.*

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- In Montreal, almost all participants in both groups found the French headline hard to understand because it used very poor French grammar.
 - *La phrase est affreuse mais l'expression 'la nicotine crée une dépendance', c'est clair. C'est une réalité connue. (The statement is awful, but the message that nicotine causes dependence is clear. It is a known fact.)*

Cohesiveness of picture-headline

- Overall, most participants agreed that the two elements did not complement each other.
- To the contrary, many participants felt that while the picture was more effective than the headline, neither were strong enough to stand alone.

Informativeness

- Overall, consistent findings in all groups regarding the lack of new or relevant information in this warning.
 - *I know cigarettes are addictive.*
 - *Old news, waste of advertisement.*
 - *Déjà vu.*

Credibility

- Overall, highly believable, but "whatever!" [no big deal].

Suggestions from participants

- Some in various locations suggested changes to the headline.
 - *I think it should say nicotine is one drug.*
 - *Should read nicotine is a drug that causes dependence.*
 - *'Nicotine is one of the substances that cause addiction' would be more acceptable.*
 - *Tobacco causes dependence.*
- One participant redesigned the entire warning, to portray nicotine in an effective way.
 - *Nicotine is associated with drugs. Show a person smoking cigarettes in half the picture, and in the other have him shooting heroin into his arm. The headline would be, 'What's the difference! Nicotine is more addictive!'*

Overall Assessment

- Based on the findings summarized above, this HWM falls within least effective classification. In its current form, this warning has somewhat low potential to inform people about the health risks of smoking and has low value as a reminder that nicotine is addictive.
- In its current form, the ability of this warning to convey its intended message is high, however the message conveyed had low personal relevance and was old news.

T-49

Tobacco smoke contains ARSENIC. A rat poison.

La fumée du tabac contient de l'ARSENIC. Un poison à rats.

Initial Impression

- Overall, consistent findings related to the high visual impact of the dead rat.
- Higher resonance for many participants in various locations who (1) found the picture "attention-getting," "catchy," "disgusting," and "shocking," (2) learned something new from the headline, (3) were a bit worried, disturbed or frightened by the word "arsenic," which made them think, or (4) found it effective.
 - *If it kills rats then what is it doing to me!*
 - *Never knew this, it is new to me, shocking.*
 - *Sick and gross, it should have more information on arsenic, how deadly it can be.*
 - *Le rat, c'est dégoûtant; l'arsenic c'est drastique. C'est exagéré mais ça me fait réfléchir. (The rat is disgusting; the word arsenic is so drastic. It is exaggerated but it makes me think.)*
 - *If I was reminded every time, I might feel differently, it might deter me from smoking.*
- Lower resonance for some smokers in various locations who found the picture of the rat (1) "juvenile" or simply ineffective.
 - *Humour. It's Mickey Mouse laughable, and not going to stop me from smoking.*
 - *The picture doesn't do anything for me, doesn't grab me, doesn't gross me out.*

Noticeability

- Generally high attention-getting ability because of the shocking and unusual picture of the dead rat.
 - *Yes, because it was gross.*
- Many would want to read further to find out more about arsenic and its effects on the human body.

Main message

- Overall, most participants understood the intended message, or most of it, mainly from the headline or the headline-picture combination.
 - *Poisonous things in your cigarettes.*
 - *You're smoking poison.*
 - *Cigarettes have rat poison.*
 - *Arsenic is a strong substance.*
 - *Smoke is deadly, arsenic can kill you.*
 - *Harmful chemicals in cigarettes, you shouldn't smoke or you will end up like the rat!*
 - *Smoking contains items that are deadly.*
 - *Smokers die just like rats.*
- However, while some participants seemed to understand that arsenic was in the smoke, rather than the cigarettes, others were uncertain. Some in Halifax thought if it was the smoke, then the warning contained a valid SHS message.
 - *There's stuff in cigarette smoke that you might not know about.*
 - *Is it the smoke that contains it, or the tobacco itself? If it is in the smoke it can harm everyone around you, such as a child in the room.*
- Some Montreal participants did not understand the link between arsenic and rat poison, or how rats and humans are similar in their reaction to arsenic and/or rat poison.
- Many found the message relevant and meaningful. Some thought it provided important information.
 - *C'est un bon message. Ça nous dit de ne pas fumer. Fumer, c'est un choix et c'est nous qui en subissons les conséquences. (It is a good message. It tells you not to smoke. Smoking is a choice and we have to accept the consequences.)*

Picture

- Overall reaction to the picture of the dead rat was consistent across locations.
- Most participants found it "disturbing," "strange," "weird," "disgusting" or "unrealistic."
 - *Rat doesn't seem real.*
 - *Picture looks unreal, very strange.*
 - *L'image, je ne serais pas tenté à lire quoi que ce soit sur le paquet à cause de cette image. C'est dégoûtant. (The picture, I am not sure I'd want to read anything on a pack because of that picture. I found it disgusting.)*
- In contrast, some found it entertaining or even amusing.
- In Montreal, participants thought that comparing rats and smokers could offend some smokers.

Headline

- Overall, most participants found the headline simple, direct, and easy to understand.
- However, while the picture generally drew the lion's share of attention, most smokers needed to read the headline to give meaning to the picture.
 - *I don't even see the words compared to the rat, not even close.*
- The word "arsenic" and "rat poison" were key words that disturbed and concerned many.
 - *Words disturbed me more than the picture.*
- Some wondered why arsenic was legally allowed in cigarettes.
- One Edmonton participant, who felt sympathetic towards the rat, questioned why arsenic was not identified on the cigarette pack. Clearly, like others, she missed the idea that arsenic was in tobacco smoke.
 - *I really hope the rat is not really dead, the picture makes me want to cry. At the same time I think it's lying to me, but in Canada we have laws that everything has to be on the label, and it doesn't say that on the label.*
 - *Is it cigarettes or tobacco smoke?*

Cohesiveness of picture-headline

- Overall, most participants found the headline and picture worked well together.
 - *I like it, I think the picture goes with the headline, makes me want to read the small print.*
- However, the picture needs the headline to be understood.
 - *I wouldn't have guessed arsenic, just that smoking can kill you.*

Informativeness

- Overall, while some participants said they already knew that cigarettes contained arsenic, most did not.
 - *A little surprising, didn't know rat poison was in it.*
 - *Apparently there's arsenic in our cigarettes.*

Credibility

- Overall, most participants found the information credible.
- However, some in various locations felt they needed more information.
 - *How much arsenic is necessary to kill a rat compared to a human?*
 - *How much arsenic is in tobacco smoke?*
 - *Why are we smoking rat poison?*
 - *Why is that added to cigarettes?*
- Some were skeptical about (1) the amount of arsenic it would take to affect a rat, or a human being, or (2) the implied message that only tobacco smoke and rat poison contained arsenic.
 - *Misleading, cigarettes don't contain enough poison that would affect a rat.*
 - *Je ne sais pas exactement c'est quoi de l'arsenic, comment ça peut affecter les humains, je ne sais pas. (I don't know exactly what arsenic is, and how it could affect humans, I don't know).*
 - *There's arsenic in other things we use on a regular basis, not just tobacco smoke contains arsenic.*

Suggestions from participants

- Some suggested changes to the headline.
 - *Rearrange the sentence to make rat poison stand out more.*
- French participants in Montreal suggested content for the small print.
 - *Better understanding of what arsenic is, the effects on the human body, what parts of the body are attacked.*
- Some suggestions involved using a different rat in the picture.
 - *Need to find a better rat.*
 - *Make a smaller rat.*

Overall Assessment

- Based on the findings summarized above, this HWM falls within the good opportunities classification. In its current form, this warning has somewhat low potential to inform people about the health risks of smoking, but strong potential to stimulate thoughts and discussion on the topic of SHS.
- In its current form, the ability of this warning to convey its intended message is good.

T-50

Tobacco smoke contains over 4,000 toxic chemicals.

La fumée du tabac contient plus de 4 000 substances chimiques toxiques.

Initial Impression

- Overall, consistent findings with regard to (1) the high-impact picture, (2) new information in the headline, and (3) the strong and personally relevant message derived from either or both components.
- High resonance for most participants who were struck by (1) the "gross," disgusting" picture or (2) the extremely informative headline.
 - *J'en ai des frissons, tellement c'est dégoûtant. Ça me donne encore plus le goût d'arrêter. (The picture make me shudder, it is so disgusting. It reinforces my intention to quit smoking.)*
 - *Gross, makes me feel sick!*
 - *Disgusting, dirty, not appealing to smoke! The bowl got me. We eat out of a bowl!*
 - *My first thought was 'holy s--t' that's a lot of chemicals.*
 - *Realistic, informative.*
- Lower resonance for participants who were not affected by either the picture or the headline.
 - *So what, it's an ashtray, it needs to tell you what the chemicals do, some kind of a statistic.*
 - *Picture makes no sense to me at all.*
 - *Don't get it.*
 - *This doesn't seem to have much impact.*

Noticeability

- Overall, high attention-getting ability, mainly because of the "disgusting," "gross," high impact picture.
 - *I'm a clean freak and it's disgusting.*
- Some also said the shocking number 4,000 got their attention.
 - *The 4000 chemicals is pretty eye-catching.*
- Some would read further, to learn what chemicals were included.

Main message

- Overall, most participants derived a strong, personally relevant message from this warning.
- However, perceptions of the message depended on whether participants derived more meaning from the visual or from the headline. Most tended to rely on the picture.
- Most Montreal respondents, for example, and some others in various locations, looked to the picture for meaning, and got sensory messages, related to the bad smell or *disgusting* habit of smoking.
 - *Si je n'ai pas vidé mon cendrier le matin, c'est à cela qu'il ressemble. Ça me dégoûte. (If I don't empty my ashtray in the morning, it looks like that. It disgusts me.)*
 - *Smoking is dangerous and . . . it is dirty.*
 - *Smoking is a filthy habit.*
- Some in other locations also interpreted the warning with the picture in mind, relating it to the digestive process.
 - *You are eating a bowl of the chemicals!*
 - *This is what you are ingesting in a week or a month.*
 - *You are what you eat, you are what you inhale.*
 - *Cigarettes have a taste, a smell and a consequence, so this is what this bowl represents, eat it and feed it to people you're smoking around.*

-
-
- Some participants in various locations derived meaning from the headline. To them, the message related to the perceived effects of the 4000 toxic chemicals.
 - *You are poisoning yourself by smoking.*
 - *Smoking could cause illness.*
 - *Cigarettes are dangerous.*
 - *Cigarettes can kill you.*

Picture

- Overall reaction to the picture was consistent in one way in all locations. Most participants found it "disgusting" and "gross," because it related to eating.
 - *I think how ludicrous it'd be putting 4,000 chemicals into your body, but instead of eating it with a spoon you're inhaling it.*
- However, interpretations of the picture varied across locations.
- Some smokers, especially but not exclusively in Montreal, found the picture meaningful because it made them think about their smoking habit. Some felt the headline didn't properly support the picture.
 - *Qu'il y en ait 2000 ou 3000, on le sait que la cigarette c'est chimique. Moi, c'est l'image qui me frappe. (Whether there are 2,000 or 3000 substances, we know cigarettes have chemicals. Personally, the picture hits me more.)*
- Others in various locations struggled a bit to understand what the picture represented, and thought it did not support the important headline.
 - *I don't get what the picture is trying to say but I do think it's pretty gross.*
 - *I don't think the picture is really relevant, the words alone say it.*
 - *Not effective picture, reminds me of a heavy smoking day.*
- In some groups in various locations, discussions focused on whether the picture was realistic or not.
 - *I guess some of my friends, don't have ashtrays so they probably use a soup bowl.*
 - *You see a lot of this around, large group of smokers, few ashtrays, see a lot of butts in bowls.*
 - *The spoon stands out to me, makes it unrealistic like a cartoon.*
- For the above reasons, participants generally agreed that the picture could not stand alone.

Headline

- Overall, most participants seemed to respond with some interest to the 4000 toxic chemicals.
- Most found the headline clear, easy to understand, and succinct.
 - *The kind of text I was looking for.*
- Some in various locations were shocked by the important and previously unknown information it contained.
 - *Shocking, straight up, this is what you are getting.*
 - *I don't like the picture. I don't eat cigarettes, I smoke them. I don't own an ashtray. But I like the headline, it is informative.*
- A few smokers in various locations thought they had seen the information about 4,000 chemicals before, on cigarette packs.
- Most people thought the headline could stand alone because it provided interesting and new information, but was far more effective with the picture, or with a picture.

Cohesiveness of picture-headline

- Overall, the consensus was that the two elements worked together.
- However, those impacted more strongly by the headline tended to want either a different picture, or no picture.
 - *If they put a lab technician with a mask I could understand the 4,000 chemicals, but this is a bowl of food, and digestion.*

Informativeness

- Overall, this warning offered new information to most participants, mainly related to the 4,000 toxic chemicals.
- While everyone was aware that cigarettes contained chemicals, most had not known the number was so high.
 - *It's informative.*
 - *More chemicals than imagined, pretty disgusting.*
 - *Never realized that was what I was inhaling. We inhale enough outside. Wow.*
 - *I am shocked there would be that much.*

Credibility

- Overall, credibility varied across locations.
- Many participants found the number 4,000 quite believable, while others remained skeptical.
 - *I believe all that, and it is a deterrent, but it isn't the magic pill that all smokers are waiting for.*
 - *I totally believe it, I don't think they'd say it if it wasn't true.*
 - *4000 toxic chemicals, they'd have to prove it to me.*
 - *Quand tu prends une cigarette, c'est 4,000 substances chimiques toxiques, c'est énorme. On dirait que c'est exagéré. (When you smoke a cigarette, it's 4,000 toxic chemicals. That's enormous. I think it's exaggerated.)*

Suggestions from participants

- Only a few suggested changes to the headline, related only to emphasis.
 - *It should be in bold, the 4000 toxic chemicals.*
- Some participants in various locations, especially Edmonton, wanted the concept altered to focus on the 4,000 chemicals, and eliminate the visual entirely.
 - *List all the chemicals, do 20 each, on different packs.*
 - *Should list chemicals, need to see them or it's too generic.*
- Several wanted adjustments to the visual.
 - *Fill the spoon with tar!*
 - *Make it grosser!*
- Some in various locations wanted to see a different type of picture.
 - *A cup of sludge.*
 - *A cigarette in the shape of a syringe, filled with chemicals.*

Overall Assessment

- Based on the findings summarized above, this HWM falls within the good opportunities classification. In its current form, this warning has good potential to inform people about the health risks of smoking.
- The ability of this warning to convey its intended message is good. The message might benefit from additional information on the types of chemicals found in cigarette smoke.

5. OTHER MESSAGE IDEAS SUGGESTED BY PARTICIPANTS

-
-
- At the end of the discussions, participants in most groups were invited to suggest other topics they felt were appropriate for HWMs.
 - Participants contributed a lot of ideas. Some offered concepts, some headlines and others seemed to have clear visual images about what could work.
 - Suggestions have been synthesized into the following 9 categories, with the first 6 mentioned most often:
 - (1) Empowering, positive messages about quitting, (2) appearance, glamour or being cool, (3) personal stories and testimonials, (4) specific physical effects, (5) fun and silly warnings for teens, (6) addiction, (7) pets, (8) birth control, fertility, pregnancy and (9) wise use of statistics.

1) **Empowering, positive messages about quitting**

- *Positive reinforcement, not trying to scare me into quitting.*
- *Why not say there is a way out. Instead of negative messages.*
- *Why isn't there a positive. We see the negativity all the time.*
- *Have pictures of a person who quit one year later.*
- *Want to read how someone succeeded in quitting.*
- *If it would give helpful advice I would read it.*
- *Tips to quit smoking.*
- *It is just human nature, most people want to hear the positive.*
- *You need the positives. With the negatives you say okay I am going to die anyway. Positives give you something to hang on to.*
- *For anyone on the edge, positive reinforcement is better than the negative.*
- *I believe all the warnings, not sure to what degree or effect, but every single one of them, more than quitting, we all know how to quit, it's the staying off it. When I quit smoking it was for a year, and a man told me he had quit 19 years ago and never went a day without craving it.*
- *I think that would be an effective ad ' I smoked for so many years, then I quit'.*

2) Appearance, Glamour or Being Cool

- *More stuff about looks, i.e., before and after. Our generation today care a lot about how they look.*
- *How smoking ages you, how it makes your nails yellow, teeth yellow.*
- *'Not very bright and fresh looking' with circles around her eyes, and wrinkles. And put 'she is 28, and looks like 50'.*
- *Smoking gives your skin big pores.*
- *Women and wrinkles.*
- *They should put a young girl and age her and say that this will be you if you continue smoking.*
- *Here is how you will look at 50 if you smoke, and a picture of how you will look if you don't smoke.*
- *Haggard lady with a hole in her throat, 'Isn't smoking glamorous?'*
- *You smoke, you stink!*
- *You must be a smoker, I smell it off your clothes.*
- *Comedic warnings, i.e., smokers being social outcasts, smokers being ostracized.*

3) Personal stories and testimonials

- *Want real people, with names, testimonials.*
- *Picture of a real person with a story that matches the picture. A well known person that everyone knows.*
- *A picture of 'Brian' getting married, or like a grave behind it, not that extreme, but 'You don't want to miss your daughter's wedding'. Something along those lines.*
- *I had a boyfriend once who said I don't want you to smoke, because I don't want to lose any time with you.*
- *Playing hockey when younger, now I can only watch it.*

4) **Specific Physical Effects**

- *Could have body chart, how it affects every part.*
- *Head rush in the morning causes this to your brain.*
- *Picture of cancer patient who has lost weight.*
- *Show a healthy and a diseased heart, lungs also.*
- *A before and an after would be really effective.*
- *Irritating consequences.*

5) **Fun and silly warnings for teens**

- *It's a good idea to aim ads at them, but not on the pack.*
- *The social pain of the addiction, now you're the outcast, it's not cool, it used to be but now it's not.*
- *The commercials from the truth.ca that you see on TV right now, the absolutely stupid things that people wouldn't do, take the truth.ca approach towards teens.*
- *Like some of the commercials on TV, cereal being eaten with dishwasher detergent, like stupid.ca.*
- *Things you wouldn't want to happen.*

6) **Addiction**

- *It's drug abuse, what's it doing to our brain.*
- *They're sticking stuff in there now that's highly addictive, who knows what they're putting in there now.*
- *Say something like 'Why chance it'.*
- *If you're going to quit, do it for your family.*
- *What are you doing? Are you thinking? Another one?*

7) **Pets**

- *Say that your pets can also get cancer, I know it sounds really silly, people are totally desensitized about pain to people, but when it's a pet, it's like 'Oh my god'.*
- *I think they need one with a dog or cat, saying that your dog or cat could get cancer too. Most people have a pet.*
- *Animal with a cigarette in their mouth, i.e., a dog or cat, with the caption 'See how stupid it looks'.*
- *Need dogs to relate to me.*

8) **Birth Control, Fertility, Pregnancy**

- *Fertility, how much of an impact smoking would have on not being able to have one.*
- *Smoking on birth control causes blood clots, cysts, strokes.*
- *Pregnant woman smoking with the fetus coughing.*

9) **Wise use of Statistics**

- *I think the statistics are the most impactful, as long as the time frame is right and it doesn't sound so extreme that it's unbelievable, that will get people to stop and think, main thing with ads is too long.*
- *Give me statistics. How much money I spend a year on cigarettes.*

APPENDIX 1

RECRUITMENT SCREENER

RECRUITING SCREENER

Project: 574-061
January 10th, 2006

Hello. My name is _____ from CRÉATEC +, a public opinion research firm. We are calling on behalf of the Government of Canada and we are looking for smokers 18 and over to participate in a discussion group.

IF THERE'S NO SMOKER IN THE HOUSE, TERMINATE

While your participation is voluntary, your answers will be kept confidential and will be combined with those of other participants to get a global picture. I would like to ask you a few qualifying questions which will take only 3 or 4 minutes. In the event that you qualify, you will be invited to participate in a discussion group where you will receive **\$50** for your participation.

Q1 First of all, can you tell me if in the last 2 years you or anyone in your family works or has ever worked for **(READ)?**

	NO	YES	
• A marketing research or a public relations firm, or an advertising agency	()	()	CONCLUDE
• Radio, TV, the media	()	()	
• Provincial or federal government	()	()	
• Health sector	()	()	
• The pharmaceutical industry	()	()	
• The tobacco Industry	()	()	

Q2 How old are you? **(Read)**

• 18-24 YEARS OLD	()	GROUP 1
• 25-34 YEARS OLD	()	
• 35-44 YEARS OLD	()	GROUP 2
• 45-54 YEARS OLD	()	
• 55 YEARS OLD and over....	()	

Q3 How many manufactured cigarettes do you smoke on a usual day (not roll your own)?

• DON'T SMOKE DAILY	()	CONCLUDE
• 1-4 CIGARETTES / DAY	()	
• 5-10 CIGARETTES / DAY	()	
• 11-20 CIGARETTES / DAY	()	
• MORE THAN 20 CIGARETTES / DAY....	()	CHECK QUOTA

Q4 What is the highest level of education that you have completed?

- HIGH SCHOOL OR LESS..... ()
- COLLÈGE (COMPLETED OR NOT) ()
- UNIVERSITY NOT COMPLETED..... ()
- UNIVERSITY - COMPLETED..... ()

Q5 Do you have a remunerated work?

- YES, FULL-TIME WORK ()
- YES, PART-TIME WORK ()
- NO ()
- STUDENT ()

GO TO Q 7

Q6 Could you tell me your position or occupation and what type of company you work for?

OCCUPATION	COMPANY

Q7 Since the last 12 month, have you ever participated in a focus group or an individual interview at any survey company?

- NO, ()
- YES, LESS THAN 12 MONTHS AGO ()

CONCLUDE

Q8 How many times have you participated in a discussion group or an individual interview?

- NEVER..... ()
- ONCE OR TWICE ()
- 3 TIMES OR MORE ()

CONCLUDE

Q9 What was the topic discussed?

SPECIFY: _____
(If product, advertising, packaging related to tobacco, **conclude**)

Q10 Record gender:

- MALE ()
- FEMALE ()

CHECK QUOTA

We would like you to participate in a focus group. You will receive a \$50 cheque at the end of the approximately 2 hours ¼ - long session to thank you for your participation. Your comments made during the discussion will be combined with those made by other participants to ensure they remain entirely confidential. All information collected will be used for research purposes only and administered in accordance with laws designed to protect your privacy.

If asked: The amount received is not considered income. Therefore, you do not have to declare it for tax purposes.

If the participant wants an explanation about what a focus group is

A focus group is made up of approximately 6-8 people and a moderator from our firm who gathers the opinions and the reactions of all participants. Participation is only on a voluntary basis and comments made during the discussion will be combined in order to ensure they remain confidential.

The focus group will take place on **(DATE)** at **(TIME)** at **(LOCATION)** which is located on **(ADDRESS + PHONE)**. Please ensure that you show up about 10 minutes prior to the start of the discussion and feel free to identify yourself to our staff who will be glad to direct. Please bring photo ID with you to confirm with the moderator and your glasses, if you need them for reading.

The focus group will last no longer than 2 hour ¼ . If for any reason you cannot attend, please notify us as soon as possible at **1-888-844-1127** so we can find a replacement.

Location:

City	Date	Location
Halifax, NS 10 groups	January 31 st , February 1 st , 2 nd , 7 th , 8 th	Nucleus 1701 Hollis Street, Suite L108 Founders' Square Tel.: (902) 491-5242
Montreal, QC 10 groups	February 2 nd , 3 rd , 6 th , 7 th , 8 th	Centre de Recherches Contemporaines 1250 Guy, Bureau 802 Tel. : (514) 932-7511
Toronto, ON 10 groups	January 30th, 31st, February 1st, 2nd, 14th	Toronto Focus 4950 Yonge Street Suite 306 Tel. : (416) 221-9450
Edmonton, AL 10 groups	Feb 6 th , 7 th , 8 th , 9 th , 10 th	Research Innovations 10303 Jasper Avenue, Suite 1000 Edmonton, AB T5J 3N6 780-944-9606

NAME : _____	
ADDRESS : _____	
PHONE : Home : _____	Office : _____
DATE : _____	TIME : _____
RECRUITER'S NAME: _____	GROUP : _____

THANK YOU! YOUR PARTICIPATION IS HIGHLY APPRECIATED.

PROJECT: 574-061

	TORONTO, EDMONTON AND HALIFAX	
	Youth 18-24 5:30 p.m.	Adults 7:45 p.m.
• Men	4	4
• Women	4	4
• 18-24 years old	8	---
• 25-34 years old	---	3
• 35-44 years old	---	2-3
• 45 and over	---	2-3
• All smoking cigarettes every day	8	8
• Heavy smoker more than 20 cigarettes per day	Minimum 3	Minimum 3
• Blue collar	1 or 2	2 or 3
• White collar	1 or 2	2 or 3
• Students	2 or 3	1 or 2
• Looking for work	1 or 2	1 or 2

QUESTIONNAIRE DE RECRUTEMENT

Projet : 574-061
10 janvier 2006

Bonjour. Mon nom est _____ de Créatec +, une firme de sondage d'opinion. Nous effectuons présentement une étude pour le gouvernement du Canada et nous recherchons des gens âgés de 18 ans ou plus, qui fument des cigarettes, pour participer à une discussion de groupe.

SI AUCUN FUMEUR DANS LE FOYER, TERMINER.

Votre participation est volontaire et je peux vous assurer que vos réponses demeureront totalement confidentielles et seront combinées à celles des autres participants afin de tracer un portrait d'ensemble. J'aimerais vous poser quelques questions afin de vérifier votre éligibilité à la discussion de groupe et cela ne prendra que 3 ou 4 minutes. Si vous êtes éligible, vous serez invité à participer à la discussion et un chèque d'un montant de **50 \$** vous sera remis pour votre collaboration.

Q1 Tout d'abord, pourriez-vous me dire si vous ou un membre de votre famille travaillez ou avez déjà travaillé au cours des deux dernières années pour :

	NON	OUI	
• Une agence de recherche ou de relations publiques, marketing, publicité	()	()	TERMINER
• Radio, TV, média	()	()	
• Gouvernement fédéral ou provincial	()	()	
• Secteur de la santé	()	()	
• Industrie pharmaceutique	()	()	
• Industrie du tabac	()	()	

Q2 Quel âge avez-vous? (Lire)

• 18-24 ANS	()	GROUPE 1
• 25-34 ANS	()	
• 35-44 ANS	()	GROUPE 2
• 45-54 ANS	()	
• 55 ANS ET PLUS	()	

Q3 De façon générale, combien de cigarettes toutes faites (pas des rouleuses) fumez-vous par jour?

• NE FUME PAS TOUS LES JOURS	()	TERMINER
• 1-4 CIGARETTES / JOUR	()	
• 5-10 CIGARETTES / JOUR.....	()	
• 11-20 CIGARETTES / JOUR.....	()	
• PLUS DE 20 CIGARETTES / JOUR	()	VÉRIFIER QUOTA

Q4 Quelle est la dernière année de scolarité que vous avez complétée?

- SECONDAIRE COMPLÉTÉ OU MOINS
- COLLÉGIAL (COMPLÉTÉ OU NON)
- UNIVERSITÉ NON COMPLÉTÉE.....
- UNIVERSITÉ COMPLÉTÉE.....

Q5 Avez-vous un travail rémunéré?

- OUI, À TEMPS PLEIN..... ()
 - OUI, À TEMPS PARTIEL..... ()
 - NON ()
 - ÉTUDIANT ()
- | |
|--------------|
| PAQ 7 |
|--------------|

Q6 Pourrais-je connaître votre titre ou occupation et pour quel genre d'entreprise travaillez-vous?

OCCUPATION	ENTREPRISE

Q7 Au cours des 12 derniers mois, avez-vous participé à une discussion de groupe ou à une entrevue individuelle pour une maison de sondage?

- NON ()
 - OUI, IL Y A MOINS DE 12 MOIS ()
- | |
|-----------------|
| TERMINER |
|-----------------|

Q8 Combien de fois, avez-vous déjà participé à une discussion de groupe ou à une entrevue individuelle?

- JAMAIS ()
 - 1 OU 2 FOIS ()
 - 3 FOIS OU PLUS ()
- | |
|-----------------|
| TERMINER |
|-----------------|

Q9 Quel était le sujet discuté?

PRÉCISEZ: _____
(Si produit, publicité, emballage relié au tabac, **TERMINER**)

Q10 Enregistrer le sexe :

- HOMME ()
 - FEMME..... ()
- | |
|-----------------------|
| VÉRIFIER QUOTA |
|-----------------------|

Nous aimerions que vous participiez à une discussion de groupe. Pour vous remercier de votre participation, vous recevrez un chèque de 50 \$ à la fin de la discussion qui durera environ 2 heures ¼. Les commentaires que vous ferez pendant la discussion seront combinés à ceux des autres participants afin de s'assurer qu'ils demeurent totalement confidentiels. Toute l'information recueillie sera utilisée à des fins de recherche seulement et administrée conformément aux lois conçues pour protéger votre vie privée.

Si demandé : Le montant que vous recevrez n'est pas considéré comme un revenu. Par conséquent, vous n'avez pas à le déclarer à l'impôt.

Si le participant veut une explication sur ce qu'est une discussion de groupe

Une discussion de groupe est constituée d'environ 6-8 personnes ainsi que d'un animateur de notre firme qui recueille les opinions et les réactions de tous les participants. La participation se fait entièrement sur une base volontaire et les commentaires faits durant la discussion seront combinés afin de s'assurer qu'ils demeurent confidentiels.

La discussion aura lieu le **(DATE)** à **(HEURES)** chez Centre de Recherches Contemporaines situé au 1250 Guy, Bureau 802, Tél. : (514) 932-7511 . Pourriez-vous arriver 10 minutes avant le début de la discussion et vous présenter à notre personnel qui se fera un plaisir de vous accueillir? Veuillez apporter une pièce d'identité avec photo pour confirmation avec l'animatrice, ainsi que vos lunettes, si vous en avez besoin pour lire.

La discussion ne durera pas plus de 2 heures ¼ . Si pour une raison ou une autre vous ne pouvez vous présenter, s'il vous plaît nous en aviser le plus rapidement possible au **844-1127** afin que nous puissions vous trouver un(e) remplaçant(e).

Montréal, Qc 10 groupes	2, 3, 6, 7 et le 8 février
----------------------------	----------------------------

NOM : _____
ADRESSE : _____
TÉLÉPHONE : Rés. : _____ Bureau : _____
DATE : _____ HEURE : _____
NOM DE LA RECRUTEUSE : _____ GROUPE : _____

MERCI! VOTRE PARTICIPATION EST TRÈS APPRÉCIÉE.

PROJET : 574-061

	MONTREAL	
	2, 3, 6, 7 et le 8 février 2006	
	Jeunes 18-24 ans	Adultes 25 et +
	17h30	19h45
• Hommes	4	4
• Femmes	4	4
• 18-24 ans	8	---
• 25-34 ans	---	3
• 35-44 ans	---	2-3
• 45 ans et plus	---	2-3
• Tous fument des cigarettes à chaque jour	8	8
• Gros fumeurs de plus de 20 cigarettes par jour	Minimum 3	Minimum 3
• Cols bleus	1 ou 2	2 ou 3
• Cols blancs	1 ou 2	2 ou 3
• Étudiants	2 ou 3	1 ou 2
• À la recherche d'un emploi	1 ou 2	1 ou 2

APPENDIX 2

DISCUSSION GUIDE



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DISCUSSION GUIDE

New HWM Concepts

1. INTRODUCTION (5 minutes)

- *Focus groups are used as a learning tool. The process is not to build consensus, but to explore the range of reactions to each of the ideas discussed, on each of the 10 evaluation criteria developed.*
- *The purpose is not to find winners among the ideas presented and discussed, nor to rewrite messages.*
- *Findings may or may not represent the target population at large.*

This initial stage of the discussion is to establish a level of confidence and a rapport between the moderator and the participants. The persons being interviewed are informed of the purpose of the discussion and what is expected of them.

GUIDELINES

- Word of welcome and introduction of moderator.
- Purpose of the research: *“We are going to be talking about something you all should be familiar with – smoking. We will also talk about health warning labels that appear on cigarette packages. We will call them warnings for the rest of the discussion. We’re talking to lots of people to find out what they think. **We are not here to convince you about anything.** We are here to understand your thoughts, feelings and opinions.”*
- Insist that they are not being tested – the materials are.
- Distance yourself from the material – welcome criticism as well as praise.
- Let participants know that if someone doesn’t understand something – it’s okay -- she/he will probably not be the only one – these are ideas which may or may not be well-thought out.
- Role of moderator / observer behind one-way mirror / taping for note-taking purpose only.
- Neutrality of moderator (*doesn’t work for an advertising agency, the government, an association or a cigarette manufacturer or any organization related to the topic being discussed, didn’t work on what will be shown and is not here to judge anything or anyone but only to listen*).
- Role of participants
- Duration: 2 hours and 15 minutes maximum
- Are there any questions?

GO-AROUND

- Given name
- Who lives at your place?
- How many cigarettes smoked in a typical day

2. TESTING OF THE HWM CONCEPTS (130 minutes)

Say:

- *I am going to show you various ideas for new warnings which may or may not replace the current warnings you are already familiar with.*
- *Please don't look at the booklet until I tell you to. We'll do it together.*

Distribute the set of warnings (booklet A, B, C, D, or E) to be tested with this group (see your warning test table). (Mention why Latin is being used)

- *During the discussion, please do not refer to any cigarette packages that you might have brought with you tonight.*
- *We will discuss these ideas one at a time and I will ask you for your opinions. I will be happy with any answer you give. If you like something, it's okay. If you don't like something, it's okay too. If you don't understand something, just tell me.*
- **Note:** *We'll be referring to each warning by its number in the bottom right corner.*

Moderator: *for each of the 10 warnings: 15 seconds of initial exposure and 8-12 MINUTES of discussion. Time spent on each question may vary depending on the warning and group.*

Moderator: *After the first question, build the rest of the discussion (order of evaluation criteria discussed) on the first impressions. Depending on the first impressions, discussion of some criteria may be skipped or more quickly probed.*

PROBE WHEREVER APPROPRIATE

Initial impression (2 minutes) – Go around

- 1) What do you think/how do you feel about this warning?

Moderator: *Build the rest of the discussion (order of evaluation criteria discussed) on these first impressions. Depending on first impressions, discussion of some criteria may be skipped or more quickly probed.*

Ability to get attention and motivate reading (1 minute)

- 2) Does this warning catch your attention?
- 3) Does it make you want to read further/know more?
- 4) What stands out most to you?

Understanding of the message and meaning (1 minute)

- 5) What message is this warning trying to get across?
- (If answer "stop smoking"): Anything else it's trying to say?

Quality and effectiveness of picture (2 minutes)

- 6) What do you think/how do you feel about the picture?

Words used in headline (1 minute)

- 7) What do you think/how do you feel about the words?

Cohesiveness of picture and headline (1 minute)

- 8) How well do the picture and words fit together?
- Does the picture say the same things as the words?

Credibility (1 minute)

- 9) Do you believe what this warning is saying?

Readability and layout (30 seconds)

- 10) Anything difficult to read or see?

Ability to inform and educate (1 minute)

- 11) What does this warning tell you about the effects of smoking?
- How do you feel about that?
- 12) Anything new here?
- 13) As a smoker, does this warning affect you personally?

Improvements suggested by participants (1 minute)

- 14) What changes would you make to this warning to make it easier to understand?

3. CONCLUDE (5 minutes)

Moderator: Distribute the individual questionnaire and ask participants to rate each concept discussed on the 10-point scale of overall effectiveness in making smokers think about the health hazards and health effects of smoking and the benefits of quitting (10 is the highest rating). Reiterate that it is individual impressions we seek and that participants do not have to agree with the group.

Moderator: Collect individual questionnaires and booklets of warnings and ask:

- 1) After looking at these warnings, what do you remember about what you saw or read? Is there anything else?

THANK YOU VERY MUCH FOR YOUR SUPERB PARTICIPATION.

EFFECTIVENESS IN MAKING SMOKERS THINK ABOUT THE HEALTH HAZARDS AND HEALTH EFFECTS OF SMOKING AND THE BENEFITS OF QUITTING

(Circle one answer)

Not at all

Very effective

1 2 3 4 5 6 7 8 9 10



A-1

Not at all

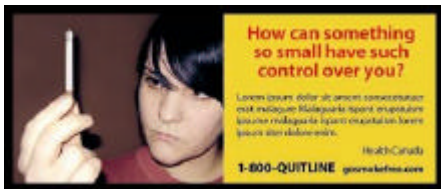
Very effective

1 2 3 4 5 6 7 8 9 10



M-24

1 2 3 4 5 6 7 8 9 10



A-2

1 2 3 4 5 6 7 8 9 10



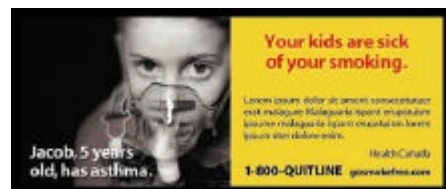
P-32

1 2 3 4 5 6 7 8 9 10



H-8

1 2 3 4 5 6 7 8 9 10



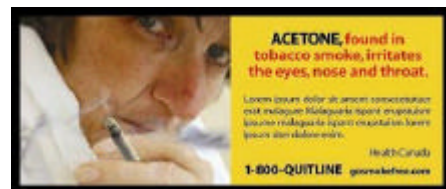
S-36

1 2 3 4 5 6 7 8 9 10



H-9

1 2 3 4 5 6 7 8 9 10



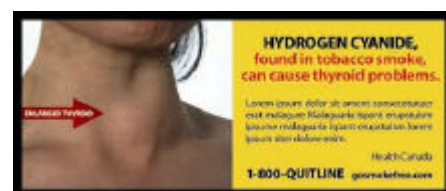
T-41

1 2 3 4 5 6 7 8 9 10



H-10

1 2 3 4 5 6 7 8 9 10



T-42

GUIDE DE DISCUSSION

Nouveaux concepts de mises en garde

1. INTRODUCTION (5 minutes)

- Les groupes de discussion constituent un outil exploratoire. Le but de la discussion n'est pas d'arriver à un consensus, mais bien d'explorer la gamme des réactions aux critères développés pour évaluer les 10 concepts.
- Le but n'est pas de sélectionner les meilleurs concepts parmi les idées présentées et discutées, ni de réécrire les messages.
- Les résultats peuvent être ou non représentatifs de la population cible dans son ensemble.

Cette première partie de l'entretien consiste à détendre l'atmosphère et à créer un climat de confiance entre l'animatrice et les participants. C'est à ce moment que l'animatrice rassure les personnes interrogées sur ses intentions et précise ses attentes à leur égard.

CONSIGNES

- Bienvenue et introduction de l'animatrice.
- Objectif de la recherche : « Nous allons parler d'un sujet qui devrait être familier à tous : le tabagisme. Nous allons également parler des mises en garde pour la santé sur les paquets de cigarettes. Nous les appellerons « mises en garde » pour le reste de la discussion. Nous allons rencontrer beaucoup de personnes afin de savoir ce qu'elles en pensent. **Nous ne sommes pas ici pour vous convaincre de quoi que ce soit** mais plutôt pour comprendre vos réactions, sentiments et opinions. »
- Insistez sur le fait que ce ne sont pas eux qui font l'objet du test, mais bien le matériel que nous allons leur présenter.
- Neutralité par rapport au matériel : autant les critiques que les compliments.
- Si quelqu'un ne comprend pas quelque chose, c'est correct. Les idées peuvent ou non avoir été bien pensées.
- Rôle animatrice / observateur / enregistrement seulement dans le but de prendre des notes.
- Neutralité de l'animatrice (*ne travaille pas pour une agence de publicité, le gouvernement, une association ou un fabricant de cigarettes ou toute organisation reliée au sujet qui sera discuté, n'a pas travaillé sur ce qui sera présenté et n'est pas ici pour juger les commentaires ou les personnes mais bien pour écouter*).
- Rôle des participants
- Durée : 2 heures et 15 minutes maximum
- Des questions?

TOUR DE TABLE

- Prénom
- Composition du foyer
- Combien de cigarettes dans une journée typique

2. TEST DES CONCEPTS DE MISES EN GARDE (130 minutes)

Dites :

- *Je vais vous montrer diverses idées de nouvelles mises en garde qui pourront ou non remplacer les mises en garde actuelles que vous connaissez probablement.*
- *S.V.P., ne regardez pas le livret jusqu'à ce que je vous le dise. Nous le ferons ensemble.*

Distribuez l'ensemble des mises en garde (livret A, B, C, D ou E) à être testé avec ce groupe (voir votre tableau du test des mises en garde). Mentionnez pourquoi le latin est utilisé.

- *Au cours de la discussion, je vous demanderais de ne pas regarder votre paquet de cigarettes.*
- *Nous allons discuter ces idées une à la fois et je vais vous demander vos opinions. Toutes vos réponses sont satisfaisantes. Si vous aimez quelque chose, c'est correct. Si vous n'aimez pas quelque chose, c'est correct aussi. Si vous ne comprenez pas quelque chose, dites-le moi tout simplement.*
- **Note :** *Pour chaque mise en garde, nous nous référerons par son numéro inscrit en bas dans le coin droit.*

Animatrice : pour chacune des 10 mises en garde : 15 secondes pour l'exposition initiale et 8-12 MINUTES pour la discussion. Le temps passé sur chaque question peut varier selon la mise en garde et le groupe.

Animatrice : Les premières impressions vont déterminer le reste de la discussion (ordre des critères d'évaluation discutés). Ainsi, selon les premières impressions, la discussion de certains critères peut être omise ou faite plus rapidement.

SONDEZ LORSQUE C'EST APPROPRIÉ

Premières impressions (2 minutes) – Tour de table

- 1) Qu'en pensez-vous / que ressentez-vous par rapport à cette mise en garde?

Animatrice : Déterminez le reste de la discussion (ordre des critères d'évaluation discutés) sur ces premières impressions. Ainsi, selon les premières impressions, la discussion de certains critères peut être omise ou faite plus rapidement

Capacité d'attirer l'attention et de motiver la lecture (1 minute)

- 2) Est-ce que cette mise en garde capte votre attention?
- 3) Est-ce que ça vous incite à vouloir lire le détail / à en savoir davantage?
- 4) Qu'est-ce qui ressort (vous frappe) le plus pour vous?

Compréhension du message et signification (1 minute)

5) Quel message cette mise en garde tente-t-elle de nous transmettre?

- (Si la réponse est « arrêter de fumer ») : Y a-t-il autre chose?

Qualité et efficacité de l'image (2 minutes)

6) Que pensez-vous / que ressentez-vous par rapport à l'image?

Mots utilisés dans le titre (1 minute)

7) Que pensez-vous / que ressentez-vous par rapport au titre, aux mots utilisés?

Cohérence entre l'image et le titre (1 minute)

8) Dans quelle mesure l'image et les mots du titre vont bien ensemble?

- Est-ce que l'image dit la même chose que les mots?

Crédibilité (1 minute)

9) Croyez-vous ce que dit cette mise en garde?

Lisibilité et disposition (30 secondes)

10) Y a-t-il quelque chose de difficile à lire ou à voir?

Capacité à informer et à sensibiliser (1 minute)

11) Qu'est-ce que cette mise en garde vous dit à propos des effets du tabagisme?

- Que ressentez-vous par rapport à ça?

12) Y a-t-il quelque chose de nouveau dans cette mise en garde?

13) En tant que fumeur, est-ce que cette mise en garde vous touche personnellement?

Améliorations suggérées par les participants (1 minute)

14) Quels changements apporteriez-vous à cette mise en garde pour la rendre plus facile à comprendre?

3. CONCLUSION (5 minutes)

Animatrice : Distribuez le questionnaire individuel et demandez aux participants d'évaluer chaque concept en utilisant l'échelle à 10 points sur l'efficacité pour faire réfléchir les fumeurs sur les dangers et effets du tabagisme sur la santé ainsi que sur les avantages d'arrêter de fumer (10 étant la note la plus élevée). Répétez que ce sont les impressions individuelles que nous recherchons et que les participants n'ont pas à être en accord avec le groupe.

Animatrice : Ramassez les questionnaires individuels ainsi que les livrets de mises en garde et demandez :

- 1) Après avoir vu ces mises en garde, quels souvenirs gardez-vous de ce que vous avez vu ou lu? Y a-t-il autre chose?

**MERCI BEAUCOUP POUR VOTRE PARTICIPATION.
C'EST TRÈS PRÉCIEUX!**

**EFFICACITÉ POUR FAIRE RÉFLÉCHIR LES FUMEURS
SUR LES DANGERS ET EFFETS DU TABAGISME SUR LA SANTÉ
AINSI QUE SUR LES AVANTAGES D'ARRÊTER DE FUMER**
(Encerclez une réponse)

Pas du tout **Très efficace**

1 2 3 4 5 6 7 8 9 10



A-1

Pas du tout **Très efficace**

1 2 3 4 5 6 7 8 9 10



M-24

1 2 3 4 5 6 7 8 9 10



A-2

1 2 3 4 5 6 7 8 9 10



P-32

1 2 3 4 5 6 7 8 9 10



H-8

1 2 3 4 5 6 7 8 9 10



S-36

1 2 3 4 5 6 7 8 9 10



H-9

1 2 3 4 5 6 7 8 9 10



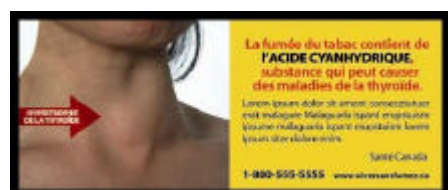
T-41

1 2 3 4 5 6 7 8 9 10



H-10

1 2 3 4 5 6 7 8 9 10



T-42

APPENDIX 3

**MATERIAL TESTED: HWM CONCEPTS
AND CORRESPONDING CODES**