

An Exploration on Perceptions of Young Smokers on Introduction of Cigarette Plain Packaging in Malaysia.

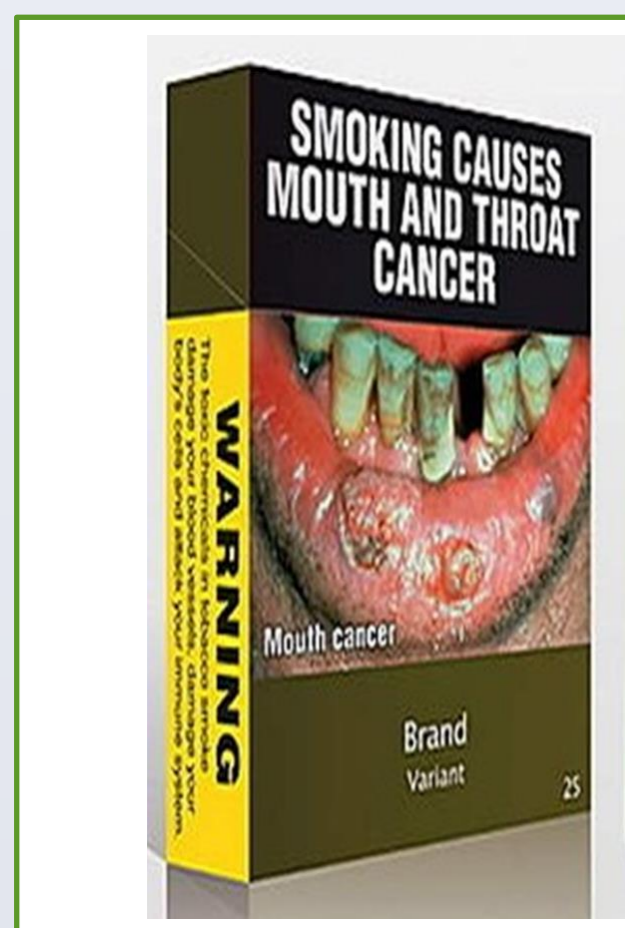
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INTRODUCTION

- Many countries reported higher smoking prevalence among young adults (Lennon, Gallois, Owen & McDermott, 2005; Ministry of Health, 2008).
- Past experimental studies, showed that smokers strongly prefer branded packs to plain packs (Germain, Wakefield & Durkin, 2010). Recognising this, public health researcher has called for plain packaging that would remove brand sign and replacing it with larger health warnings (Freeman, Chapman & Rimmer, 2008; Golberg, Liefeld, Madill & Vredenburg, 1999).
- Summary of studies on effect on plain packaging indicates 3 primary benefits: increasing the effectiveness of health warnings, reduce brand appeal, and reduce false health beliefs of cigarette (Hammond & Parkison, 2009)
- Guidelines by WHO's Framework Convention on Tobacco Control 2005 (FCTC) under Article 11 (Packaging And Labelling Of Tobacco Products) for Cigarette "Plain packaging" are as below:
 - restrict or prohibit the use of logos,
 - restrict or prohibit the use of colours
 - restrict or prohibit the use of brand images
 - restrict or prohibit the use of promotional information on packaging
 - a standard colour and font style for brand names and product names "



Australia Cigarette Plain Packaging (mandatory since December 2012)

- Logo-free
- Drab dark brown plain tobacco packaging
- Health warnings and any legally mandate information

Resource: Office of Parliamentary Counsel. (2013) Canberra *Tobacco Plain Packaging Act 2011 Select Legislative Instrument No. 263, 2011 as amended.* <https://www.comlaw.gov.au/Details/F2013C00801/Download>

- Status of Cigarette plain packaging around the world

Countries	Status
Australia	Implement Plain packaging since 1 December 2012. (1 st country)
United Kingdom	Compulsory May 2016
Ireland	Compulsory May 2017
New Zealand	February 2013 - plans to introduce plain packaging
Turkey	September 2011 - was working on plain packaging regulations
Norway	August 2012 – considering plain packaging.
India	August 2012- considering plain packaging.
Canada	August 2012 - considering plain packaging.
Malaysia	Acts / Regulations on Plain packaging to be gazette 2018 (<i>Pelan Strategik Kebangsaan Bagi Kawalan Tembakau 2015-2020</i>)

- In Malaysia, the prevalence of current smokers has increased, 23.1% (GATS, 2011) compared to 21.5% (NHMS, 2006). The mean initiation age for smoking also gets younger, at 18.4 (GATS, 2011).
- Thus, this indicates there is a need for serious measures and initiatives to control tobacco consumption especially among young smokers.
- Apart from price increase, introduction of plain packaging is seen as another effective measure in reducing cigarette consumption as what has been successfully implemented in Australia.
- This study aims to introduce and induce perceptions from young adult smokers regarding plain packaging with the hope that the outcome of this study would give a better understanding on the perceptions and intentions of the target group related to introduction of plain packaging strategy in Malaysia.

OBJECTIVE

To explore the perceptions of young smokers on cigarette plain packaging and its effect on their smoking behaviour.

METHODOLOGY

- Semi structured interview using a guided interview protocol
- Sampling method: Purposive
- The inclusion criteria compose of following requirement:
 - Current Young smokers (male and female within age range of 18 -25 years old)
 - Divided into 3 groups :
 - light smoker (<10 sticks per day),
 - moderate smoker (<10-20> sticks per day) and
 - heavy smoker (> 20 sticks per day)
 - Six participants per group with additional if data saturation is not met.
- A prototype of plain packaging based on FCTC guidelines.
- Analysis method: Thematic analysis on existing behaviour framework and all new and emerging themes will be coded separately as a new codes and themes using Nvivo 8
- Interview guide

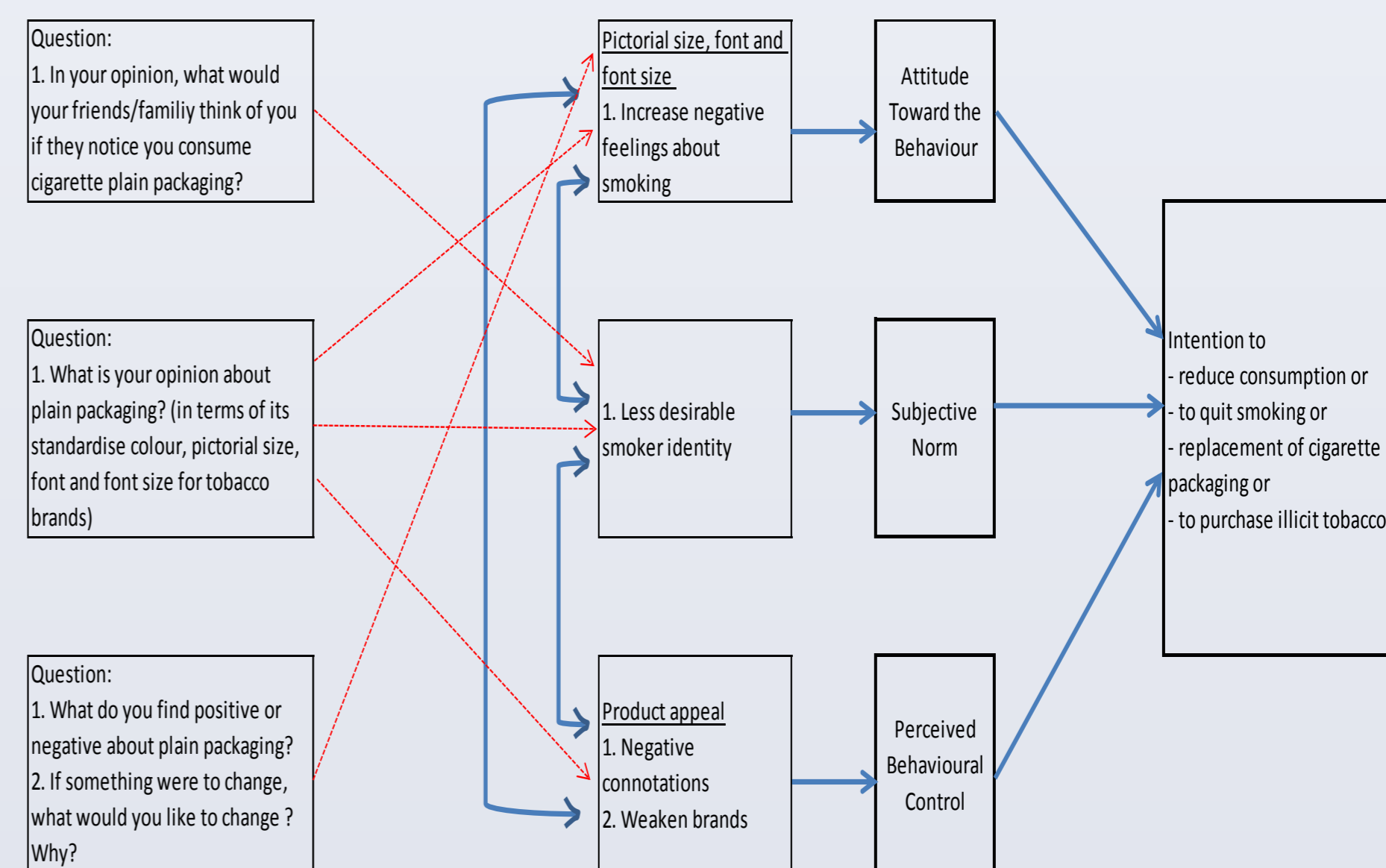


Figure 1: Theoretical Construct based on Theory of Planned Behaviour

ACKNOWLEDGEMENTS

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