

RESEARH RESULTS PRESENTAION

EFFECTIVENESS of HEALTH WARNING LABELS (HWL) on CIGARETTE PACKAGING among EMPLOYEES in THE WORKPLACE, Thailand.

by



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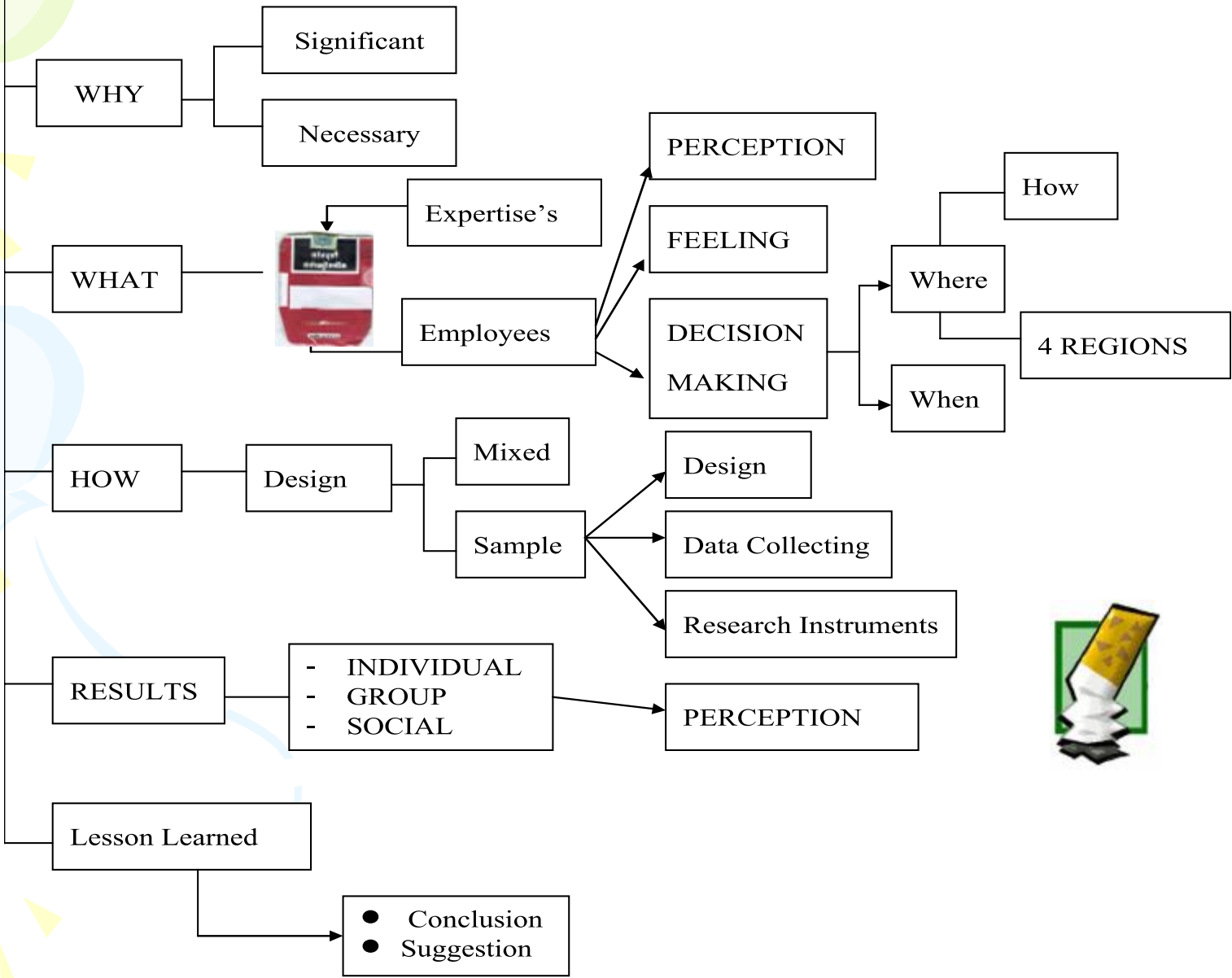
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CONCEPTUAL FRAMEWORK of PRESENTATION



OBJECTIVE

1. **ASSESS THE PERCEPTION OF EMPLOYEES** in the WORKPLACE REGARDING THE RESPOND TO HEALTH WARNING LABELS (HWL).
2. **THE CHANGE BEHAVIOR PROCESS ON CIGARETTE SMOKING.**
3. **DECISION MAKING ON CIGARETTE USE OF EMPLOYEES.**
4. **THE EFFECTIVENESS OF HWL ON CIGARETTE QUITTING SMOKING.**



RESEARCH METHODOLOGY



1. DESIGN

- MIXED APPROACH: QUALITATIVE and QUANTITATIVE INVESTIGATION

2. POPULATION and SAMPLE

- EMPLOYEES in FACTORIES and ENTERPRISES of 4 REGIONS and BANGKOK of Thailand / 1637 PERSONS / 555 people measured twice

3. RESEARCH INSTRUMENTS

- QUANTITATIVE APPROACH: SELF DETERMINANT QUESTIONARE
- QUALITATIVE APPROACH: IN-DEPTH INTERVIEW OF 2 PEOPLE / WORKPLACE

4. VISUAL ART COMMUNICATION EXPERT ANALYZE & CRITICISM.

DATA COLLECTION

THERE ARE 2 PHASES OF DATA COLLECTION:

1st PHASE: LAUNCHED BEFORE HEALTH WARNING LABELS
(PICTURE) PRODUCTS & DISTRIBUTION (on March 26, 2005)

2nd PHRASE: LAUNCH AFTER HEALTH WARNING LABELS
(PICTURE) PRODUCTS & DISTRIBUTION (January - February 2006)



DATA ANALYSIS



QUANTITATIVE DATA USING:

SPSS, %, Mean, S.D.

MEAN DIFFERENCE TESTING USING:

t-test, paired sample t-test, F-test

QUALITATIVE DATA USING:

Inductive Content Analysis

RESEARCH RESULTS



DEMOGRAPHIC DATA of EMPLOYEES

Location of the Factories

- URBAN	178	=	32.1%
- RURAL	238	=	42.9%
- BANGKOK	139	=	25.0%

EDUCATIONAL LEVELS of EMPLOYEES

* ILLITERATE = 0.2%

* ABLE TO READ and WRITE = 3.0%

* PRIMARY LEVEL = 13.5%

* SECONDARY LEVEL = 46.8%

* HIGH SCHOOL/VOCATIONAL SCHOOL LEVEL
and DIPLOMA = 28.5%

* BACHELUR DEGREE = 7.5%



MARITAL STATUS of EMPLOYEES

- SINGLE = 40.9%
- MARRIED = 54.8%

INCOME of EMPLOYEES

- Lowest Salary = 2000/month
- Sufficient Income and no money saved = 49.8%
- Insufficient Income and with debt = 19.9%



CIGARETTE SMOKING - EXPERIENCES

- Cigarette smoking every day = 65.6%
- Cigarette smoking some days = 24.7%
- Ever quit cigarette smoking = 64.3%
- **Never quit cigarette smoking** = 10.6%
- **Buying Rolled Cigarettes** = 34.6%
- Hiding a Cigarette Package = 17.1%



Table I: A Comparison of the different perceptions regarding the Health Warning Labels on cigarette packaging (new HWL and ex HWL).

EMPLOYEE'S PERCEPION	NEW HWL. (PICTURE)	EX HWL. (statement)
- OBSERVED HWL on cigarette package	96.4%	95.0%
- Known about dangerous	86.3%	60.6%
- Think about Quitting	41.2%	40.3%
- Think about Reducing Cigarette Smoking (AMOUNT) (EXPENSE)	2-5 roll 300-500 Bath/month	1-5 roll 300-500 Bath/month
- Quit smoking after seeing HWL	3.2%	2.6%
- The Most Impressive	Lung cancer is caused by cigarette smoking	Lung cancer is caused by cigarette smoking
- Number of Respondents	555	1637

Table 2: Comparison of employee opinion of H.W.L classified by effect of HWL on them

Results of visual communication	HWL (Ex) Statement	HWL (New) Picture
Knowledge	66.67	69.37
Attitude	1.08	1.39
Cue to make decision to quit	40.92	32.72
RESPONDENTS	555	555



Diagram II: Expertise critique of visual art communication aspects

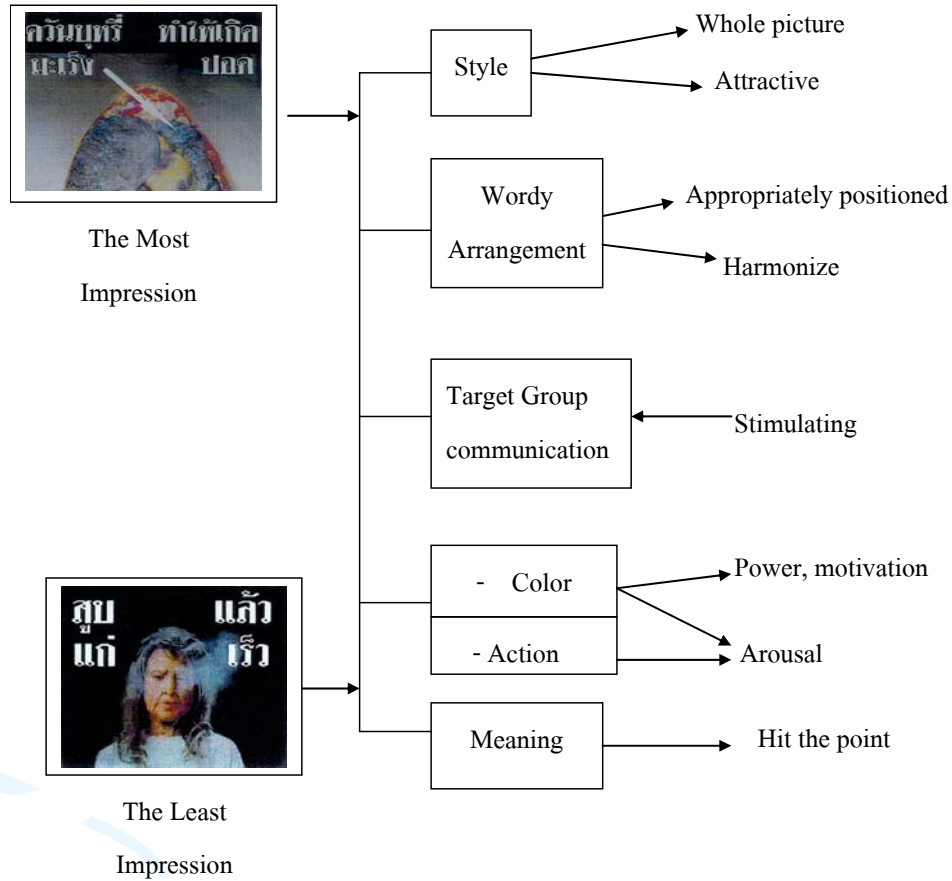


Diagram I An arrangement of Impression of Health Warning Labels Communication perceived by Employees in Work Places

THE PICTURES OF HEALTH WARNING LABELS



1

50.6%



4

8.6%



2

23.4%



5

3.4%



3

10.1%

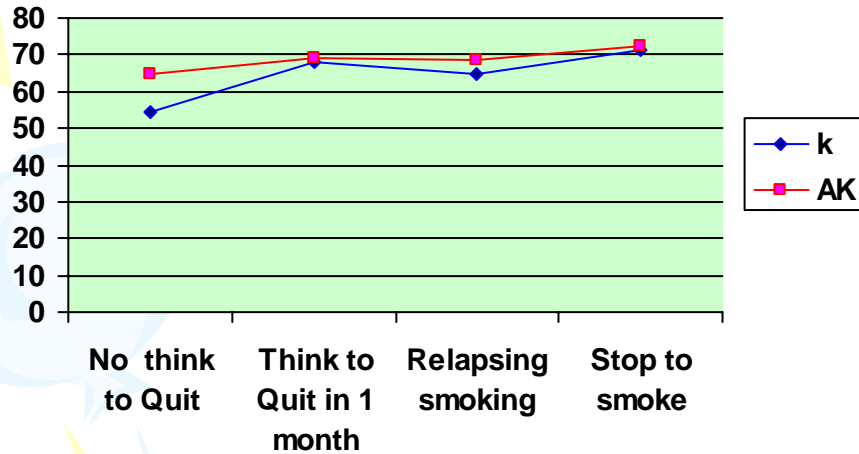


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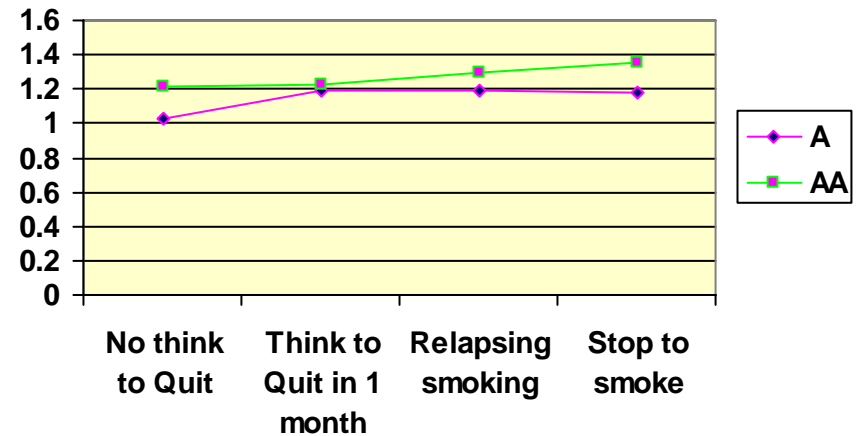
3.1%

Diagram III: Mean score difference of employees (4 groups based on cigarette use) perceptions of Health Warning Labels (New & Ex)

KNOWLEDGE



ATTITUDE



PRACTICE

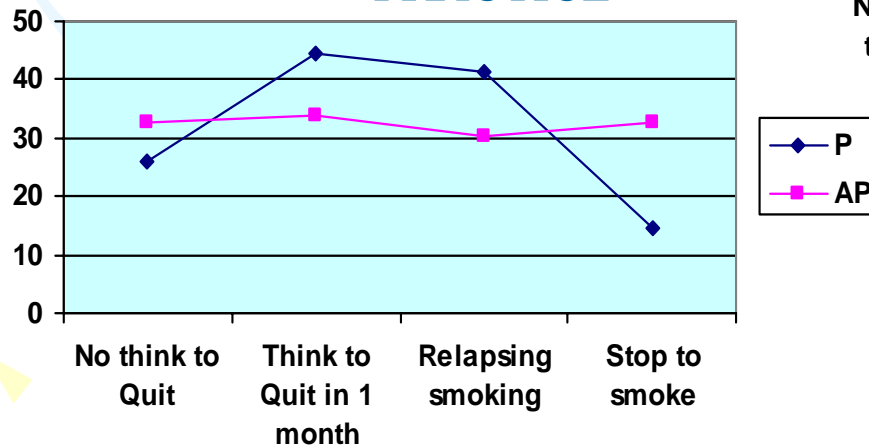
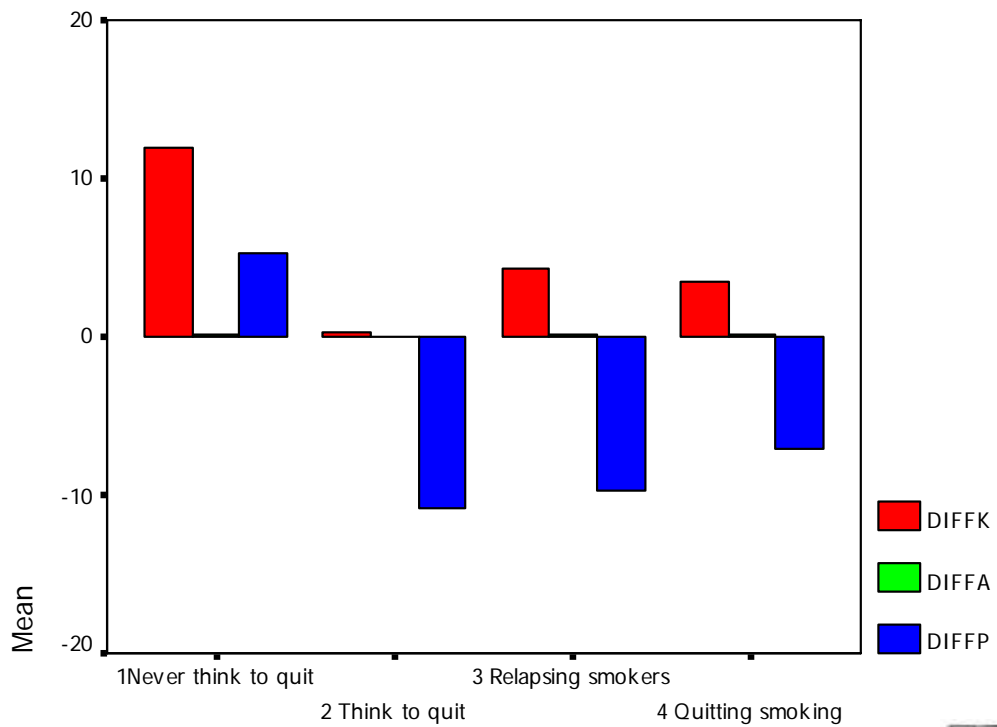


Table 3: Difference in the means among employees (4 groups based on cigarette use) regarding perceptions of Health Warning Labels (New & Ex)



A1GR



Table 4: Paired sample t-testing of the Health Warning Labels perception of employees divided into 4 groups based on cigarette use

Paired Samples Test

A1GR	Paired Differences						t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
.	Pair 1 K - AK	.7663	42.82559	4.59139	-8.3611	9.8937	.167	86	.868
	Pair 2 A - AA	-.0658	.46074	.05285	-.1711	.0395	-1.245	75	.217
	Pair 3 P - AP	12.6437	30.83248	3.30559	6.0724	19.2150	3.825	86	.000
1.00	Pair 1 K - AK	-10.1852	41.38796	5.63219	-21.4819	1.1116	-1.808	53	.076
	Pair 2 A - AA	-.1837	.48954	.06993	-.3243	-.0431	-2.626	48	.012
	Pair 3 P - AP	-6.6138	35.88509	4.88334	-16.4085	3.1810	-1.354	53	.181
2.00	Pair 1 K - AK	-1.1494	41.80726	2.93429	-6.9352	4.6364	-.392	202	.696
	Pair 2 A - AA	-.0506	.47683	.03415	-.1180	.0167	-1.483	194	.140
	Pair 3 P - AP	10.4856	34.46559	2.41901	5.7158	15.2553	4.335	202	.000
3.00	Pair 1 K - AK	-3.5461	37.77506	3.89620	-11.2832	4.1910	-.910	93	.365
	Pair 2 A - AA	-.1222	.51486	.05488	-.2312	-.0131	-2.226	87	.029
	Pair 3 P - AP	10.8283	29.96071	3.09021	4.6917	16.9648	3.504	93	.001
4.00	Pair 1 K - AK	-1.2821	39.76426	3.67621	-8.5632	5.9991	-.349	116	.728
	Pair 2 A - AA	-.1556	.46553	.04609	-.2471	-.0642	-3.376	101	.001
	Pair 3 P - AP	8.9438	32.45817	3.00076	3.0005	14.8872	2.981	116	.004





LESSON LEARNED



CIGARETTE SMOKING CONDITIONS:

- NEVER THINK ABOUT QUITTING (10.8%)
- THINK ABOUT QUITTING in ONE MONTH (40.4%)
- CIGARETTE SMOKING RELAPSE (18.7%)
- QUIT SMOKING (23.5%)

Health warning Effects

⚙ Knowledge toward cigarette smoking



⚙ Attitude toward cigarette smoking



⚙ Decision about QUITTING SMOKING



SUGGESTION

CONTINUED DISTRIBUTION OF HWL OF
VARIOUS STYLES

DEVELOP HWL TO BE MORE ATTRACTIVE AND
POWERFUL MEANS OF COMMUNICATION

PUT THE LABELS ON CIGARETTE ROLLS





Thank you
Thank you

