

DEMAND REDUCTION MEASURES OF THE WHO FCTC - WATERPIPE TOBACCO WARNING LABELS



#UNtobaccocontrol

Rima Nakkash, Sara Chehab,
Noor El Boukhari
American University of Beirut
Beirut, Lebanon
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OBJECTIVE

- Overview of countries that have HW labels on waterpipe tobacco/accessories
- Review highlights of existing literature based on a preliminary search on effectiveness of health warnings on waterpipe tobacco products and accessories.

OVERVIEW OF THE PRESENTATION

1. Background
2. Evidence to date on cigarette health warnings labels (pictorial/text)
3. Methodology of search
4. Findings of review
5. Conclusions

COUNTRIES THAT IMPLEMENTED HEALTH WARNING LABELS ON WP PRODUCTS

- In 2012 **Turkey** has extended warning labeling practices by requiring placement of warnings on both sides of the bowls of the waterpipe device to cover 65 % of the surface
- **FDA** requires HWLs on WP packaging by August 2018 covering 30% of surface
- On August 9, 2011, the GSO (**Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE**) adopted a standard, Labelling of Tobacco Product Packages. This standard includes a requirement for picture based health warnings to cover 50% of the package front and back, with an Arabic warning on the front and an English warning on the back

Erdöl, C., Ergüder, T., Morton, J., Palipudi, K., Gupta, P., & Asma, S. (2015). Waterpipe Tobacco smoking in Turkey: Policy implications and trends from the global adult Tobacco survey (GATS). *International journal of environmental research and public health*, 12(12), 15559-15566.

Tobacco Labelling Resource Center (2013). Gulf Cooperation Council. <http://www.tobaccolabels.ca/countries/>

COUNTRIES THAT IMPLEMENTED HEALTH WARNING LABELS ON WP PRODUCTS

- In 2014 the **EU** Tobacco Products Directive requires waterpipe tobacco products to carry combined health warnings consisting of a picture from the EU picture library, a text warning and information on stop smoking services. The warnings should cover 65% of the front and back of packages
- In 2014 **Egypt** places four generic pictorial health warnings (PHWs) on the front and back half of waterpipe tobacco packs (WTPs)
- **Lebanon** textual warnings as of March 2012

European Parliament, Council of the European Union. (2014). Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco and related products and repealing Directive 2001/37/EC. Official Journal of the European Union.

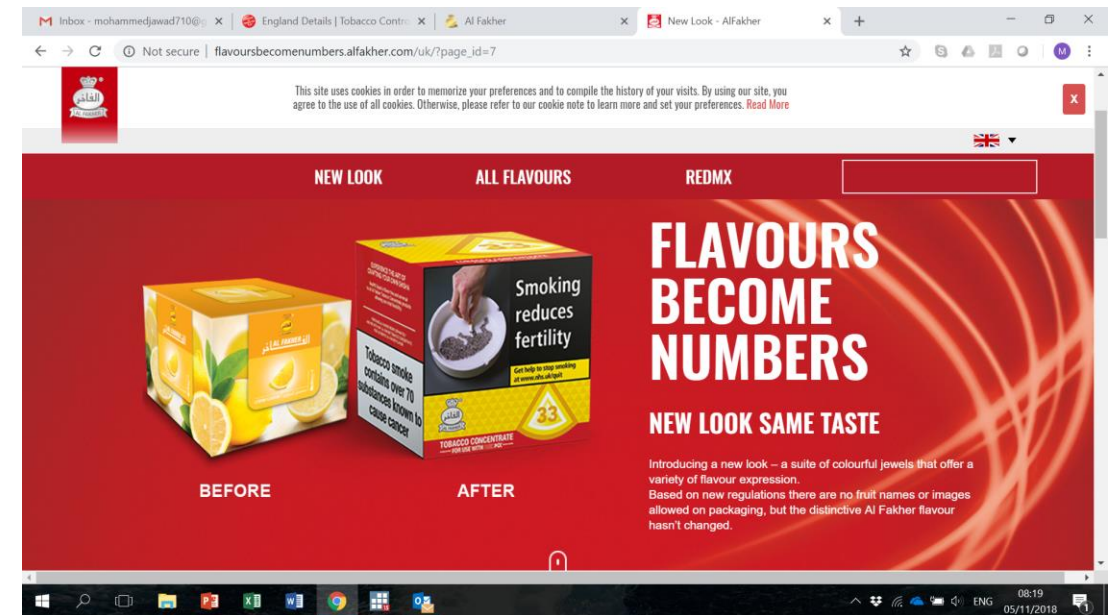
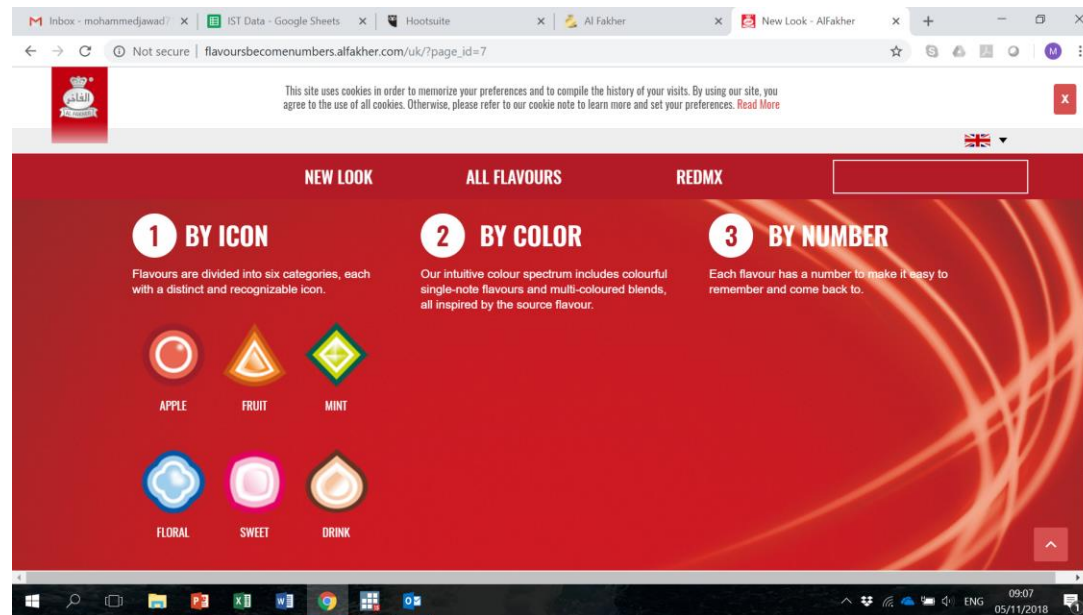
Mostafa, A., Mohammed, H. T., Hussein, W. M., Elhabiby, M., Safwat, W., Labib, S., ... & Hoek, J. (2018). Plain packaging of waterpipe tobacco? A qualitative analysis exploring waterpipe smokers' and non-smokers' responses to enhanced versus existing pictorial health warnings in Egypt. *BMJ open*, 8(10), e023496.



SHAPE, COLOUR, AND NUMBER TOGETHER IDENTIFY THE FLAVOURS.

AL-FAKHER HAS TO REGISTER ALL THEIR PRODUCTS WITH THE UK

IT'S MEANT TO BE ALL OVER THE EU (28 COUNTRIES)



FRAMEWORK CONVENTION ON TOBACCO CONTROL-

ARTICLE 11: PACKAGING AND LABELLING OF TOBACCO PRODUCTS

1. Each Party shall, within a period of **three years** adopt and implement effective measures to ensure that:

(a) Tobacco product packaging and labelling **do not promote a tobacco product** by any means that are false or misleading or any other sign that directly or indirectly creates the false impression that a particular tobacco product is less harmful than other tobacco products.

(b) Each unit pack of tobacco products and any outside packaging should also carry health warnings describing the harmful effects of tobacco use, and may include other appropriate messages. These warnings and messages:

(i) shall be **approved** by the competent national authority, WHO Framework Convention on Tobacco Control 10

(ii) shall be **rotating**

(iii) shall be **large, clear, visible and legible**

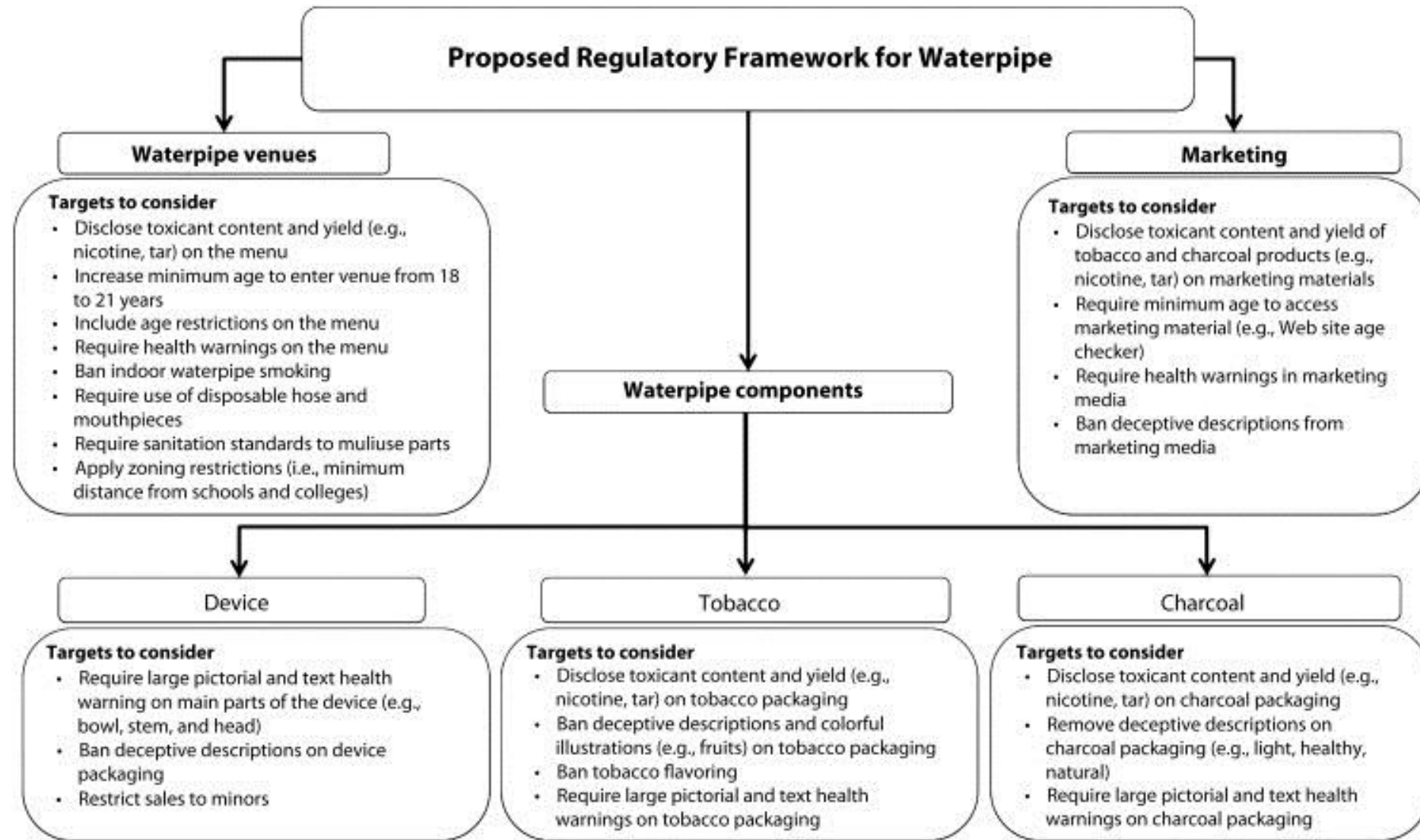
(iv) Should be **50% or more** be no less than **30%** of the display areas

(v) May be include **pictures or pictograms**

FRAMEWORK CONVENTION ON TOBACCO CONTROL-

ARTICLE 11: PACKAGING AND LABELLING OF TOBACCO PRODUCTS

2. Each unit pack of tobacco products and any outside packaging and labelling of such products shall (in addition to the warnings) **contain information on relevant constituents and emissions of tobacco products as defined by national authorities.**
3. Each Party shall require that the **warnings and other textual information will appear on each unit pack of tobacco products in its principal language or languages**
4. **“Outside packaging and labelling”** in relation to tobacco products **applies to any packaging and labelling used in the retail sale of the product.**



EXAMPLES OF THE HWL TOBACCO PACKAGES



EXAMPLES OF THE HWL TOBACCO PACKAGES



Isfahan
Governmental Warning:
Smoking is the primary cause for
Lung cancer and other lung, heart
and vascular diseases

EXAMPLES OF HWL ON WP TOBACCO PACKAGES



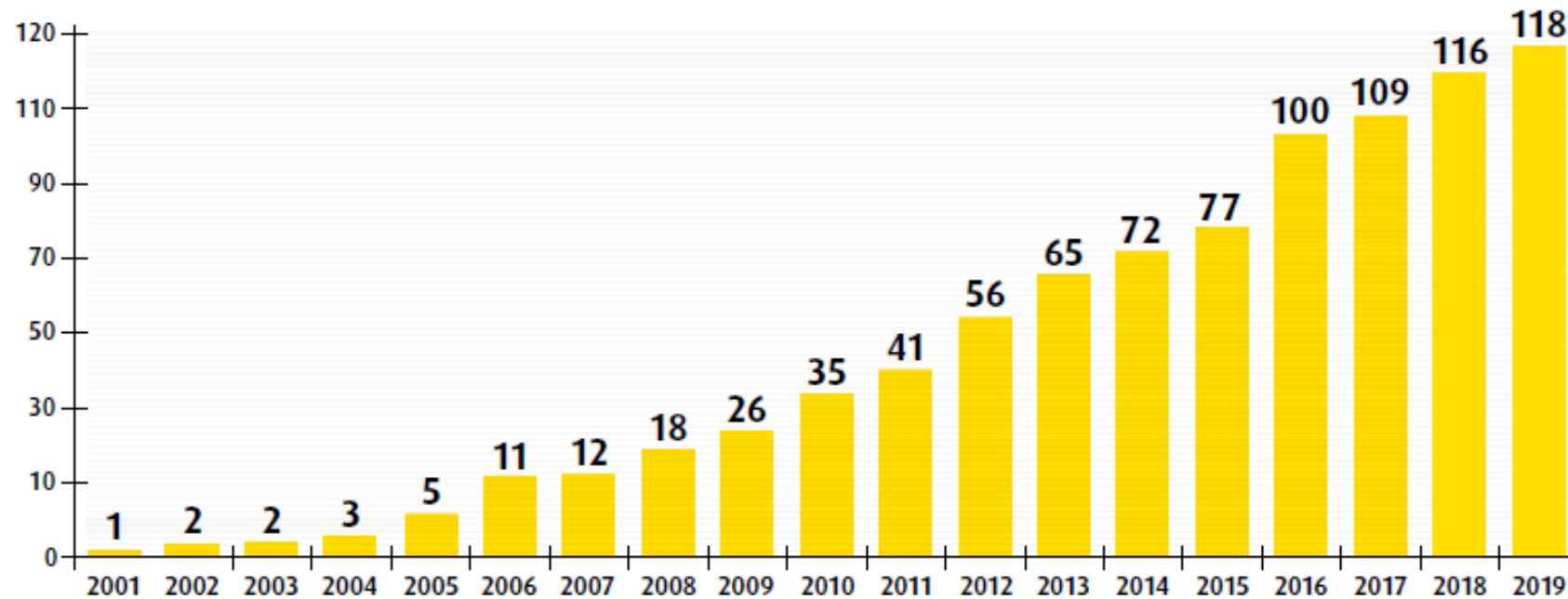
EFFECTIVENESS OF CIGARETTE HWL (PICTORIAL/TEXT)

- Increase in knowledge regarding health effects of cigarette smoking
- Decrease in intention towards cigarette smoking
- Increase in attitudes in favor of cessation
- Increase in quit attempts
- Decrease in cigarette smoking

Noar, S. M., Francis, D. B., Bridges, C., Sontag, J. M., Ribisl, K. M., & Brewer, N. T. (2016). The impact of strengthening cigarette pack warnings: Systematic review of longitudinal observational studies. *Social science & medicine*, 164, 118-129.

TREND OF CIGARETTE HWL

Countries/Jurisdictions Requiring Picture Warnings on Cigarette Packages



WATERPIPE SPECIFIC HEALTH WARNING LABELS (HWLS):WHY?

Identify risks

Misconception that smoking waterpipe is less harmful than smoking cigarettes

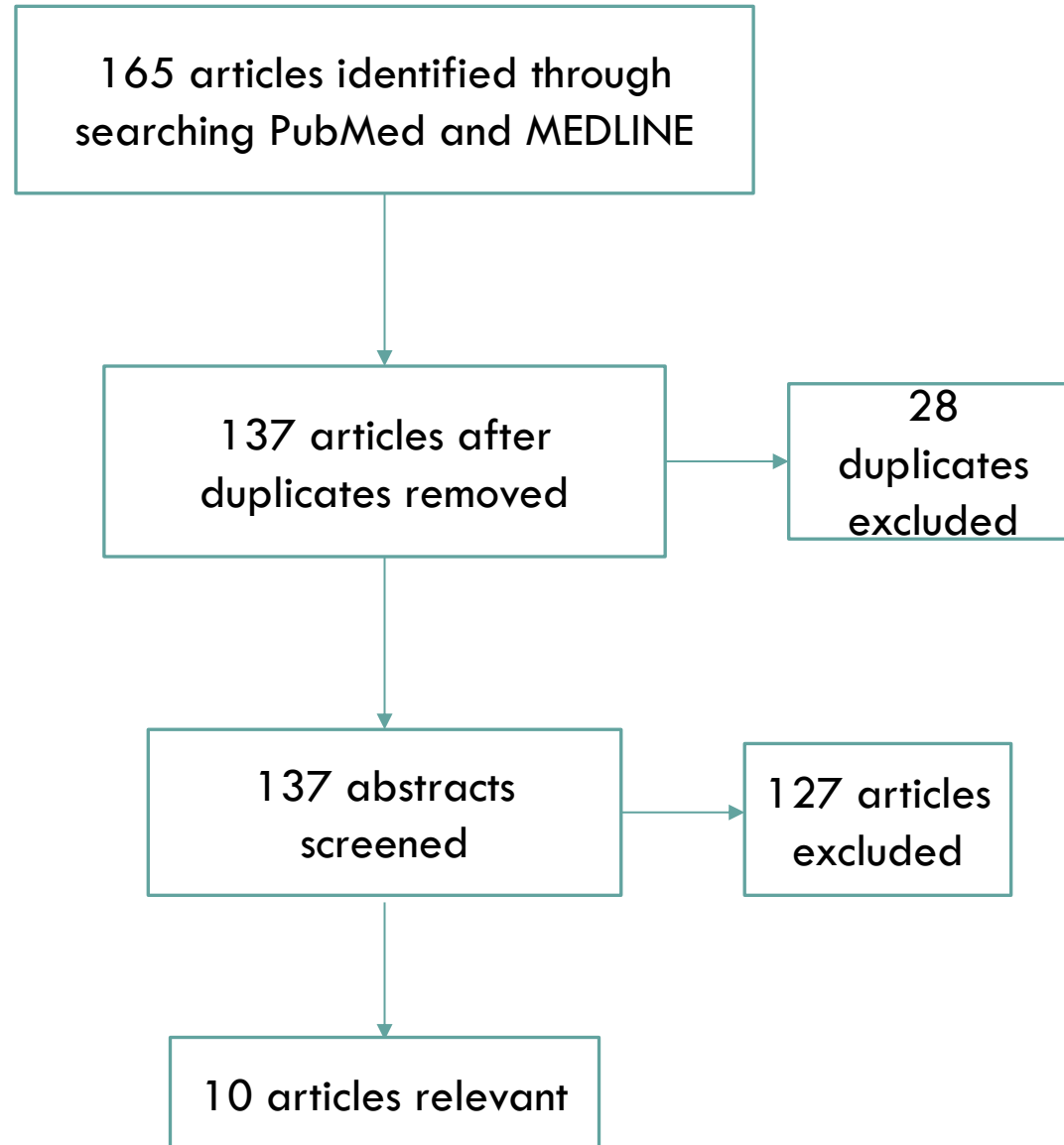
Aiming for an effective policy tool to control waterpipe smoking

Effective & cheap for reducing tobacco use

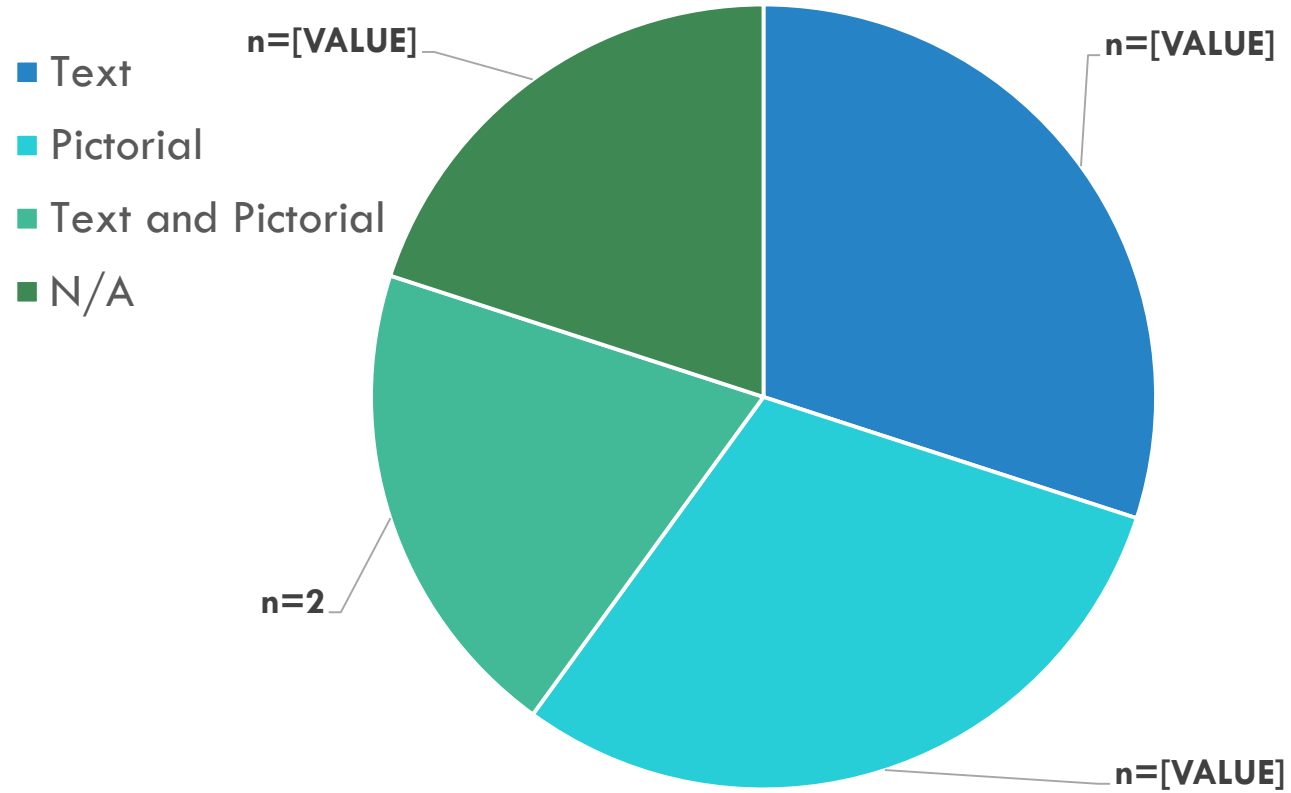
WP can be smoked at home or café/restaurant so smokers are usually not exposed to the tobacco packaging

SEARCH STRATEGY

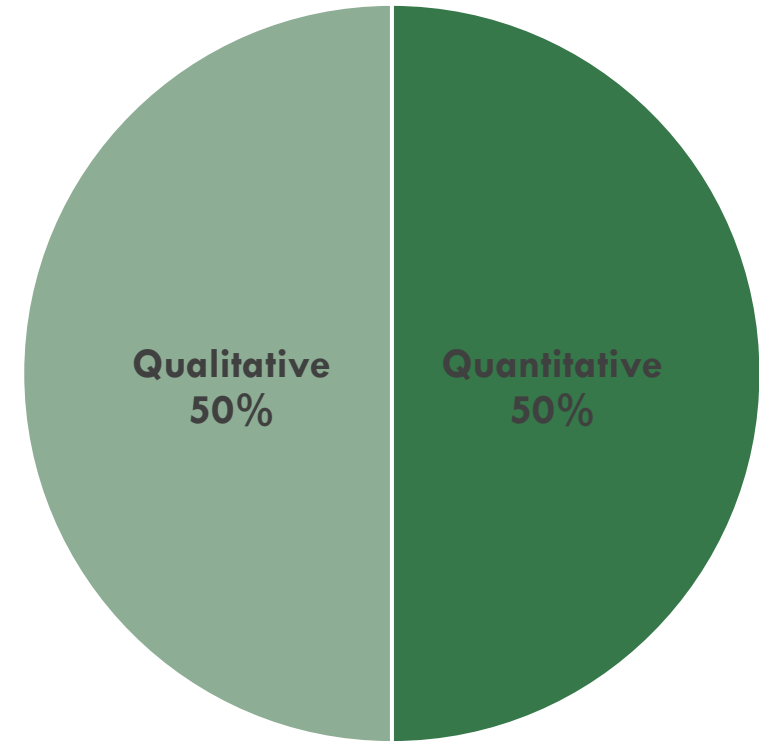
The following terms were used (Smoking Water Pipes/ or Tobacco, Waterpipe/ or Water Pipe Smoking/ or nargile or nargileh or narguile or narguileh or nargila or nargilah or narguila or narguilah or argile or argileh or arguile or arguileh or argila or argilah or arguila or arguilah or hooka* or waterpipe? or shisha? or sheesha? or (hubble adj bubble?) or mouassal or m'assal or maassal or massal) **AND** (health warning label? or health label? or warning? or pictorial or graphic* or text? or HWL? or marketing or advertis* or picture? or packag* or product packaging/) **AND** (receptivit* or effectiveness or attitude? or perception or perceive? or ATTITUDE/ or BEHAVIOR/ or PERCEPTION/)



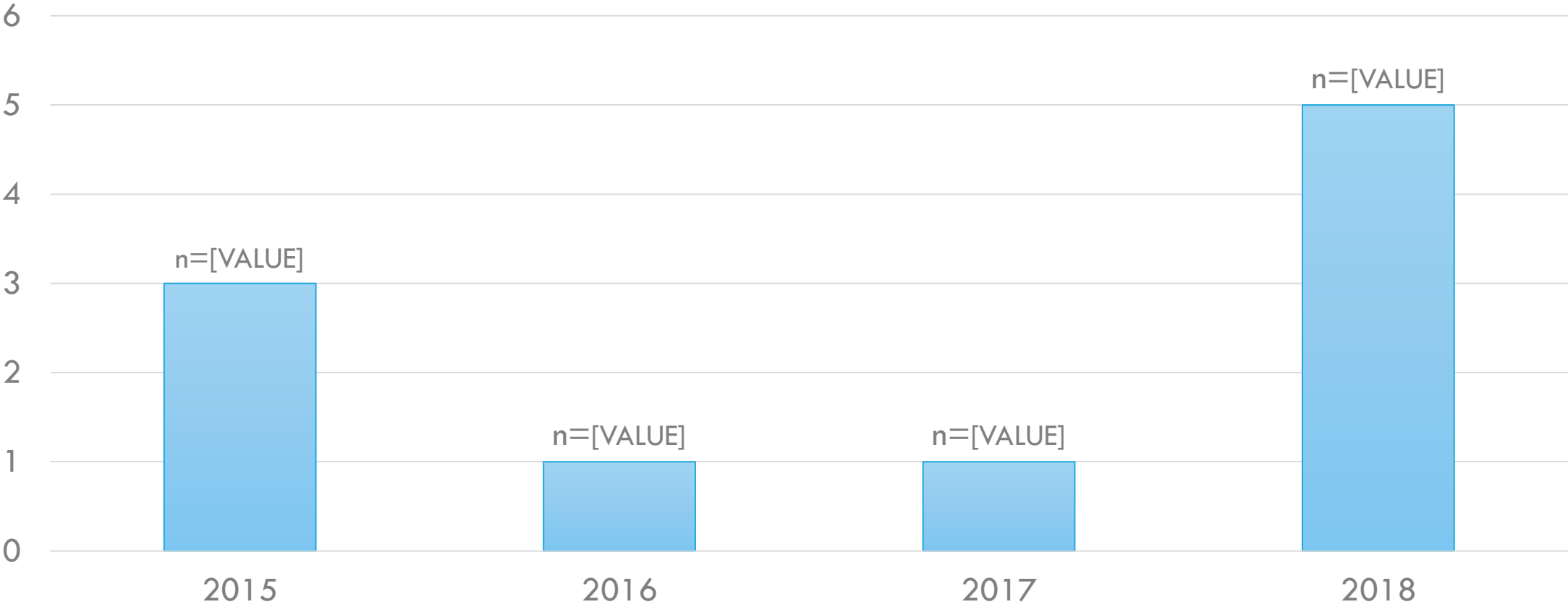
Type of HWL



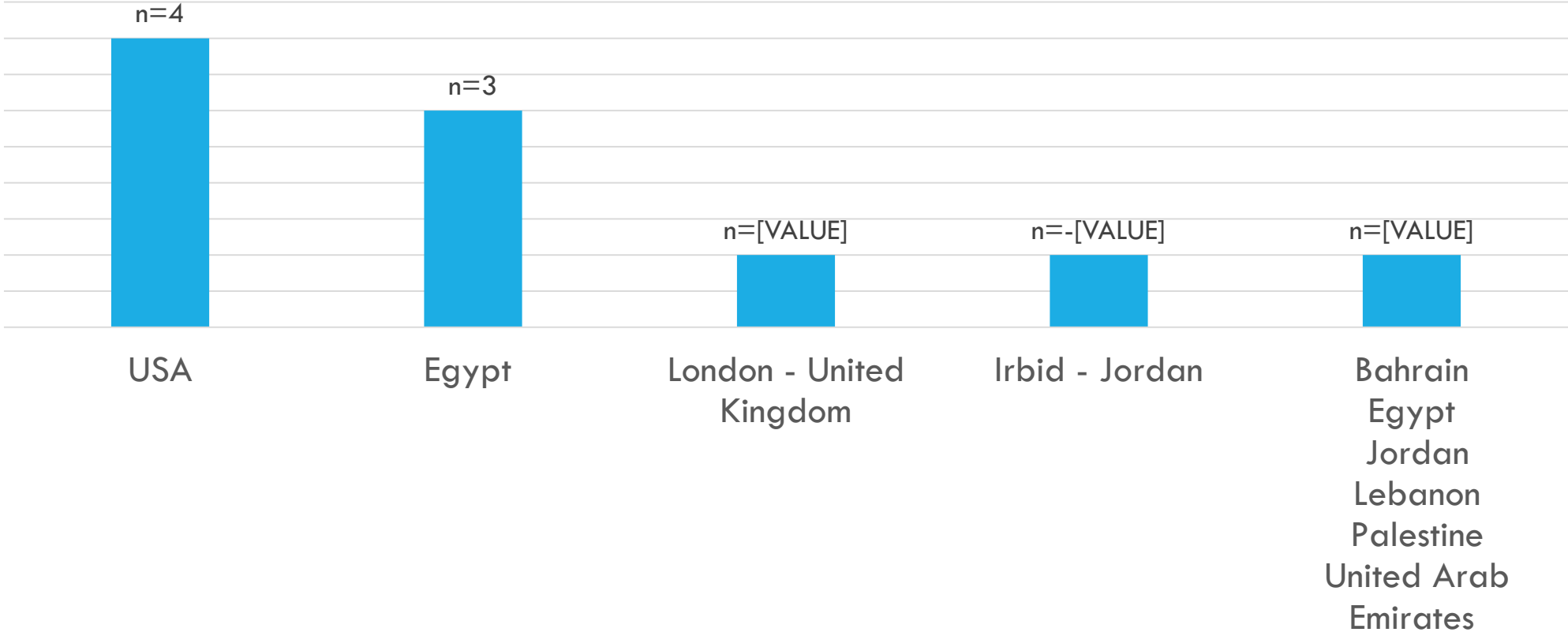
Methodology



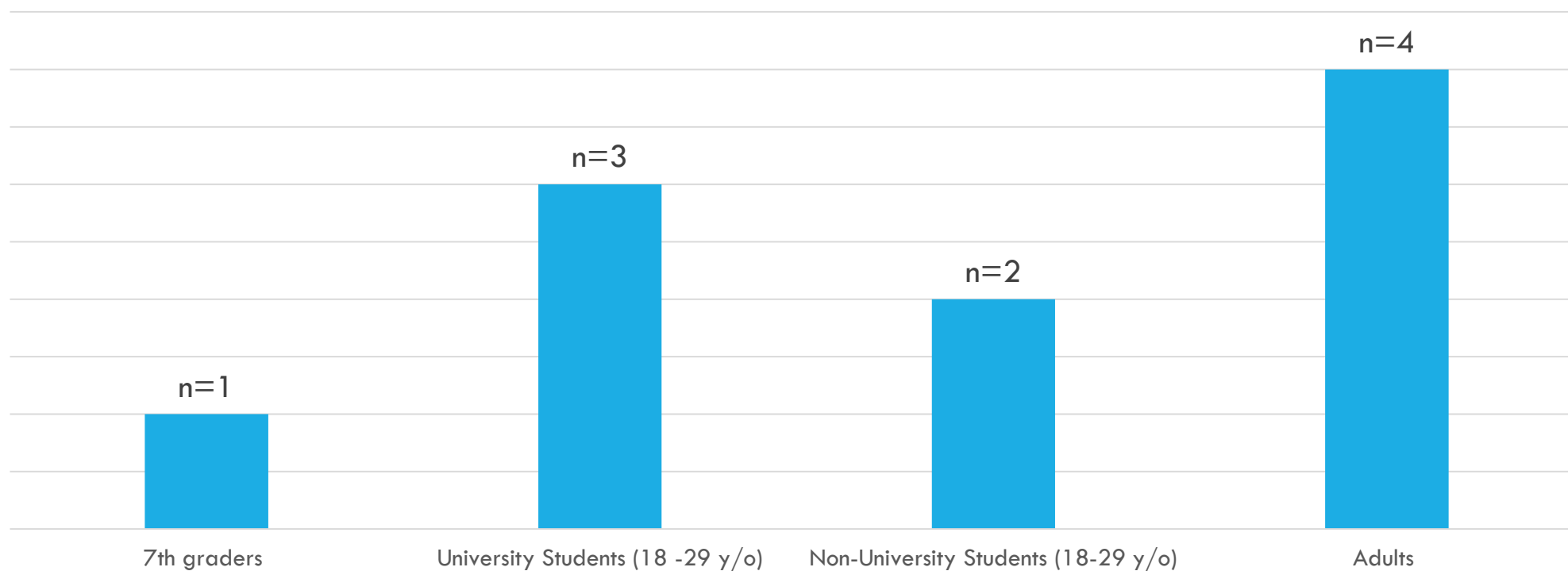
Publication Date



Country of Study



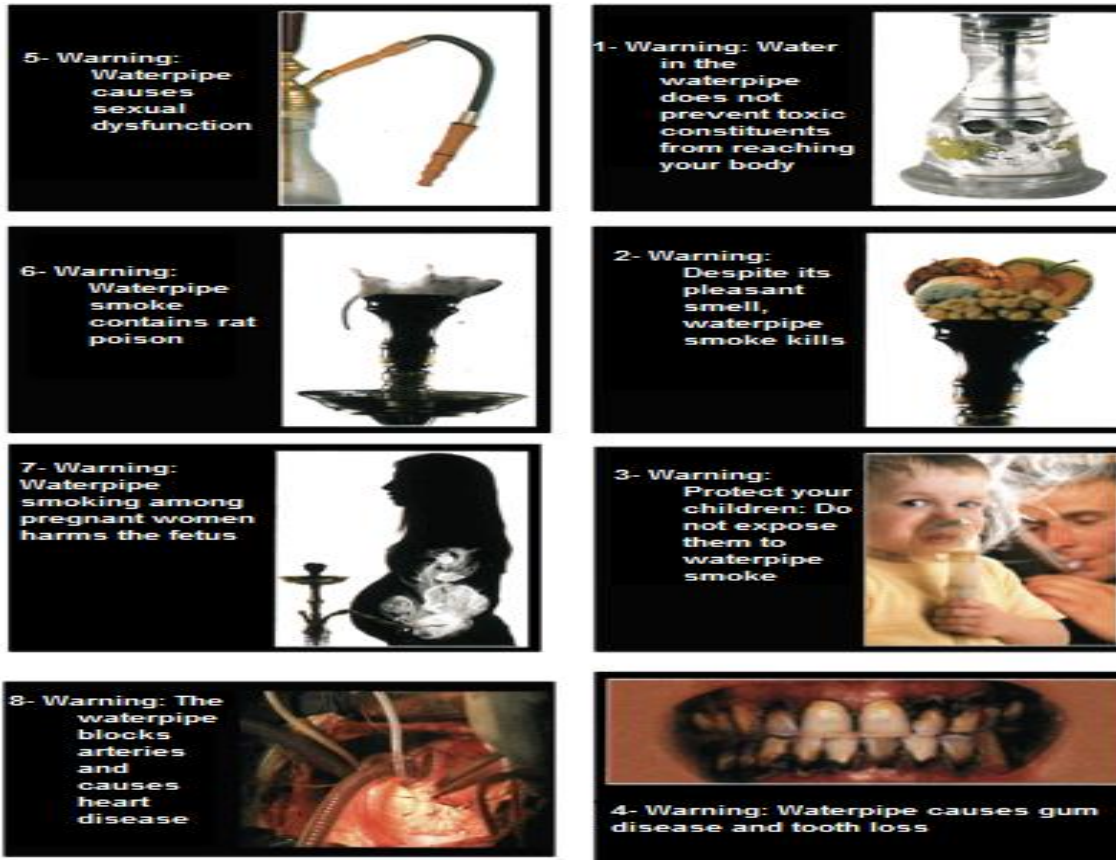
Age of Study Population



Title	Predictors of waterpipe smoking progression among youth in Irbid, Jordan: A longitudinal study (2008-2011)^a
Author	Jaber R, Madhivanan P, Khader Y, Mzayek F, Ward KD, Maziak W
Year	2015
Qualitative/Quantitative	Quantitative
Research Methodology	Questionnaire
Age Group	7th graders
Pictorial Vs Text	Text (Warning Labels)
Water Pipe itself vs Package	Package
Country / Region (Warnings tested)	Irbid
Findings	Awareness of harms of waterpipe was protective among boys and seeing warning labels on the tobacco packs was protective among girls

Title	Policy-Relevant Context of Waterpipe Tobacco Smoking among University Students in Six Countries Across the Eastern Mediterranean Region: A Qualitative Study		Effectiveness of health warnings for waterpipe tobacco smoking among college students	Eliciting preferences for waterpipe tobacco smoking using a discrete choice experiment: implications for product regulation
Author	Salloum RG, Abu,Rmeileh N Hamadeh R Thomas J Mostafa A Yusufali A	Kheirallah KA Macauda MM Theis RP El Kadi L Johnson EJ Darawad MW Nakkash R	Islam F Salloum RG Nakkash R Maziak W Thrasher JF	Salloum RG Maziak W Hammond D Nakkash R Islam F Cheng X Thrasher JF
Year	2017		2016	2015
Qualitative/Quantitative	Qualitative		Quantitative	Quantitative
Research Methodology	In-depth interviews		Internet Based Survey	Internet Based - Discrete Choice Experiment
Age Group	University Students 18-29 years old		University Students (>18 years of age)	University Students
Pictorial Vs Text	Pictorial		Text and Pictorial	Text
Water Pipe itself vs Package	NA		Waterpipe	Menu
Country / Region (Warnings tested)	Bahrain Egypt Jordan Lebanon	Palestine United Arab Emirates	United States	United States
Findings	Warning labels are effective at communicating health risks associated with waterpipe smoking		Text-only messages and pictorial labels warning about harm to children were the most effective in motivating waterpipe smokers to think about quitting. In terms of warning label location, the base, mouthpiece and stem are all equally	Participants exposed to a health warning were more likely to opt out

POLICY-RELEVANT CONTEXT OF WATERPIPE TOBACCO SMOKING AMONG UNIVERSITY STUDENTS IN SIX COUNTRIES ACROSS THE EASTERN MEDITERRANEAN REGION: A QUALITATIVE STUDY



EFFECTIVENESS OF HEALTH WARNINGS FOR WATERPIPE TOBACCO SMOKING AMONG COLLEGE STUDENTS

WARNING

Despite its pleasant smell, hookah smoke kills.



WARNING

Protect your children:
Don't let them be exposed to hookah smoke.



WARNING

Hookah smoke contains rat poison.



WARNING

The water in hookah does not prevent toxic materials from reaching your body.



ELICITING PREFERENCES FOR WATERPIPE TOBACCO SMOKING USING A DISCRETE CHOICE EXPERIMENT: IMPLICATIONS FOR PRODUCT REGULATION



Hookah Lounge Menu

	<p>Double Apple If you love apple, here's the hookah tobacco for you. Big and puffy, sweet and fruity clouds.</p> <p><i>0.05% nicotine</i></p>	<p>\$10</p>	<p>Your selection</p> <p><input type="radio"/></p>
	<p>Blue Mist Very sweet blueberry flavor with a hint of mint that comes out in the aftertaste.</p> <p><i>0.0% nicotine</i></p>	<p>\$20</p>	<p><input type="radio"/></p>
	<p>Pirate's Cave Creamy, juicy and extremely sweet aroma. Reminiscent of a lime margarita.</p> <p><i>0.0% nicotine</i></p>	<p>\$5</p>	<p><input type="radio"/></p>
	<p>Non-flavored Tobacco that takes you back to rich, smooth traditional flavors.</p> <p><i>0.5% nicotine</i></p>	<p>\$10</p>	<p><input type="radio"/></p>
<div>WARNING: Hookah smoking causes fatal lung disease</div>			<p><input type="radio"/></p>
			<p>None of the above</p> <p><input type="radio"/></p>

Which of the four options above would you be *most likely* to choose?

Title	Waterpipe tobacco package warning exposure's impact on risk perceptions and use among young adults in the USA: a longitudinal analysis of the population assessment of tobacco and health study	Receptivity of Young Adult Hookah Users to Health Warning Labels
Author	King JL Reboussin BA Cornacchione Ross J Sutfin EL	Christina Ly Nicole E. Nicksic Alexandra Loukas Alexander V. Prokhorov Cheryl L. Perry
Year	2018	2018
Qualitative/Quantitative	Quantitative	Qualitative
Research Methodology	Longitudinal	Interviews
Age Group	Young adults 18-24	18-29 year olds
Pictorial Vs Text	NA	Text
Water Pipe itself vs Package	Package	NA
Country / Region (Warnings tested)	USA	United States (Texas)
Findings	<p>Those exposed to WTP warnings at wave 1 were more likely than those not exposed to perceive waterpipe tobacco to be as or more harmful than cigarettes at wave 2.</p> <p>There was no association between wave 1 WTP exposure and wave 2 waterpipe use</p>	<p>Participants thought placement of hookah warning labels would be most effective on product packaging or on the door of establishments selling hookah. Respondents thought most of the warning labels would be effective in deterring hookah use; however, the majority stated they would likely continue to use hookah over the next year</p>

RECEPTIVITY OF YOUNG ADULT HOOKAH USERS TO HEALTH WARNING LABELS

Table 1
Warning Labels Presented to Young Adult Hookah Users

HOOKAH SMOKE CONTAINS CARBON MONOXIDE.

SMOKING HOOKAH CAUSES LUNG CANCER, HEART DISEASE, REDUCED LUNG FUNCTION, AND DECREASED FERTILITY.

THIS PRODUCT IS NOT A SAFE ALTERNATIVE TO CIGARETTES.

HOOKAH CAUSES FATAL LUNG DISEASE.

SMOKING HOOKAH DURING PREGNANCY CAN HARM YOUR BABY.

SMOKING HOOKAH CAN KILL YOU.

SMOKING HOOKAH INCREASES THE RISK OF LEUKEMIA AND OTHER CANCERS.

SMOKING HOOKAH LEADS TO EXPOSURE TO HARMFUL CHEMICALS SUCH AS NICOTINE, CARBON MONOXIDE, BENZENE, AND TAR.

SMOKING HOOKAH THROUGH SHARED MOUTHPIECES INCREASES THE RISK OF CONTRACTING COMMUNICABLE DISEASES AND VIRUSES SUCH AS MOUTH HERPES.

HOOKAH SMOKE CONTAINS NICOTINE AND MAY LEAD TO ADDICTION.

Title	Plain packaging of waterpipe tobacco? A qualitative analysis exploring waterpipe smokers' and non-smokers' responses to enhanced versus existing pictorial health warnings in Egypt	Would placing pictorial health warnings on waterpipe devices reduce waterpipe tobacco smoking? A qualitative exploration of Egyptian waterpipe smokers' and non-smokers' responses
Author	Aya Mostafa, Heba Tallah Mohammed, Wafaa Mohamed Hussein, Mahmoud Elhabiby Wael Safwat, Sahar Labib Aisha Aboul Fotouh, Janet Hoek	Aya Mostafa, Heba Tallah Mohammed, Wafaa Mohamed Hussein, Mahmoud Elhabiby Wael Safwat, Sahar Labib Aisha Aboul Fotouh, Janet Hoek
Year	2018	2018
Qualitative/Quantitative	Qualitative	Qualitative
Research Methodology	Focus Group Discussions & Interviews	FGDs and In-depth interviews
Age Group	18 and older	Adults
Pictorial Vs Text	Pictorial	Pictorial
Water Pipe itself vs Package	Package	Waterpipe
Country / Region (Warnings tested)	Egypt	Egypt
Findings	Participants in focus groups and in-depth interviews thought existing WT PHWs elicited affective responses, but found them unclear or unrealistic and thought the colourful packaging detracted from the warnings. In contrast, they thought novel and larger WT PHWs presented in plain packaging might prevent WTS initiation or trigger quit attempts. Participants regarded warnings featuring proximal health risks as most likely to be acceptable	Participants thought placing PHWs on waterpipe devices might increase salience, prevent WTS initiation or trigger quit attempts; they favoured placing PHWs on the glass body, mouthpiece or waterpipe hose. Both waterpipe smoker and non-smoker participants thought these potential effects would affect non-smokers or non-established smokers more than established waterpipe users



1



2



3



4

Title	Multiple tobacco use among young adult waterpipe smokers in Egypt	Impact of Waterpipe Tobacco Pack Health Warnings on Waterpipe Smoking Attitudes: A Qualitative Analysis among Regular Users in London
Author	Mostafa A El Houssinie M Fotouh AA	Jawad M Bakir A Ali M Grant A
Year	2018	2015
Qualitative/Quantitative	Quantitative	Qualitative
Research Methodology	Population-based surveys	Focus Group Discussions
Age Group	18 +	Adults
Pictorial Vs Text	NA	Text and Pictorial
Water Pipe itself vs Package	NA	Package
Country / Region (Warnings tested)	Egypt	London
Findings	Among those who knew of the pictorial health warnings, multiple users were significantly more likely than waterpipe-only users to have changed their waterpipe tobacco smoking habit (reduced the number of hagar smoked, foregone a smoke, and considered quitting waterpipe smoking, because of the warnings. This change was more common in males vs females, and young adults vs older adults	Participants felt packs were less attractive and health warnings were more impactful as health warnings increased in size and packaging became less branded. However, participants highlighted their lack of exposure to waterpipe tobacco pack health warnings due to the inherent nature of waterpipe smoking, that is, smoking in a cafe with the apparatus already prepacked by staff. Health warnings at the point of consumption had more reported impact than health warnings at the point of sale

IMPACT OF WATERPIPE TOBACCO PACK HEALTH WARNINGS ON WATERPIPE SMOKING ATTITUDES: A QUALITATIVE ANALYSIS AMONG REGULAR USERS IN LONDON



CONCLUSION

- Few countries implemented WP HWL on waterpipes
- We found no evidence that countries that implemented policies regarding WP HWL have evaluated their effectiveness
- Very few studies to date of HWL evaluations
- The rigor of methodology of current studies is not assessed
- There is a need for more evidence