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Background

- Cigarette gift giving practices in China have contributed to the normalization of smoking and have been cited as reasons for smoking initiation and failure to quit
- While China's current health warning labels (HWLs) are text-only, research has shown pictorial HWLs in China and elsewhere can be effective and have multiple purposes
- **Study Objective:** To conduct a pre- post- analysis of intention to gift cigarettes using pictorial HWLs with anti-gift giving messages

Methods

- A cross-sectional randomized experimental health warning label survey was conducted in December 2017 in Beijing, Shenzhen, and Shanghai
- 838 adults (18+) were recruited via street intercept to complete our 25-minute tablet-based survey (50% male and 50% <40 years of age)
- Gift giving-related questions were asked prior to and after viewing a suite of eight HWLs with various anti-cigarette gift giving messages and pictures of either a man gifting diseased lungs or a carton of cigarettes with diseased lungs on the carton
- Two-tailed paired t-tests, $\alpha=0.05$, were conducted to compare differences pre- and post- exposure to HWLs with anti-gifting messages

Mock cigarette packs with HWLs with anti-gifting messages (English translations)



Results

Table: Likelihood of Gifting Cigarettes in the Future, Pre- and Post-exposure (%)

Characteristics	Pre-exposure				Post-exposure				P value (alpha=0.05)
	Not at all likely	Somewhat likely	Likely	Very likely	Not at all likely	Somewhat likely	Likely	Very likely	
Overall (n=838)†	29.6	37.6	24.6	8.2	37.7	36.4	19.1	6.8	<0.0001
Smokers (n=424)	10.8	38.9	36.3	14.1	20.8	46.2	26.7	6.4	<0.0001
Non-smokers (n=414)	48.9	36.2	12.7	2.2	55.1	26.4	11.3	7.2	0.53

†Over 67% of the overall sample reported either they or their families have previously gifted cigarettes

Conclusion

- These data suggest cigarette gift giving remains common
- Pictorial HWLs with anti-cigarette gift giving messages may help deter smokers from gifting cigarettes
- More research needs to be done to identify HWLs that can help deter non-smokers from gifting cigarettes

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