

### Introduction

- Globally, approximately 25 million youth (13-15 years) smoke cigarettes
- Tobacco marketing promotes youth smoking; FCTC recommends eliminating cigarette marketing channels
- Tobacco packaging is now central to marketing campaigns and youth are a key target audience
- Assessments of packs' appeal to youth is important to meet tobacco control policy goals

### Methods

- Between 2015-2016, 1,351 cigarette packs purchased from 6 low and middle income countries: **Brazil, Indonesia, Philippines, Russia, Vietnam, and Thailand**
- Packs purchased in 12 diverse neighborhoods in 3 cities in each country
- Packs double coded; youth appeal assessed using 2 of more than 70 standardized codes applied to all packs
- Youth appeal code includes text and imagery seen as explicitly appealing to youth (e.g. cartoons, imaginary creatures, popular music, sports and games)

### Results

- < 2% coded for 'explicit youth appeal' (N=21)
- No packs from Russia or the Philippines had a youth appeal
- Music references and sports imagery were frequently associated with youth appeal
- Subsequent review of packs identifies many potentially appealing packs that are not explicitly 'youth appeal'
- Literature suggests natural, organic and harm reduction appeals are powerful for high income youth. **Is this true in LMIC?**

### Packs coded for 'Youth Appeal'



### Conclusions

- It is important to assess how young people react to branding on the pack
- Applying 'objective' assessments creates significant challenges for meaningful data creation
- Content analytic methods do not allow for assessment of target population meaning and engagement
- How can we objectively assess aesthetic appeal across cultures?
- **Next step is mixed methods research with teens & young adults with contemporary packs in Mexico and other countries**

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### Examples of possibly appealing packs

