

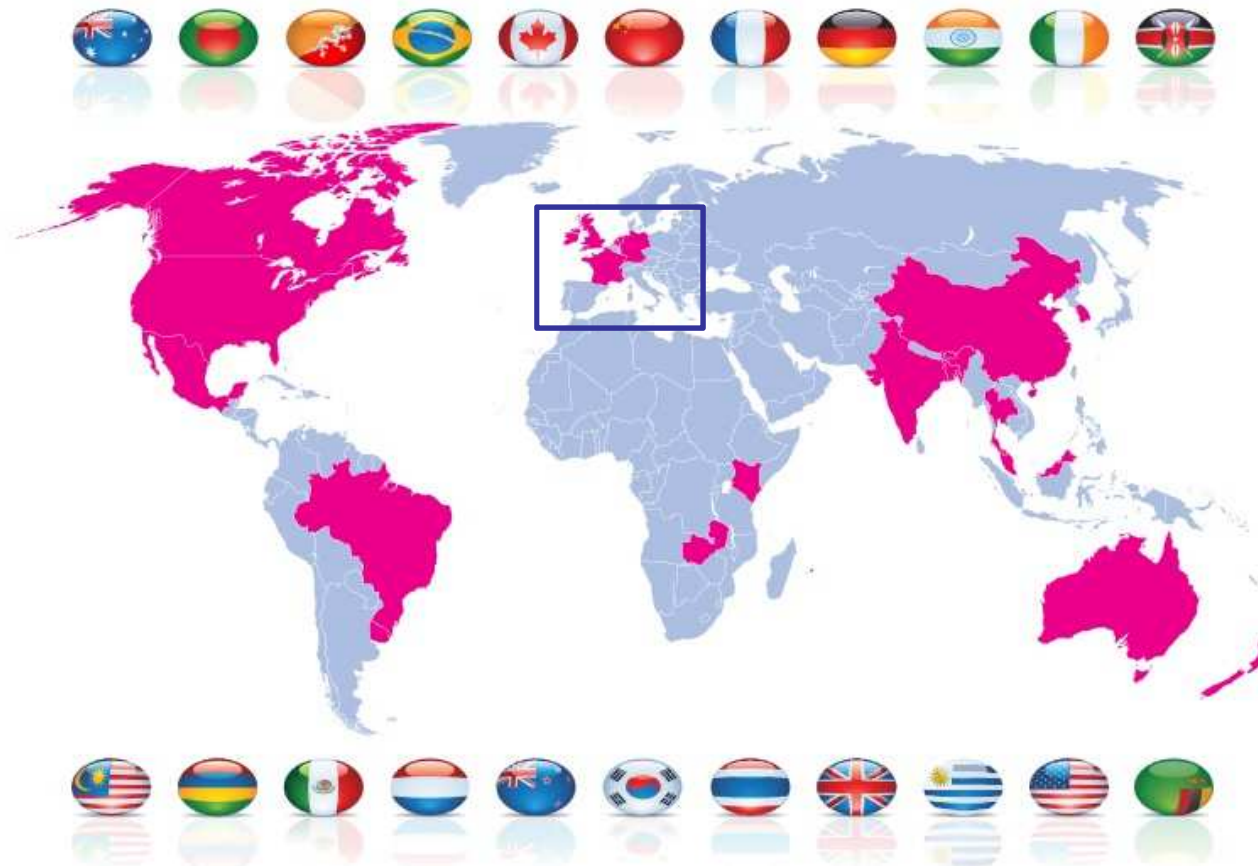


Inequalities in smoking cessation in Europe: finding of the ITC Project

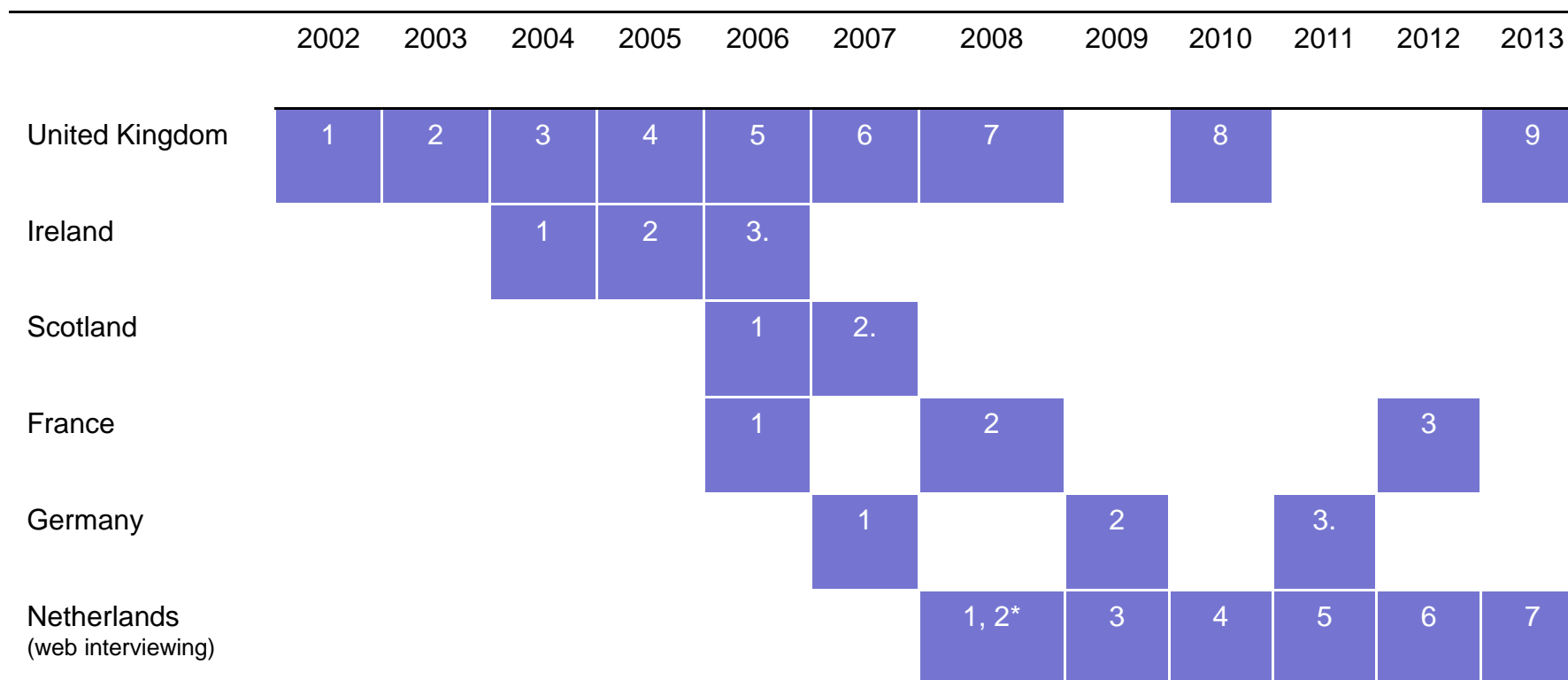
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International Tobacco Control (ITC) Policy Evaluation Project



ITC Europe Surveys: countries



* Wave 2 of ITC Netherlands is performed among a smaller sub sample of wave 1 respondents.

ITC Europe Surveys: SES indicators

Educational level

Only partly comparable across countries because of differences in educational systems



Income level

Question not the same (gross versus net household income) and answering categories different

-> relative income variable that was categorized into tertiles for each country
[3-22% missing per country]



ITC analyses for SILNE Project



Cross-border cigarette purchasing



Reimbursement of cessation treatment



Television show about smoking cessation



Pictorial cigarette warning labels



Anti-tobacco information



Policy triggers to think about quitting



Use of electronic cigarettes among smokers

Cross-border cigarette purchasing

More common in European regions bordering countries with lower cigarette prices



More often reported by smokers with higher education and income

Limiting cross-border sales -> negative equity impact

Nagelhout, Van den Putte, et al. (2014). *Tobacco Control*, 23(Suppl 1), 30-38.

Reimbursement of cessation treatment

Quit attempts and quit success increased, but use of counseling and medications remained stable

Awareness of the media campaign associated with more quit attempts

Results not different according to smokers' income level

Reimbursement policy -> neutral equity impact



Nagelhout, Hummel, et al. (2014). Drug and Alcohol Dependence, 140, 183-190.

Pictorial cigarette warning labels

Pictorial warning labels from France and UK did not succeed in increasing warning salience, but did increase avoidance

Labels did not increase educational inequalities; they may even be more effective among lower educated smokers

Pictorial warnings -> neutral/positive equity impact



Nagelhout, Willemsen, et al. Submitted.

Anti-tobacco information

Noticing of anti-tobacco information slightly lower among people with a lower education

Associated with more negative attitudes towards smoking and more quit intentions

Associations did not differ between smokers with low and high educational levels

Anti-tobacco information -> neutral/negative equity impact



Springvloet, Willemsen,
et al. Submitted.

TV show about smoking cessation

An entertainment-education TV show specifically designed to stimulate smoking cessation among low and moderate educated smokers

Larger reach and effect on quit attempts among moderate educated smokers

Not associated with self-efficacy, quit intention, and quit success

Entertainment-education TV show -> positive equity impact



Nagelhout, Wiebing, et al. (2014).
Tijdschrift voor Gezondheids-
wetenschappen, 92, 84-92.

Policy triggers to think about quitting

Price of cigarettes mentioned most often as trigger to think about quitting

All studied policy triggers mentioned more often by smokers with low and/or moderate education and income

Especially free or lower cost of medication and price of cigarettes mentioned more often by lower education and income groups



Hummel, Nagelhout, et al. In preparation.

Use of e-cigarettes among smokers

Increasingly used by Dutch smokers

Main self-reported reason for using:
cutting down on regular cigarettes and health

Ever trial not associated with education or income

Current use more often by smokers with high educational level



Hummel, Hoving,
et al. Resubmitted.

ITC analyses for SILNE Project



Cross-border cigarette purchasing



Reimbursement of cessation treatment



Television show about smoking cessation



Pictorial cigarette warning labels



Anti-tobacco information



Policy triggers to think about quitting



Use of electronic cigarettes among smokers

Policy implications

SES implications:

Policies and campaigns may need to be specifically designed to reach low SES groups and decrease inequalities



Other implications:

- Increase tobacco taxes in countries with lower cigarette prices
- Reduce tobacco price differences between EU countries and reduce the amount of tobacco that can be legally imported
- Implement reimbursement policies together with media campaigns that stimulate quitting
- Place pictorial warnings on the front and back of the pack
- Anti-tobacco information campaigns should be sustained for a longer period

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Thank you!

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ITC Project Research Organizations

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 International Tobacco Control Policy Evaluation Project

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