



Those who were smoking light and mild cigarettes: Did they differ from other smokers?

¹Azaharudin Awang Ahmad, ¹Maizurah Omar, ¹Haslina H, ¹Rahmat A¹, Ron Borland², Geoffrey T. Fong³, Hua Yong², Tara Elton-Marshall³

¹ Clearinghouse for Tobacco Control, National Poison Centre, Universiti Sains Malaysia, 11800 Minden, Penang, Malaysia

² The Cancer Council Victoria, Melbourne, Australia

³ Department of Psychology, University of Waterloo, Canada



Introduction

- Tobacco is becoming one of the single biggest cause of death worldwide .By 2030 it is expected to kill 10 million people per year (WHO) .
- light and mild cigarettes
 - Introduced in the 1950s and 60's
 - Aggressively marketed to diminish smoker's health concern
 - Specifically introduced to provide health concern smokers with an alternative to quitting.

Objective

- To describe demographic characteristics of smokers who are smoking light and mild cigarettes compared non light and mild.
- To determine reasons of choice and analyze their beliefs on choice of cigarettes.
- To assess any association between smoking light and mild cigarettes & quitting (intention & attempt).

Methodology

- Cohort study (5 years).
- Wave 1 International Tobacco Control Survey data (2005)
- Strata selected states from 6 states
- Samples from urban and rural areas
- 2006 adult smokers
- Face to face interview
- Cross sectional data

Distribution of Malaysian smokers according to the type of cigarettes (Light brand and other brand)

Type of smoked cigarettes	frequency	%
1.Light and mild cigarettes	517	30.2
2. Other brand cigarettes	1195	69.8
Total	1712	100

Distribution of Malaysian smokers according to the type of cigarettes & demographic characteristics

Light and mild (%) Non light and mild (%)

Race

Malay	306 (59.2%)	797(66.7%)
Chinese	79 (15.3%)	147 (12.3%)
Indian	27 (5.2%)	76 (6.4%)
Other	105 (20.3%)	175 (14.6%)

Area

Urban	376 (72.7%)	774 (64.8%)
Rural	141 (27.3%)	421 (35.2%)

Distribution of Malaysian smokers according to the type of cigarettes & demographic characteristics

	Light and mild (%)	Non light and mild (%)
Education		
Others	418 (82.1%)	1026 (87.8%)
Tertiary	91 (17.9%)	142 (12.2%)
Heaviness		
More than 11	241 (48.8%)	646 (55.3%)
Equal or less than 10	253 (51.2%)	522 (44.7%)

Distribution of Malaysian smokers according to the type of cigarettes & demographic characteristics

Light and mild cigarettes

	OR	P value
Race		
Malay	1	
Chinese	1.400 (1.033 – 1.896)	P = 0.030
Indian	0.925 (0.585 – 1.464)	P = 0.740
Other	1.563 (1.186 – 2.058)	P = 0.001
Area		
Rural	1	
Urban	1.45 (1.156 – 1.820)	P = 0.001

Distribution of Malaysian smokers according to the type of cigarettes & demographic characteristics

Light and mild cigarettes

	OR	P value
Education		
Others	1	
Tertiary	1.573 (1.181 – 2.095)	P = 0.002
Heaviness		
More than 11	1	
Equal or less than 10	1.299 (1.052 – 1.604)	P = 0.015

Association between reason of choice and decision to smoke

	Light and mild (%)	Non light and mild (%)	P value
Taste			
No	90 (17.6%)	256 (21.5%)	P = 0.063
Yes	422 (82.4%)	933 (78.5%)	
Satisfaction			
No	103 (20.3%)	272 (22.9%)	P = 0.241
Yes	404 (79.7%)	916 (77.1%)	
Price			
No	273 (54.2%)	646 (54.6%)	P = 0.882
Yes	231 (45.8%)	538 (45.4%)	
Health			
No	290 (57.3%)	768 (65.0%)	P = 0.003
Yes	216 (42.7%)	414 (35.0%)	

Association between reason of choice and decision to smoke

Light and mild cigarettes

Decision base on	OR	P value
Taste	1.287 (0.986 – 1.679)	P = 0.063
Satisfaction	1.165 (0.902 – 1.503)	P = 0.241
Price	1.016 (0.824 – 1.253)	P = 0.882
Health	1.382 (1.117 – 1.709)	P = 0.003

Association between type of cigarettes & quitting intention

Making Quitting Attempts

	No	Yes
Non light and mild	509 (67.0%)	667 (72.0%)
Light and mild	251 (33.0%)	260 (28.0%)

Intention to Quit

Non light and mild	441 (66.7%)	753 (71.9%)
Light and mild	220 (33.3%)	294 (28.1%)

Association between type of cigarettes & quitting intention

Brand light cigarettes

	OR	P value
Making Quitting Attempts	0.783 (0.634 – 0.966)	P = 0.022
Intention to Quit	0.790 (0.642 – 0.974)	P = 0.027

Association between beliefs and type of cigarettes

Light and mild make quitting easier	Light and mild cigarettes	
	No(%)	Yes(%)
Strongly disagree, disagree	563 (65.9%)	182 (48.0%)
Neither disagree nor agree	65 (7.6%)	29 (7.7%)
Agree, strongly agree	226 (26.5%)	168 (44.3%)

Association between beliefs and type of cigarettes

Light and mild are smoother on throat and chest	Light and mild cigarettes	
	No(%)	Yes(%)
Strongly disagree, disagree	416 (49.6%)	116 (30.3%)
Neither disagree nor agree	85 (10.1%)	25 (6.5%)
Agree, strongly agree	338 (40.3%)	242 (63.2%)

Association between beliefs and type of cigarettes

Light and mild are less harm

Light and mild cigarettes

	No(%)	Yes(%)
Strongly disagree, disagree	569 (67.3%)	169 (45.1%)
Neither disagree nor agree	86 (10.2%)	35 (9.3%)
Agree, strongly agree	190 (22.5%)	171 (45.6%)

Association between beliefs and type of cigarettes

Light and mild cigarettes

	OR	P value
Light and mild make quitting easier	2.300 (1.772- 2.983)	P<0.001
Light and mild are less harm	3.030 (2.316 – 3.964)	P<0.001
Light and mild are smoother on throat and chest	2.568 (1.972 – 3.343)	P<0.001

Conclusion

- In this study 30.2% of adult smokers were smoking light and mild cigarettes while 69.8% of them were smoking non light and mild.
- 40% Chinese smokers and almost 60% other ethnic group of smokers were more likely to smoke light and mild cigarettes, compare to Malay. (ORs = 1.40 & 1.56 respectively.)
- Smokers with tertiary level of education and those who were smoking less or equal than 10 cigarettes/day were more likely to smoke light and mild cigarettes. (ORs = 1.57 & 1.30)
- The decision to smoke this type of cigarettes were more likely to be based on health reason. (ORs = 1.38)

Continue

- Smoking light and mild cigarettes was more likely associated with perception and beliefs that 'light and mild make quitting easier', 'light and mild is smoother on throat and chest' and 'light and mild are less harmful'. (ORs = 2.30, 2.59 & 3.03 respectively)
- There is an association that mistaken beliefs about light and mild cigarettes reducing intentions to quit smoking & make quitting attempts. The public should be further informed of the meaning and purpose of cigarette labels.

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