

What Policies May Help Filipino Adults Quit Smoking?

Background

Approximately one in five Filipino adults smoke cigarettes, and smoking causes over 112,000 deaths in the Philippines each year. Policies to **increase the price** of cigarettes, **increase the size of graphic health warning labels**, require cigarettes be sold in **plain packaging without branding**, and **ban flavored cigarettes** have the potential to support Filipino adults who smoke and want to quit.

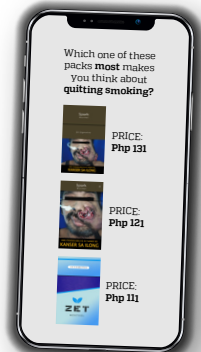
This study estimated the effect of such policies on hypothetical smoking behaviors.

Methods

Data were collected in November 2023 via a national, online survey of a convenience sample of 886 Filipino adults who smoke.

Survey participants viewed images of three simulated packs, each of which varied by tax amount (tailored to the participant's most recent purchase price), packaging design, and flavor.

Participants then selected which of the three packs would make them think the most about quitting.



Key Findings & Implications

The two features that resulted in the highest significant increases in the odds of reporting quit intentions were **90 Philippine pesos (PHP) taxation** (vs. 60 PHP taxation) and **85% health warning label (HWL) coverage** (vs. 50% HWL coverage)—regardless of whether it was a branded or plain pack.

Participants' odds of reporting quit intentions were significantly reduced when shown the foreign, branded pack without a HWL.*

Though the results are based on hypothetical behaviors, raising the tax rate to 90 PHP per pack, increasing HWL coverage to 85%, and enhancing enforcement against foreign, branded packs without the required HWLs **may increase cigarette quit behavior** among adults in the Philippines who smoke.

* All packs with HWLs were designed to look like a domestic brand sold with the required HWL labeling, while the branded pack without a HWL was designed to look like a foreign pack sold without the required HWL.



Supplemental Results

Participants had significantly higher odds of thinking about quitting smoking in response to packs that were more expensive because of a higher tax rate or had larger HWLs:

➔ Tax-based price increase

Participants had 94% higher odds of selecting the pack with the highest tax rate of 90 PHP (versus current rate of 60 PHP) as the pack that made them think the most about quitting. Participants had 53% higher odds of selecting the pack with an 80 PHP tax increase (vs. 60 PHP tax) as making them think the most about quitting smoking.

➔ Larger HWL




Participants had 240% higher odds of selecting a branded pack with 85% HWL coverage and 230% higher odds of selecting a plain pack with 85% HWL coverage as the pack that would make them think the most about quitting smoking compared to the branded pack with 50% HWL coverage.

Participants had significantly reduced odds of selecting a foreign branded pack without a HWL (versus a branded pack with 50% HWL coverage) as the pack that would make them think most about quitting smoking.

There was no significant change in the odds of thinking about quitting smoking when participants were presented with a pack taxed at 70 PHP (vs. 60 PHP), a plain pack with 50% graphic HWL coverage (vs. a branded pack with 50% graphic HWL coverage), or a menthol-flavored pack (vs. a tobacco-flavored pack).

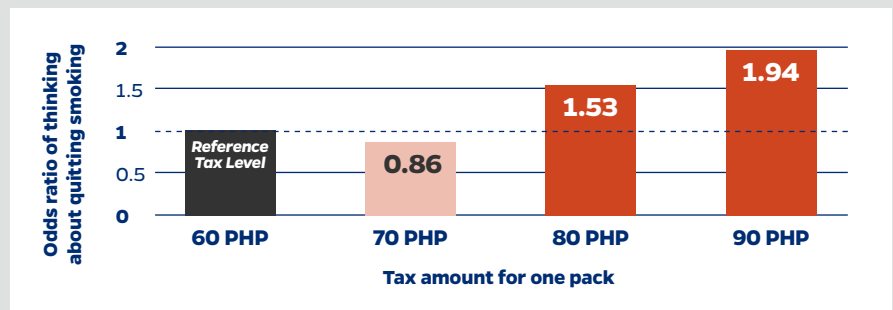
Simulated Pack Attributes

Packs displayed to survey participants varied based on these attributes:

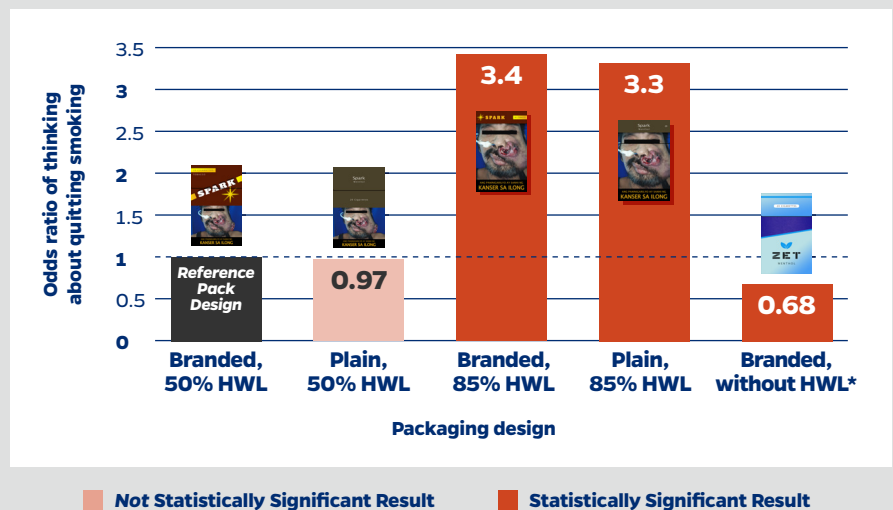
| | | |
|------------------------|---|---|
| Taxation amount |  | <ul style="list-style-type: none"> • 60 PHP (tax rate at time of data collection) • 70 PHP • 80 PHP • 90 PHP |
| Packaging |  | <ul style="list-style-type: none"> • Branded pack with 50% graphic HWL coverage (HWL coverage at time of data collection) • Plain pack with 50% graphic HWL coverage • Branded pack with 85% graphic HWL coverage • Plain pack with 85% graphic HWL coverage • Branded pack without HWL* |
| Flavor |  | <ul style="list-style-type: none"> • Tobacco • Menthol |

Odds Ratios of Thinking About Quitting

Based on the tax amount for one pack:



Based on the design of the cigarette pack:



* All packs with HWLs were designed to look like a domestic brand sold with the required HWL labeling, while the branded pack without a HWL was designed to look like a foreign pack sold without the required HWL.