

# Perceived Health Risk of the Tobacco Heating System and Comparators, Associated with Variants of a Potential Product Brochure



F. Beacher<sup>1</sup>, P. Magnani<sup>1</sup>, A. Ramazzotti<sup>1</sup>, R. Weitkunat<sup>2</sup>, G. Kallischnigg<sup>3</sup>, S. Colman<sup>4</sup>, T. Alfieri<sup>4</sup>

- 1 Philip Morris International Management S.A., Lausanne, Switzerland,
  - 2 Philip Morris Products S.A., Neuchâtel, Switzerland,
  - 3 ARGUS – Statistics and Information Systems in Environment and Public Health, Berlin, Germany,
  - 4 Covance Market Access Services, Gaithersburg, MD, United States of America
- 1 and 2 are part of the Philip Morris International group of companies

## Intro

The Tobacco Heating System (THS) is a candidate Reduced-Risk Product (RRP). A premarket assessment of an RRP's public health impact must consider the risk perceptions associated with marketing material, because risk perceptions are likely to influence use patterns.

- 3 Sample was stratified by smoking status, age, sex and city
- 4 Data were acquired by computer-assisted self-interviews
- 5 The study was approved by an Institutional Review Board

### GROUPS (FOR ALL ARMS):

- 1 Adult Smokers with no Intention to Quit CC (S-NITQ)
- 2 Adult Smokers with the Intention to Quit CC (S-ITQ)
- 3 Adult Former Smokers (FS)
- 4 Adult Never Smokers (NS)
- 5 Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

### PERCEIVED HEALTH RISK:

The Perceived Health Risk was measured for THS and comparators (CC, e-cigarettes, NRTs and Cessation) using the Perceived Risk Instrument Personal Risk (PRI-P), a self-report psychometrically validated instrument developed by PMI. The instrument was composed of an 18-item Perceived Health Risk scale, producing a Rasch score between 0 (No Risk) and 100 (Very High Risk)

## Methods

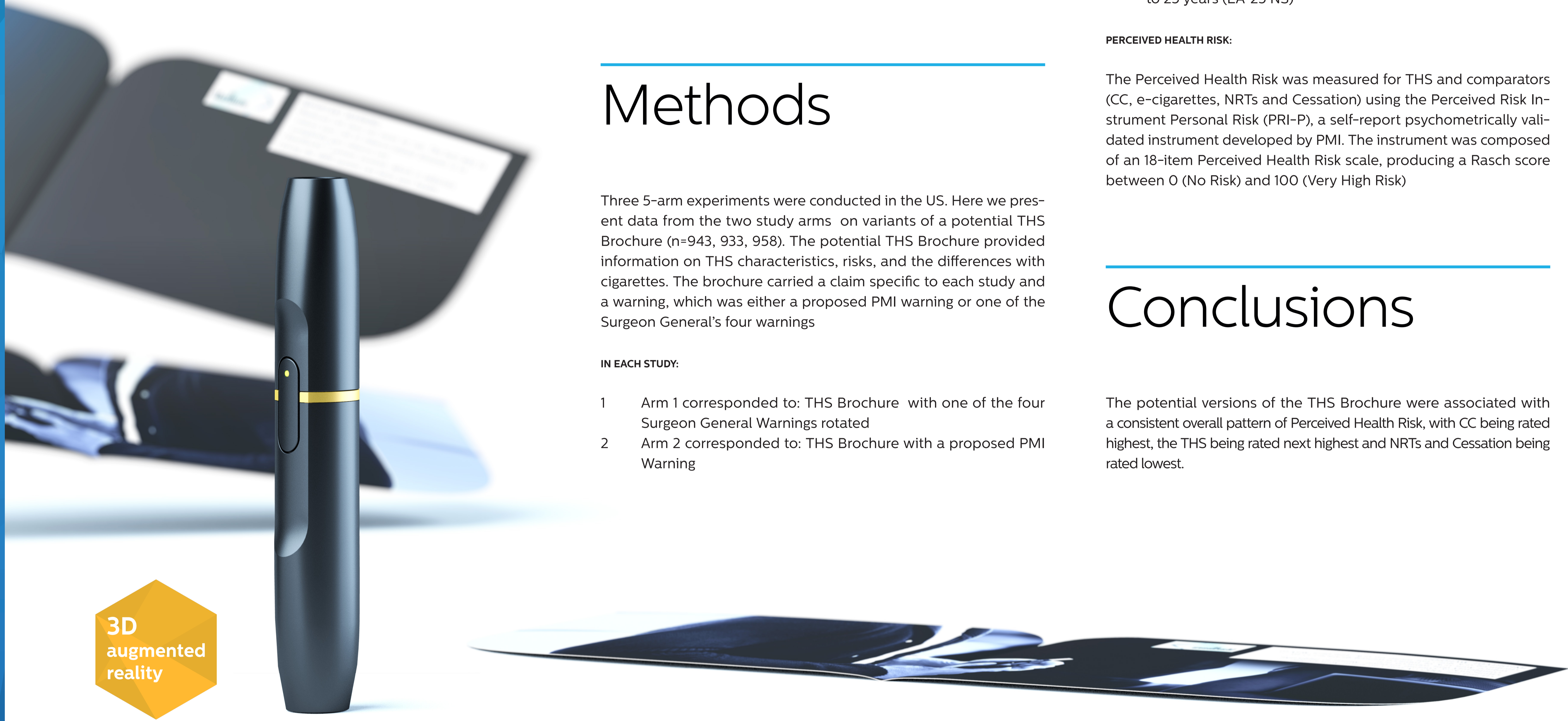
Three 5-arm experiments were conducted in the US. Here we present data from the two study arms on variants of a potential THS Brochure (n=943, 933, 958). The potential THS Brochure provided information on THS characteristics, risks, and the differences with cigarettes. The brochure carried a claim specific to each study and a warning, which was either a proposed PMI warning or one of the Surgeon General's four warnings

### IN EACH STUDY:

- 1 Arm 1 corresponded to: THS Brochure with one of the four Surgeon General Warnings rotated
- 2 Arm 2 corresponded to: THS Brochure with a proposed PMI Warning

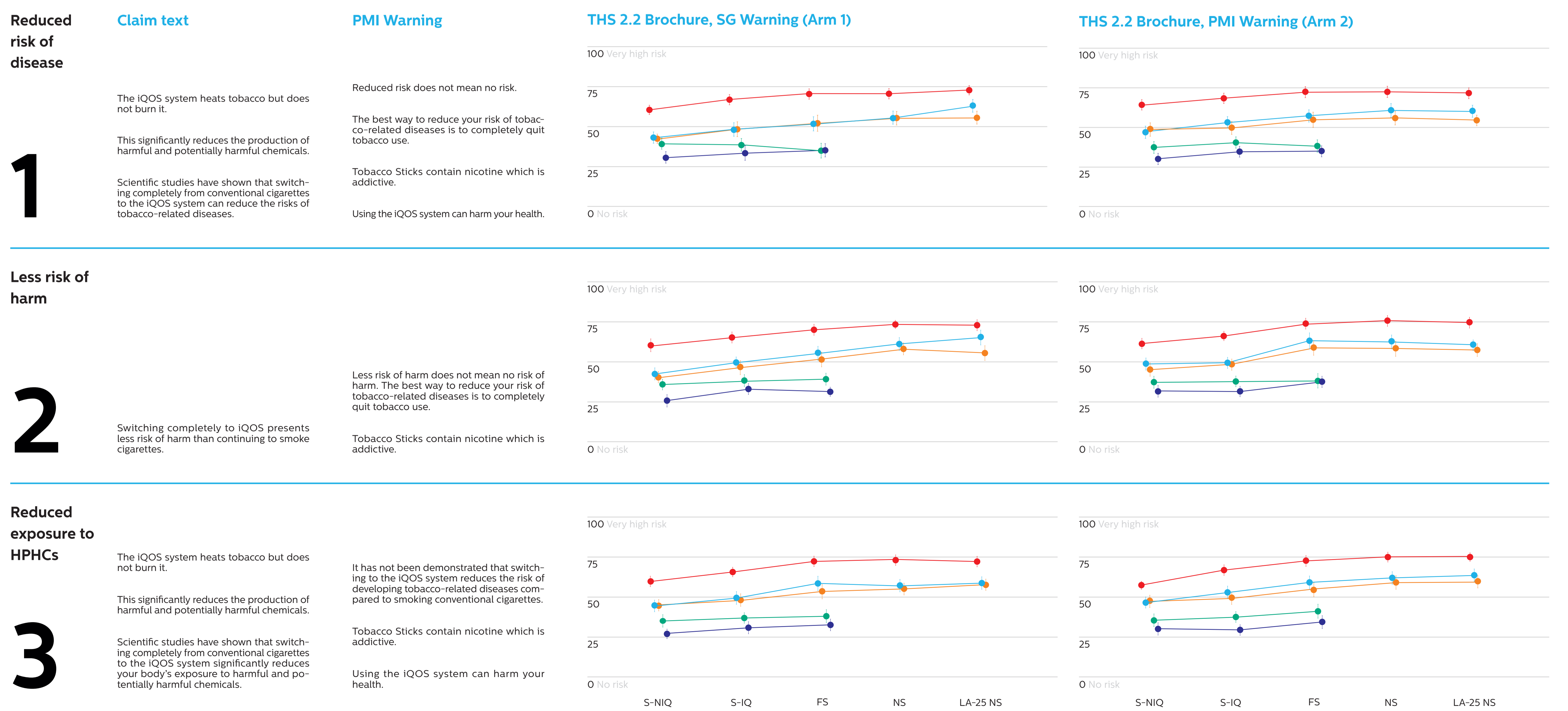
## Conclusions

The potential versions of the THS Brochure were associated with a consistent overall pattern of Perceived Health Risk, with CC being rated highest, the THS being rated next highest and NRTs and Cessation being rated lowest.



3D augmented reality

## Results: Perceived health risk



Reduced-Risk Products (RRPs) is the term we use to refer to products that present, are likely to present, or have the potential to present less risk of harm to consumers who switch to these products versus continued smoking. We have a range of other terms, such as alternatives, or health, cessation and commercialization. Please see our RRP list for more details. They are subject to some quantities of nicotine and potentially harmful chemicals that found in cigarette smoke. For the complete financial interest, see the supplementary brochure. Global Forum on Nicotine June 11-12, 2016, Warsaw, Poland