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

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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.

Methods

Three 5-arm experiments were conducted in the US. Here we present data from the two study arms: one 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.

RESULTS

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.

Results: Perceived health risk

<table>
<thead>
<tr>
<th>Claim text</th>
<th>PMI Warning</th>
<th>THS 2.2 Brochure, 5G Warning (Arm 1)</th>
<th>THS 2.2 Brochure, PMI Warning (Arm 2)</th>
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</thead>
</table>
| Reduced risk of disease
1 | The THS system heats tobacco but does not burn. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely to these products reduces the risks of tobacco-related diseases. | No risk
Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. | No risk
Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.

2 | Switching completely to CC presents no risk of harm. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. | No risk
Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.

3 | The THS system heats tobacco but does not burn. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely to these products reduces the risks of tobacco-related diseases. | No risk
Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. | No risk
Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use.

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.