

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

F. Beacher¹, P. Magnani¹, A. Ramazzotti¹, R. Weitkunat², G. Kallischnigg³, S. Colman⁴, T. Alfieri⁴

1 Philip Morris International Management S.A., Lausanne, Switzerland, 2 Philip Morris Products S.A., Neuchatel, 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

Introduction and Objectives

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

Tobacco Heating System (THS)



Methods

Three 5-arm experiments in the US (n=944, 934, 961) assessing variations of a potential THS Brochure. The potential THS Brochure is a multipage informational pamphlet with the purpose to educate adult smokers on THS, including information on THS characteristics and functioning, to provide risk information, and to communicate to adult smokers how THS is differentiated from conventional cigarettes and e-cigarettes. The brochure carried a claim specific to each study and a warning, which was either a proposed PMI warning or one of the four of the Surgeon General's warnings.

Claims of the different studies

	Study 1	Study 2	Study 3
Claim summary	Reduced risk of disease	Less risk of harm	Reduced exposure to HPHCs
Claim text	<ul style="list-style-type: none"> The iQOS system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system can reduce the risks of tobacco-related diseases. 	<ul style="list-style-type: none"> Switching completely to iQOS presents less risk of harm than continuing to smoke cigarettes. 	<ul style="list-style-type: none"> The iQOS system heats tobacco but does not burn it. This significantly reduces the production of harmful and potentially harmful chemicals. Scientific studies have shown that switching completely from conventional cigarettes to the iQOS system significantly reduces your body's exposure to harmful and potentially harmful chemicals.
PMI Warning	<ul style="list-style-type: none"> Reduced risk does not mean no risk. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. HeatSticks™ contain nicotine which is addictive. Using the iQOS system can harm your health. 	<ul style="list-style-type: none"> Less risk of harm does not mean no risk of harm. The best way to reduce your risk of tobacco-related diseases is to completely quit tobacco use. HeatSticks™ contain nicotine which is addictive. 	<ul style="list-style-type: none"> It has not been demonstrated that switching to the iQOS system reduces the risk of developing tobacco-related diseases compared to smoking conventional cigarettes. HeatSticks™ contain nicotine, which is addictive. Using the iQOS system can harm your health.

In each study:

- Arm 1 corresponded to: THS Brochure with one of the four Surgeon General's Warnings rotated
- Arm 2 corresponded to: THS Brochure with a proposed PMI Warning
- Sample was stratified by smoking status, age, sex and city
- Data were acquired by computer-assisted self interviews
- Study was approved by an Institutional Review Board

Groups:

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)

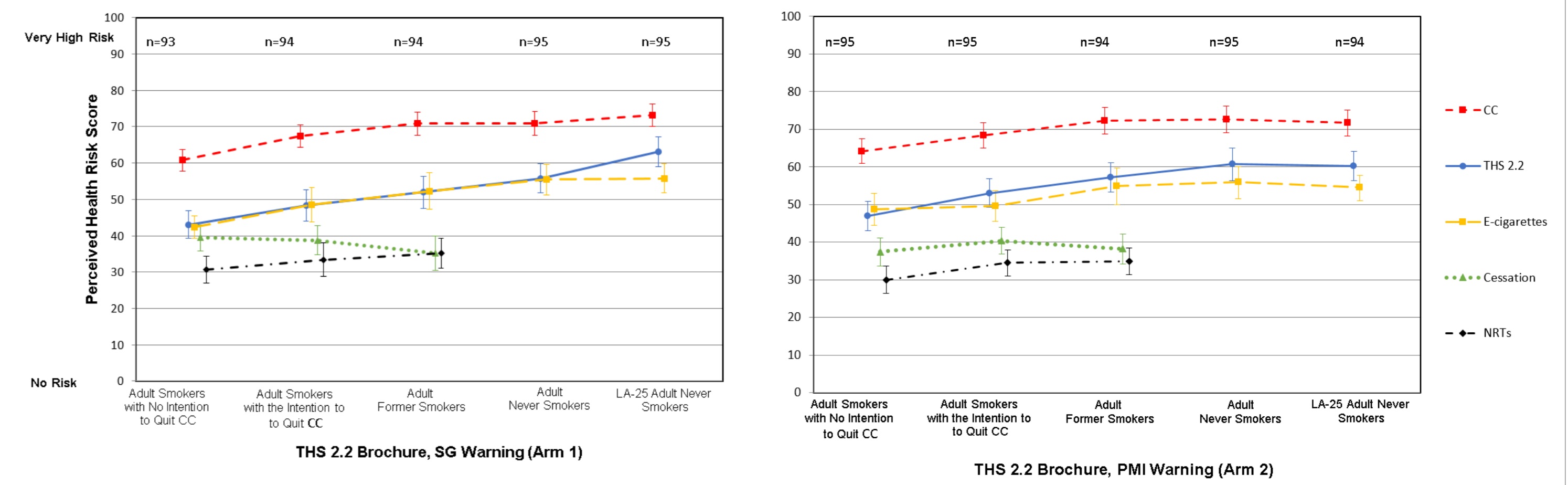
Perceived Health Risk:

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 comprised of an 18-item Perceived Health Risk scale, producing a Rasch score between 0 (No Risk) and 100 (Very High Risk).

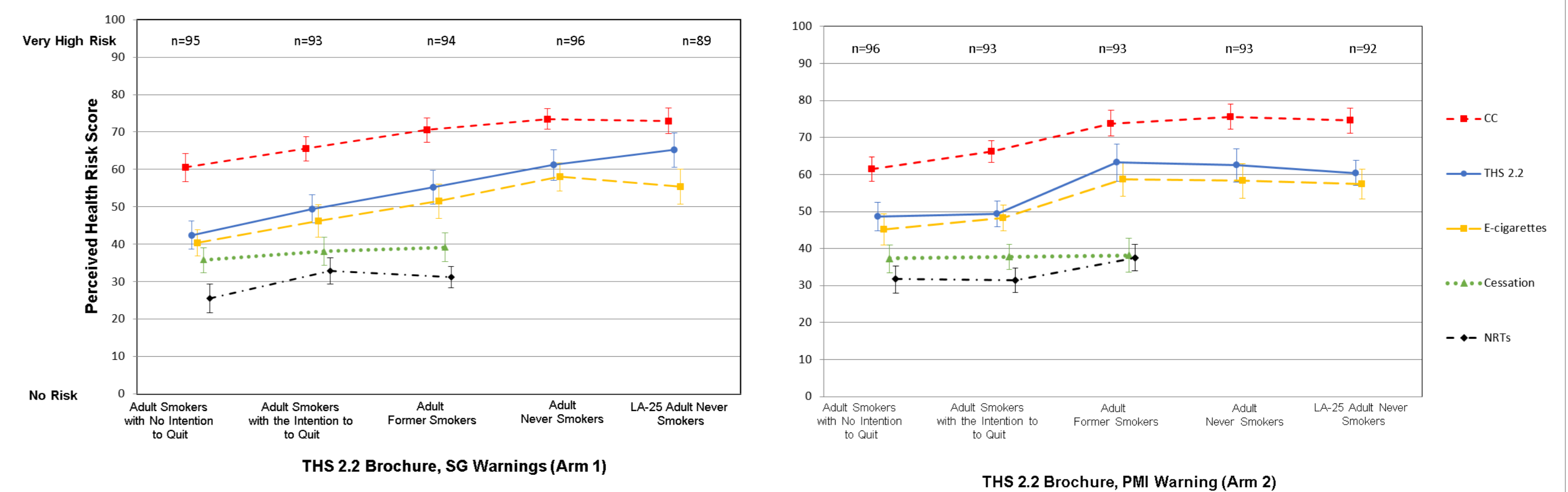
Results

Perceived Health Risk Score for THS and Comparators

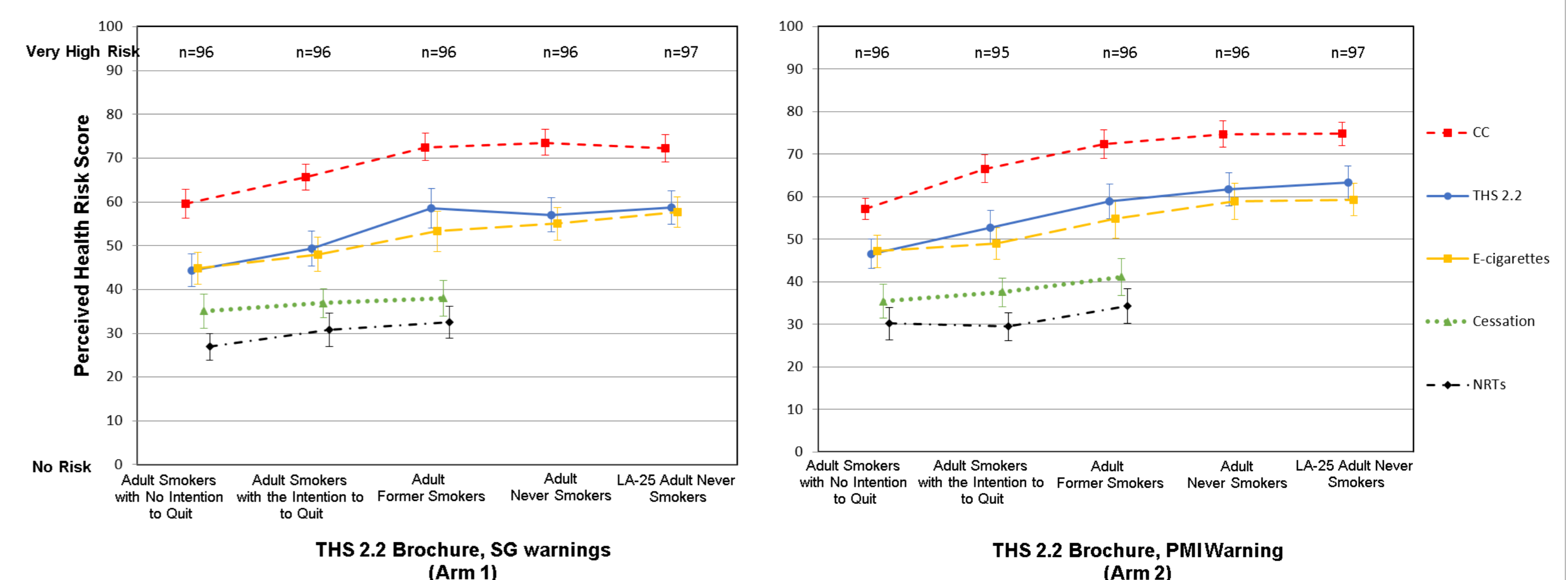
Study 1 (Reduced risks of tobacco-related diseases claim)



Study 2 (Reduced risk of harm claim)



Study 3 (Reduced exposure to HPHCs claim)



Conclusions

The potential versions of the THS Brochure were associated with a consistent overall pattern of Perceived Health Risk, i.e. whether the claims were on reduced disease risk/harm or on reduced exposure to HPHCs.