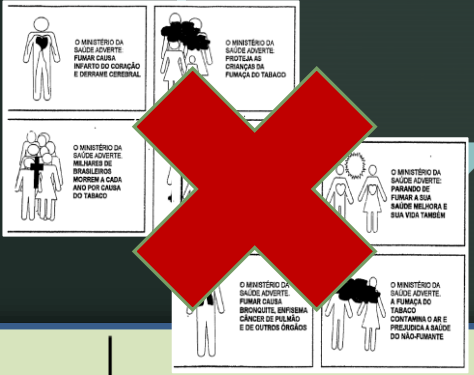


# Histórico das advertências sanitárias no Brasil, e Resultados da pesquisa

Cristina Perez – Consultora e pesquisadora no Controle do Tabaco

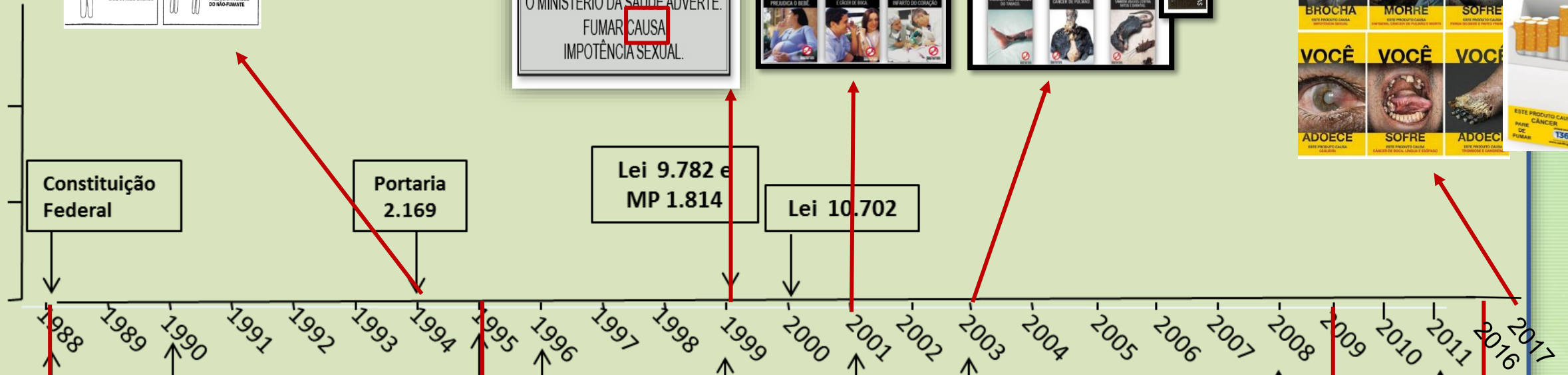
# HISTÓRICO



O MINISTÉRIO DA SAÚDE ADERTE: FUMAR CAUSA IMPOTÊNCIA SEXUAL.



ESTE PRODUTO CONTÉM NÍVEL DE CANTINERAS ALTO. FUMAR É PERIGOSO E CAUSA DEPENDÊNCIA. A FÍSICA OU QUÍMICA NÃO INFLUENCIA NA SEVERIDADE PARA CONSUMIR ESTES SUBSTÂNCIAS.



Portaria 490

Portarias 731 e 1.050

Portarias 50 e 477

Lei 9294

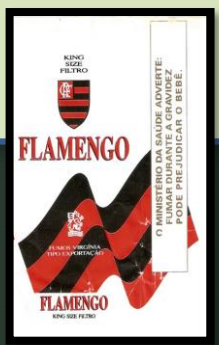
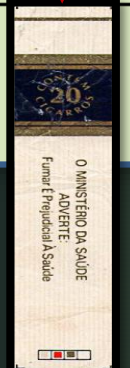
Portaria 695

MP 2.134 e RDC 104

Lei 10.702 e RDC 335

RDC 54

Lei 12.546



MARCA

ESTE PRODUTO CAUSA CÂNCER

PAISE DE FUMAR

136

www.saude.gov.br

PROJETO DE PESQUISA:  
PERCEPÇÃO DE JOVENS E ADULTOS,  
FUMANTES E NÃO FUMANTES, SOBRE  
ADVERTÊNCIAS SANITÁRIAS DAS  
EMBALAGENS DE CIGARROS BRASILEIROS

- Grupos focais com:
  - Jovens e adultos, fumantes e não fumantes (15 a 17 anos & 18 a 55 anos)
- Total de 22 grupos focais em 5 capitais brasileiras:
  - Rio de Janeiro
  - Curitiba
  - Campo Grande
  - Manaus
  - Recife



**ANVISA**

Agência Nacional de Vigilância Sanitária





# PROJETO DE PESQUISA: PERCEPÇÃO DE JOVENS E ADULTOS, FUMANTES E NÃO FUMANTES, SOBRE ADVERTÊNCIAS SANITÁRIAS DAS EMBALAGENS DE CIGARROS BRASILEIROS

## Resultados

- *“[Advertência] faz pensar, eu penso, eu tenho que parar de fumar, senão vai acontecer coisa pior.”  
(Adulto fumante, Campo Grande)*
- *Eu acho que como o amarelo chama mais a atenção, ao invés de ser no centro a marca, colocar um pouquinho menor e ter mais espaço em amarelo. (Jovem fumante, Rio de Janeiro)*
- *Deveria mudar a cor, amarelo e vermelho e aumentar um pouco a letra da frente, o espaço é tão pequenininho. (Jovem não fumante, Rio de Janeiro)*
- *MODERADORA (Grupo jovens não fumantes, Curitiba): Você já prestou atenção aí nas embalagens?*
  - *Não lembrava nem que tinha [advertência] na parte da frente.*
  - *Aqui [frente] o aviso, o texto, praticamente não adianta muito.*
  - *Eu vi na hora que você falou para a gente pegar o cigarro.*

# Sobre as advertências da lateral da embalagem



- *Eu acho que deveria estar na frente, junto com a marca.*
- *Muito pequenininho. E aqui do lado ninguém vê.*
- *Do perigo que causa o cigarro, aqui do lado, [deveria] colocar aqui na frente mesmo.*
- *A marca deveria ficar do lado, e esses avisos aqui [lateral] na frente. O aviso de trás continuava atrás.*

# Resumo

- Esta pesquisa demonstrou que o conjunto de advertências é uma **fonte de informação** e que os relatos de aversão às imagens, assim como a associação feita da morte ou adoecimento com o uso do cigarro, reforçam o papel das advertências e podem servir como um “**lembrete**” para continuar pensando sobre a cessação de fumar entre aqueles que já tentaram parar no passado.
- Tanto os fumantes quanto os não fumantes afirmam que:
  - As advertências funcionam também para quem ainda não fuma. No sentido de evitar a iniciação e que devem continuar a existir.
  - Consideram importante haver advertência com imagem também na frente dos maços.



# TOBACCO CONTROL



Additional supplemental material is published online only. To view, please visit the journal online (<http://dx.doi.org/10.1136/tobaccocontrol-2020-042630>).

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BMJ

## 'If I hadn't seen this picture, I'd be smoking'—perceptions about innovations in health warnings for cigarette packages in Brazil: a focus group study

Cristina de Abreu Perez<sup>1</sup>, Luiz Antonio Bastos Camacho,<sup>1</sup> Felipe Lacerda Mendes,<sup>2</sup> Andre Luiz Oliveira da Silva,<sup>3</sup> Valeska Carvalho Figueiredo,<sup>4</sup> Gloria Maria de Oliveira Latuf,<sup>3</sup> Ana Marcia Messeder Sebrao Fernandes,<sup>3</sup> Patricia Gonçalves Duarte Albertassi,<sup>3</sup> Patricia Aleksitch Castello Branco,<sup>3</sup> Patricia Francisco Branco,<sup>3</sup> Stefania Schimaneski Piras,<sup>3</sup> Maribel Carvalho Suarez<sup>3</sup>

**Objective** To investigate the perceptions of young people and adults, smokers and non-smokers about the current set of innovations introduced in 2018 into the Brazilian tobacco products' health warnings.

**Methods** Twenty focus groups were conducted in the state capitals in Brazil. The participants (n=163) were segmented by smoking status, age (15–17 years, 18–55 years) and social grade (C, D–E classes) to examine cigarette packaging and explore the participants' perceptions of health warnings.

**Results** Health warnings capture attention, eliciting apprehension, fear, disgust and concern about the negative consequences of cigarette consumption. The 2018 Brazil health warnings are spontaneously recalled by participants, even without the presence of cigarette packages. However, the analysis also reveals the challenges of overcoming communication barriers and distorted interpretations, especially among smokers.

**Conclusion** Introducing innovative components in health warnings can catch consumers' attention but considering that the interviewees encountered difficulties interpreting textual warnings about toxic constituents in cigarettes, the study reinforces the importance of adopting direct language and pictures, instead of text, which can visually transmit the warning messages and the use of specific wording that generates proximity between the emitter and receiver.

**INTRODUCTION** Health warnings and messages on tobacco product packages are a cost-effective means to increase public awareness of the health effects of tobacco use and to reduce tobacco consumption.<sup>1</sup> Warning labels help to increase knowledge about the harm of tobacco smoking, prevent relapses, discourage experimentation and initiation, motivate smokers not to smoke when they are about to do so, increase smoking cessation intentions and reduce the appeal of cigarette packs.<sup>2,3</sup> It is estimated that

one-pack-per-day smokers are exposed to warnings more than 7000 times a year.<sup>4</sup>

In 1993, Brazil introduced the first text-only warning: 'The Ministry of Health Warns: Smoking is Harmful to Health'.<sup>5</sup> In 1992, this was replaced with a short paragraph, and in 1996 stronger, more direct warnings were required by law. Brazil was the second country to adopt pictorial health warnings covering 100% of the package back face in 2001.<sup>6</sup> These were renewed in 2005, 2008 and 2018, considering that periodical revision is recommended since the impact of a warning tends to decrease over time.<sup>7</sup>

Brazil has reduced the prevalence of smoking,<sup>8</sup> currently 9.8%<sup>9</sup> and health warnings have contributed to this reduction.<sup>10</sup> Previous studies evaluated the Brazilian health warnings, investigating aspects such as motivational impact,<sup>11</sup> awareness<sup>12</sup> and effects on smoking prevalence reduction.<sup>13</sup> However, little is known about consumers' perceptions, the meanings they elaborate, barriers and unexpected interpretations of the health warnings.

Considering the predominance of quantitative approaches in developing countries,<sup>14</sup> the present study deepens the understanding of low-income and low-educated consumers' perceptions of health warnings, revealing difficulties in interpreting textual warnings about the toxic constituents of cigarettes as well as the importance of adopting direct language and pictures, which can visually transmit the message. The study highlights the importance of generating proximity between the emitter and receiver and the use of loud colours to contrast warnings with cigarette packaging.

**METHODS** The focus group methodology was chosen to capture the discourse and participant interaction, reproducing conversations from their daily lives. Twenty focus groups were conducted with smokers (n=81) and non-smokers (n=82) between February and March 2020 and included the country's five macro-regions. The groups took place in five cities with cultural and economic relevance in each macro-region: Rio de Janeiro (southeast), Campo Grande (midwest), Curitiba (south), Manaus (north) and Recife (northeast). While population generalisation is not suggested, this strategy aims to

Perez CA, et al. *Tobacco Control* 2021;20:e2020-042630. doi:10.1136/tobaccocontrol-2020-042630

MINISTÉRIO DA SAÚDE  
Agência Nacional de Vigilância Sanitária (Anvisa)

### SUMÁRIO EXECUTIVO

PROJETO DE PESQUISA:  
PERCEÇÃO DE JOVENS E ADULTOS,  
FUMANTES E NÃO FUMANTES, SOBRE ADVERTÊNCIAS  
SANITÁRIAS DAS EMBALAGENS DE CIGARROS BRASILEIROS

# VOCÊ

INFARTA MORRE ENVELHECE SOFRE

BROCHIA SOFRE ADOECE ADOECE

VIGIAR PARA VIVER

[https://www.gov.br/anvisa/pt-br/assuntos/regulamentacao/monitoramento-e-avaliacao-de-resultado-regulatorio/RelatoriodeARR\\_\\_RDC\\_195\\_2017.pdf](https://www.gov.br/anvisa/pt-br/assuntos/regulamentacao/monitoramento-e-avaliacao-de-resultado-regulatorio/RelatoriodeARR__RDC_195_2017.pdf)

## Por que advertências frontais maiores?

- Porque é o recomendado pela CQCT:

Dada a evidência de que a **eficácia das advertências e mensagens sanitárias aumenta com a sua dimensão**, as Partes deveriam considerar usar **advertências e mensagens sanitárias que abrangessem mais de 50% das principais áreas expostas e procurar cobrir o máximo possível das principais áreas expostas.**



respectively, and in Brazil where the use of large, shocking pictorial health warnings on **only one side of the pack** started in 2001.

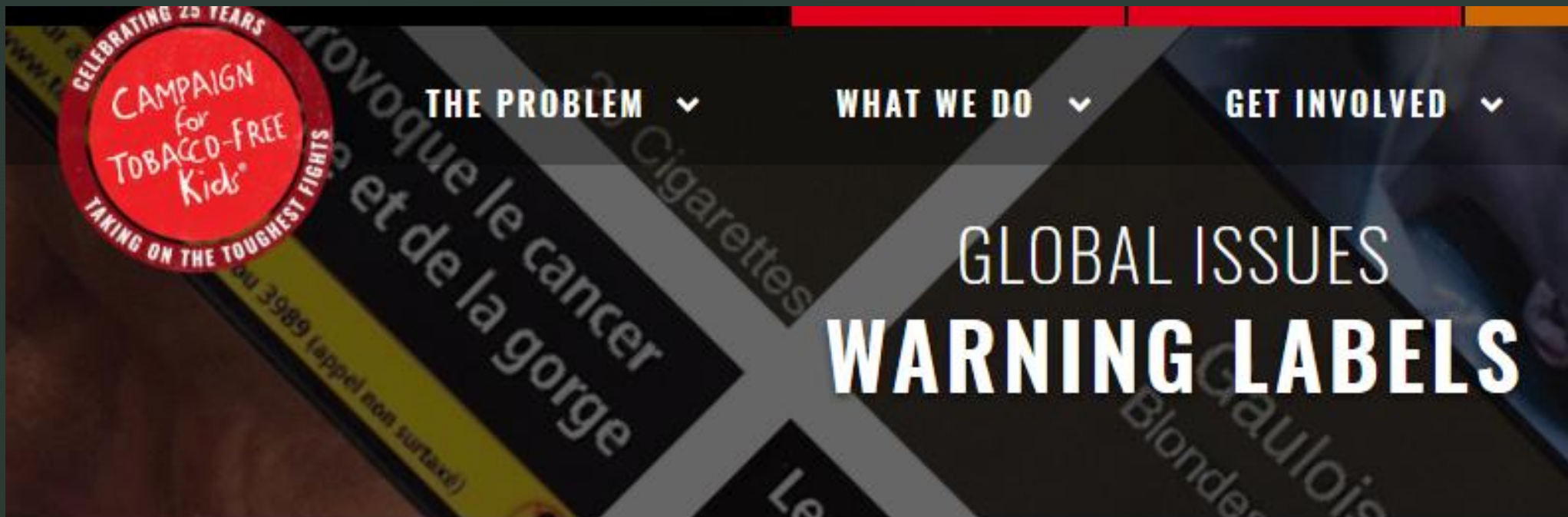
Link da publicação:

[https://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0006/276558/How-large-pictorial-health-warnings,-Evidence-Brief-Eng.pdf](https://www.euro.who.int/__data/assets/pdf_file/0006/276558/How-large-pictorial-health-warnings,-Evidence-Brief-Eng.pdf)

# EVIDENCE BRIEF

How large pictorial health warnings on the packaging of tobacco products affect knowledge and behaviour



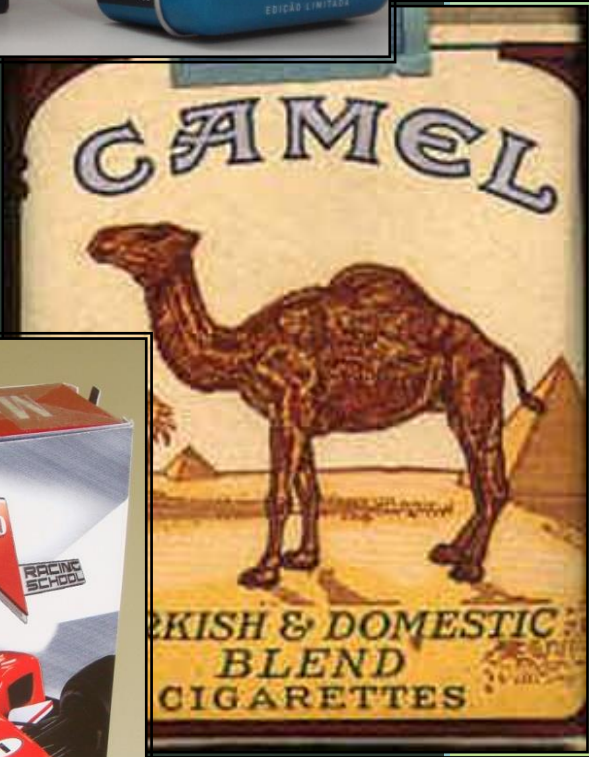


## SHOWING THE TRUTH, SAVING LIVES

Large, picture-based health warning labels on tobacco packages are an essential component of a national strategy to reduce tobacco use.

Advertências sanitárias grandes e com imagens nas embalagens de tabaco são um componente essencial de uma estratégia nacional para reduzir o uso do tabaco.









**Muito obrigada!**

**[cristinadeabreuperez@gmail.com](mailto:cristinadeabreuperez@gmail.com)**

