

Fear, Threats, Nagging: Do They Work?

Michael L. Tan

National Academy of Science and Technology (NAST)
Roundtable

November 25, 2014

Social Sciences

- College of Social Sciences and Philosophy: anthropology, sociology, history, geography, political science, psychology, linguistics, population
- School of Economics
- College of Mass Communications: communications research
- College of Arts and Letters: cultural studies
- College of Human Kinetics: sports science

Health Social Sciences

- Medical anthropology, medical sociology, medical geography, health economics, health psychology and many more. . .
- DLSU has a graduate program for health social science. UP College of Medicine has a graduate program in medical anthropology.
- Being integrated in some medical and nursing schools.

Focus on tobacco use

- Nicotine is the extremely addictive substance, with biphasic effects (can stimulate, as well as calm a person down). Nicotine also found in e-cigarettes.
- Dependence associated with conditioning; thus, set off by many cues.
- Withdrawal is difficult, and relapses common. (It's easy to quit; I've tried a hundred times.)

Behaviorist Theories

- Use rewards and punishments to condition (Pavlovian dog). In health education campaigns, often involves fear and/or shaming.

Behaviorist theories, cont'd

- Limits: only has short-term effect, making it somewhat useful for short campaigns, eg anti-fireworks. Behaviorist anti-smoking campaigns tend to have too many fear messages. Doctors tend to threaten and nag too much.
- Note that behaviorism is rarely even mentioned in health psychology textbooks.

- Graphic tobacco labels better than text-only, but not clear what works. Need to appeal to emotions, and to one's sense of vulnerability. Note that many of the studies only look at people's emotional responses to the labels, rather than effect on actual smoking behavior, including quitting behavior. (Azagba, S and Sharaf, MF Nicotine Tob Res 2013 15(5):1000-2.

Brazilian cigarette warnings

(<http://everything-pr.com/cigarette-warning-labels/220998/>)

Cigarette Warning Labels Are Powerful Deterrents to Smoking [Images] - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Cigarette Warning Labels Are Powerf... +

everything-pr.com/cigarette-warning-labels/220998/

0800 703 7033 Health warnings and images on cigarette packages in Brazil

connecting to what's happening in the PR world"
Kathy Bloomgarden, CEO, Ruder Finn

But this was not enough. The country banned all cigarette ads, TV and radio commercials, and in 2008 a new batch of images, aimed at the younger consumers, was introduced. They are far more terrifying than the previous graphic labels:

Everything PR News is a great source for keeping up with the comings and goings in the ever-changing and quick-moving Public Relations business. There are not enough resources for PR

News: this news service is a vital honest resource know about PR.

mandatory warning images in Brazil

Everything PR News gives you the latest news you need - fast. No digging required. I like that."

Scott Allison, CEO, Allison & Partners

Everything PR News is a terrific resource for keeping abreast of issues and trends impacting the PR industry."

Rick French, Chairman & CEO, French | West | Vaughan

VÍTIMA DESTA PRODUTO	HORROR	PERIGO	GANGRENA	INFARTO
<p>0 Ministério da Saúde alerta: Este produto intoxica a mãe e o bebê, causando parto prematuro e morte.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: Este produto causa envelhecimento precoce da pele.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: O risco de derrame cerebral é maior com a pele da cabeça.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: O uso deste produto causa morte por diabetes e doenças cardíacas.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: O uso deste produto causa morte por diabetes e doenças cardíacas.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>
PRODUTO TÓXICO	IMPOTÊNCIA	SOFRIMENTO	MORTE	FUMAÇA TÓXICA
<p>0 Ministério da Saúde alerta: Este produto contém substâncias tóxicas que causam a dependência à nicotina.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: O uso deste produto causa impotência e infertilidade.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: A dependência da nicotina causa sofrimento ao usuário.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: O uso deste produto leva a morte por câncer de pulmão e enfisema.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>	<p>0 Ministério da Saúde alerta: Respirar a fumaça deste produto causa irritação e bronquite.</p> <p>PARE DE FUMAR DUQUE SAÚDE 0800 61 1997</p>

Canada has 16 such labels in current use, each supported with medical facts that emphasize the need

start agsb health psych... Med Anthro My Documents Cigarette Warning... EN 7:21 AM

twitter counter
The #1 stats site powered by twitter
Get the most professional Twitter stats
Only \$17!
Sign up now

Canadian cigarette warnings

<http://everything-pr.com/cigarette-warning-labels/220998>

Cigarette Warning Labels Are Powerful Deterrents to Smoking [Images] - Mozilla Firefox

File Edit View History Bookmarks Tools Help

everything-pr.com/cigarette-warning-labels/220998/

for proper legislation. Another country using graphic warnings to deter from smoking is [Australia](#), since March 1, 2006.

facebook

Status:
An excellent #survey software launched, by...

Fans: 4353

promote Your Page Too

In Australia, cigarette warnings must cover 30% of the front and 90% of the back of the box

The US FDA has recently issued a proposed rule, *Required Warnings for Cigarette Packages and Advertisements*, proposing to modify the required warnings that appear on cigarette packages and in cigarette advertisements. If creepy anti-smoking ads were not enough, beginning 2012 all cigarette packages in the US will feature even more creepy tobacco warnings, yet maybe... just maybe, not

start agsb health psych... Med Anthro My Documents Cigarette Warning... EN 7:23 AM

**Fumar puede reducir
el flujo sanguíneo y
provoca impotencia**



Las autoridades sanitarias advierten

FLIP-T

Marlboro

FLIP-TOP BOX

Marlboro

KING SIZE

Las autoridades sanitarias ad

Fumar mata

FLIP-TOP BOX

Marlboro

KING SIZE

Las autoridades sanitarias adv

Fumar mata

Social cognitive psychology basis for most health behavior theories today

- Locus of control. Ability to recognize events are within one's control, rather than attributing to external forces (eg God, government).
- Self-efficacy (Bandura) Modification on locus of control. Includes expected outcomes – physical pleasure, social approval, self-satisfaction. “Kaya mo ito” vs “You're so weak”

Health Belief Model

- Hochbaum and others (1950s)
- People work on:
 - Perceived susceptibility,
 - Perceived benefits
 - perceived barriers
 - cues to action (thoughts, emotions), plus other modifying variables.
- Later modifications incorporated self-efficacy as well

Japanese warnings on 2nd hand smoke: social dimension



Health belief model

- For a good matrix showing possible applications:
- http://www.cw.utwente.nl/theorieenoverzicht/Theory%20clusters/Health%20Communication/Health_Belief_Model.doc/

Theory of reasoned action

- Fishben and Ajzen (1967)
- Looks at intentions, rather than actual performance.
- Intention to change stimulated by a belief in positive outcome or prevention of adverse effects.
- Limitation: does not look or predict actual “performance”

Theory of planned behavior

- Ajzen (1985).
 - Behavioral beliefs: likely positive or negative outcomes
 - Normative beliefs – expectations of others (social pressure)
 - Control beliefs – perceptions of factors that facilitate or impede.
- All these beliefs lead to behavioral intentions.

Theory of planned behavior, cont' d

- More of rehab: cognitive restructuring. Being more introspective of one's feelings, one's environment, and how this shapes behavior.
- Used for vulnerable groups, eg the poor, people who feel disempowered, people with terminal illnesses. More of confronting feelings and emotions.

Cross-disciplinary perspectives

- Anthropology and psychology: Urges more attention to body image, cultural norms, social networks and statuses.

- Behavioral economics: cost/benefit analysis, choices. Nudge theory (for example, conditional cash transfer, corporate rewards, insurance discounts). Loss aversion. “Wrong” and “irrational” choices as inevitable, eg false sense of economy (mahal ng gamot. . .)

Macro approaches

- Ecosocial (multitheory of disease distribution. Krieger, 1994).
- Transtheoretical models: looks at stages in behavioral change (precontemplation, contemplation, preparation, action maintenance). Many different social processes.

- Theory of Triadic Influences (Flay B, Petraitis J and Hu FB) recognizes how behavior relates to three streams: environment (culture, politics, media), social situations and the person. For example, modeling at home when parents or other adults show how they derive pleasure from smoking.

NO SMOKING

A TOTAL SMOKING BAN
WILL BE IMPLEMENTED
IN ALL AREAS OF THE
ATENEO CAMPUS
EFFECTIVE ON

11/15/2013

*as per the provisions of the Republic Act 9211,
otherwise known as the Tobacco Regulation Act of 2003



*Taken from the Memo Issued by the Vice President for
Administration of the Ateneo de Manila Univ.

Being realistic. . .

- Caution with “behavior change” and aim instead for:
 - Improving communication to patients, the public;
 - Improving adherence (rather than compliance)
 - Helping to empower patients to tackle their health problems, including physical dependence, emotional barriers and the social environment.
 - Identifying new environments where knowledge and behavior are shaped, especially Internet.

Evolving research agendas

- Moving beyond KAP (knowledge, attitudes, practices) studies
- Contextualized in the body, people's experiences, social networks (including relationships in clinical settings), political economy

Bring science in. . .

- Plan anti-smoking messages carefully.
- Provide smoking cessation support.
- Monitor and evaluate anti-smoking messages (eg Get high on God, not on drugs)