



ATTITUDE OF THE POPULATION TOWARDS ANTI-TOBACCO MEASURES IN 2022

ANALYTICAL REPORT BASED ON ONLINE ASSESSMENT

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INTRODUCTION

BACKGROUND AND CONTEXT

In December 2021, the Parliament of Ukraine adopted the comprehensive anti-tobacco Law № 1978-IX "On Amendments to Certain Laws of Ukraine Regarding Public Health Protection from the Harmful Effects of Tobacco." The provisions of the Law aim to reduce tobacco products' attractiveness and protect against the effects of second-hand tobacco smoke, emissions from electronic cigarettes and heated tobacco products in public places, etc.

Among the main innovations of Law № 1978-IX, on July 11, 2022, the smoke-free rule came into force regarding the prohibition of smoking of heating devices in all public places, equally with cigarettes and electronic cigarettes, as well as expanding the list of public places where smoking is forbidden.

In order to raise awareness of changes in smoke-free legislation regarding the ban on smoking in public places and responsibility for violations, as well as to support the high level of implementation of the smoke-free norm. NGO "Advocacy Center "Life" in partnership with the Public Health Center of the MOH of Ukraine with support from the international non-profit organization "Vital Strategies" developed and conducted a national mass-media smoke-free campaign called "No smoking friendly. Taking care of your health is your contribution to victory". The campaign had two waves in May-July, 2022 and September-November, 2022 and was presented by videos PSA, OOH in several Ukrainian cities and a series of publications on social media.

In December 2022, the Kyiv International Institute of Sociology in order of the NGO "Advocacy Center "Life" conducted an online survey on the attitude of the population towards anti-tobacco measures in 2022.

PURPOSE AND SCOPE OF THE EVALUATION

The sociological survey was conducted in order to achieve the following objectives.

- To evaluate the effectiveness of the smoke-free mass-media campaign (in particular, the increase in awareness of the new norms of smoke-free legislation, attitudes and changes in social norms of behaviour).
- To measure mass media campaign materials recall in order to identify communication needs in this topic for the purpose of strategic planning of communication activities (in particular, a new media campaign) in 2023.
- To evaluate the effectiveness of the new regulations, in particular, their benefits and impact on changing attitudes and changing social norms of behaviour regarding the smoking of electronic smoking devices (in particular, HTPs) in public places.

The target audience was the general population (smokers and non-smokers) aged 18-55. A total of 800 respondents from urban areas were interviewed by self-completing online questionnaires. A quota sample was used in the research.

Data collection lasted from December 18, 2022, to December 27, 2022, after 2 completed waves of mass-media campaign.

CHALLENGES

The implementation of the mass-media campaign faced certain difficulties. The campaign had certain limitations related to the short period of conducting and the restrictive budget. The conducted research also faced some limitations, such as the use of quota sampling and small sample size.

Since the mass-media campaign was conducted in October-November 2022, it may have had a limited impact due to the conditions caused by the war (air alarms, lack of stable electricity and internet, etc.). Power cuts and blackouts could limit the effectiveness of the online component of the conducted campaign (publications on online resources), as well as the showing of campaign video materials on TV.

The dissemination of information could also be limited due to changes in the work of TV channels because a significant part of the air time is related to the maintenance of the country's defence capability.

Also, the conditions of the information campaign could be influenced by the psychological state of the representatives of the target audience. Due to hostilities in Ukraine, citizens may be stressed and pay less attention to information not related to security in wartime conditions, or consider it less relevant.

SURVEY METHODOLOGY

The main **research objective** of the study was to assess the mass-media campaign and estimate its effectiveness. Additionally, the survey evaluates public knowledge, attitudes and behaviours around smoking and towards recent tobacco control laws. An online survey was conducted to obtain answers to the survey questions. A total of 800 respondents were interviewed by self-completing online questionnaires. For conducting the survey the INPOLL survey was used. Online panel INPOLL is a Ukrainian project that was established in 2009 by Kyiv International Institute of Sociology and during 2009-2016 it developed within the framework of the marketing department of KIIS.

- Now the panel includes 118,000 participants and about 12,500 out of them are very active.
- Most parts of the active panellists are being recruited offline during regular KIIS surveys (face-to-face, CATI).
- Under demand, the panel can be increased by attracting new members through social networks or other online resources in order to find hard-to-reach target groups.

Target audience general population (smokers and non-smokers) — 18 - 55 y.o.

Sampling approach for the online survey:

Quota sampling was used in the research. The sample included smokers and non-smokers from all over Ukraine (except rural areas). Additionally, the age criteria (18-55 years old) and type of settlement criteria were applied. The distribution of respondents by categories is given below:

<i>Type of settlement</i>	<i>Kyiv</i>	<i>Lviv</i>	<i>Other cities (not including rural areas)</i>
Target audience			
Male+ Female	300	300	200
TOTAL		800	

The weighting procedure at the data analysis stage has been implemented. Thus, the proportion of cities, gender, age and smoking status in the sample corresponds to the available statistics (representative data from Omnibus – May 2022 conducted for NGO Life).

Data collection period: December 18, 2022 – December 27, 2022.

Data collection method: Online self-administered interview.

Questionnaires were developed by the international non-profit organization «Vital Strategies» and reviewed by NGO «Advocacy Centre LIFE». Then it was translated into Ukrainian and adopted into the Ukrainian context and Ukrainian advertising campaign.

Scripting

Using our scripting services the questions were programmed into engaging and user-friendly online forms, that are device independent and mobile-friendly.

The scripting includes:

- Deciding on when best to use audio and visual elements to enhance the quality of the data collection.
- Defining conditional logic – inserting the correct routing and triggering of questions based on prior responses, or rotating and randomisation of questions or response options.
- Verifying logical consistency – cross-checking responses across different questions to ensure that the responses are logically consistent.
- Capturing of non-questionnaire data. This could include automatically recording digital fingerprints, IP-addressed and so on.
- Specifying values for “refuse to answer”, “don’t know” and “not applicable”.
- Capturing meta-interviewing data. This includes the length of the interview, the length of each section of questions and so forth.
- Scripting a multiple-language (Ukrainian and Russian) version of the questionnaire.

Fieldwork procedure:

Data collection takes place in several stages:

- Selection. On the base of the survey objectives, we formulate a description of the target sample with the indication of geographical, socio-demographic and other specific selection criteria. Then we select a group of panellists who meet these criteria from our panel.
- Invitation. All potential respondents receive an invitation letter with a clear indications of the survey theme, terms and the average length of the interview.
- Online interviewing. The respondents fill out online forms.
- Data validation:
 - 100% control of correctness and logic of questionnaires.
 - Programming of logical checks and linkage between questions in order to prevent accidental mistakes during filling out.
 - Additional data processing involves checking the completeness of the data file, controlling the outliers, checking / encoding text responses.

Limitations: The general population interviewed online represents the opinion of a more socially active, educated and technically skilled part of the general population.

Ethical standards:

Data collection, storage and analysis were carried out in accordance with ethical standards and protection of the rights of research participants, ensuring voluntariness, anonymity and confidentiality. The data collected do not contain the names, telephone numbers, addresses or other contact details of the respondents. None of the respondents' answers was related to the telephone number in the final data set.

All information was collected during the study, including the data set stored electronically. Only members of the research team have access to the data. Unauthorized access to data is excluded.

SUMMARY OF THE SURVEY RESULTS



RESPONDENTS' PROFILE: PRACTICES OF TOBACCO USAGE

- **38% out of all respondents are current tobacco users in general with 28% out of them being daily users** (they use at least one tobacco product daily). The remaining 10% use tobacco on a less than daily basis;
- **The most widespread practice is to smoke tobacco – 27% out of all respondents are daily smokers plus 9% are less than daily smokers** (making a total of 36%). Three times fewer respondents use daily electronic cigarettes/vapes (8%) and IQOS/GLO (8%). However, 12% and 11% respectively use electronic cigarettes and IQOS/GLO on a less than daily basis;
- **60% out of all respondents either now use tobacco products or used it in the past (on a daily or less than daily basis);**
- Typically, males smoke much more than females (all the tobacco products).



KNOWLEDGE ABOUT TOBACCO EFFECT ON HEALTH

- **Only in the case of cigarettes the absolute majority (85%) of respondents rather or strongly agree they are very harmful to the health. However, out of them, 66% strongly agree about the harmful effect** (with 19% being less confident and answering “rather”);
- **Many more respondents doubt the negative effect of the other tobacco products from the list.** 57% and 58% respectively think (rather and strongly) that electronic cigarettes and IQOS/GLO are very harmful with only 38% and 39% strongly agreeing. The worst situation is with hookah: only 45% think it could cause serious problems with only 30% being strongly confident;
- 72% of current smokers agree that smoking cigarettes could cause serious health problems (the same figure among the current non-smokers is 92%). In the case of other tobacco products also more non-smokers than smokers agree about the harmful effect. However, even among them, a significant share doubts the negative effect;
- 80% of the respondents think that second-hand smoking causes a rather or very harmful effect on health. However, out of them, only 62% say about “very” negative effects. Much more

respondents doubt the negative effect of other tobacco products. In general, 43-51% think the effect on health is rather or very harmful with only 30-33% saying the effect is “very” harmful.



ATTITUDE TO ANTI-TOBACCO MEASURES

- 48% of respondents know about a new anti-tobacco use law. Out of those who are aware of this law 89% know about the ban on smoking heated tobacco products in the same places as cigarettes. Fewer respondents (62%) know about 100% smoke-free in all work areas;
- **Respondents have generally favourable views of the smoke-free policies.** The majority agree about the positive effect on the children's health (73%) and respondents' health (65%), about the public places becoming more comfortable (67%), about the environment becoming cleaner (63%). **Only in the case of quitting smoking 36% agrees the smoke-free policies help with this with 43% disagreeing;**
- **Current smokers have the much worse perception of the smoke-free policies than non-smokers. In general, 76% of non-smokers have a favourable view towards smoke-free policies.** The same figure for the smokers – only 48%;
- **The majority of respondents support further steps in the smoke-free policies:** 73% support increasing the number of public places that will become completely smoke-free. Even among the current smokers half of the respondents support such measures;
- 87% of respondents saw people smoking in public spaces where it is prohibited. The most widespread situations – smoking at public transportation stops (79%) and apartment building premises for general use (61%);
- 78% of the respondents would take some measures in case someone smokes in places where it is prohibited. However, a significant share prefers “passive” protest to just leaving this place. In general, **55% out of all respondents are ready to ask smoker to stop or will complain.** Current non-smokers are more inclined to protest in any way to the smoking in prohibited places than current smokers;
- **22% of current and former smokers smoked in prohibited public places over the last month.** The most widespread situations – smoking at public transportation stops (12%) and apartment building premises for general use (9%). Only 15% out of those who smoked in public places recalled someone making an admonition to them.



CAMPAIGN EXPOSURE

- In the past two months 26% out of all respondents saw any social advertisements or information about the new law;
- **When prompted with the campaign materials, 12% out of all respondents recalled seeing it before.** Main sources: YouTube (50% out of those who recalled), TV (39%), other websites and networks (31%), FB (29%), outdoors on walls/billboards (24%);
- Regarding reactions to the campaign absolute majority of the respondents (85%) agreed that the ads were easy to understand. Less favourable but still predominantly positive scores are traced for being eye-catching (67%), making smokers feel concerned about harmful effects on other people (64%), and providing new information (61%) (with 29-36% providing negative scores). In the case of making smokers feel concerned about harmful effects on themselves, teaching something new, and making them stop and think, helping non-smokers not to initiate smoking 50-55% provide positive scores. However, at the same time, 42-43% provide negative scores;
- Out of all respondents after seeing these ads 47% and 46% respectively are ready to discuss it and persuade others to quit smoking electronic cigarettes or heated tobacco products in public places. Among the current smokers, 43-46% say they think about quitting / making such an attempt / looking for ways to quit smoking electronic cigarettes or heated tobacco products. And 33% are motivated to look for more information on how the tobacco products are currently regulated by the Government.



Generally, 801 respondents participated in the current survey. The sample included smokers and non-smoker from all over Ukraine (except rural areas). Additionally, the age criteria (18-55 years old) and type of settlement criteria were applied. Detailed information is presented in the table I.1.

Table I.1

Demographic profile

	In general	
	N	% in the column
City		
Kyiv	139	17
Lviv	78	10
Other	584	73
Sex		
Males	396	50
Females	405	50
Age		
18-30	254	32
31-55	547	68
Smoking status		
Smokers	304	38
Non-smokers	497	62

Disaggregation by demographic categories is presented below. It should be noted that there are more current tobacco users among the respondents in the city of Lviv (mainly due to those who smoke tobacco).

Typically, males smoke much more than females (all the tobacco products).

While the general share of smokers among younger (up to 30 y.o.) and older (31-55 y.o.) respondents does not differ a lot, at the same time younger respondents more often use electronic cigarettes and IQOS/GLO (but due to higher share of occasional less than daily usage).

Table I.2

Current tobacco usage with disaggregation by demo categories

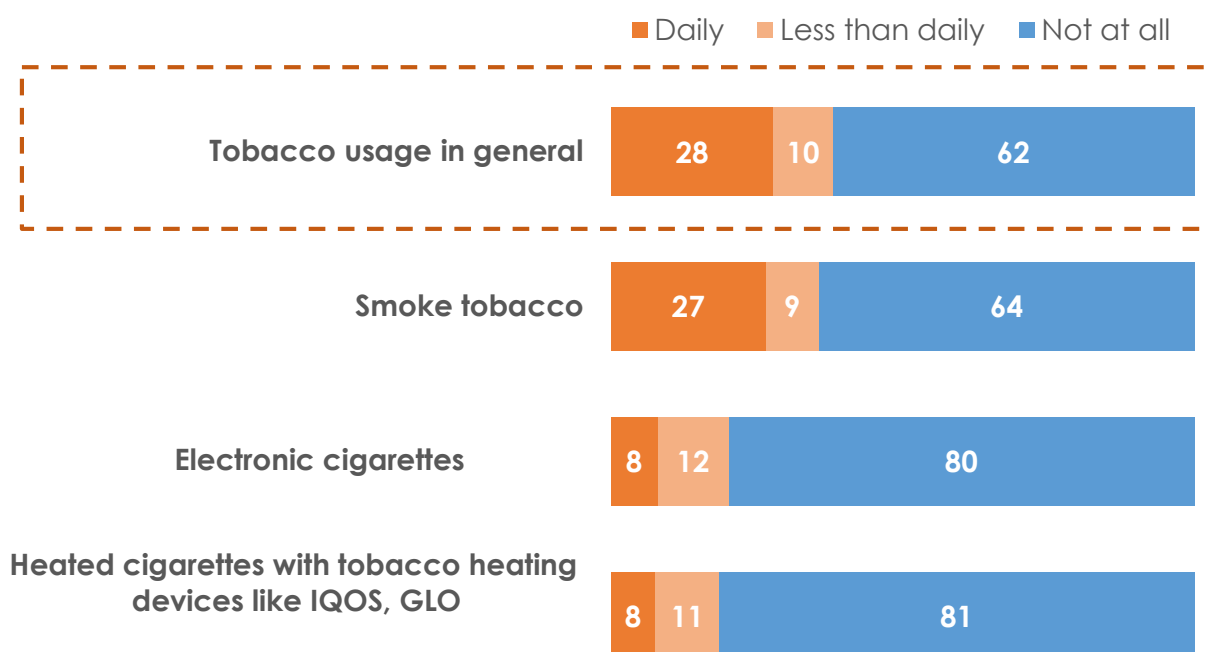
% in row	In general		Smoke tobacco		Electronic / vapes		IQOS/GLO	
	% use total	% daily users	% use total	% daily users	% use total	% daily users	% use total	% daily users
City								
Kyiv	36	28	34	25	24	12	24	12
Lviv	48	40	44	36	30	13	22	11
Other	37	26	35	26	18	6	17	6
Sex								
Males	51	39	48	37	25	10	23	10
Females	26	17	23	16	15	6	14	5
Age								
18-30	37	25	34	22	24	8	23	9
31-55	39	29	36	28	18	8	16	7

38% out of all respondents are current tobacco users in general with 28% out of them being daily users (they use at least one tobacco product daily). The remaining 10% use tobacco on a less than daily basis.

The most widespread practice is to smoke tobacco – 27% out of all respondents are daily smokers plus 9% are less than daily smokers (making a total of 36%). Three times fewer respondents use daily electronic cigarettes (8%) and IQOS/GLO (8%). However, 12% and 11% respectively use electronic cigarettes and IQOS/GLO on a less than daily basis.

In general, among the tobacco users (daily and less than daily users) 42% use only one product (for example, only smoking tobacco), 19% use two different products, and the remaining 38% use (at least on a non-daily basis) all three tobacco products. At the same time out of daily users 67% use only one product (15% use two products on a daily basis and the remaining 18% use three products on a daily basis).

Current tobacco usage among the respondents

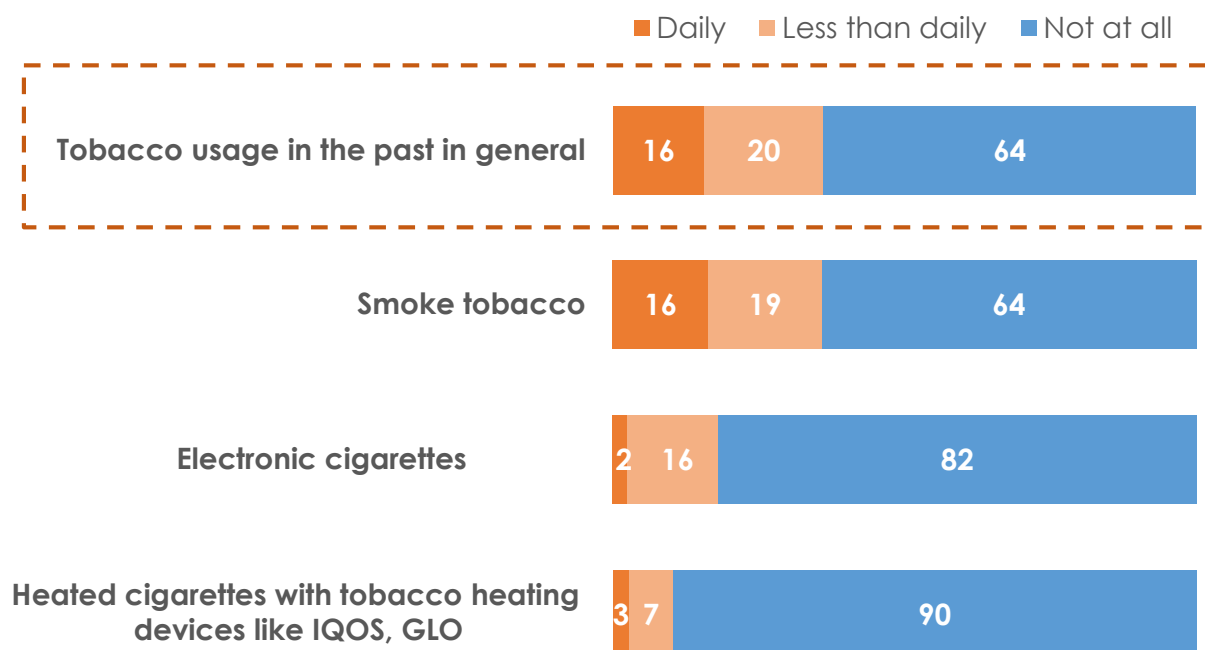


64% of the current non-smokers never used tobacco products in the past. However, 16% of them smoke on a daily basis in the past. were daily users in the past and the remaining 20% were less than daily users.

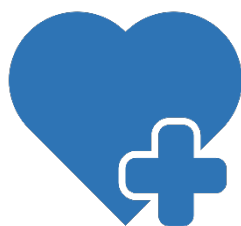
In most cases such respondents (especially if we're talking about the previous daily-users) smoked tobacco. The usage of electronic cigarettes and IQOS/GLO in the past was quite noticeable but much less widespread than smoking tobacco.

Tobacco usage among the current *non-smokers* in the past

% out of those who do not use currently the respective tobacco product



60% out of all respondents either now use tobacco products or used it in the past (on a daily or less than daily basis). Among them, more than half use tobacco (59%), a third (35%) use e-cigarettes, and less than third use IQOS/GLO (27%).



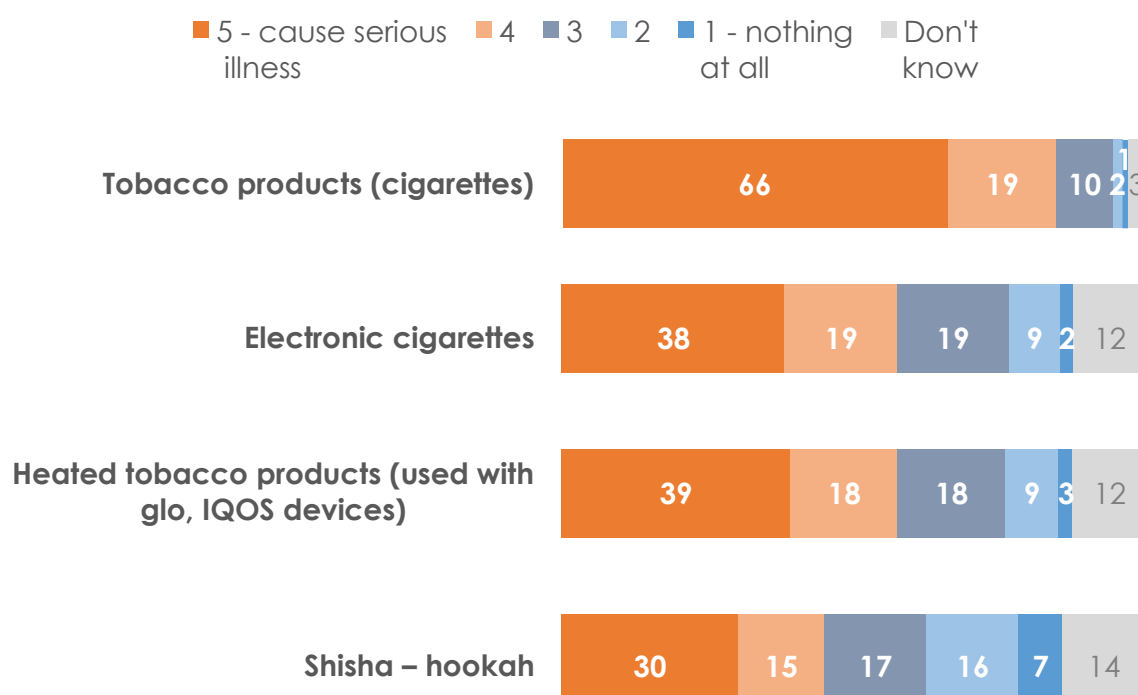
Only in the case of cigarettes the absolute majority (85%) of respondents rather and strongly agree they are very harmful to health. However, out of them, 66% strongly agree about the harmful effect (with 19% being less confident and answering “rather”).

Much more respondents doubt the negative effect of the other tobacco products from the list. 57% and 58% respectively think (rather or strongly) that electronic cigarettes and IQOS/GLO are very harmful with only 38% and 39% strongly agreeing.

The worst situation is with hookah: only 45% think it could cause serious problems with only 30% being strongly confident.

Figure II.1

Could smoking of different tobacco products cause serious health problems



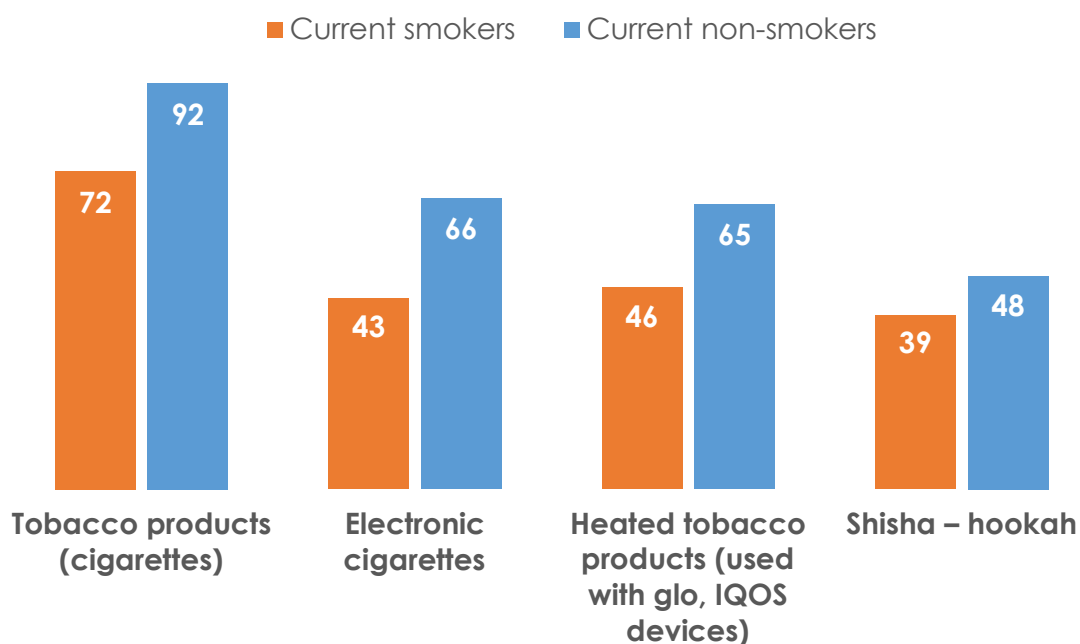
72% of current smokers agree that smoking cigarettes could cause serious health problems (the same figure among the current non-smokers is 92%).

In the case of other tobacco products also more non-smokers than smokers agree about the harmful effect. However, even among them, a significant share doubts the negative effect.

Figure II.2

Could smoking different tobacco products cause serious health problems with disaggregation by current smokers and non-smokers

% strongly (5) or rather (4) agree that cause serious health problems



The table below shows the data with disaggregation by demo categories. The figures are quite similar across different demo categories.

Table II.1

Could smoking different tobacco products cause serious health problems with disaggregation by demo categories

% strongly (5) or rather (4) agree that cause serious health problems

% in row	Cigarettes	Electronic cigarettes	IQOS/GLO	Hookah
City				
Kyiv	81	56	59	43
Lviv	81	57	56	46
Other	86	58	57	45
Sex				
Males	83	55	57	46
Females	87	60	58	44
Age				
18-30	87	62	58	47
31-55	84	55	57	44

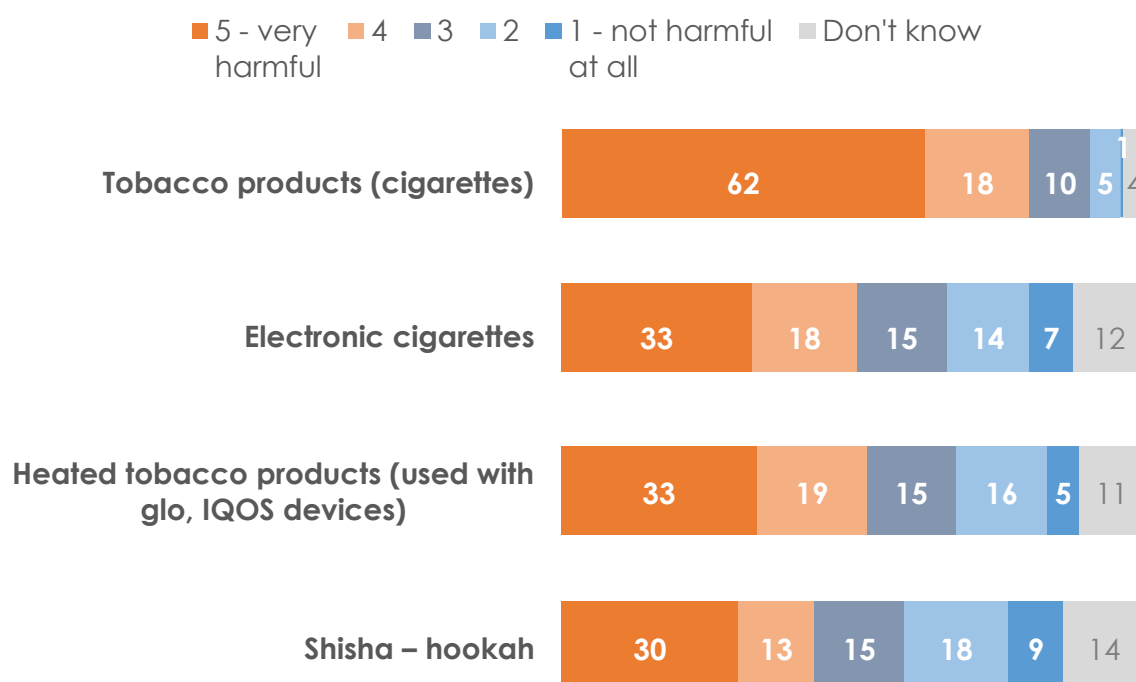
The following graphs and table show the data on the perceived threat to health from second-hand smoking. Actually, the figures are closely correlated to the figures about direct smoking.

80% of the respondents think that second-hand smoking causes a rather or very harmful effect on health. However, out of them, only 62% say about “very” negative effects.

Much more respondents doubt the negative effect of other tobacco products. In general, 43-51% think the effect on health is rather or very harmful with only 30-33% saying the effect is “very” harmful.

Figure II.3

Could *second-hand* smoking different tobacco products cause serious health problems

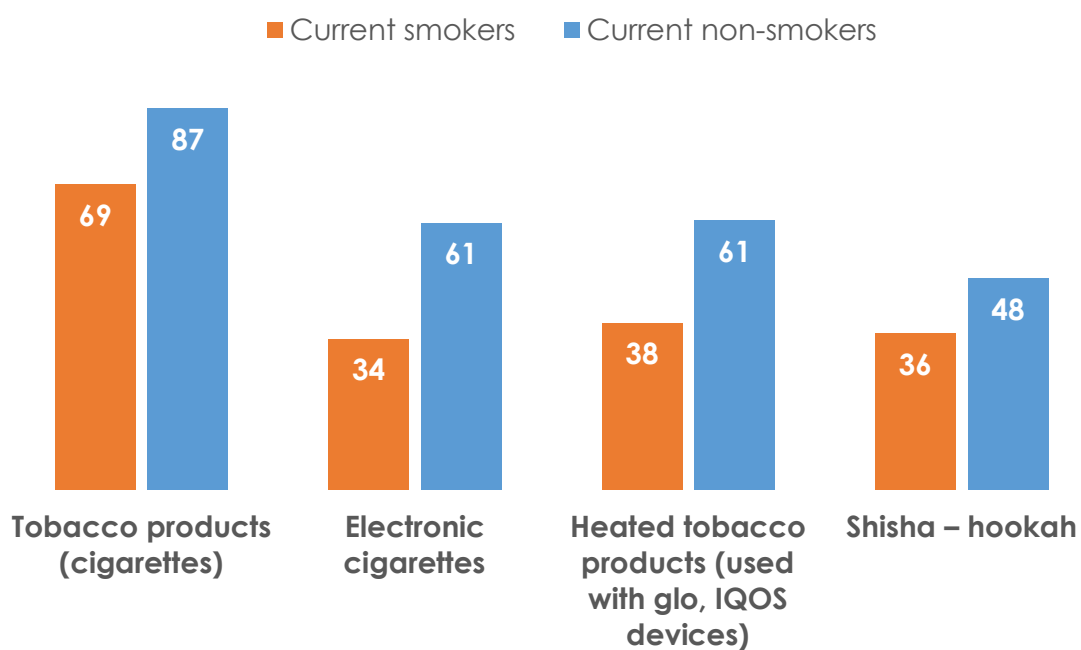


The same tendency – higher awareness about the negative effects among the current non-smokers – is traced in the case of second-hand smoking.

Figure II.4

Could second-hand smoking different tobacco products cause serious health problems with disaggregation by current smokers and non-smokers

% strongly (5) or rather (4) agree that cause serious health problems



The table below shows the data with disaggregation by demo categories. The figures are quite similar across different demo categories. At the same time, it should be noted that younger respondents (18-30 y.o.) are slightly more aware of the harmful effects of electronic cigarettes, IQOS/GLO, and hookah. But even among them, a significant share doubts the negative effect.

Table II.2

Could second-hand smoking different tobacco products cause serious health problems with disaggregation by demo categories

% strongly (5) or rather (4) agree that cause serious health problems

% in row	Cigarettes	Electronic cigarettes	IQOS/GLO	Hookah
City				
Kyiv	70	49	53	43
Lviv	76	55	50	43
Other	83	50	53	44
Sex				
Males	76	50	53	44
Females	85	51	52	42
Age				
18-30	82	59	60	47
31-55	79	47	49	41

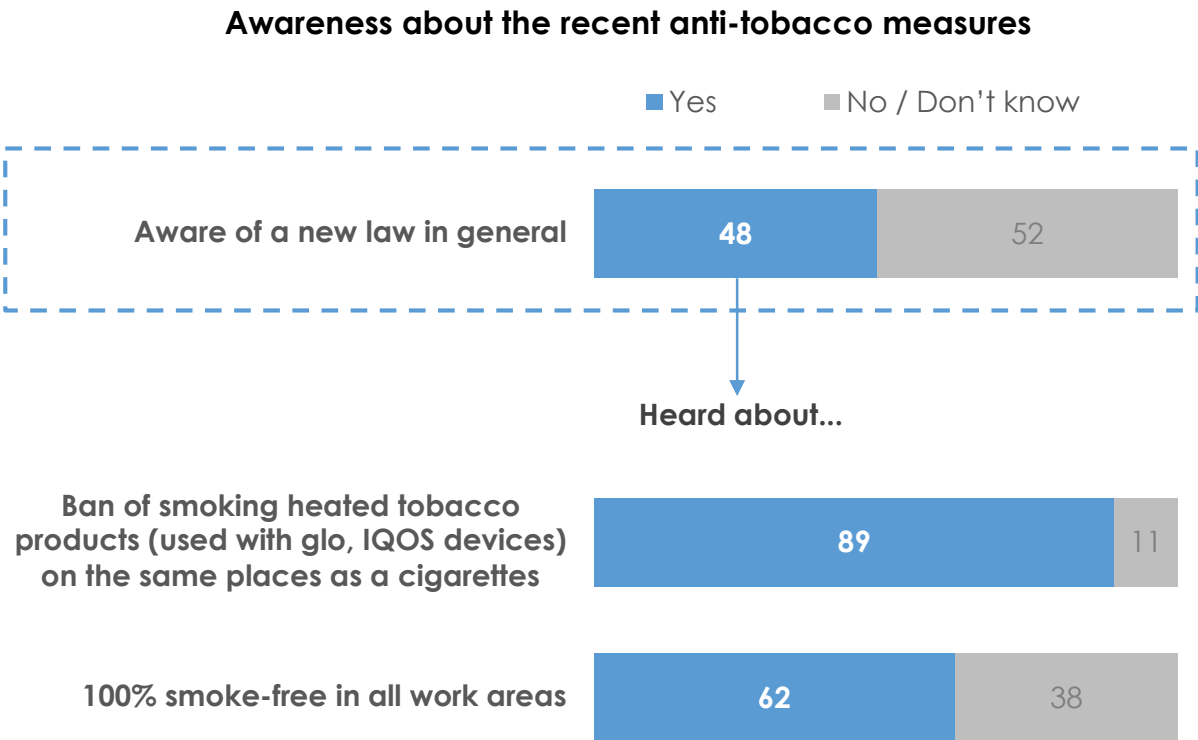


III.1 Awareness of a new law regulating tobacco products (cigarettes), electronic cigarettes, heated tobacco products

Around 48% of respondents knew about the law. Most of them knew about its provisions, including a ban on heated tobacco products (89%) and smoke-free workplaces (62%).

Moreover, 21% out of all respondents said that someone talked to them about new law regulating tobacco and e-cigarettes use in the past two months (out of them 63% talked with friends and 38% talked with family members).

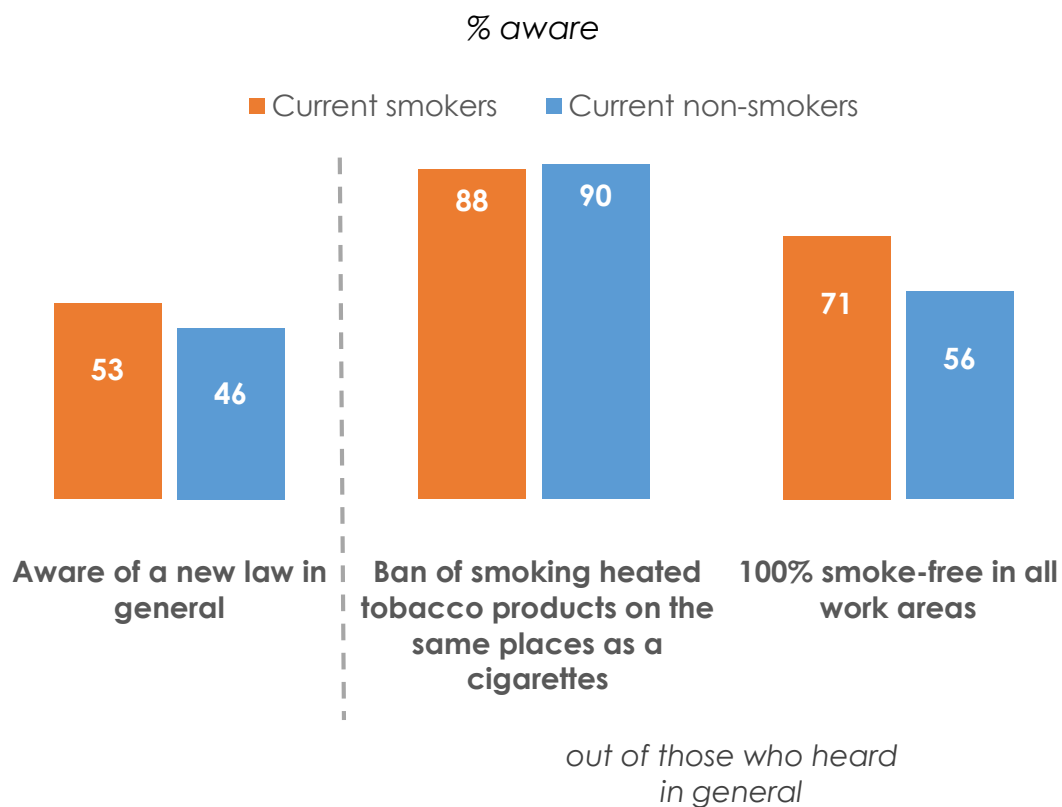
Figure III.1.1



The general awareness and awareness about the ban on smoking heated tobacco products are almost the same among current smokers and non-smokers. However, more smokers than non-smokers are aware of 100% smoke-free in all work areas.

Figure III.1.2

Awareness about the recent anti-tobacco measures with disaggregation by current smokers and non-smokers



The table below shows the data with disaggregation by demo categories. The figures are quite similar across different demo categories.

Table III.1.1

Awareness about the recent anti-tobacco measures with disaggregation by demo categories

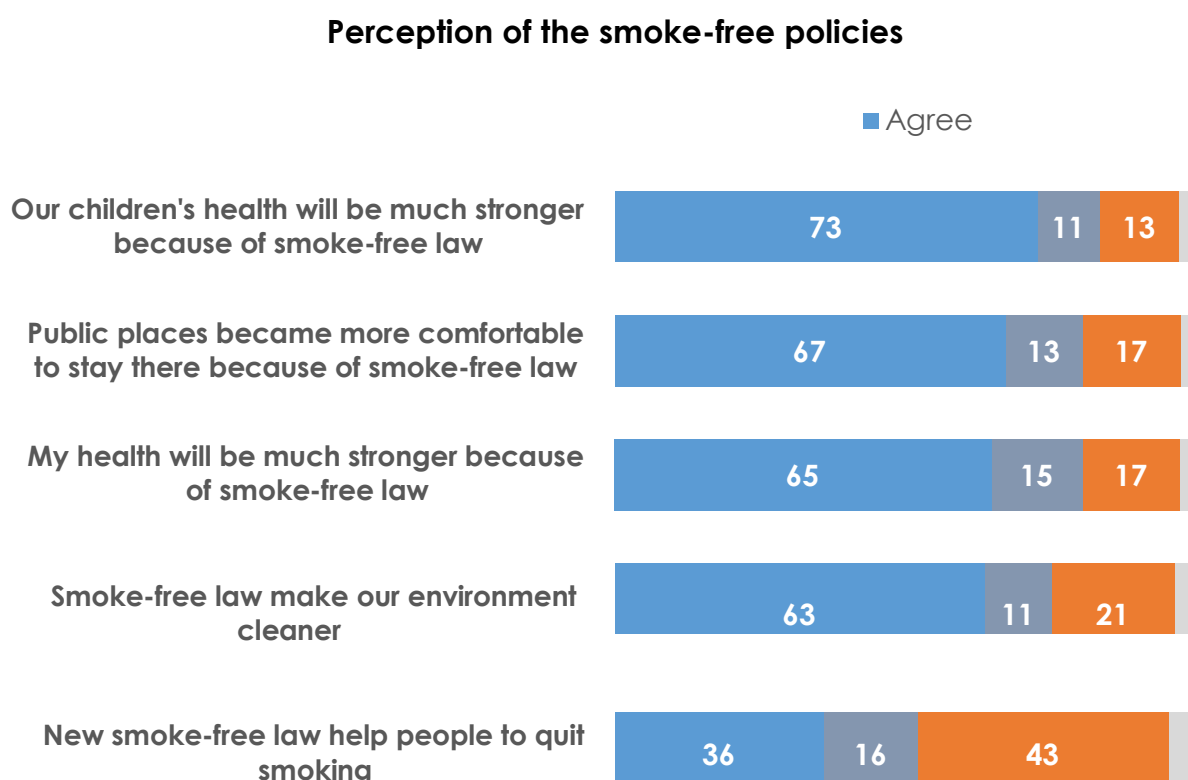
% aware

% in row	Aware of a new law in general ▶	Ban of smoking heated tobacco products on the same places as a cigarettes	100% smoke-free in all work areas
City			
Kyiv	45	87	59
Lviv	41	81	69
Other	50	91	62
Sex			
Males	51	91	66
Females	46	87	57
Age			
18-30	51	90	58
31-55	47	89	64

III.2 Perception of the smoke-free policies

Respondents have generally favourable views of the smoke-free policies. The majority agree about the positive effect on the children's health (73%) and respondents' health (65%), about the public places becoming more comfortable (67%), about the environment becoming cleaner (63%). **Only in the case of quitting smoking 36% agrees the smoke-free policies help with this with 43% disagreeing.**

Figure III.2.1



The table below shows the data with disaggregation by demo categories. The figures are quite similar across different demo categories but at the same time, older respondents (31-55 y.o.) have a better view of the smoke-free policies than younger respondents.

Table III.2.1

Perception of the smoke-free policies with disaggregation by demo categories

% strongly or somewhat agree / has in general favorable view

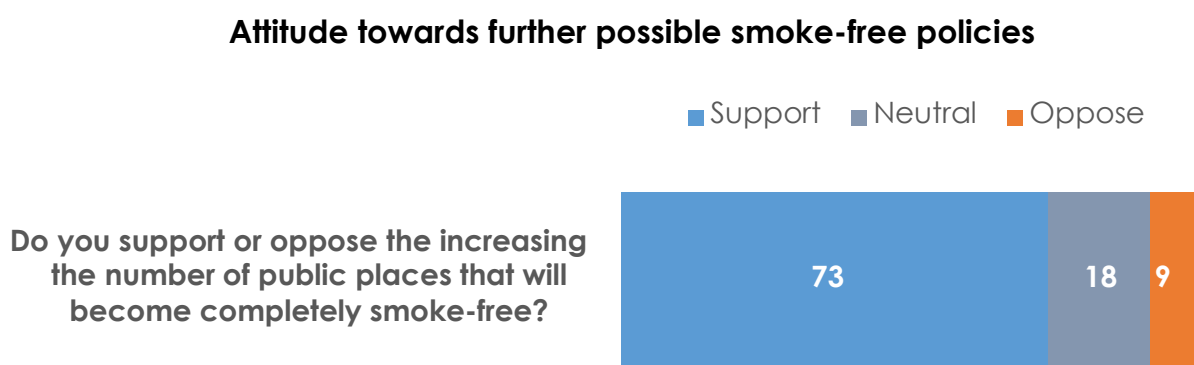
% in row	Effect on children's health	More comfortable public spaces	Effect on respondent's health	More clean environment	Help people to quit smoking
City					
Kyiv	68	63	63	64	33
Lviv	72	66	68	65	47
Other	74	68	65	63	35
Sex					
Males	71	65	62	58	41
Females	74	70	67	68	31
Age					
18-30	66	63	58	55	37
31-55	76	69	68	67	35

III.3 Attitude towards further possible smoke-free policies

The majority of respondents support further steps in the smoke-free policies: 73% support increasing the number of public places that will become completely smoke-free.

There is a connection between the general perception of smoke-free policies and attitudes towards further possible steps. However, even among those who have in generally unfavourable views of the smoke-free policies almost half of the respondents (41% and 46% respectively) support these proposed measures.

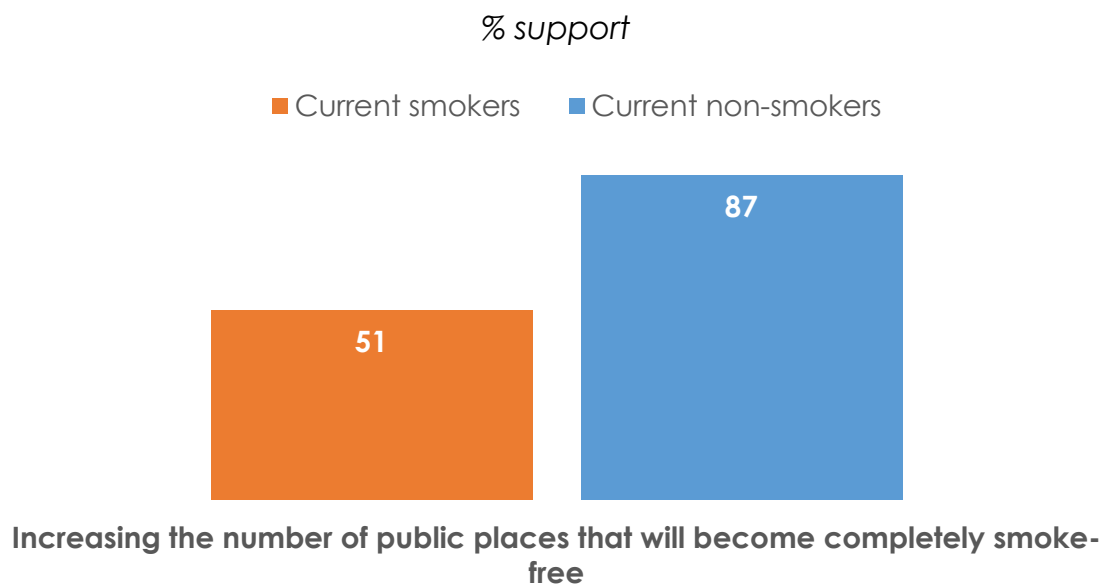
Figure III.3.1



More current non-smokers support further anti-tobacco use measures than smokers. However, even among the current smokers half of the respondents support such measures.

Figure III.3.2

Attitude towards further possible smoke-free policies with disaggregation by current smokers and non-smokers



The table below shows the data with disaggregation by demo categories. The Lviv residents and the males support these measures to a lesser extent (but it could be a consequence of the higher share of smokers).

Table III.3.1

Attitude towards further possible smoke-free policies with disaggregation by demo categories

% support

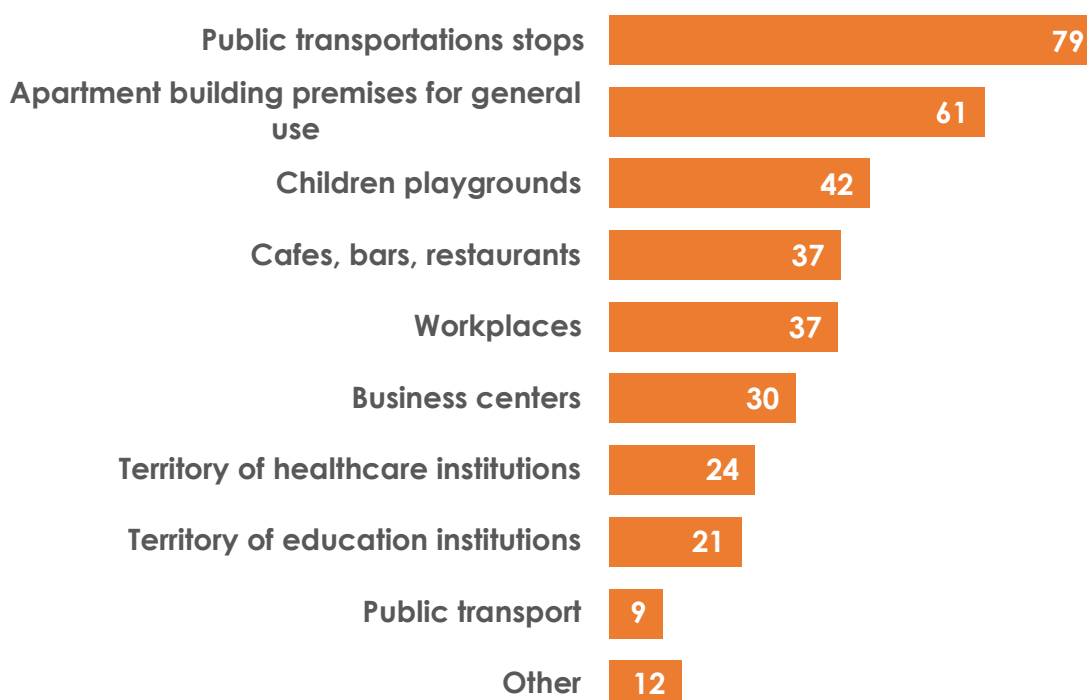
<i>% in row</i>	Increasing the number of public places that will become completely smoke-free
City	
Kyiv	72
Lviv	58
Other	75
Sex	
Males	68
Females	79
Age	
18-30	73
31-55	73

III.4 Attitude towards smoking in the places where it is prohibited

87% of respondents saw people smoking in public spaces where it is prohibited. The most widespread situations – smoking at public transportation stops (79%) and apartment building premises for general use (61%). Other top places where people smoked despite prohibition: children's playgrounds (42%), cafes, bars, restaurants (37%), and workplaces (37%).

Figure III.4.1

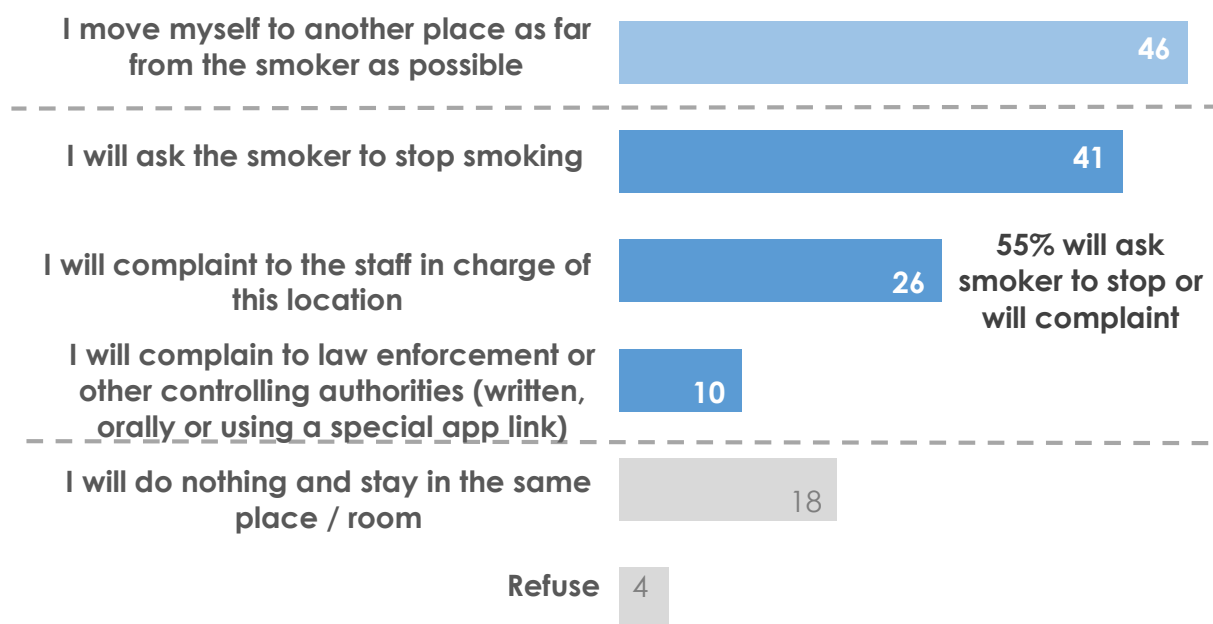
In the past two months saw people smoking in the following public spaces



78% of the respondents would take some measures in case someone smokes in places where it is prohibited. However, a significant share prefers “passive” protest with just leaving this place. In general, **55% out of all respondents are ready to ask smoker to stop or will complain.**

Figure III.4.2

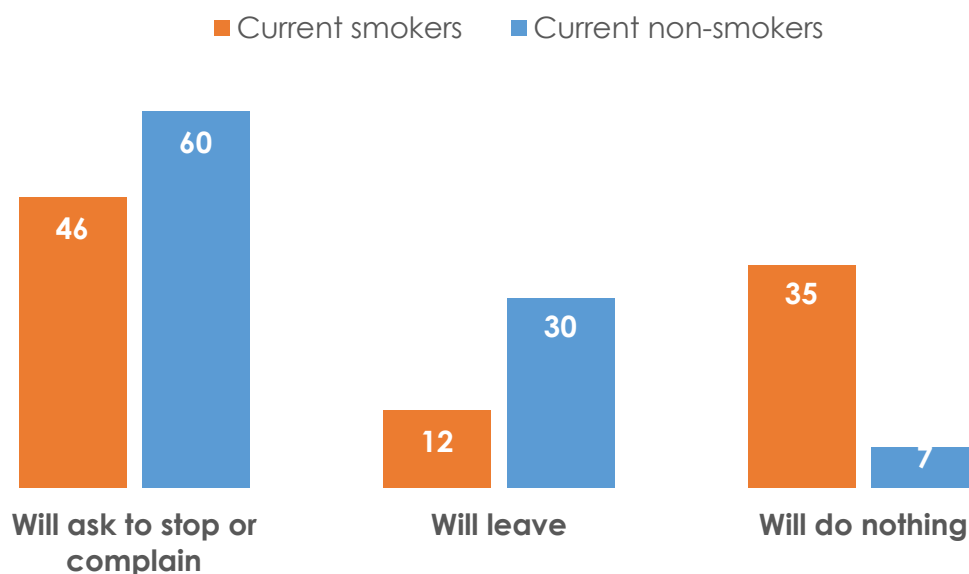
Actions in case someone smokes in the places where it is prohibited



Current non-smokers are more inclined to protest in any way against smoking in prohibited places than current smokers. Among the latter, only 59% will protest vs. 90% among the former smokers. At the same time, almost half of the current smokers (46%) will ask to stop smoking or will complain (the same figure among the non-smokers is 60%).

Figure III.4.3

Actions in case someone smokes in the places where it is prohibited with disaggregation by current smokers and non-smokers



The table below shows the data with disaggregation by demo categories. The Lviv residents and the males are less likely to do something in such situations (but perhaps it is due to the higher share of smokers).

Table III.4.1

**Actions in case someone smokes in the places where it is prohibited with
disaggregation by demo categories**

% in row	Will ask to stop or complain	Will leave	Will do nothing
City			
Kyiv	59	14	21
Lviv	41	17	29
Other	55	27	15
Sex			
Males	54	18	23
Females	55	29	12
Age			
18-30	55	21	19
31-55	55	25	17

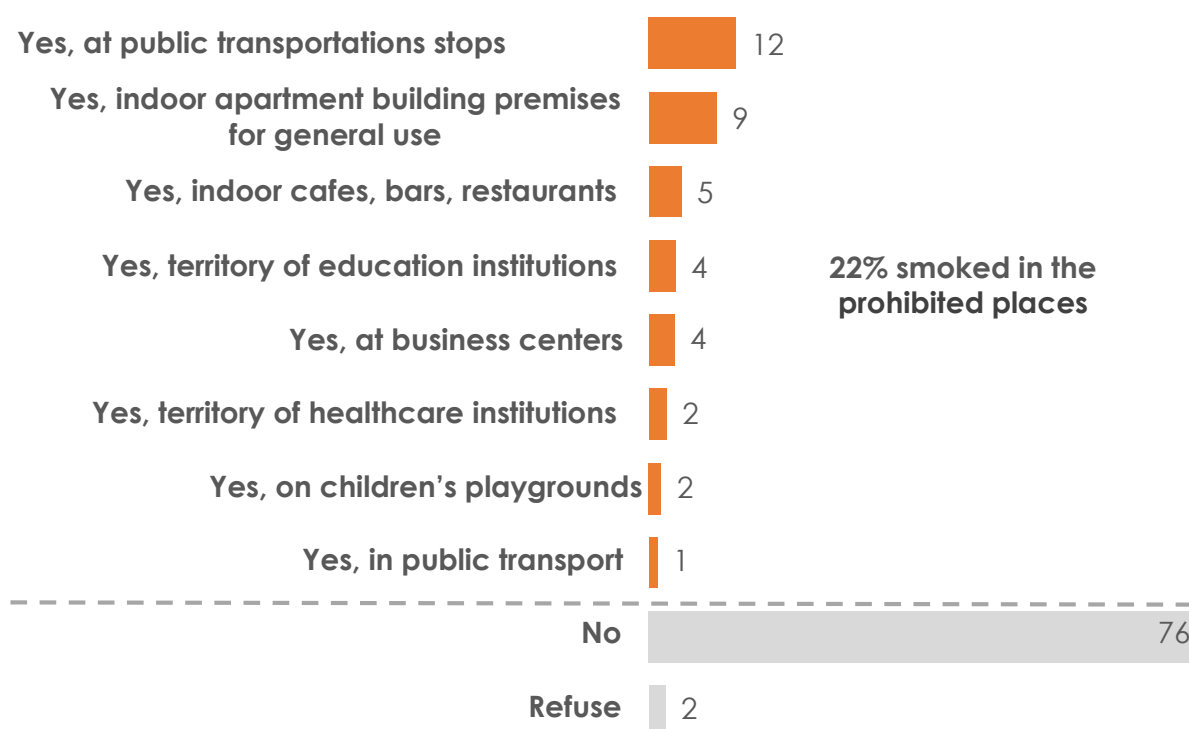
22% of current and former smokers smoked in prohibited public places over the last month (52% smoked cigarettes, 40% – electronic cigarettes, 35% – IQOS/GLO). The most widespread situations – smoking at public transportation stops (12%) and apartment building premises for general use (9%). **If we calculate the share only among current smokers the figure will be 33% smoking in prohibited public places.**

Only 15% out of those who smoked in public places recalled someone making an admonition to them.

Figure III.4.3

Smoking in the following places in the past month among current or former smokers

% out of those are current smokers or who smoked before (any tobacco products)



The table below shows the data with disaggregation by demo categories. The Lviv residents, males, and younger respondents more often smoke in public places where it is prohibited.

Table III.4.2

Smoking in the following places in the past month among current or former smokers with disaggregation by demo categories

% in row	Smoked	Didn't smoke	Refuse
City			
Kyiv	32	65	3
Lviv	46	46	8
Other	16	83	2
Sex			
Males	27	71	2
Females	15	82	3
Age			
18-30	27	71	2
31-55	19	78	2



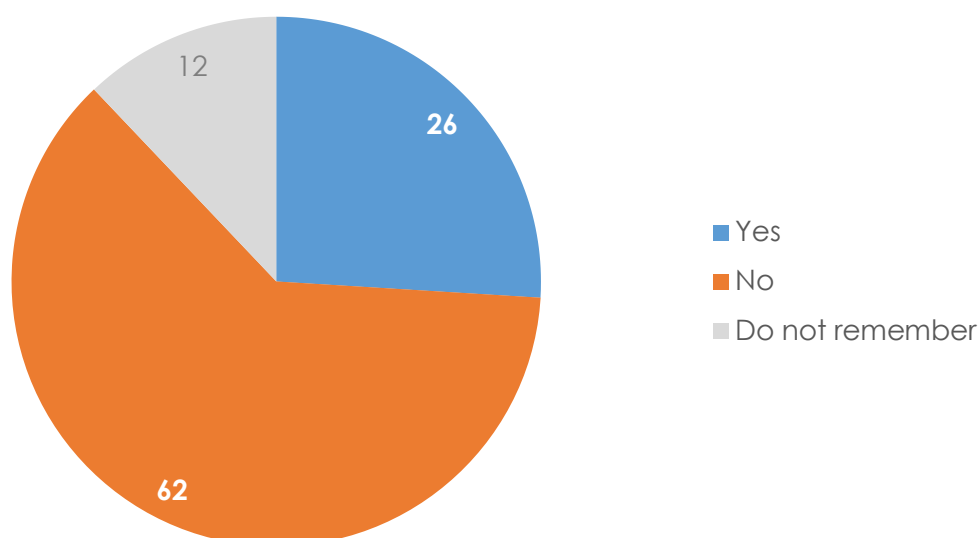
IV.1 Any social advertisements or information about new regulation of e-cigarettes and heated cigarettes with heated tobacco devices

In the past two months, 26% out of all respondents saw any social advertisements or information about the new law. Main sources: YouTube (46% out of those who came across), TV (38%), other websites and networks (38%), FB (34%), and outdoors on walls/billboards (31%).

Among the current smokers, 22% came across any social advertisements or information while among the current non-smokers, the figure is 29%.

Figure IV.1.1

Have you come across any social advertisements or information about the new law in the last two months?



The table below shows the data with disaggregation by demo categories.

Table IV.1.1

Have you come across any social advertisements or information about the new law in the past two months? (with disaggregation by demo categories)

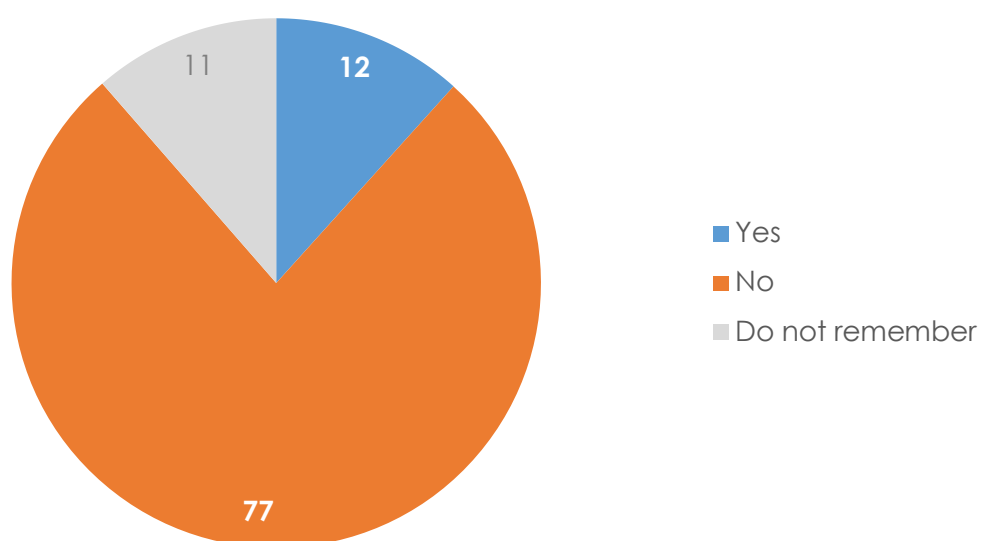
% in row	Yes	No	Do not remember
City			
Kyiv	19	63	18
Lviv	18	73	8
Other	29	60	11
Sex			
Males	23	68	9
Females	29	56	15
Age			
18-30	31	61	9
31-55	24	62	14

IV.2 Awareness about the mass-media campaign

Each respondent was shown two videos and one poster from the mass-media campaign. 12% out of all respondents recalled seeing it before. Main sources: YouTube (50% out of those who recalled), TV (39%), other websites and networks (31%), FB (29%), outdoors on walls/billboards (24%).

Figure IV.2.1

Saw any of the target advertisements (videos or poster) before



The table below shows the data with disaggregation by demo categories.

Table IV.2.1

Saw any of the target advertisements (videos or poster) before with disaggregation by demo categories

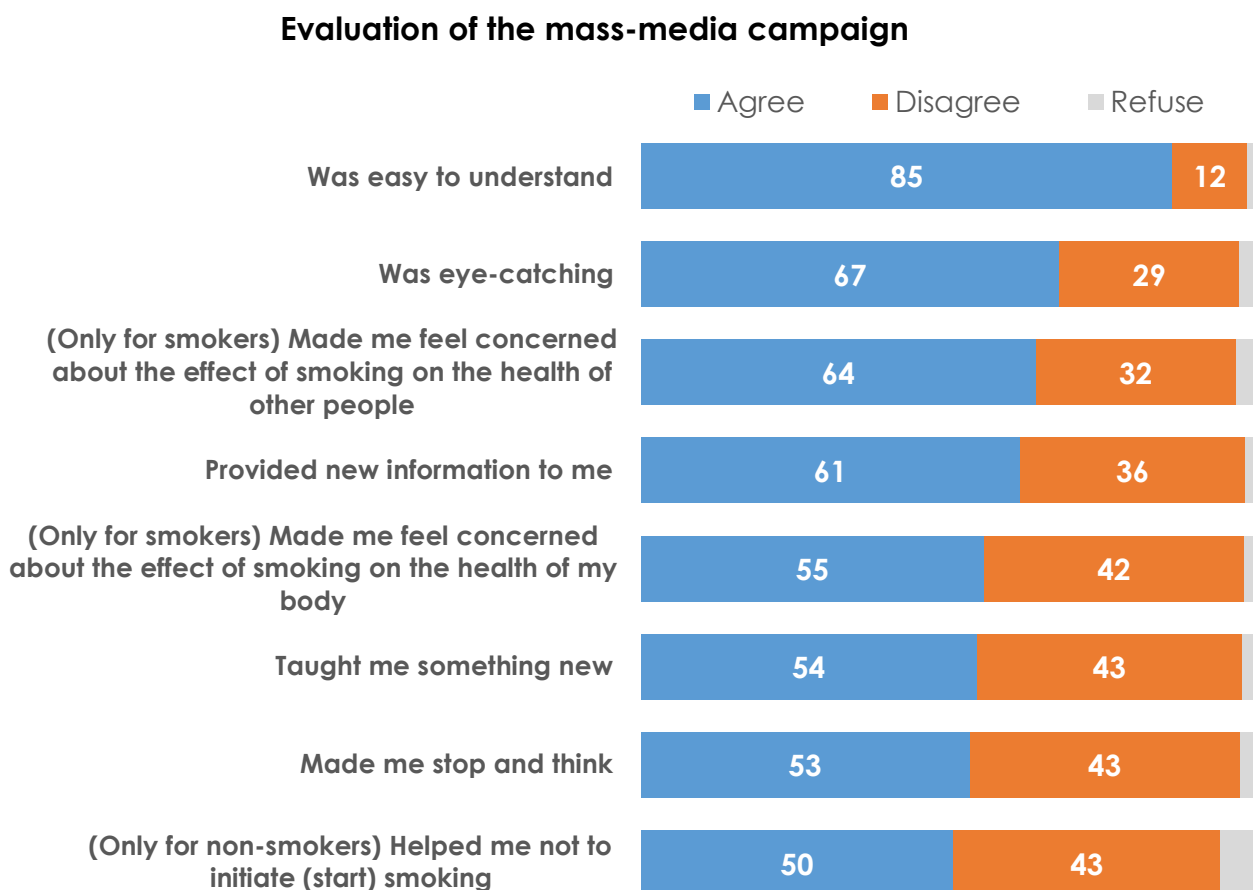
% in row	Yes	No	Do not remember
City			
Kyiv	19	72	10
Lviv	12	58	29
Other	10	81	9
Sex			
Males	11	76	13
Females	13	78	10
Age			
18-30	16	71	13
31-55	10	80	11

IV.3 Evaluation of the mass-media campaign

The absolute majority of the respondents (85%) agreed that the ads were easy to understand. Less favourable but still predominantly positive scores are traced for being eye-catching (67%), making smokers feel concerned about harmful effects on other people (64%), and providing new information (61%) (with 29-36% providing negative scores).

In the case of making smokers feel concerned about harmful effects on themselves, teaching something new, and making them stop and think, helping non-smokers not to initiate smoking 50-55% provide positive scores. However, at the same time, 42-43% provide negative scores.

Figure IV.3.1

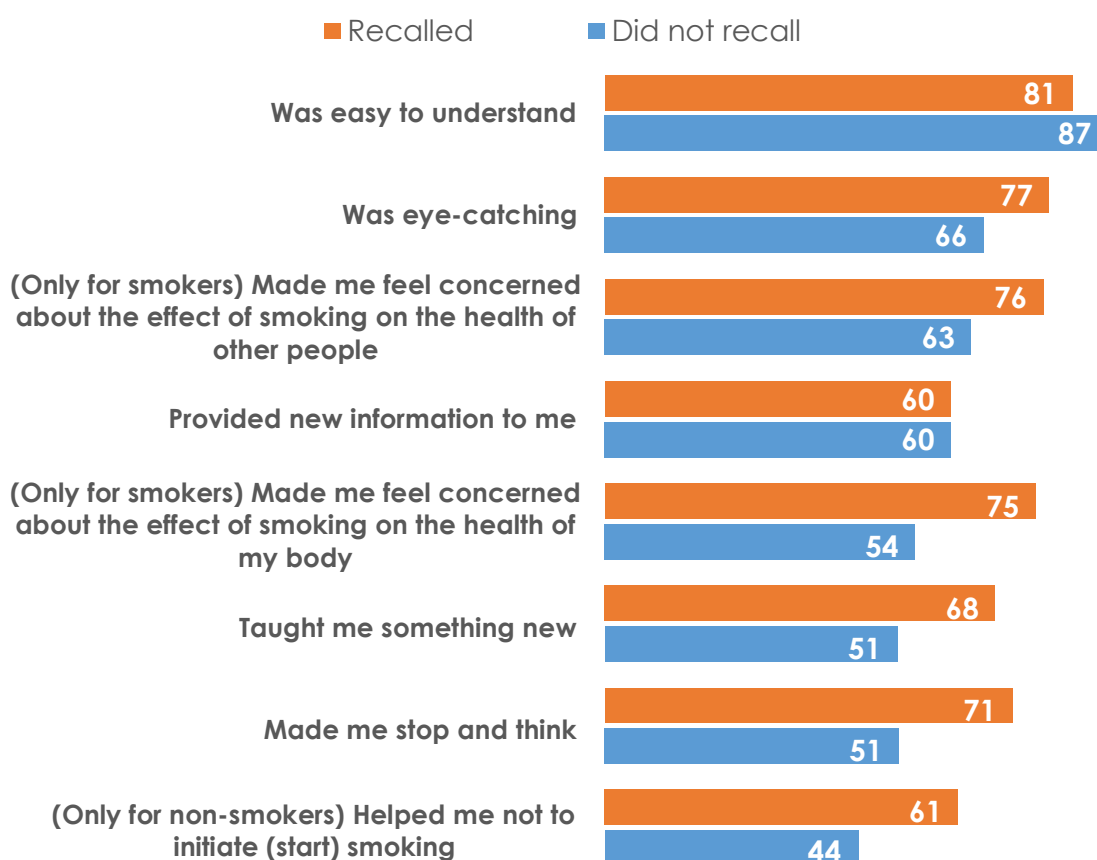


Those who saw the ads before (recalled it) evaluate it in a more positive manner. Particularly, among the current smokers who recalled ads 76% said it made them feel concerned about the effect on other people (vs. 63% of smokers who didn't recall seeing these ads) and 75% said it made them feel concerned about the effect on their health (vs. 54%). Moreover, 61% of non-smokers who saw these ads before said it helped them not to initiate smoking while the same figure for the non-smokers who didn't recall these ads is 44%.

Figure IV.3.2

Evaluation of the mass-media campaign with disaggregation by recalling seeing ads before

% strongly or somewhat agree

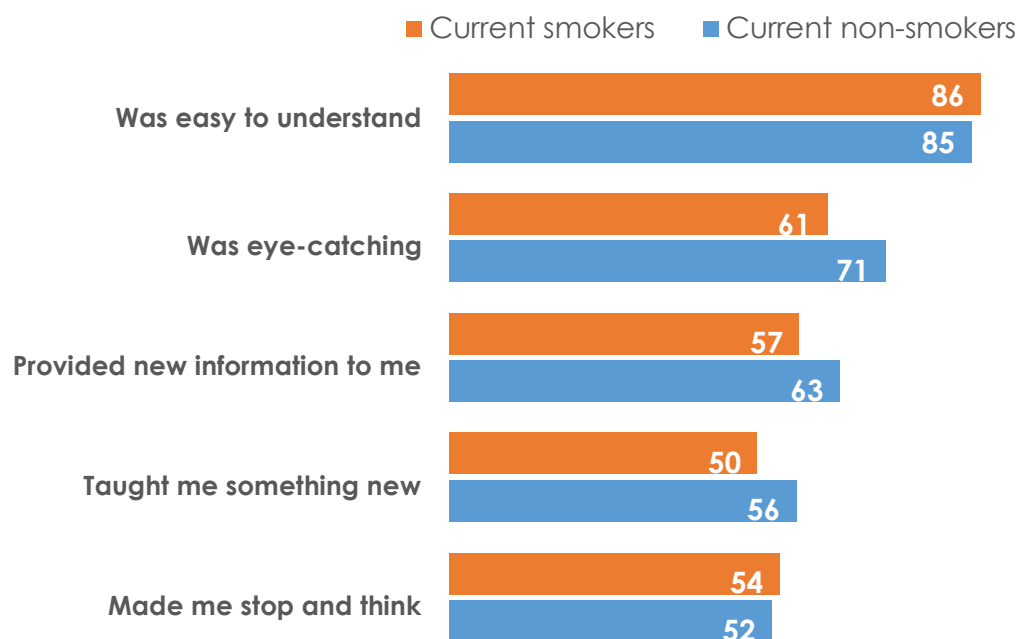


The Figure below shows the data with disaggregation by current smokers and non-smokers.

Figure IV.3.3

Evaluation of the mass-media campaign with disaggregation by current smokers and non-smokers

% strongly or somewhat agree



The table below shows the data with disaggregation by demo categories.

Table IV.3.1

Evaluation of the mass-media campaign with disaggregation by demo categories

% strongly or somewhat agree

% in row	Was easy to understand	Was eye-catching	(Only for smokers) Made feel concerned about the effect on others	Provided new information to me	(Only for smokers) Made feel concerned about the effect on me	Taught me something new	Made me stop and think	(Only for non-smokers) Helped me not to start smoking
City								
Kyiv	88	66	56	60	50	52	52	42
Lviv	94	82	62	76	60	69	63	73
Other	84	66	66	59	56	53	52	50
Sex								
Males	87	66	65	63	54	54	56	52
Females	84	69	60	59	58	54	50	49
Age								
18-30	87	69	69	59	64	52	53	47
31-55	85	66	61	62	51	55	53	52

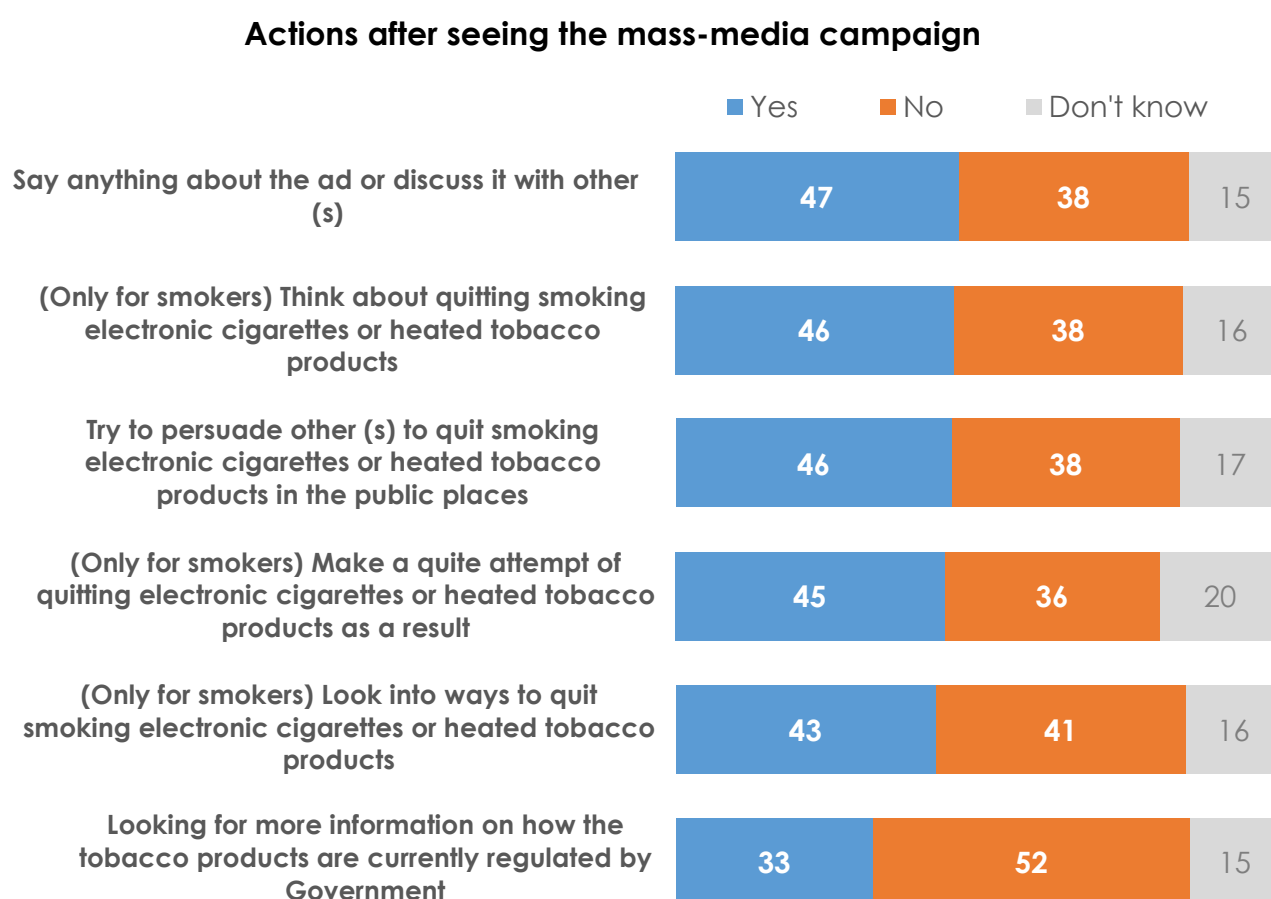
IV.4 Actions after seeing the mass-media campaign

Out of all respondents after seeing these ads 47% and 46% respectively are ready to discuss it and persuade others to quit smoking electronic cigarettes or heated tobacco products in public places.

Among the current smokers 43% say they think about quitting and 46% reported that they making such an attempt / looking for ways to quit smoking electronic cigarettes or heated tobacco products.

And 33% are motivated to look for more information on how the tobacco products are currently regulated by the Government.

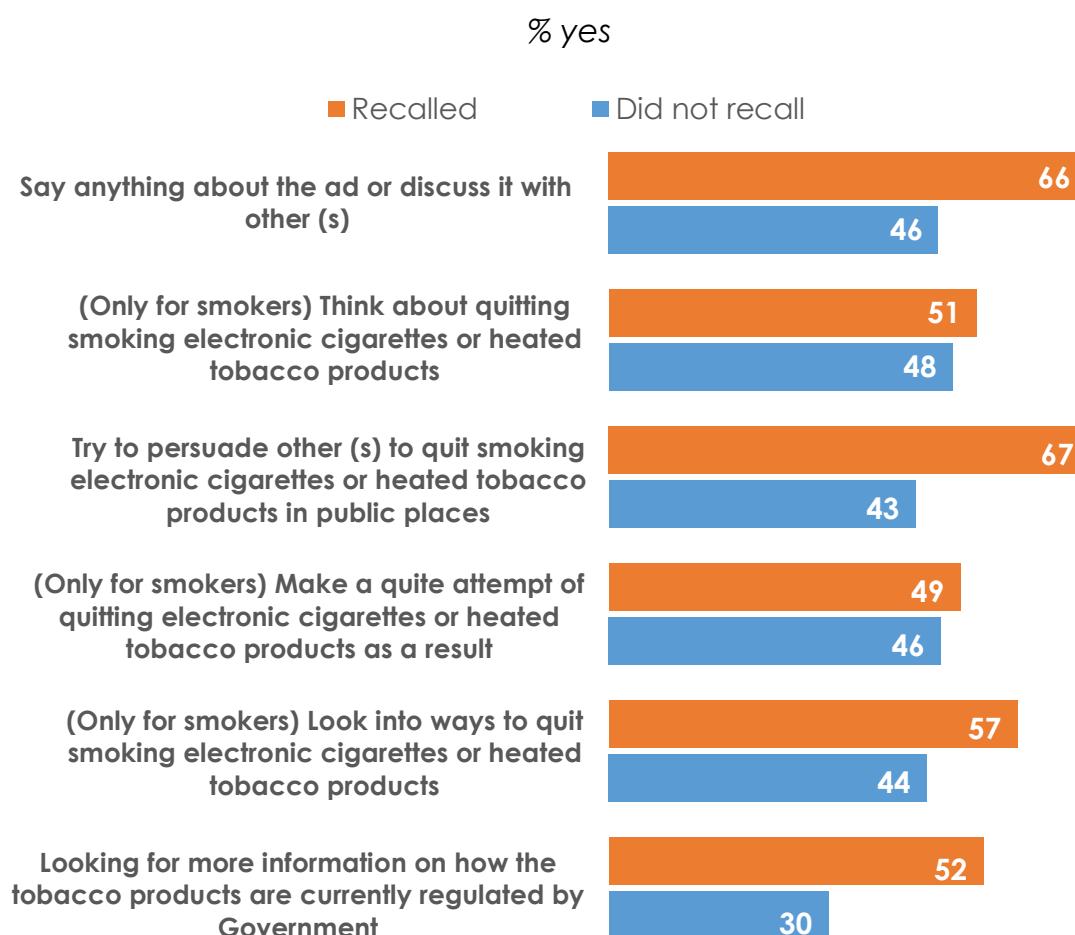
Figure IV.4.1



Those who saw the ads before (recalled them) are more motivated to act in different ways. Particularly, more campaign-aware smokers (57%) compared to campaign-unaware smokers (44%) looked into ways to quit smoking after seeing the campaign.

Figure IV.4.2

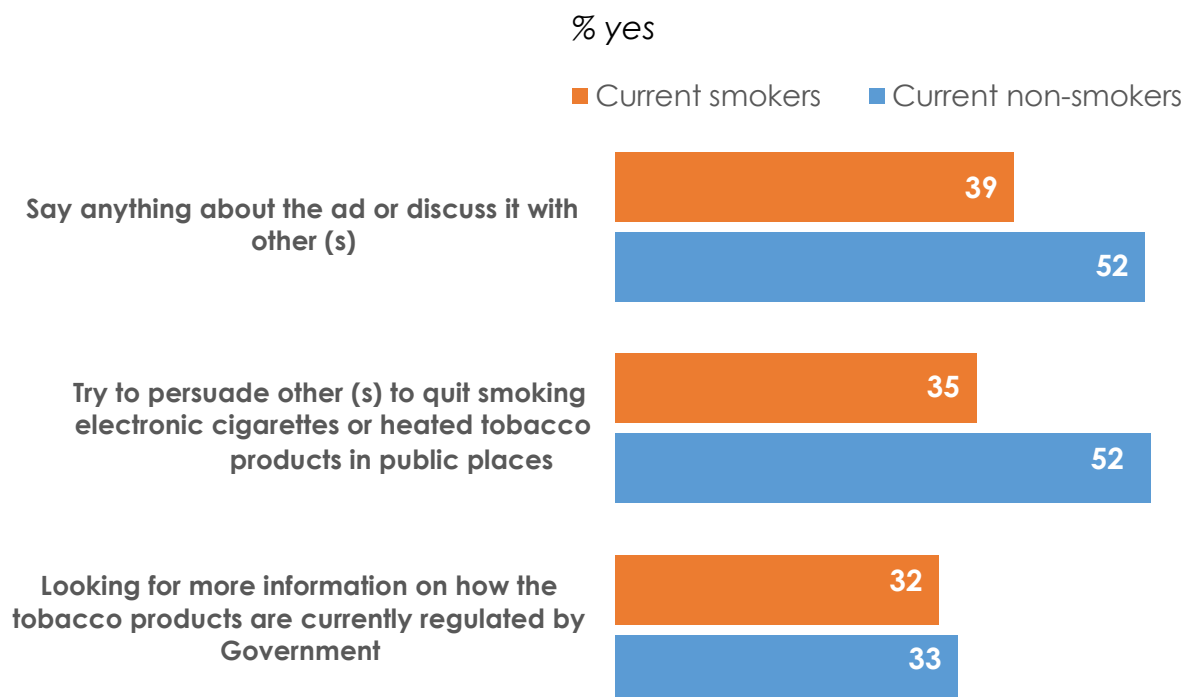
Actions after seeing the mass-media campaign with disaggregation by recalling seeing ads before



The Figure below shows the data with disaggregation by current smokers and non-smokers.

Figure IV.4.3

Actions after seeing the mass-media campaign with disaggregation by current smokers and non-smokers



The table below shows the data with disaggregation by demo categories.

Table IV.4.1

Actions after seeing the mass-media campaign with disaggregation by demo categories

% yes

% in row	Discuss it with other (s)	(Only for smokers) Think about quitting smoking electronic cigarette, etc.	Try to persuade other (s) to quit smoking cigarette, etc.	(Only for smokers) Make a quite attempt of quitting cigarette, etc.	(Only for smokers) Look into ways to quit smoking cigarette, etc.	Looking for more information on the Government regulations
City						
Kyiv	43	34	43	28	27	26
Lviv	48	35	45	37	32	36
Other	48	51	47	50	49	34
Sex						
Males	42	46	45	44	41	33
Females	52	46	46	46	46	32
Age						
18-30	44	47	45	44	41	36
31-55	48	46	46	45	44	31

CONCLUSIONS AND RECOMMENDATIONS

The survey data show that representatives of the target audience are generally aware that electronic cigarettes or heated tobacco products are not safe and can cause some illnesses, but at the same time tend to consider them less harmful than regular cigarettes. In addition, the total majority of respondents note that passive smoking has a very negative effect on health.

The conducted survey shows that approximately half of the respondents are aware of the new law regulating the use of tobacco products, electronic cigarettes or heated tobacco products. In general, there is a more positive attitude towards this legislation among the population. However, it is worth noting that non-smokers perceive the policy of banning smoking in public places a little better. Among the top public places where respondents saw smokers (or smokers smoked themselves) public transport stops, entrances and common areas in multi-apartment buildings, playgrounds, cafes and restaurants should be noted. Additionally, the study found that current non-smokers were more likely than current smokers to complain in any way about smoking in prohibited places. But in general, most respondents support further steps in smoke-free legislation.

Advertising messages of the mass-media campaign about the new law regulating the use of tobacco products, electronic cigarettes or heated tobacco products are mostly considered easy to understand, and eye-keeping, making smokers think about the impact of smoking on other people. There is a significant impact of the campaign on the respondents. So, half of the non-smokers who remembered the advertisement believe that the campaign encourages them not to start smoking, and three-quarters of smokers thought about the impact of smoking on their health and the health of others.

At the same time, there is a tangible impact of advertising on behavioural intentions among the target audience. Thus, significantly more respondents who have seen advertising material than those who have not seen it will try to persuade others to quit smoking e-cigarettes or heated tobacco products or seek additional information about the legal regulation of such products. And among smokers, significantly more respondents who had seen the mass-media campaign than those who had not, declared their readiness to look for ways to quit smoking e-cigarettes or heated tobacco products. If we take into account that smokers are addicted to tobacco products, it can be argued that such an influence on the informational materials of the campaign is significant.

Based on the results of the survey, the following recommendations can be made:

- Continue the implementation of mass-media campaigns about the new legislation regulating the use of electronic cigarettes and heated tobacco products, in order to increase the coverage of the target audience, as well as to increase awareness of the dangers of using electronic cigarettes or heated tobacco products, to motivate the abandonment of the use of such devices. At the same time, it is necessary to take into account the importance of raising the awareness of the target audience that passive smoking of electronic cigarettes or heated tobacco products is harmful to others.

- It is advisable to use various channels of information dissemination (Youtube, social networks, television, outdoor advertising) in order to achieve a wider coverage of the target audience.
- A key message of the mass-media campaign could be a statement that safe smoking doesn't exist. An important aspect of combating the spread of the use of electronic cigarettes or heated tobacco products is the legal regulation of the use of these products, in particular, the prohibition of any advertising, including on the Internet.
- Continue to use the top statements "Our children's health will be much stronger because of smoke-free law" and "Public places became more comfortable to stay there because of a smoke-free law".
- Particular attention should be paid to the prohibition of smoking electronic cigarettes and heated tobacco products at public transport stops, apartment building premises for general use, cafes, restaurants and children's playgrounds.
- Inform the public about possible options for behaviour in the event of a violation of the smoke-free law on the prohibition of smoking (including the presence of a mobile application).
- Ensure proper response to citizens' complaints to maintain a high level of enforcement of the anti-tobacco law by the National Police and the State Production and Consumer Service of Ukraine
- For more effectiveness, test advertising materials before starting the mass-media campaign with a similar target audience. If possible, conduct a baseline assessment of the knowledge, attitude and practices before the start of the campaign to more accurately assess the impact of the campaign.