

THE QUESTIONNAIRE USED TO RATE THE PICTORIAL WARNINGS BY EXPERTS

1- Image x Graphics is potentially effective in providing the expected benefits of WHO pictorial warning recommendation.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2- Text warning on Image x is potentially effective in providing the expected benefits of WHO pictorial warning recommendation.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3- Image x is prominent and include emotionally engaging imagery.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4- Image x may stimulate thoughts about the risks of smoking, which in turn help raise smoking-related health concerns, which lead to intentions to quit.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5- Image x may improve warning persuasiveness which may prevent smoking initiation in non-smokers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6- Image x may increase knowledge and awareness about smoking-related health outcomes.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7- Comments (Optional)

THE PICTORIAL WARNINGS USED IN THE STUDY (ENGLISH LANGUAGE)

Image 1

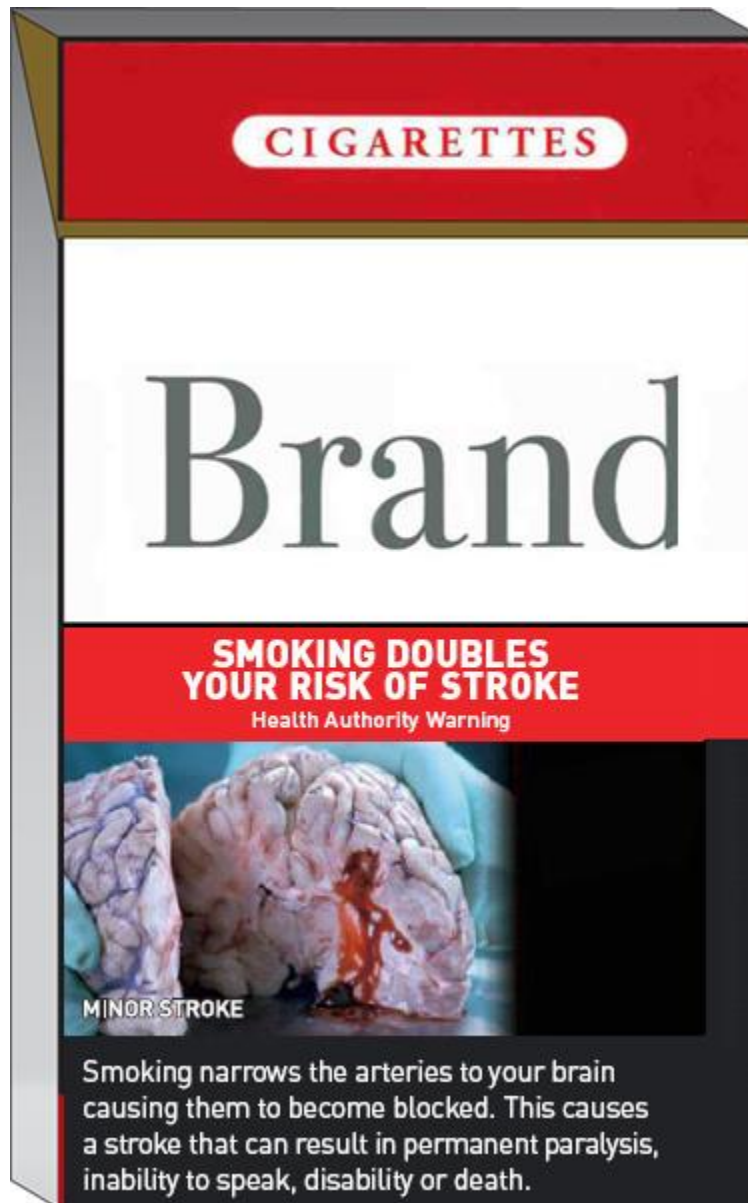


Image 2



Image 3



Image 4

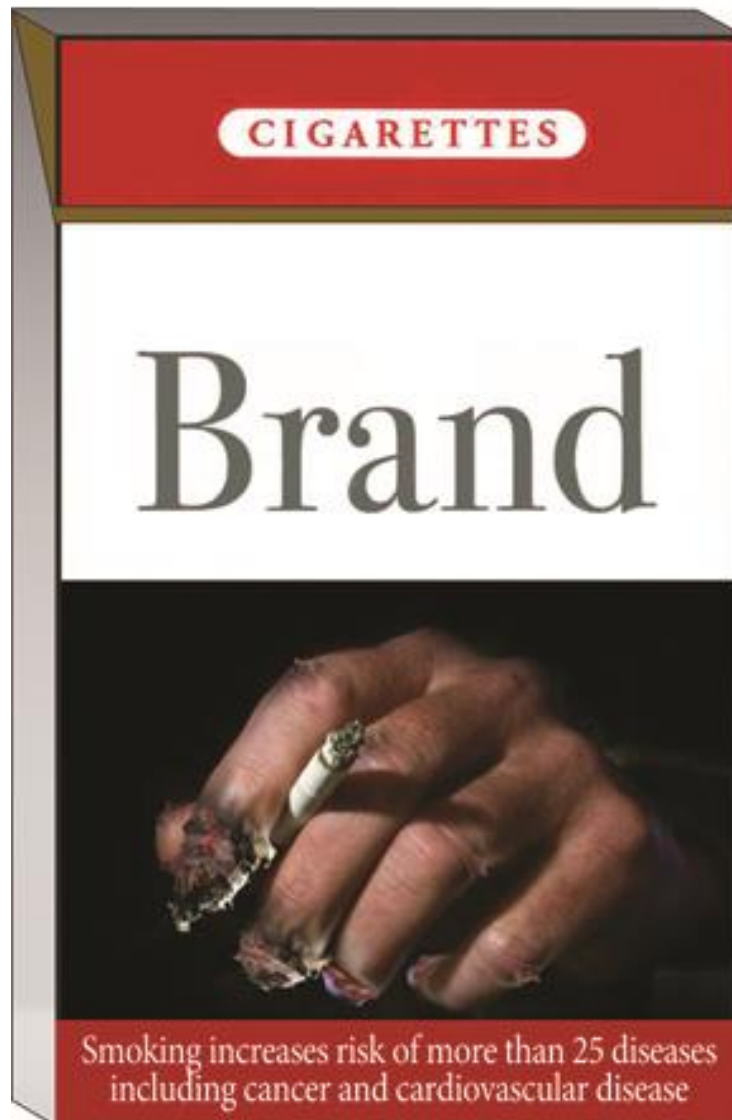


Image 5



Image 6



Image 7



Image 8



Image 9



THE PICTORIAL WARNINGS USED IN THE STUDY (ARABIC LANGUAGE)

Image 1



Image 2



Image 3



Image 4

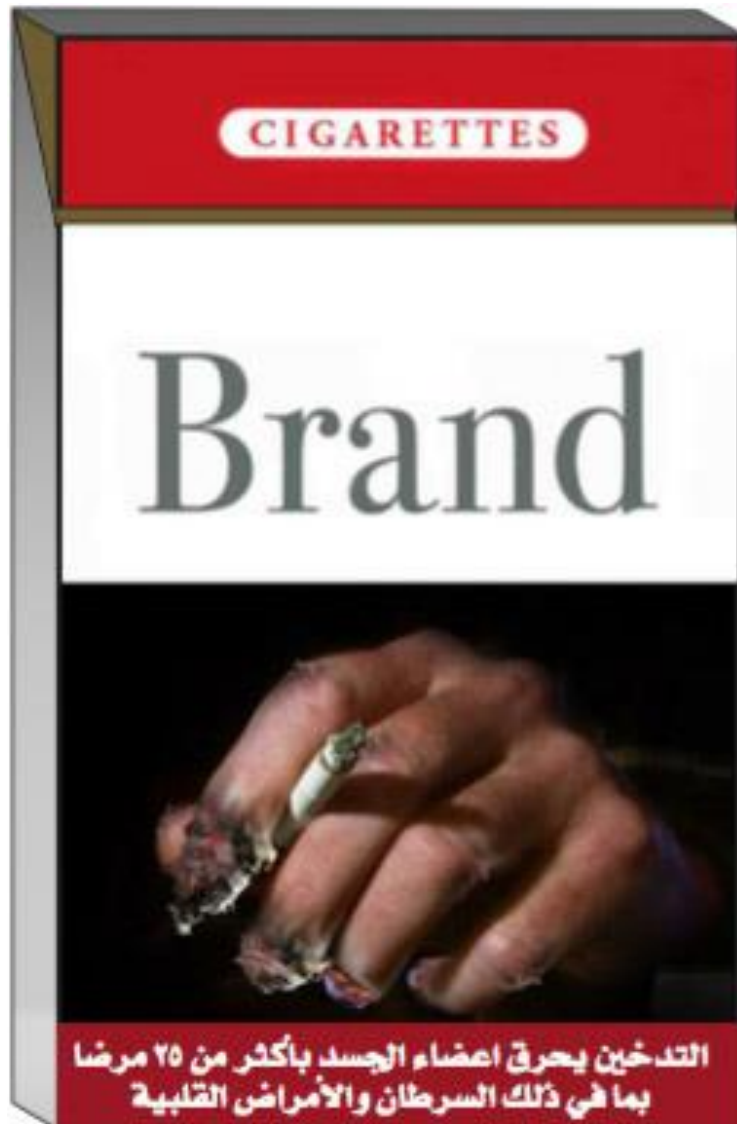


Image 5



Image 6



Image 7



Image 8

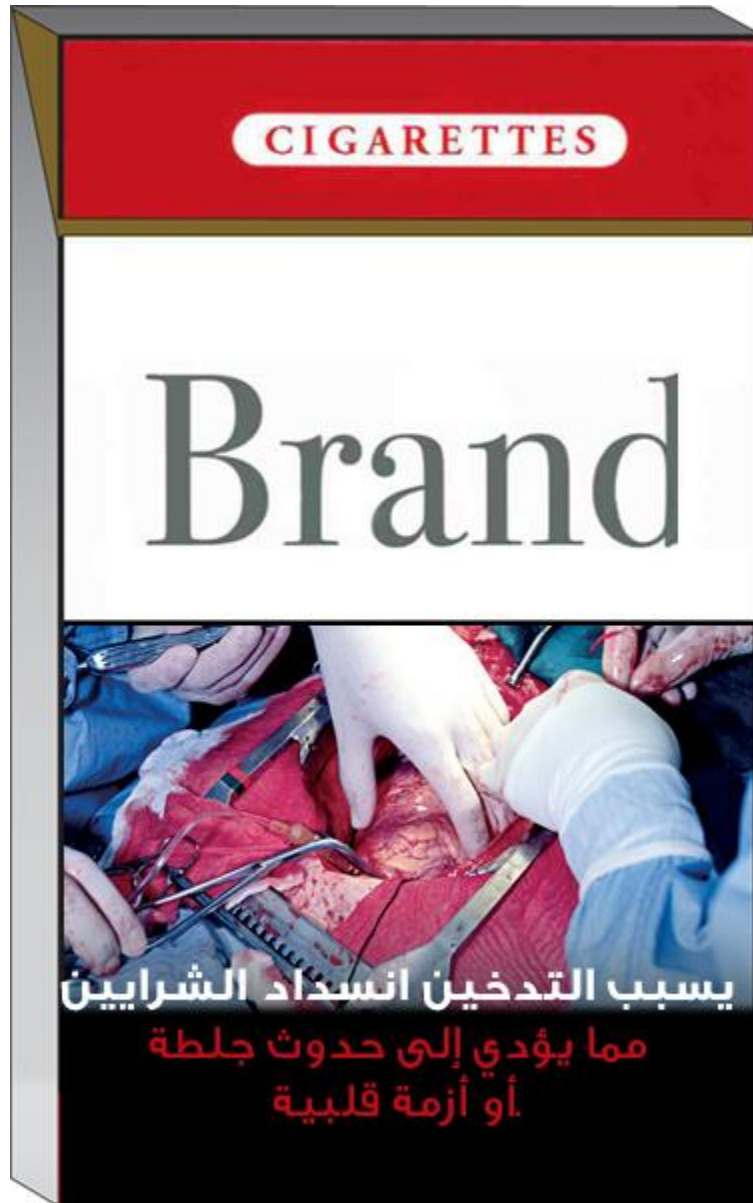


Image 9



QUOTATIONS FROM EXPERTS' COMMENTS

Quotations from experts' comments on image 1

1. Expert 2: "This image is more prominent".
2. Expert 3: "Good, ideal image that shows a real, specific case of smoking's negative effect on the human body. The message is related to the image and synergizes with it".
3. Expert 4: "This is a case where the warning is consistent with the words and they complement each other. The image is also more directly evoking harm".
4. Expert 6: "Text is too long. Perhaps 'Smoking causes stroke, which can...etc'".

Quotations from experts' comments on image 2

1. Expert 3: "The image and the message are very strong and specific, and transfer deeper knowledge to the consumers, more than just using a general message or image".
2. Expert 4: "Proven to be one of the most effective warnings wherever studied".
3. Expert 5: "Many smokers will not know what the picture is showing. This worked in Australia because they also had a TV ad showing and explaining this image. Text requires fairly high literacy".
4. Expert 6: "While it may depend on the population, the image of a clogged artery is not easily recognisable, and it took me some time to realise what it was. The text is long".
5. Expert 8: "I think the image is too abstract and difficult for non-medical people to comprehend".

Quotations from experts' comments on image 3

1. Expert 1: "See earlier comment about linking the image directly to smoking".
2. Expert 2: "Likely only to work for women, especially those of childbearing age. The factual information is great; it explains why, making the effect more plausible to readers".
3. Expert 3: "The best image in this collection related to smoking's effect on the baby, with a specific, detailed message that is related to the image".
4. Expert 5: "This is likely to be the most effective warning/image related to risks for babies among the 3 in this survey".
5. Expert 8: "Overall, I think the emphasis on medical imagery is misplaced. They represent a medical view of the world that is not necessarily smokers' view. I believe images that smokers can directly relate to—such as the cancerous throat—are more likely to be effective".

Quotations from experts' comments on image 4

1. Expert 1: "Although I think this image is very arresting, it is not really related to the text warning. Also, I think the image appears somewhat unrealistic and so it might be easily discounted by smokers".
2. Expert 2: "The image has no impact. On the contrary, it may be attractive for some groups of teenagers, especially among those more prone to initiate smoking".

3. Expert 3: "The picture is not real. It does not represent or demonstrate real consequences of smoking on the human body. The text message is general and mostly known by anyone. This space on the cigarette pack should be utilised to deliver a specific message about smoking's impact on the human body, e.g., in image 2. The message is not related to the image".
4. Expert 4: "The negative bit of the burning fingers is not the prominent image; it is the lit cigarette. It is too confusing and distracts from the words".
5. Expert 5: "I would strongly avoid showing a hand holding a lit cigarette: this is a potent cue for smoking".

Quotations from experts' comments on image 5

1. Expert 1: "I found the image quite difficult to interpret—I understand what it intends to show but found the image difficult to see clearly".
2. Expert 3: "Again the image is not real, not clear or hard to understand. The message, although related, is not specific and not the most accurate effect of smoking on an unborn baby".
3. Expert 4: "The picture is too ambiguous, so it invited thoughts about what it is, which can distract from the harm".
4. Expert 5: "The picture of the baby above is likely better. The text requires high literacy and should be simplified".

Quotations from experts' comments on image 6

1. Expert 2: "This image does not cause negative feelings. On the contrary, it is attractive for youths, such as those close to certain cultures, such as metal or rock".
2. Expert 3: "The message is not related to the picture. The image is not showing anything relevant to the human body affected by smoking. I do not think showing only a cigarette is an anti-smoking [image]; this may fall under the pro-smoking category".
3. Expert 4: "This one might work really well. The skull is not immediately salient, but when noticed resonates strongly with the message and helps bring it to life".

Quotations from experts' comments on image 3

1. Expert 2: "The image is very 'soft' and therefore is not prominent in order to make decisions. The tuned head may be less engaging than showing the baby's face".
2. Expert 4: "Most babies are not noticeably harmed by a mother smoking, so this should say 'May', not imply it will. Knowing when it doesn't can lead to the statement being rejected".
3. Expert 7: "We have used similar images in tests and people who smoke often do not connect the image or those like it with harms caused by smoking and claim the baby shown could be ill for many reasons. The image would be more effective if the link with smoking was more overt".
4. Expert 8: "Images depicting harm to children and babies from smoking are powerful deterrents but this image does not link the baby to smoking".

Quotations from experts' comments on image 8

1. Expert 3: "This is an ideal image that is in line with the literature's recommendations, with a relevant, specific message".
2. Expert 4: "Good congruence and no ambiguity".

Quotations from experts' comments on image 9

1. Expert 2: "This is an old image".
2. Expert 3: "One of the strongest images I ever seen. Ideal, according to the literature on PWS".
3. Expert 4: "This is a very rare event, and most smokers can be sure this is not happening to them. It appears to be chosen for shock value, not educational value".
4. Expert 5: "Very powerful image. Ensure that the face/image is culturally appropriate/relevant".
5. Expert 8: "The text warning does not relate to the warning image, so although the text may be effective on its own, it does not enhance the image, and vice versa"