

Reduced Risk Claims Comprehension and Risk Perceptions in Adult Tobacco Users and Nonusers for an Oral Tobacco-Derived Nicotine Product After Exposure to Promotional Materials

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on!® Nicotine Pouches Harm Reduction Opportunity

on!® nicotine pouches have the most variety of any nicotine pouches currently in the U.S. Market

SEVEN FLAVORS



FIVE NICOTINE STRENGTHS



NO TOBACCO LEAF

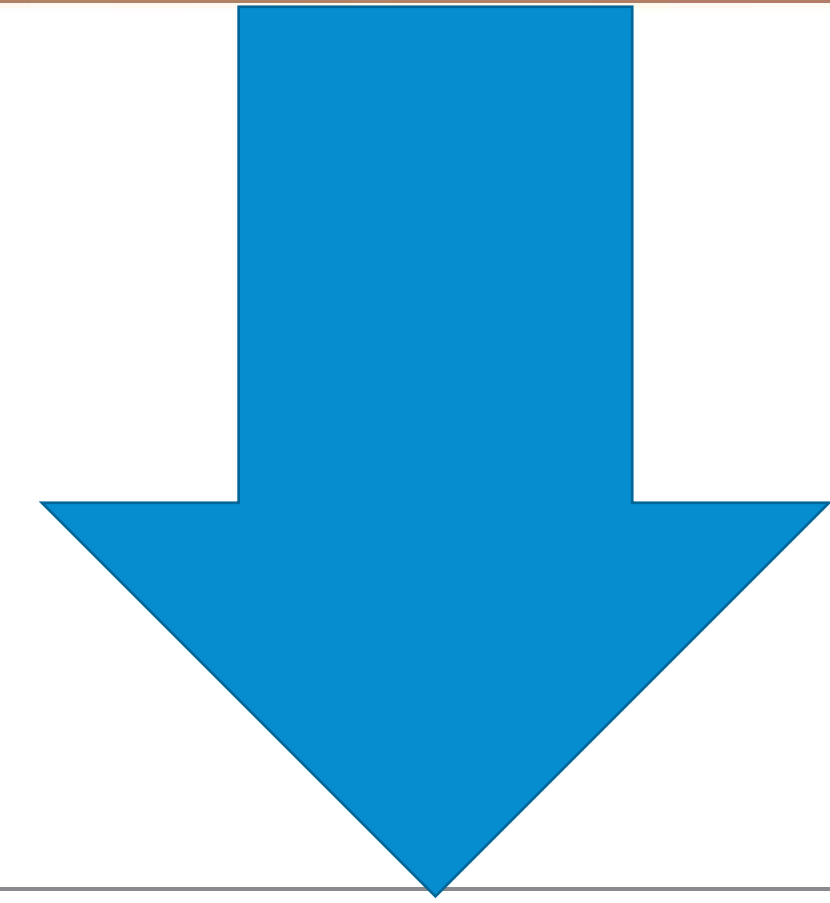


All flavors are available for purchase through e-commerce. Select SKUs are available in retail.

MRTPA Guidance Calls for Evidence of Accurate Consumer Comprehension of Claims and Relative Risks



Marketed product



Marketed product with claim (MRTP)

- MRTPA must address “the effect of the tobacco product’s marketing on consumer understanding and perceptions”
 - understanding of the modified risk or exposure claims
 - beliefs about health risks
- Modified exposure claims should not mislead consumers

Claim Comprehension & Intentions Study (CCIS) Examined Understanding and Risk Perceptions Among Tobacco Users and Nonusers

Participants



Tobacco Users and
Nonusers

Exposure to Promotional Materials

Control Condition



Test Condition



Measures

Comprehension

Risk Perceptions
(Absolute)

Risk Perceptions
(Relative)

How Do We Measure Comprehension and Risk Perceptions?

(Post-test only)

Comprehension

- ☐ Target audience
- ☐ Targeted comprehension
- ☐ Behavioral implication

(Pre- and post-test)

Risk Perceptions (Absolute)

- ☐ General harm
- ☐ Risk of general and specific diseases
 - Cigarettes
 - Candidate products

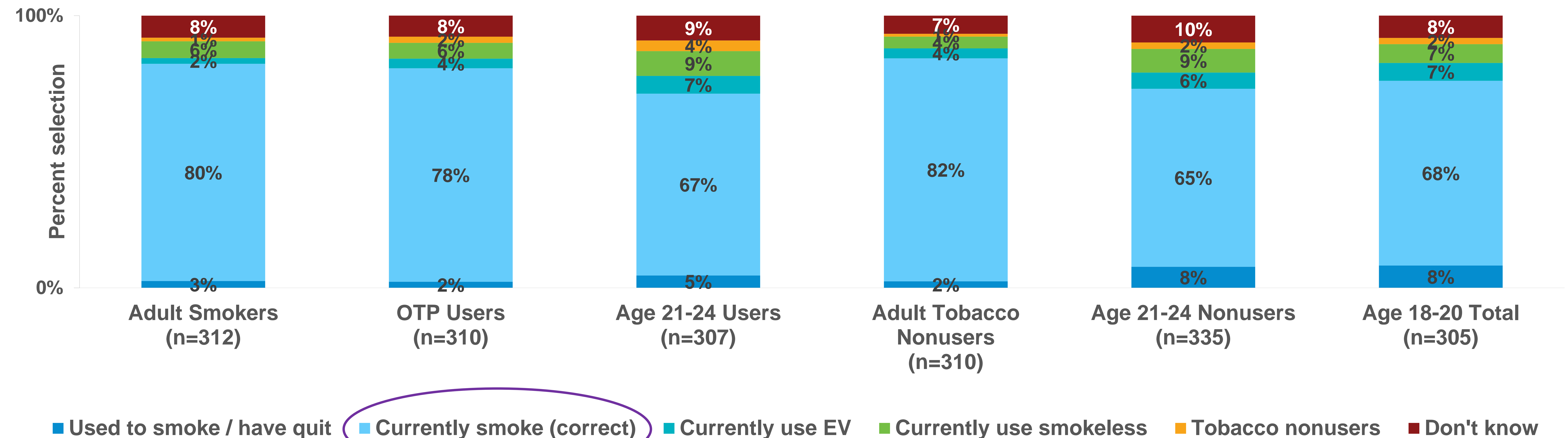
(Pre- and post-test)

Risk Perceptions (Relative)

- ☐ Total health risk relative to use of other tobacco products, nicotine replacement therapies (NRTs) or quitting tobacco

Adult Tobacco Consumers (ATC) and Nonusers Correctly Identify Cigarette Smokers as the Intended Audience of the Proposed Claims

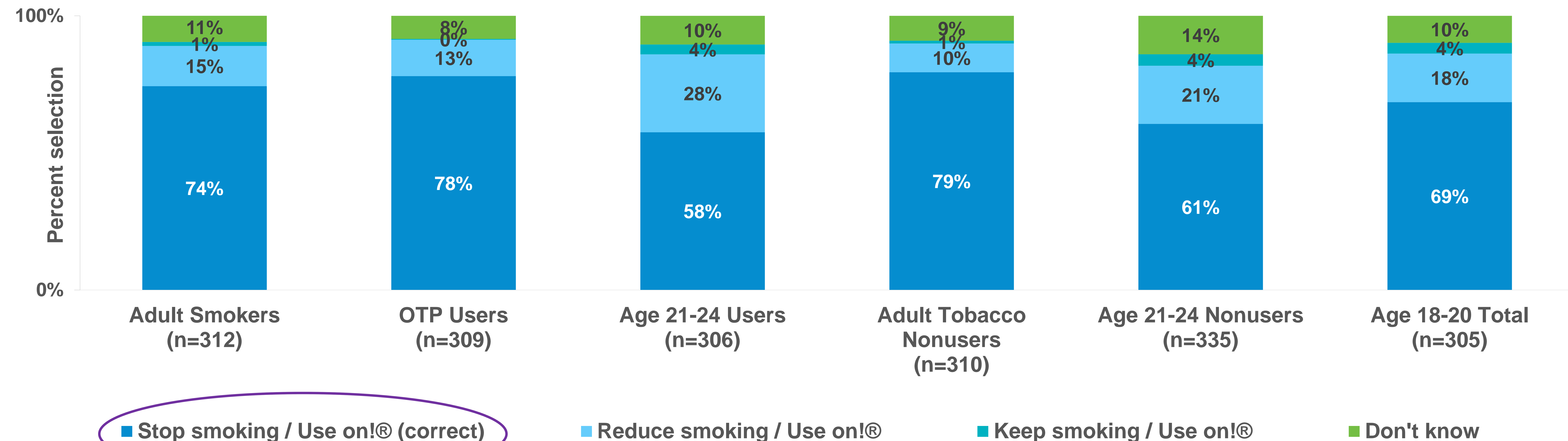
“Who is the message in these ads meant for?” - Test Condition



OTP = other tobacco products

The Majority Understand the Behavior Change Needed to Reduce Risk and Exposure to Harmful Chemicals as Stated in the Proposed Claims

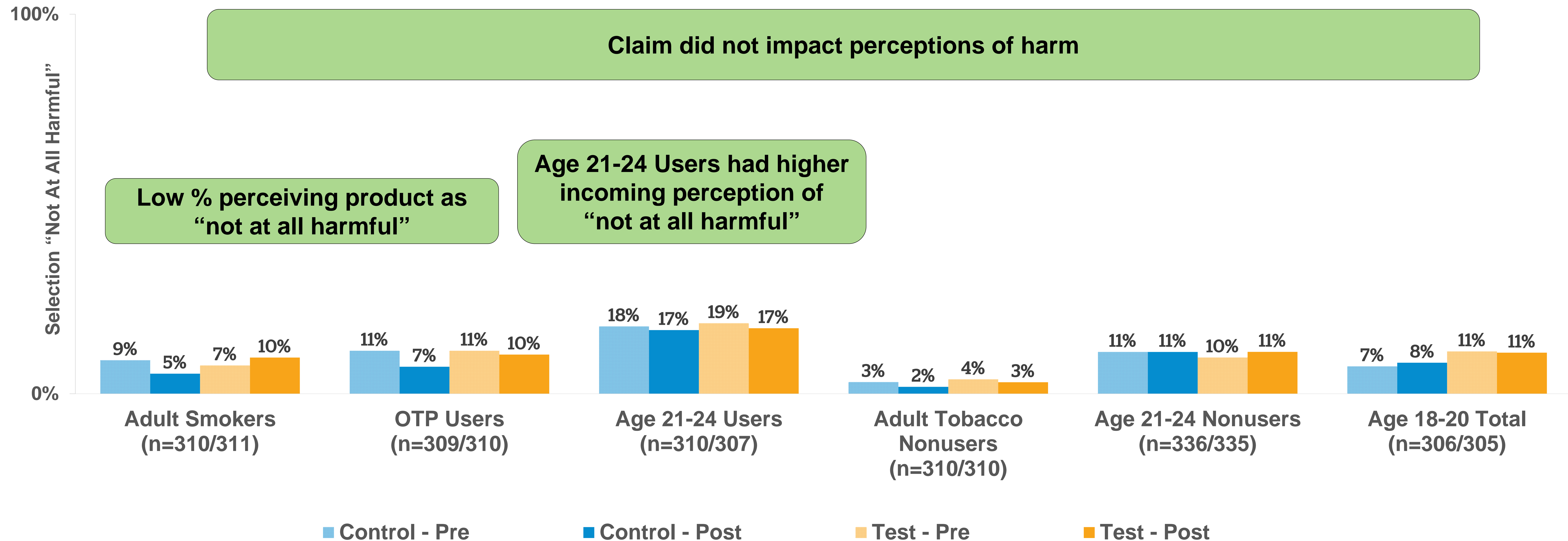
“Based only on this ad, what do smokers need to do in order to reduce their risk of exposure to harmful chemicals?” - Test Condition



OTP = other tobacco products

The Majority of Participants Believe that the Candidate Products are not Risk Free in the Context of the Modified Risk Claims

“How harmful is using on!® nicotine pouches to a person’s health?” – Test Condition

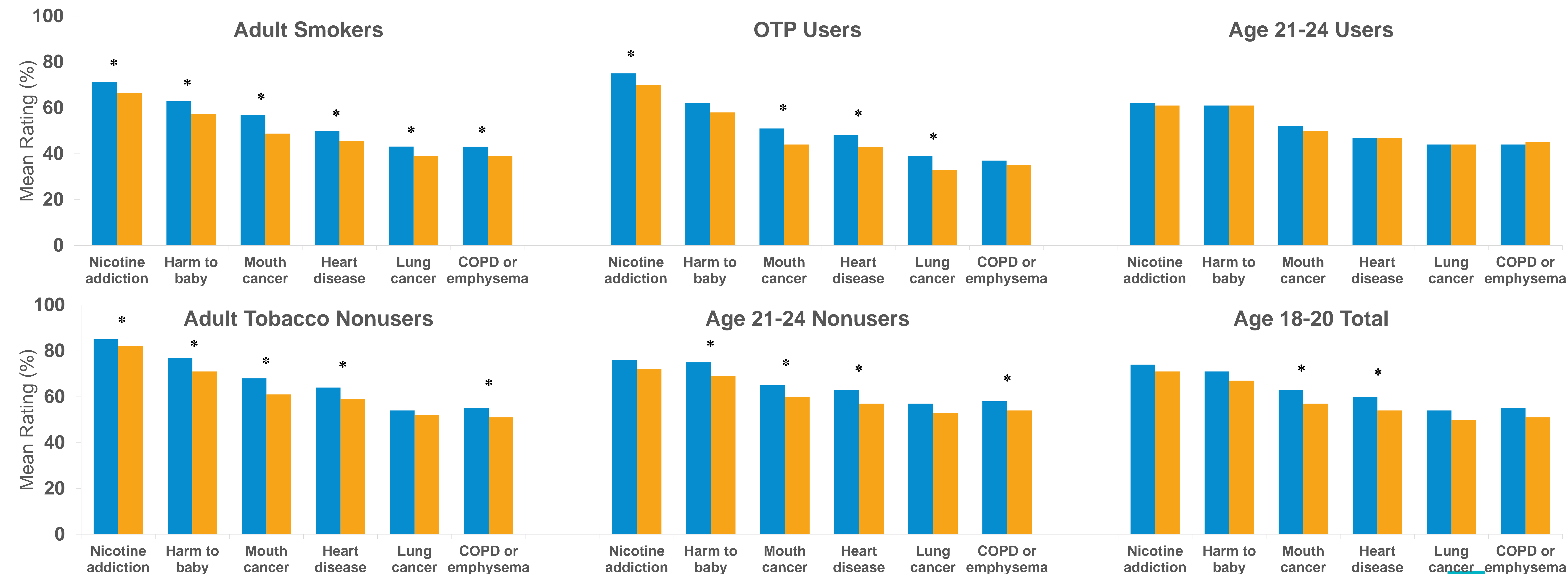


OTP = other tobacco products

The Modified Risk Claims Decreased or Did Not Change Specific (Absolute) Risk Perceptions



“Looking at this list, how likely is it that these things will happen to a person who only uses on!® nicotine pouches daily?” (11-pt scale, 0% = Extremely unlikely, 100% = Extremely likely; adjusted means reported)

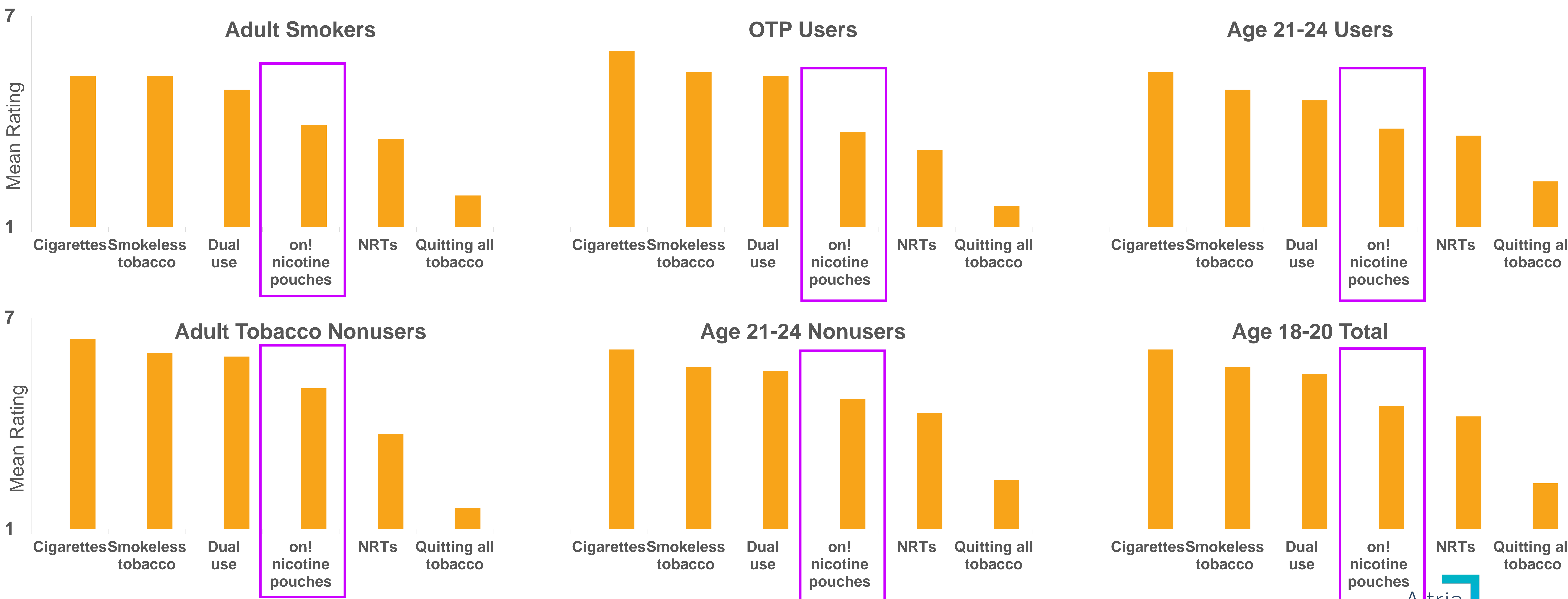


OTP = other tobacco products

Relative Risk Perceptions for on!® Nicotine Pouches Significantly Decreased in the Context of the Modified Risk Claims



“Please rate each item for the risk you feel it could pose to a person’s health.”
(7-pt scale, 1 = Not at all risky, 7 = Extremely risky; adjusted means reported)

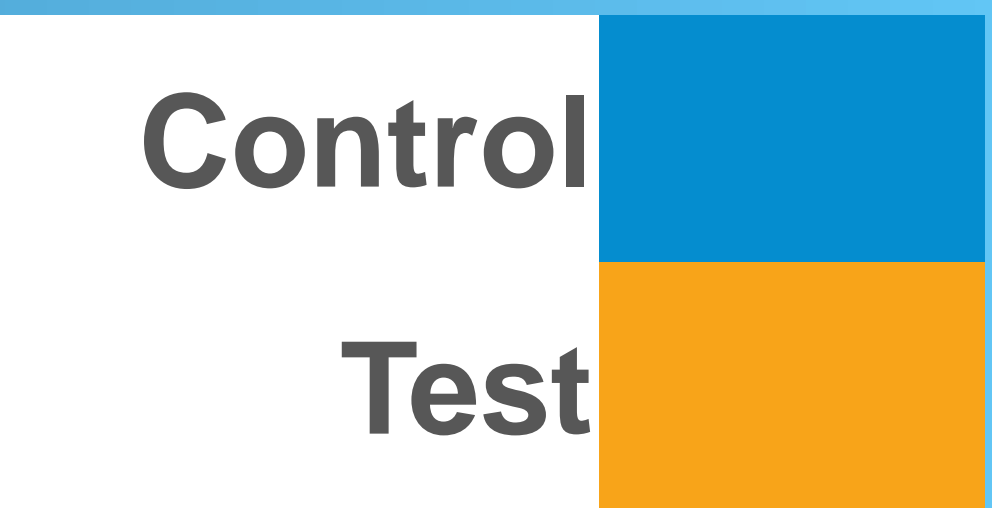


OTP = other tobacco products

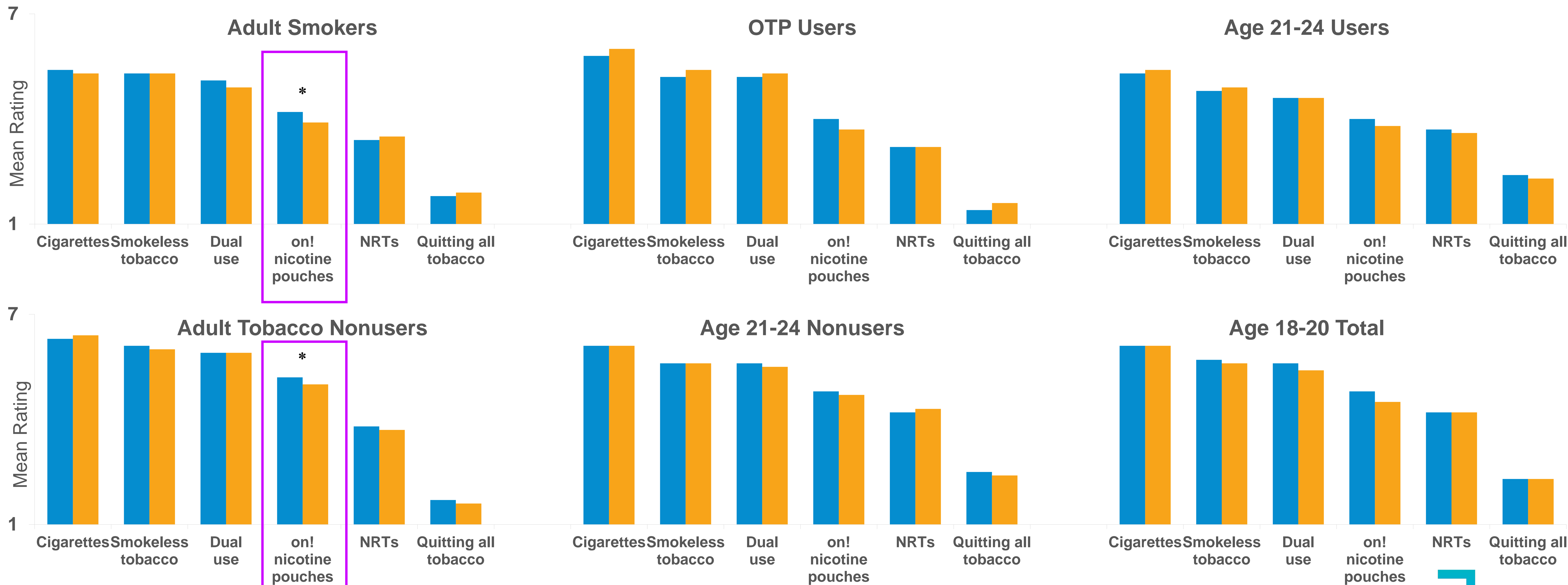
“Don’t know” is not included in the average calculation



Relative Risk Perceptions for on!® Nicotine Pouches Significantly Decreased in the Context of the Modified Risk Claims



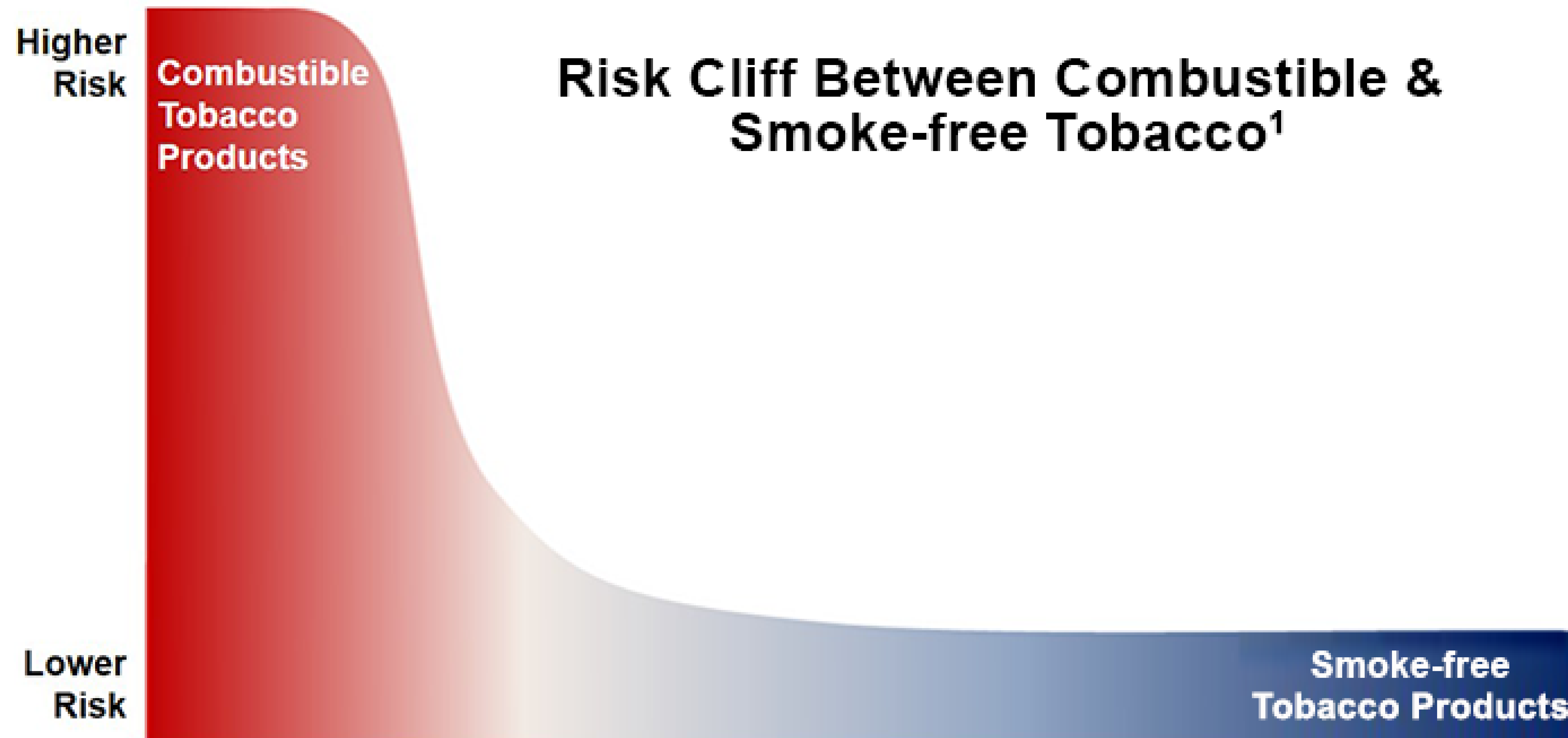
“Please rate each item for the risk you feel it could pose to a person’s health.”
(7-pt scale, 1 = Not at all risky, 7 = Extremely risky; adjusted means reported)



OTP = other tobacco products

“Don’t know” is not included in the average calculation

Perceptions of Relative Risk are Generally Aligned with the “Risk Cliff”



¹ Adapted from Nutt, et. al Estimating the Harms of Nicotine-Containing Products Using the MCDA Approach. Eur. Addict Res 2014; 20:218-225.

Conclusions - Comprehension

- ATCs, Adult Nonusers of Tobacco, and Age 18-20 Participants:
 - comprehend the claims
 - believe that the on!® nicotine pouches are not risk-free
 - correctly identify cigarette smokers as the intended audience
 - understand the behavior change needed to reduce risk
 - i.e., stop smoking cigarettes and completely switch to on!® nicotine pouches

Conclusions – Risk Perceptions

- Among Adult Smokers and Adult Nonusers of Tobacco:
 - exposure to claims reduced risk perceptions of on!® nicotine pouches
 - exposure did not change risk perceptions for other tobacco-related behaviors
 - (i.e., smoking cigarettes, using smokeless tobacco)
- Among Age 18-20 and Age 21-24 Tobacco Users and Nonusers:
 - exposure to claims had no effect on total risk perceptions of on!® nicotine pouches or other tobacco-related behaviors
- ATCs, Adult Nonusers of Tobacco, and Age 18-20 Participants:
 - believe that on!® nicotine pouches are less risky than cigarettes and smokeless tobacco
 - but riskier than using FDA-approved cessation medication or completely quitting all tobacco use



Acknowledgements

Please contact us if you have any questions.

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An aerial photograph of a river valley, showing a winding river and surrounding land. A large white rectangular box is centered on the image, containing text.

Thank you!

Any questions?

