

# EVIDENCE ON ALCOHOL HEALTH WARNINGS IN THE FRENCH CONTEXT

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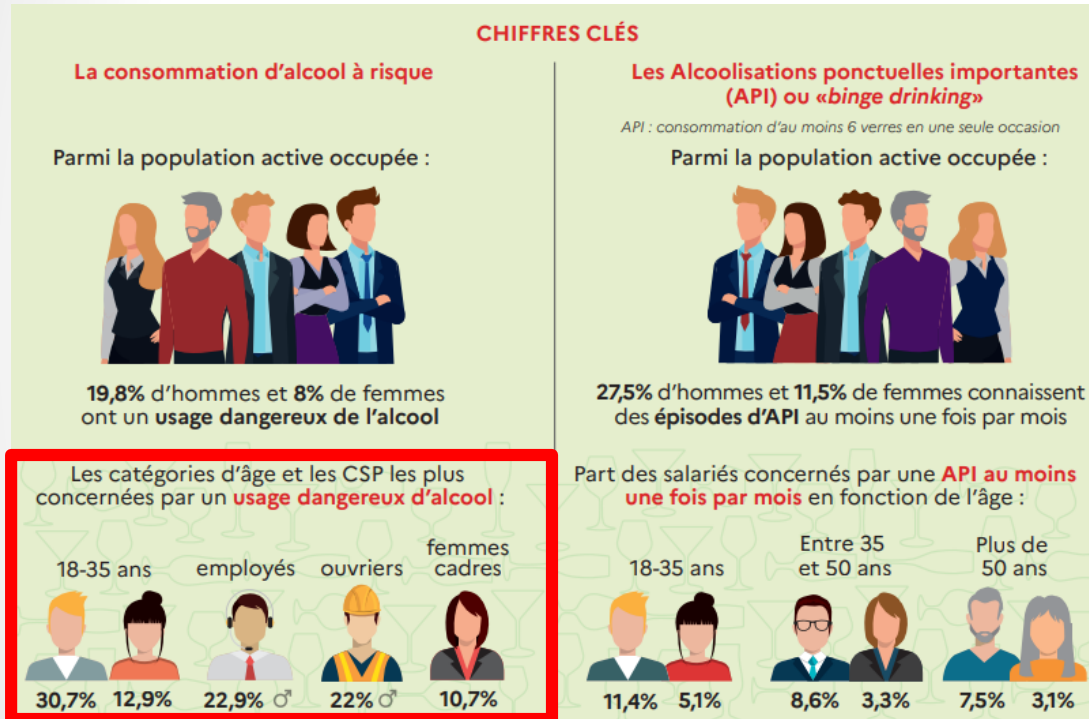
**EHESP School of Public Health - CNRS Arènes - UMR 6051, Inserm RSMS - U 1309 – Rennes**

**FRANCE**



# ALCOHOL MISUSE: A PUBLIC HEALTH ISSUE IN FRANCE

- 23.6% of people aged 18 to 75 exceed the accepted consumption guidelines (*SPF, 2020*)
- More exposed populations (*Mildeca, 2021*):



- 41.5% of high school students HED (*OFDT, 2022*)
- 2<sup>nd</sup> cause of preventable deaths (*Bonaldi et Hill, 2019*)
- 41 000 deaths/year (*Bonaldi et Hill, 2019*)
- Social cost in France: 102 billion €/year (*Kopp, 2023*)

## WHAT MEASURE TO CURB THIS TREND?

Consumption guidelines, drunk-driving policies, sales ban to minors, mass media campaigns, marketing regulation (Evin Law), **labeling**, etc.

# CURRENT FRENCH ALCOHOL WARNINGS

## Mandatory on alcohol ads

The screenshot shows the website <https://www.pernod-ricard.com/fr-fr/ricard/>. The main banner features the text: "ET SI VOUS DEVENIEZ Créateurs de Convivialité?". Below the banner, a mandatory warning is displayed: "L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION." A red arrow points from the warning on the website to the warning on the Kronenbourg advertisement.

The advertisement for Kronenbourg beer features the headline: "NOTRE BOUTEILLE A ENLEVÉ LE BAS.\*". Below the headline is the Kronenbourg logo and the text "l'Originale". A large, condensation-covered green beer bottle is shown on the right side. At the bottom of the advertisement, the mandatory warning is present: "L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ. À CONSOMMER AVEC MODÉRATION." A red arrow points from the warning on the advertisement to the warning on the website.

Evin law, 1991

*"Alcohol abuse is dangerous for health."*

The alcohol industry adds: *"Consume with moderation"*

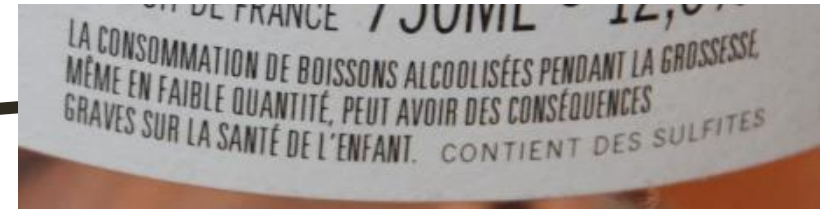
# CURRENT FRENCH ALCOHOL WARNINGS



The pictogram was supposed to be enlarged in 2019



Mandatory on containers



French law n°2005-102

A pictogram or a text: "Alcohol consumption during pregnancy, even in small quantities, can be harmful for children's health"

# FRENCH FUNDINGS TO ANSWER THE QUESTIONS

Are current French alcohol warnings effective?

How to improve the effectiveness of alcohol warnings?

Warnings content and format impact

Contextual factors: social influence, insertion medium, cultural and political context, target characteristics, etc.

Principal Investigator: Pr Karine Gallopel-Morvan





# WHAT ARE EFFECTIVE (ALCOHOL) WARNINGS?

**OPEN ACCESS**

## Pictorial cigarette pack warnings: a meta-analysis of experimental studies

Seth M Noar,<sup>1,2</sup> Marissa G Hall,<sup>3</sup> Diane B Francis,<sup>1</sup> Kurt M Ribisl,<sup>2,3</sup> Jessica K Pepper,<sup>2,3</sup> Noel T Brewer<sup>2,3</sup>

**ABSTRACT**  
**Objective:** To inform international research and policy, we conducted a meta-analysis of the experimental literature on pictorial cigarette pack warnings.  
**Data sources:** We systematically searched 7 computerized databases, in April 2013 using several search terms. We also searched reference lists of relevant articles.  
**Study selection:** We included studies that used an experimental protocol to test cigarette pack warnings and reported data on both pictorial and text-only conditions. 37 studies with data on 48 independent samples (N=33 613) met criteria.  
**Data extraction and synthesis:** Two independent coders coded all study characteristics. Effect sizes were computed from data extracted from study reports and were combined using random effects meta-analytic procedures.  
**Results:** Pictorial warnings were more effective than text-only warnings for 12 of 17 effectiveness outcomes (all p<0.05). Relative to text-only warnings, pictorial warnings (1) attracted and held attention better; (2) garnered stronger cognitive and emotional reactions; (3) elicited more negative pack attitudes and negative smoking attitudes and (4) more effectively increased intentions to not start smoking and to quit smoking. Participants also perceived pictorial warnings as being more effective than text-only warnings across all 8 perceived effectiveness outcomes.  
**Conclusions:** The evidence from this international body of literature supports pictorial cigarette pack warnings as more effective than text-only warnings. Gaps in the literature include a lack of assessment of smoking behaviour and a dearth of theory-based research on how warnings exert their effects.

**INTRODUCTION**  
Tobacco use is the leading cause of preventable death and disease in the world, causing nearly six million deaths each year.<sup>1</sup> While tobacco product packaging is a key part of marketing efforts to make tobacco use appealing,<sup>2,3</sup> regulators can use that same packaging to communicate the health risks of tobacco products to consumers.<sup>4</sup> A pack-a-day smoker potentially sees a cigarette pack an estimated 7300 times per year (20 views/day×365 days/year). Messages on these packs would generate exposure far outweighing exposure from other antitobacco communications, such as mass media campaigns.<sup>5</sup> The combination of high exposure, nearly universal reach, and very low cost has made pictorial warnings on cigarette packs a core tobacco control strategy globally. The WHO Framework Convention on Tobacco Control (FCTC) calls for the implementation of large warnings on tobacco products.<sup>6</sup> The treaty's Article 11 specifies that health warnings may include pictures, and subsequent guidelines for implementation state that pictorial warnings are "far more effective" than text-only messages.<sup>6</sup> By 2013, implementation of pictorial warning policies had occurred in 77 countries and jurisdictions that are home to nearly 50% of the world's population.<sup>7</sup>

As pictorial cigarette pack warnings have proliferated globally, so has research on their impact.<sup>8-19</sup> Observational studies suggest increased cessation behaviour after the introduction of pictorial warnings,<sup>10-13</sup> and such studies typically have high external validity. However, isolating the effects of pictorial warnings on smoking behaviour in such studies has proven difficult because governments often introduce the warnings alongside other tobacco control policies.<sup>10-13</sup> By contrast, experiments can offer strong evidence of the causal impact of pictorial warnings, isolating the effects of warnings on key outcomes. For this reason, experiments are an important tool for studying the effects of pictorial warnings.

Previous research on pictorial cigarette pack warnings  
A large and growing empirical literature has documented the effects of pictorial cigarette pack warnings. Some evidence suggests that pictures and imagery may be more effective than text-only messages at communicating health risks.<sup>13-14</sup> Compared with text-only warnings, pictorial warnings have been associated with stronger beliefs about the harms of smoking and higher motivation to quit smoking.<sup>10-13</sup> However, while some studies find that smokers and non-smokers rate pictorial warnings as more effective than text-only warnings,<sup>10-13</sup> other studies have reported conflicting findings.<sup>15-19</sup> For instance, studies have found that graphic, pictorial warnings result in poorer recall than less graphic or non-graphic warnings,<sup>15</sup> do not increase youth's expectations to be non-smokers a year later,<sup>16</sup> have no effect on beliefs about cancer or addiction among non-smoking adolescent boys,<sup>17</sup> and are effective in lowering smoking intentions for Canadians but not for Americans.<sup>18</sup>

Reviews of the literature on pictorial cigarette pack warnings have taken a variety of approaches. A narrative review by Hammond<sup>8</sup> suggested that cigarette pack warnings can be effective in promoting smoking cessation, especially when warnings are large, full-colour, and use graphic images. While useful and an important contribution for understanding pictorial warnings, this review did

**Additional material is published online only. To see please visit the journal online: <http://dx.doi.org/10.1136/tobacco-2014-051518>**

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**BMJ**

Noar SM, et al. *BMJ* 2015;351:h2541. doi:10.1136/bmj-2014-051518

Lessons from the tobacco field and from other fields

 Social Science & Medicine  
Volume 164, September 2016, Pages 118-129



Review article

## The impact of strengthening cigarette pack warnings: Systematic review of longitudinal observational studies

Seth M. Noar<sup>a, c, \*</sup>, Diane B. Francis<sup>a</sup>, Christy Bridges<sup>b</sup>, Jennah M. Sontag<sup>a</sup>, Kurt M. Ribisl<sup>b, c</sup>, Noel T. Brewer<sup>b, c</sup>

 **nutrients**



Review

## Experimental Studies of Front-of-Package Nutrient Warning Labels on Sugar-Sweetened Beverages and Ultra-Processed Foods: A Scoping Review

Lindsey Smith Taillie<sup>1,\*</sup>, Marissa G. Hall<sup>2</sup>, Barry M. Popkin<sup>1</sup>, Shu Wen Ng<sup>1</sup> and Nandita Murukutla<sup>3</sup>


<sup>1</sup> Department of Nutrition, University of North Carolina at Chapel Hill, 135 Dauer Dr, Chapel Hill, NC 27599, USA; [popkin@unc.edu](mailto:popkin@unc.edu) (B.M.P.); [shuwen@unc.edu](mailto:shuwen@unc.edu) (S.W.N.)

<sup>2</sup> Department of Health Behavior, University of North Carolina at Chapel Hill, 135 Dauer Dr, Chapel Hill, NC 27599, USA; [mghall@unc.edu](mailto:mghall@unc.edu)

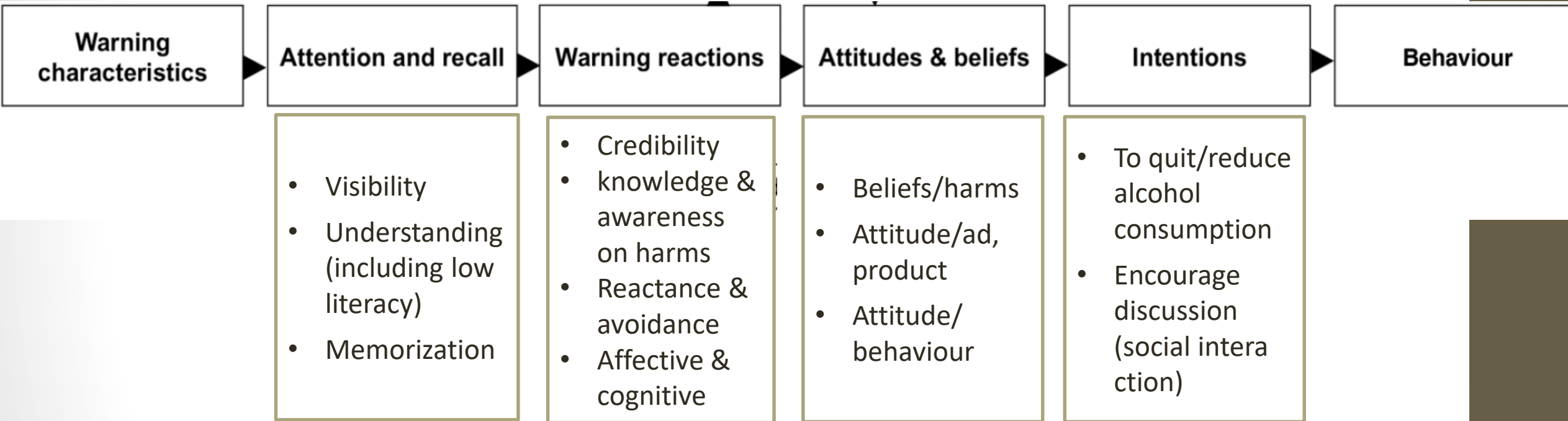
<sup>3</sup> Vital Strategies, 100 Broadway 4th floor, New York, NY 10005, USA; [NMurukutla@vitalstrategies.org](mailto:NMurukutla@vitalstrategies.org)

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 check for updates

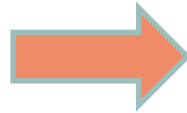
# THE PERSUASION MECHANISM OF ALCOHOL WARNINGS



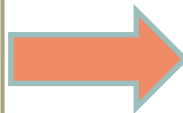
Noar, S. M., Hall, M. G., Francis, D. B., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2016). Pictorial cigarette pack warnings: a meta-analysis of experimental studies. *Tobacco control*, 25(3), 341-354.

Francis, D. B., Mason, N., Ross, J. C., & Noar, S. M. (2019). Impact of tobacco-pack pictorial warnings on youth and young adults: A systematic review of experimental studies. *Tobacco induced diseases*, 17.

# METHODS USED OUR RESEARCH TO ANSWER THE QUESTION OF EFFECTIVENESS



- **Qualitative research**
  - In-depth interviews
  - Documentary analysis



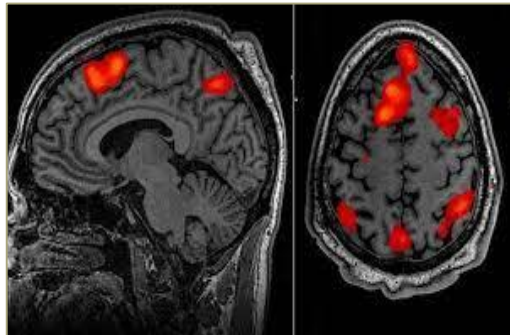
- **Quantitative research**
  - Cross sectional surveys
  - Experimental studies



# METHODS USED IN OUR RESEARCH TO ANSWER THE QUESTION OF EFFECTIVENESS

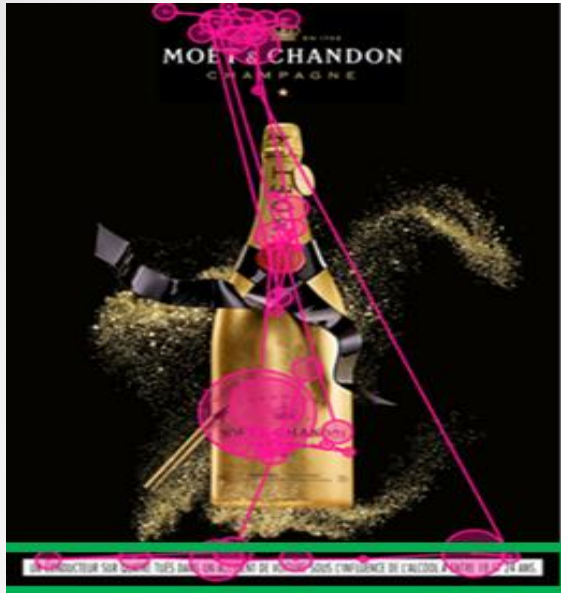


- **Non-verbal research**
  - Eye-tracking



- **Non-verbal research**
  - fMRI

# ARE CURRENT FRENCH ALCOHOL WARNINGS EFFECTIVE?



- Not visible enough
- Hidden by marketing
- Too old (1991 & 2007)
- Too small
- Unclear content (consume with moderation?)
- Not concerned with the message



“Alcohol abuse is dangerous for health. Consume with moderation”

**NO**

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doi:10.1093/eurpub/ckw263 Advance Access published on 16 February 2017

## The effectiveness of current French health warnings displayed on alcohol advertisements and alcoholic beverages

Gloria Dossou<sup>1</sup>, Karine Gallopel-Morvan<sup>1</sup>, Jacques-François Diouf<sup>1,2</sup>

- **Sample:** 15-29 yo
- **Method:** Qualitative (in-depth interviews)

# HOW TO IMPROVE THE EFFECTIVENESS OF (FRENCH) ALCOHOL WARNINGS?

Effect of alcohol ad content regulations on young people: a multi-method study

Jacques François Diouf, Sophie Lacoste-Badie, Olivier Droulers, Karine Gallopel-Morvan

Journal of Social Marketing

ISSN: 2042-6763

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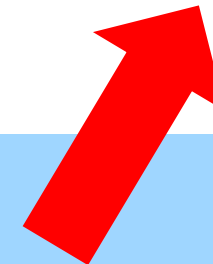
- **Sample:** 18-30 yo
- **Method:** online experimentation + eye tracking survey



VS



- The current French warning does not attract attention
- A more prominent warning format enhances attention (only at a non conscious level: with eye-tracking)



# HOW TO IMPROVE THE EFFECTIVENESS OF (FRENCH) ALCOHOL WARNINGS?

## How Do Young Adult Drinkers React to Varied Alcohol Warning Formats and Contents? An Exploratory Study in France

by  Gloria Thomasia Dossou <sup>1,\*</sup>  ,  Morgane Guillou-Landreat <sup>2</sup> ,  Loic Lemain <sup>2</sup> ,  
 Sophie Lacoste-Badie <sup>3</sup> ,  Nathan Critchlow <sup>4</sup>   and  Karine Gallopel-Morvan <sup>5</sup> 

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*Int. J. Environ. Res. Public Health* **2023**, *20*(15), 6541; <https://doi.org/10.3390/ijerph20156541>



- **Sample:** 18-25 yo
- **Method:** in-depth interviews

- Short-term youth-relevant risks (i.e. road accidents or sexual assault): most meaningful and credible
- Some long-term risks (i.e. brain, cancer) also influential
- Less familiar risks (i.e. marketing manipulation, calorie intake) elicited negative reactions.



# HOW TO IMPROVE THE EFFECTIVENESS OF (FRENCH) ALCOHOL WARNINGS?

UNIVERSITE  
BRETAGNE ECONOMIE  
LOIRE ET GESTION

UNIVERSITÉ DE  
RENNES 1

## THESE DE DOCTORAT DE

L'UNIVERSITE DE RENNES 1

ECOLE DOCTORALE N° 597  
Sciences Economiques et sciences De Gestion  
Spécialité : Sciences de Gestion

Par  
Gloria Thomasia K. D. DOSSOU

« Prévention du mésusage d'alcool chez les jeunes :  
influence du contenu et du format des avertissements  
sur le processus de persuasion »

### Rapporteurs avant soutenance :

Sophie RIEUNIER Professeure des universités, IAE Gustave Eiffel, Université Paris Est – Marne la Vallée  
Pierre VALETTE-FLORENCE Professeur des universités, IAE Grenoble, Université Grenoble Alpes

### Composition du Jury :

**Examineurs :**  
Véronique des GARETS Professeure des universités, IAE Tours, Université de Tours  
Dominique CRIE Professeur des universités, IAE de Lille, Université de Lille  
Nicolas SIRVEN Professeur des universités, Ecole des Hautes Etudes en Santé Publique, Rennes  
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**Co-dir. de thèse :**  
Sophie LACOSTE-BADIE Professeure des universités, IAE de Lille, Université de Lille

**Dir. de thèse :**  
Karine GALLOPEL-MORVAN Professeure des universités, Ecole des Hautes Etudes en Santé Publique, Rennes

N = 2164  
18-25 ans (49,4 % F,  
52,4 % CRE,CSP  
variés)



ASNO  
n = 204

PUB 1

ASN1  
n = 217



ASN2  
n = 206



ASN3  
n = 208



ASN4  
n = 216



- **Sample:** 18-25 yo
- **Method:** Online quantitative survey

Larger, colorful text-and-pictogram warnings:

- enhanced attentional processing of warning & memorization
- reduce product appeal and the desire to consume alcohol

# HOW TO IMPROVE THE EFFECTIVENESS OF (FRENCH) ALCOHOL WARNINGS?

## Pregnancy warning labels on alcohol packaging: results of an exploratory study <sup>FREE</sup>

A Millot ✉, K Gallopel-Morvan

European Journal of Public Health, Volume 29, Issue Supplement\_4, November 2019, ckz186.140, <https://doi.org/10.1093/eurpub/ckz186.140>

Public Health 212 (2022) 22–27

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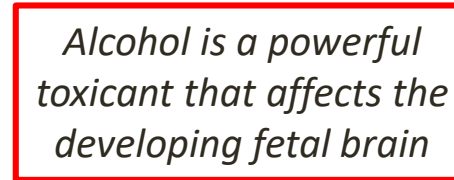
journal homepage: [www.elsevier.com/locate/puhe](http://www.elsevier.com/locate/puhe)

Original Research

Improving the effectiveness of pregnancy warning labels displayed on alcohol containers: a French eye-tracking study

S. Lacoste-Badie <sup>a,\*</sup>, O. Droulers <sup>b</sup>, G. Dossou <sup>a</sup>, K. Gallopel-Morvan <sup>c</sup>

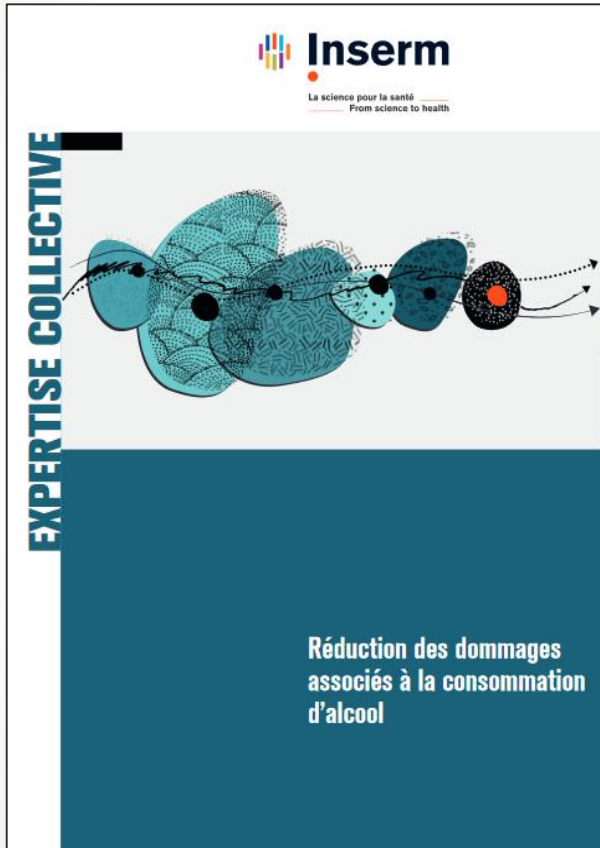
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<sup>c</sup> Univ. Rennes, EHESP, CNRS, Inserm, Arènes – UMR 6051, RSMS – U 1309, F-35000 Rennes, France



- **Sample:** Women
- **Method:** in-depth interviews / eye-tracking

- Current French pictogram lacks visibility and is not effective
- Specific health messages seem more effective
- Larger colourful and combined text & pictogram warnings attract more attention and reduce alcohol bottle appeal

# RESULT OF THIS FRENCH RESEARCH PUBLISHED IN OFFICIAL REPORTS



2021

## What French experts recommend?



### Les principales recommandations de l'expertise

2023

Size

Pictograms, photos

Easy to understand,  
specific, clear

Color, contrast

Combined with positive information

Rotated, various,  
new

Location

**MANDATORY**  
**(avoid self-regulation)**

should be displayed on all alcohol products & ads

should be combined with media campaigns and press release

should be combined with advocacy campaigns



# BEYOND RECOMMENDATIONS, REALITY...

A very strong lobbying of the alcohol industry → **high impact on French politicians**

frontiers | Frontiers in Public Health

TYPE: Original Research  
PUBLISHED: 26 August 2022  
DOI: 10.3389/fpubh.2022.953164

Check for updates

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Boston University, United States

### How the alcohol industry fought against pregnancy warning labels in France. A press coverage analysis spanning 20 years

Ana Millot<sup>1\*</sup>, Martina Serra<sup>2</sup> and Karine Gallot<sup>1</sup>



The pictogram supposed to be enlarged in 2019

LSA

Entreprises | Métiers | Marchés | Commerce connecté | Green | LSA Data | Événements LSA

BOISSONS ALCOOLISÉES | BOISSONS | TAXES

## Elisabeth Borne écarte l'idée d'une taxe sur l'alcool

Pour lire l'intégralité de cet article, [abonnez-vous à LSA Conso - édition Abonné](#)

Lors d'une interview, la Première ministre a mis un terme à une rumeur qui courait depuis quelques jours : la hausse des droits d'accise qui concernent les boissons alcoolisées, soit les vins, les bières, les cidres et les spiritueux.



Elisabeth Borne, Première Ministre, a dément toute idée de hausse des taxes sur les boissons alcoolisées.

**"Personality of the year 2022"  
French Wine Review !**



EMMANUEL MACRON POUR TERRE DE VINS : « LE VIN EST UN FORMIDABLE ATOUT POUR LE RAYONNEMENT DE LA FRANCE »



n'y a pas eu de de signes comme quoi c'était euh plus efficace

D'après une enquête de la cellule investigation de Radio France, deux campagnes pensées par Santé publique France pour prévenir des dangers de l'alcool auraient été retoquées par le ministère de la Santé, sous la pression du lobby du vin.

Par L'Obs · Publié le 11 septembre 2023 à 16h20 · Mis à jour le 11 septembre 2023 à 17h36

🕒 Temps de lecture 3 min



# NEXT STEPS...

## European research (2024-2027)



Call for proposals on cancer and other NCDs prevention – action on health determinants

WP5	5.7 product labelling for healthier choice (alcohol)
-----	--

5.5.1

### Alcohol warning labelling

Subtask leader: Karine Gallopel-Morvan, EHESP, France (TBC) @ [karine.gallopel-morvan@ehesp.fr](mailto:karine.gallopel-morvan@ehesp.fr)  
Participants: Lithuania (MoH), Estonia (NIHD), Norway (Directorate of Health),  
Norway (NIPH), Slovenia (NIJZ),

The aim of the subtask is to extend the knowledge base on alcohol warning labels and to develop a toolbox for emerging regulations of warning labels in the European alcohol market:

# THANK YOU FOR YOUR ATTENTION!

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