

RYO Tobacco: A Threat to 2025?



Janet Hoek

(with thanks to Shelagh Ferguson, Ben Healey, Richard Edwards)

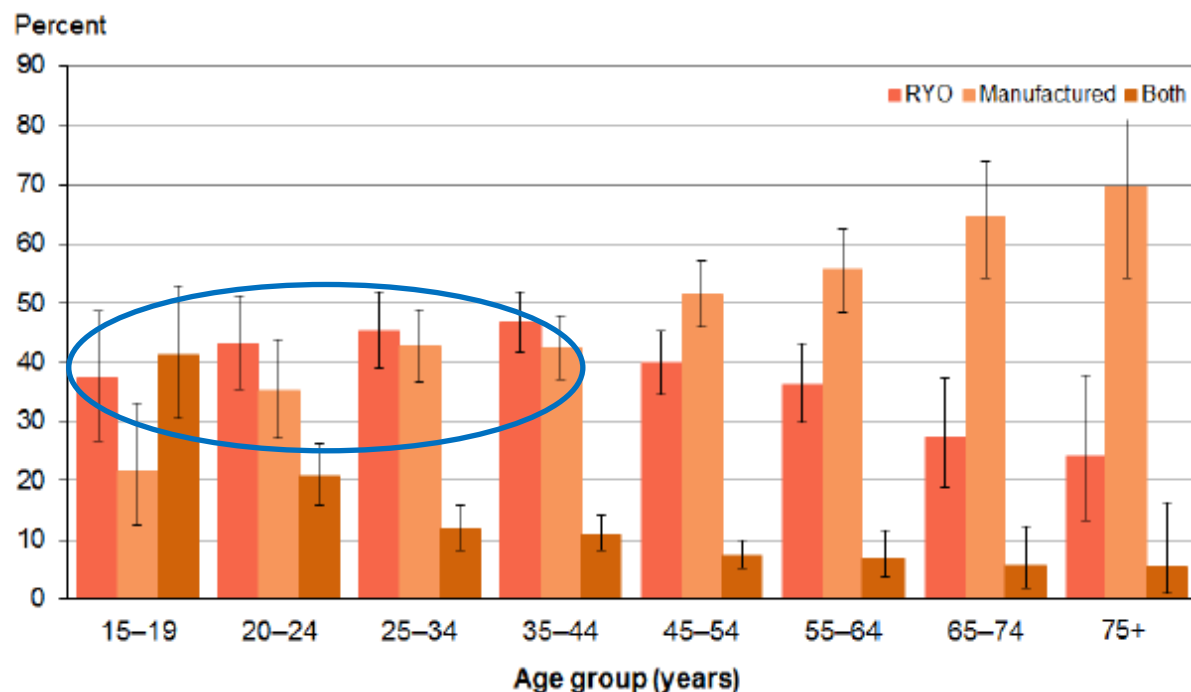
Overview

- RYO tobacco increasing popular choice in NZ
 - High use among young people
- Several reasons for increased use
 - Perceived price benefits
 - Misconceptions re “naturalness” and “reduced harm”
- Integrated into important social rituals performed by young adults
 - May make cessation more complicated

RYO Prevalence

RYO use is high in NZ

Figure 10: Roll-your-own, manufactured and both roll-your-own and manufactured cigarette consumption, among current smokers, by age group



MoH, 2014, NZ Tobacco Use 2012-13

Adolescent RYO use patterns

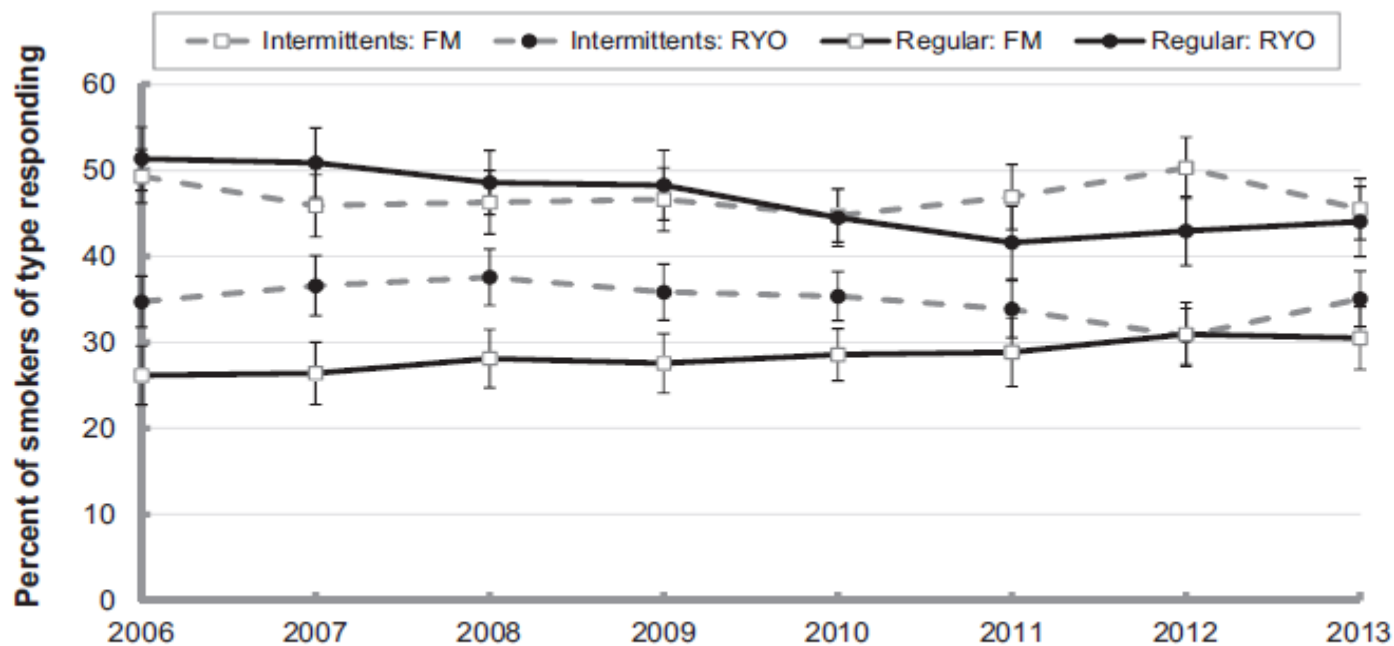


Figure 2. Stated usual type of cigarette smoked, by smoker regularity and year (roll-your-own and factory-made only shown).

Healey et al., 2014

Reasons for RYO use

Past ITC work shows:

- Cost and taste key reasons (>80%) among exclusive RYO users (Wilson et al., 2009)
- Around 20% believed RYO less harmful

Views of RYO as less harmful widespread

- Yet RYO has higher concentration of additives (18% dry weight cf. 0.5% TM cigarettes) (Edwards, 2014)
- Ironical that moistness seen as natural when results from humectants

Pure Natural Tobacco Leaves
Make
Better
Cigarettes



Ambiguity of RYO

RYO tobacco's price benefits bring some negative connotations

- “[an] old, poor, grumpy bloke in a pub” (Young et al., 2006)
- “socially dysfunctional individuals such as tramps and prisoners” (Fry, Grogan, Gough, & Conner, 2008)



How do young people manage these tensions?

Three key strategies:

- Cheapness = canniness and control
 - Participants asserted RYO's superior cost-effectiveness - linked to improved control



*I buy ... the super slim ... ah, green filters ... which are like **the smallest ones you can get**. Um, so cigarettes are, like, **much thinner in comparison**, so you're kind've **smoking less tobacco and the tobacco goes a longer way** (Aimee, F, 19)*



How do young people manage these tensions?

- Asserting attribute superiority
 - Increased naturalness and reduced harm

They [TM cigarettes] have more chemicals and all that; they're not so good for your health, like a little bit worse ... than rollies (Oona, F,22).



I just imagine that um, tailor made has more chemicals in it. But I don't know if that's true but it kind've tastes that way ...I dunno, it's hard to explain it's just not as, like, clean... tasting (Brenda, F, 20).



How do young people manage these tensions?

Creating rituals and performances

- RYO cigarettes more meaningful than TM cigarettes

Well, it's just kind of a ritualistic thing where you actually have to put it together yourself as opposed to like a convenience item. Yeah, it feels more valuable because of that (Charlie, 25).



- Purposeful behaviours generated social capital

There's something nice and relaxing about rolling your own as opposed to just pulling one out of the packet, like it's a ... the sort've process of it is quite enjoyable (Sam, 25).



Threats and responses?

RYO poses a threat because...

- Attributes reframed as superior: cheaper and natural
- Performances more meaningful: rituals harder to change

Possible responses:

- Recalibrate cost equivalence (stick cf. weight)?
- Counter mis-perceptions via media campaigns?
- Disrupt rituals by linking artefacts to unpleasant connotations?
 - Unattractive sticks
 - Using warnings on all artefacts
- Remove RYO from sale?



References

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