

Graphic Canadian cigarette warning labels and adverse outcomes: Evidence from Canadian smokers

Hammond, D., Fong, G.T., McDonald, P., Brown, S.K., Cameron, R.

Abstract

Objectives: We assessed the impact of graphic Canadian cigarette warning labels.

Methods: We used a longitudinal telephone survey of 616 adult smokers.

Results: Approximately one fifth of participants reported smoking less as a result of the labels; only 1% reported smoking more. Although participants reported negative emotional responses to the warnings including fear (44%) and disgust (58%), smokers who reported greater negative emotion were more likely to have quit, attempted to quit, or reduced their smoking 3 months later. Participants who attempted to avoid the warnings (30%) were no less likely to think about the warnings or engage in cessation behavior at follow-up.

Conclusions: Policymakers should not be reluctant to introduce vivid or graphic warnings for fear of adverse outcomes.

Recommended Citation

Hammond, D., Fong, G.T., McDonald, P., Brown, S.K., Cameron, R. (2004). Graphic Canadian cigarette warning labels and adverse outcomes: Evidence from Canadian smokers. *American Journal of Public Health, 94* (8), 1442-1445.

Link To PDF: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1448469/>