

# Smokers' reactions to cigarette package warnings with graphic imagery and with only text: A comparison between Mexico and Canada

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## **Abstract**

**Objective:** This comparison of population-based representative samples of adult smokers in Canada (n=1 751) and Mexico (n=1 081) aimed to determine whether cigarette packages with graphic warning labels in Canada had a stronger impact than the text-only warning labels in Mexico.

**Materials and Methods:** Bivariate and multivariate adjusted models were used in this study.

**Results:** Canadian smokers reported higher warning label salience (i.e., noticing labels & processing label messages) than Mexican smokers, and warning label salience independently predicted intention to quit. Moreover, Canadians had higher levels of knowledge about smoking-related health outcomes that were included as content on Canadian, but not Mexican, warning labels. Finally, a majority of Mexican smokers want their cigarette packs to contain more information than they currently contain.

**Discussion:** These results are consistent with other studies that indicate that cigarette packages whose warning labels contain prominent graphic imagery are more likely than text-only warning labels to promote smoking-related knowledge and smoking cessation.

## **Recommended Citation**

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