



## Cigarette Warning Labels

A Selected Bibliography from the Tobacco Control Reference Catalogue  
December 2010

(2006). Tobacco Labelling Resource Centre [home page]. From <http://www.tobaccolabels.ca/>

The aim of this website, developed by David Hammond and Geoffrey T. Fong of the University of Waterloo, Waterloo, Ontario, is to promote effective, evidence-based tobacco packaging and labelling policies.

(2010). WHO FCTC Health Warnings Database [home page]. From <http://www.who.int/tobacco/healthwarningsdatabase/en/index.html>

This website, which was developed following a decision by the Conference of the Parties to the WHO Framework Convention on Tobacco Control at its third session (February 16, 2009), is designed to facilitate the sharing of pictorial health warnings and messages among countries and Parties, and will continue to be updated on a regular basis as countries and Parties provide these images. The database is accessed via two drop down menus, by topic and by country.

Borland, R., N. Wilson, G.T. Fong, et al. (2009). "Impact of graphic and text warnings on cigarette packs : findings from four countries over five years." Tobacco control. 18(5): 358-364. <http://dx.doi.org/10.1136/tc.2008.028043>

Participants in the International Tobacco Control Policy Evaluation Survey (ITC Project) assessed warning labels from Australia, Canada, and Great Britain on four measures: salience (reading and noticing), cognitive responses (thoughts of harm and quitting), and two behavioural outcomes: avoiding warnings and abstaining from cigarettes. Graphic warning labels from Australia showed a significant increased effect among the four measures.

Canadian Cancer Society (CCS). (2010). Cigarette package health warnings : international status report. Toronto: Canadian Cancer Society (CCS). [http://tobaccofreecenter.org/resources/warning\\_labels/...](http://tobaccofreecenter.org/resources/warning_labels/...)

International report ranking 175 countries and territories on the size of their health warnings on cigarette packages. Canada is losing its leadership position in warning requirements - its ranking has dropped from 1st in 2001, to 8th in 2008 to 15th in 2010. This report is an update of the Society's report published in 2008. Available in English, French and Spanish.

Fong, G.T., D. Hammond, S.C. Hitchman. (2009). "The impact of pictures on the effectiveness of tobacco warnings." Bulletin of the World Health Organization. 87(8): 640-643. <http://www.who.int/bulletin/volumes/87/8/09-069575/en/index.html>

Reviews the literature for research promoting warning labels on cigarette packaging. Warning labels could be effective in populations with low

literacy, as well as in low and middle-income countries. There is a significant amount of evidence from a wide range of research encouraging the use of graphic images on warning labels, as required by Article 11 Guidelines from the WHO Framework Convention on Tobacco Control (FCTC).

Golmier, I., J-C. Chebat, C. Gelinias-Chebat. (2007). "Can cigarette warnings counterbalance effects of smoking scenes in movies?" Psychological reports. 100(1): 3-18.

[http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?orig\\_db=PubMed&db=PubMed&cmd=Search&defaultField=Title&term=Psychological+reports%5BJour%5D+AND+2007%5Bpdat%5D+AND++cigarette+warnings](http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?orig_db=PubMed&db=PubMed&cmd=Search&defaultField=Title&term=Psychological+reports%5BJour%5D+AND+2007%5Bpdat%5D+AND++cigarette+warnings)

Explores whether Canadian cigarette warning labels can decrease the impact of smoking in movies. Findings show that without seeing a warning label, youth had positive smoking-related stereotypes. However, this positive association did not occur if youth first viewed a picture and text warning.

Goodall, C., O. Appiah. (2008). "Adolescents' perceptions of Canadian cigarette package warning labels : investigating the effects of message framing." Health communication. 23(2): 117-127. <http://dx.doi.org/10.1080/10410230801967825>

Explores the impact of loss-framed and gain-framed messages on Canadian cigarette warning labels on youth smoking behaviour and attitudes. Warning labels illustrating the adverse health effects of smoking (loss-framed) were digitally altered into gain-framed versions. Loss-framed warnings seemed to have a more successful impact on youth smoking attitudes and behaviours.

Gygax, P.M., M. Bosson, C. Gay, et al. (2010). "Relevance of health warnings on cigarette packs : a psycholinguistic investigation." Health communication. 25(5): 397-409. <http://dx.doi.org/10.1080/10410236.2010.483334>

The authors examine youth cognitive processing of tobacco warnings on cigarette packages. Results indicate that cognitive processing differs by age groups and by smoking experiences.

Hansen, J., S. Winzeler, S. Topolinski. (2010). "When the death makes you smoke : a terror management perspective on the effectiveness of cigarette on-pack warnings." Journal of experimental social psychology. 46(1): 226-228.

<http://dx.doi.org/10.1016/j.jesp.2009.09.007>

Findings indicate a large part of smoking is due to self-esteem, and subsequent smoking attitudes become more favourable if the warning label is mortality-salient. In contrast, if the warning label is shocking but does not deal with mortality and is associated with self-esteem, smoking attitudes become more negative with increased smoking-based self-esteem.

Health Canada, CRÉATEC. (2008). Quantitative study of Canadian adult smokers : effects of modified packaging through increasing the size of warnings on cigarette packages. [Ottawa]: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/254-07a-e/report.pdf>

English and French daily and occasional adult smokers were exposed to four warning size scenarios - one control (50% - current size) and three test increased size options (75%, 90%, and 100%). To achieve statistically significant impact, health warning messages on cigarette packages would need to be increased to at least 90%.

Health Canada, CRÉATEC. (2008). Quantitative study of Canadian youth smokers and vulnerable non-smokers : effects of modified packaging through increasing the size of warnings on cigarette packages. [Ottawa]: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/254-07-e/report.pdf>

English and French teenagers, 14 to 17 years old, were exposed to four warning size scenarios - one control (50% - current size) and three test increased size options (75%, 90%, and 100%). Results showed that any of the three increased size options for warnings on cigarette packages would be more effective for communicating with teenage smokers and non-smokers than the current size.

Health Canada, Environics Research Group. (2008). Consumer research on the size of health warning messages : quantitative study of Canadian youth : final report. Ottawa: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/245-07-y-e/report.pdf>

Executive summary - Introduction - Smoking status - Health effects of smoking - Health warning messages - Changes to health warning messages - Visual differences among brands - Experimental design - Conclusions - Appendices.

Health Canada, Environics Research Group. (2008). The health effects of tobacco and health warning messages on cigarette packages : survey of adults and adult smokers : final report. Ottawa: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/201-07-e/report.pdf>

Introduction and executive summary - Smoking status - Health effects of smoking - Health warning messages - Slide and insert - Toxic substances - Appendices.

Health Canada, Decima Research. (2009). Testing of health warning messages and health information messages for tobacco products. [Ottawa]: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2009/064-07/index.html>

Part 1: Introduction and executive summary - Part 2: Qualitative phase - Part 3: Quantitative phase - Part 4: Online qualitative phase - Part 5: Appendices - Summary - Sommaire.

Health Canada, Phoenix Strategic Perspectives Inc. (2009). Testing the size, colour, and impact of contact information on tobacco product packaging : final report. [Ottawa]: Health Canada. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2009/118-08/report.pdf>

Evaluated the format and design of contact information that could be included in health warning messages displayed on cigarette packages. A set of 6 focus groups was held, with two groups conducted in each of the following cities: Toronto (English), Winnipeg (English), and Montreal (French). In each location, one group was conducted with daily smokers aged 18-24, and one with daily smokers aged 25 and older who were seriously considering quitting smoking in the next six months. The groups were conducted April 20-21, 2009.

Hoek, J., C. Wong, P. Gendall, et al. (2010). "Effects of dissuasive packaging on young adult smokers." *Tobacco Control*. Online First October 21 2010. <http://dx.doi.org/10.1136/tc.2010.037861>

Young adults who smoke were asked to choose the best and the worst cigarette package according to warning size, branding level, and plain packaging (control). Cigarette packs containing more branding features were preferred even when 50% of the pack was covered by a health warning; however, they were significantly less likely to be chosen when a warning covered 75% of the package.

Moodie, C., A.M. MacKintosh, D. Hammond. (2010). "Adolescents' response to text-only tobacco health warnings : results from the 2008 UK Youth Tobacco Policy Survey." *European journal of public health*. 20(4): 463-469. <http://dx.doi.org/10.1093/eurpub/ckp199>

Uses data from the 2008 Youth Tobacco Policy Survey to examine perceptions and reactions to text-only health warnings among youth aged 11-16 years. One third of youth who smoke stated that the warnings stopped them from having a cigarette within the last month. While text warnings can communicate health messages, their effectiveness can be considered lacking.

Sabbane, L.I., T.M. Lowrey, J-C. Chebat. (2009). "The effectiveness of cigarette warning label threats on nonsmoking adolescents." *The journal of consumer affairs*. 43(2): 332-345. <http://dx.doi.org/10.1111/j.1745-6606.2009.01142.x>

Examined three levels of threat in cigarette warning labels: no warning/text warning only/text + graphic warning. Youth in Canada and the US were exposed to one of these labels in a web-surfing environment. Graphic warning labels were most effective for Canadian participants, leading to negative attitudes and lower smoking intentions, but the graphic label was least effective at lowering smoking intentions for US participants.