

Effectiveness of Warning Labels on Cigarette Packets of Different Countries in Enhancing Smokers' Motivation to Quit- A Cross-Sectional Study

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Abstract

Objectives: The present study aimed to compare the effectiveness of cigarette health warning labels from developed, developing, and underdeveloped countries in enhancing smokers' awareness of tobacco-related health risks and motivating smoking cessation.

Methods: A cross-sectional study was conducted among 180 adult smokers attending the outpatient department of Government Dental College and Hospital, Raipur. Participants were selected using simple random sampling. Data were collected using a questionnaire adapted from the Global Adult Tobacco Survey (GATS-2). Participants were shown cigarette warning labels from 15 countries (developed, developing, and underdeveloped) and their awareness, perceived effectiveness, and motivation to quit were assessed. Statistical analysis was performed using the Chi-square test with significance set at $p < 0.05$.

Results: Among the 180 participants, 77.2% were aware of cigarette warning labels and 85.0% reported noticing them in the previous 30 days. However, only 43.9% had attempted to quit smoking in the past year. Warning labels from developed countries, particularly Finland, were perceived as the most effective in motivating smokers to quit, followed by those from Thailand and India. A statistically significant association was observed between warning-label exposure and quit attempts ($\chi^2 = 7.96$, $p = 0.047$).

Conclusion: Graphic cigarette warning labels significantly enhance smokers' awareness and perceived motivation to quit smoking. However, awareness alone may not translate into cessation without supportive psychosocial and policy interventions.

Keywords

Smoking, tobacco use cessation, health warning labels, tobacco products.