

Young Children's Perceptions of Health Warning Labels on Cigarette Packages: A Study in Six Countries

Fact Sheet

Health warning labels on cigarette packages are one way to reach youth about risks of tobacco use. The purpose of this study was to examine awareness and understanding of current health warning labels among 5- and 6-year-old children.

Researchers conducted one-on-one interviews with urban and rural 5 and 6 year olds from Brazil, China, India, Nigeria, Pakistan, and Russia.

Among the 2,423 participating children, 62 percent were unaware of the health warnings currently featured on cigarette packages in their countries. The lowest levels of awareness of at least one label were in India (23%) and the highest levels in Brazil (56%). When shown the health warning labels, the same percentage of participating children (62%) showed no level of message understanding. Understanding of health warnings was lowest in Nigeria (11%) and highest in Brazil (68%).

Previous research shows that young children in these countries recognize tobacco logos.¹

This study reveals that the warning labels on tobacco packages in our study countries are, overall, not reaching children with messages about the harms of tobacco products. However, well-designed health warning labels are more likely to be noticed and can better communicate health risks.² Brazil had the strongest labels of the six countries and we found that awareness and understanding were highest among the participants from Brazil.

Borzekowski DLG, Cohen JE. Young children's perceptions of health warning labels on cigarette packages: A study in six countries. *Journal of Public Health*. 26 February 2014. DOI 10.1007/s10389-014-0612-0 <http://link.springer.com/article/10.1007/s10389-014-0612-0>

Figure 1: Percentage of children who were aware of the health warning labels on cigarette packages, by country. Note: Only one label was shown to the children in China and Nigeria.

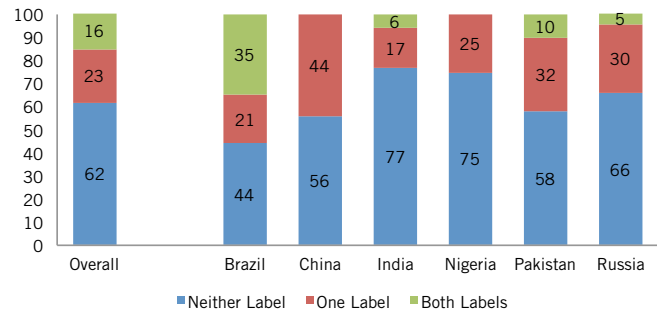
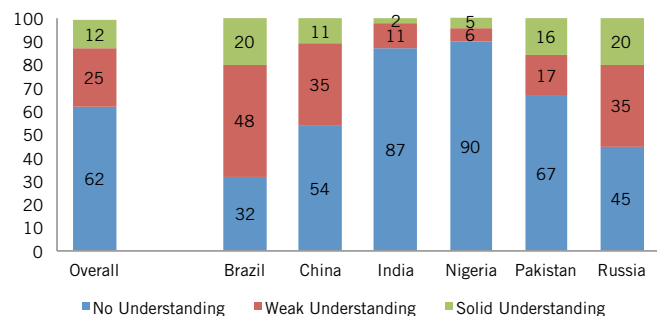


Figure 2: Percentage of children who understood the health warnings on the cigarette packages, by country.



1. Borzekowski DLG, Cohen JE. International reach of tobacco marketing among young children. *Pediatrics*. 30 September 2013. <http://pediatrics.aappublications.org/content/early/2013/09/24/peds.2013-1150>

2. Institute for Global Tobacco Control. State of Evidence Review: Health Warning Labels on Tobacco Products. Baltimore, MD: Johns Hopkins Bloomberg School of Public Health; October 2013. <http://globaltobaccocontrol.org/node/13935>

Brazilian Health Warnings

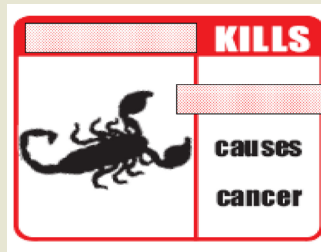
O Ministério da Saúde adverte:
[redacted] deste produto causa
pneumonia e bronquite.



Chinese Health Warnings

[redacted] 有害健康
尽早戒 [redacted] 有益健康

Indian Health Warnings



Nigerian Health Warnings

The Federal Ministry
of Health warns that
[redacted] are liable
to die young.

Pakistani Health Warnings

کا انجام - منہ کا کینسر
وزارت صحت



Russian Health Warnings

[redacted]
УБИВАЕТ

