



World No Tobacco Day 2018 Tobacco and Heart Disease Health Warning Labels in 10 Low- and Middle-Income Countries

Cardiovascular disease (CVD), is the world’s leading cause of death. Tobacco use and second-hand smoke are well documented as contributing factors to heart disease, but many are unaware of the effects tobacco and second-hand smoke can have on the heart and the cardiovascular system.

Health warnings on tobacco packaging are one of the most cost-effective and powerful ways to increase public awareness of the serious health risks of tobacco use and reduce consumption. Pictorial health warnings that include graphic, fear-arousing information have proven to be particularly effective.

Four of the ten low- and middle-income countries with the greatest numbers of smokers have a CVD health warning label as part of their health warning label rotation. Ukraine has two different health warnings that address CVD.

The 2018 World No Tobacco Day theme, “Tobacco Breaks Hearts”, is an opportunity to not only increase awareness surrounding the impact of tobacco on CVD health worldwide but also to take stock of its exposure on tobacco products. There is still work to be done in the representation of heart-related health effects, as part of graphic health warning labels.

Health warning labels that focus on cardiovascular disease



Bangladesh

Text: Smoking causes heart disease



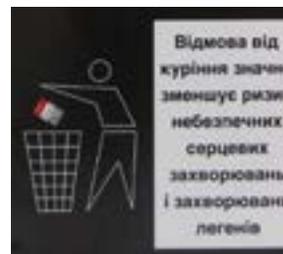
Brazil

Text: HEART ATTACK - The use of this product causes death from heart disease



Ukraine

Text: Smoking clogs the arteries and causes heart attacks and strokes



Ukraine

Text: Stopping smoking greatly reduces the risk of fatal heart and lung diseases



Vietnam

Text: Smoking causes cardiovascular disease

Additional Resources from the Institute for Global Tobacco Control

TPackSS: TOBACCO PACK SURVEILLANCE SYSTEM

www.globaltobaccocontrol.org/tpackss

State of Evidence Review

[Health Warning Labels on Tobacco Products](#)



[Effective Cigarette Health Warning Labels in China](#)