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.

**Additional Resources from the Institute for Global Tobacco Control**

- **TPackSS** + Tobacco Pack + Surveillance System
- **State of Evidence Review**
- **Health Warning Labels on Tobacco Products**
- **Effective Cigarette Health Warning Labels in China**

www.globaltobaccocontrol.org/tpackss