

# Assessment of Impact of Cigarette Cautionary Labels in Warning People about the Smoking Hazards: Survey in Smokers and Non-smokers of Bahawalpur region

\*Saeed Ahmad, Farhan Hameed Khaliq, Zara Mushtaq, Asad Ullah Madni, Sajid Irshad and Umar Shaukat

\*Faculty of Pharmacy and Alternative Medicine, The Islamia University of Bahawalpur, Bahawalpur, 63100, Pakistan.

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## ABSTRACT

Health warnings on cigarette packages are the widespread means of communicating the health threats of smoking. On the other hand, a small number of investigations have estimated the force of package cautions on customer information about tobacco harm threats. The ultimate goal of the research was to analyze the knowledge of smokers and non smokers in the region of Bahawalpur City of the country Pakistan that it is no longer a significant public health problem for our nation. Active and Passive smoking is very common in that region of country Pakistan. A questioner survey was carried out with 611 adult smokers and non-smokers from the region of Bahawalpur City. Volunteers were asked to state whether they supposed smoking is the reason of heart disease, stroke, impotence, lung cancer in smokers. Volunteers were also asked whether the following chemicals are present in cigarette smoke such cyanide, arsenic & carbon monoxide. Volunteers were also asked whether the warning labels reflected that tobacco products are hazardous and whether the warning labels are useful in quitting smoking. Different parameters also were also included like why it is difficult to quit smoking. Smokers in the Bahawalpur city showed major space in their information of the threats of smoking. Smokers who observed that cautions were considerably more likely to support health cautions, counting lung cancer and heart disease. Not much people were satisfied with the contents of warning labels in Pakistan and images played a important role in quieting smoking. Cigarette pack should contain big prints warning label, at both sides in more than one languages and should contain pictures. It is concluded that Smokers are fairly informed about the risks of smoking. Warnings that are graphic, larger, and more comprehensive in content are more effective in communicating the health risks of smoking.

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## INTRODUCTION

Warning labels on cigarette packing is the easiest, economical and widespread method of conveying the health hazards of smoking (Sambrook, 2009). They have the ability to lessen the huge harm caused by the cigarette smoking. (Ali et al., 2010) However, only some studies have proved the force of cautionary labels on user's awareness about smoking hazards. The purpose of the recent study was to observe disparity 'in smokers and non-smokers' knowledge about tobacco hazards along with the force of package warnings. A questioner's assessment was carried out with adult smokers and non-smokers from Bahawalpur

region. Volunteers were inquired to confirm whether they assume that smoking was the origin of heart disease, weakness, and stroke & lung cancer in smokers in non-smokers. Volunteers were also inquired whether some toxic elements such as cyanide, carbon monoxide and arsenic were located in cigarette smoke and whether there is a need for the placement of graphical labels on cigarette packaging. Volunteers of this region Showed signs of considerable space in their understanding of the risks of smoking. Volunteers who observe the cautions were vigilantly observed to support health risks including lung cancer & heart diseases. The main objectives of the current research were to Review the knowledge about the smoking related health hazards and evaluation of the impact of warning labels on consumer. This research will help in designing of the future labeling. Cigarette smoking has been diagnosed as a global problem. (Ahmad et al., 2009) It had been recognized by the WHO the principal cause of casualty in the human race.

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\* Corresponding Author

Associate Professor, Department of Pharmacy, Faculty of Pharmacy and Alternative Medicine The Islamia University of Bahawalpur, Bahawalpur, 63100, Pakistan; Tel. no.: +92-62-9255243

(Murray and Lopez, 1997) Now a day, annually 5 million people die due to tobacco related problems. (Ahmad *et al.*, 2009; Murray and Lopez, 1997) More than 24 dissimilar smoking-associated disorders have been recognized together with cardiovascular disorders, respiratory disorders & ten dissimilar kinds of cancers. (Us 2004; Ashish *et al.*, 2005) It not only harms the smoker itself but also have negative strike on every adjacent individual. (Ashish *et al.*, 2005) The degree at which Volunteers comprehend the amount of health cautions has a muscular effect on smoking attitude. (Nancy *et al.*, 1984; Albert, 1977, Icek, 1991) Volunteers who observe larger health danger from smoking are further liable to aim to give up and to refrain from smoking productively. (Nourjah *et al.*, 1994; Romer *et al.*, 2001) The health threats of smoking are general inspiration to give up quoted by present & previous smokers, plus the finest analyst of lasting self-restraint along with causes for giving up. (Curry *et al.*, 1997; Hammond *et al.*, 2004; Hyland *et al.*, 2004) To date, nearly all volunteers admit so as to tobacco utilization is a health danger; but, significant spaces stay in accepting the hazards. (Health surveys, 2001; Strecher *et al.*, 1995; lee, 1989; McCoy *et al.*, 1992) Numerous smokers are not capable to remember precise health effects & majority lead to misjudge the range of these possessions. (Health surveys, 2001; Health Canada, 2000; Kreuter and Strecher, 1996; Ayanian and Cleary, 1999; Cummings *et al.*, 2004; Weinstein *et al.*, 2004) In Canada, along with the nearly all productive tobacco manage strategies in the globe, a important fraction of smokers continue to misjudge the severe threats of smoking, together with respiratory disorders, stroke & heart disorders, moreover the dangers of ecological tobacco burn. (Schoenbaum, 1997) Adding this details smokers are not completely up to date, many favoritisms are present that how smokers recognize the dangers. By reviewing the research article, Weinstein stat, although the majority smokers concede the hazard of smoking, they have an affinity to diminish the danger & demonstrate an obvious affinity to consider the threat pertained extra to further smokers than to themselves. (Weinstein, 1998) Noticeably fewer are identified about smokers' awareness of the components of tobacco burn, counting renowned toxic substances for example carbon monoxide & cyanide. (Erica *et al.*, 2002; Stockwell *et al.*, 1992) Although the impact of this knowledge remains largely unexplored. For decades Cigarette manufacturers has used cigarette packing as a method to fascinate people. Communicating the Health hazards of smoking leftovers a key target of tobacco manage strategy. (Pechacek, 2007) Certainly, the WHO's Framework Convention on Tobacco Control state its primary leading belief that Each individual ought to be up to date of the health cost, dependence life & corporeal warning created by tobacco utilization & revelation to tobacco burn. (James *et al.*, 2007) Cigarette cautionary tags are the mainly extensive plan programs put into practice to inform smokers. (James *et al.*, 2007) Latest investigation shows that explicit caution tags on cigarette packs can enhance termination actions between smokers. (Hammond *et al.*, 2003; Hammond *et al.*, 2004; Borland, 1997) Though, in spite of their fame between tobacco manage strategies, merely a large number of studies have

assessed the force of dissimilar product caution strategies on user awareness about tobacco threats. (Hammond *et al.*, 2003; Frank *et al.*, 2002; Morbidity report, 2011) An article specially made by Imperial Tobacco accounted an boost in the fraction of smokers they settled that smoking is hazardous succeeding the opening of Canada's primary cautionary tags in 1972. (Imperial Tobacco, 1989)

## METHODOLOGY

### Sample

Respondents in the Survey were 611 adult smokers and non-smokers out of which 296 were smokers and 315 were non-smokers, smoked more than one cigarettes in their life (if smoker).

### Procedure

The survey group was created from probability sampling methods with volunteers selected at random from the population of Bahawalpur, with in stratum described by geographic area and group of people. The survey was conducted by questioner interviewing distributed to various adult people and was given proper time to fill it. The present analysis was limited to respondents, carried out from December 2011 to May 2012.

### Measures

Volunteers were analyzed by the same questions so that a standardized Performa of questions was prepared in common language for all the volunteers.

### Demographics and smoking activities

The survey involved authenticated actions of smoking behavior and history of quit smoking. Aim to quit smoking was evaluated by asking the question in questions Performa: "Have you ever tried to quit smoking?" and "How much of a problem do you think these might be for you if you quit smoking?"

### Information of health effects

Volunteers were asked to state whether they supposed smoking causes heart disease, stroke, impotence, lung cancer in smokers, and lung cancer in non-smokers. Volunteers were also asked to state whether they thought any of the following chemicals were included in cigarette smoke: cyanide, arsenic, and carbon monoxide. Response categories were "Yes", "No."

### Coverage to -smoking media and cautionary labels

Coverage to anti-smoking media was calculated by asking: "Are you satisfied with the content of warning labels on the cigarette packs in Pakistan?" Reaction were agreed on a ("Yes" or "No"). Coverage to cautionary labels was calculated by asking: "Have you ever noticed a Health Warning Label on a pack of a Cigarette?" The usefulness of cautionary labels was calculated by asking "After reading a Warning label, have you ever been stimulated to quit smoking?" & response was taken as 'Yes' or 'No'

**Analysis**

SPSS (version 17.0) was used for all statistical analyses. Frequencies analyses were conducted to forecast information of health effects and aims to quit.

**RESULTS AND DISCUSSION**

Questionnaire survey was conducted and total 611 people were tested out of which 296 were smokers and 315 were non-smokers. The statistics are given below;

**Feeling about Smoking**

In this section the smokers were asked to state their feeling about smoking. They answered according to the given 3 parameters that are Contended (not planning to stop), Concerned(thinking about smoking) and Planning to stop. The answers given by 296 smokers are shown in figure 1.

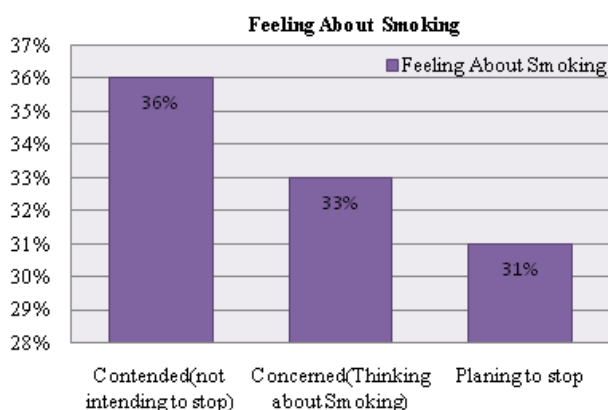


Fig. 1: Views on Feeling about smoking.

**Problems Faced if Quit Smoking**

In this section the 611 respondents were asked to state that what they think they would feel if they quit smoking. It is shown in table 1, figure 2.

**How much problem Do You think you will face if you quit Smoking**

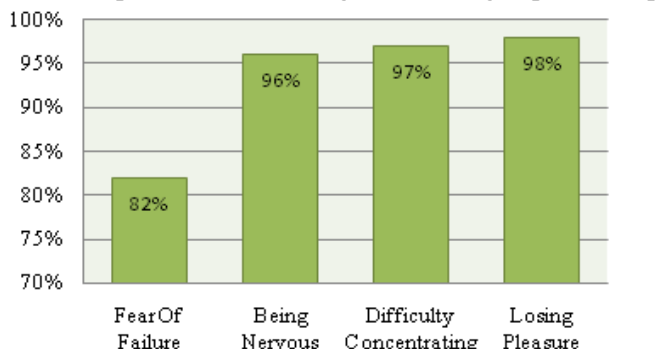


Fig.2: Views on problems faced after quit smoking.

Table. 1: problems faced if quit smoking.

	Fear Of Failure	Being Nervous	Difficulty in Concentrating	Loosing the pleasure
Cummulative percent	81.8	95.9	97.3	100

**Knowledge About Cigarette Health Hazards**

In This Section of the Questionnaire the knowledge of the Individuals was tested about the Smoking health hazards. The following results were shown in table 2, figure 3.

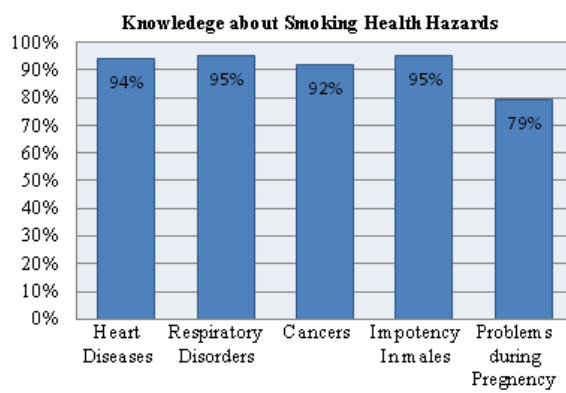


Fig. 3: Impact of Knowledge about smoking health hazards.

Table. 2: cigarette health hazards.

	Heart Diseases	Respiratory Disorders	Cancers	Impotency in males	Problems During Pregnancy
Cummulative percent	93.8	95.3	92	95.1	69.7

**Passive Smoking and Label Significance**

Passive smoking is a common term which means inhalation of smoke by persons other then the active smoker. It is as harmful as Active smoking. In this part of the survey the awareness of people regarding the hazards of passive smoking was tested. It is shown in table 3 and figure 4.1 and 4.2.

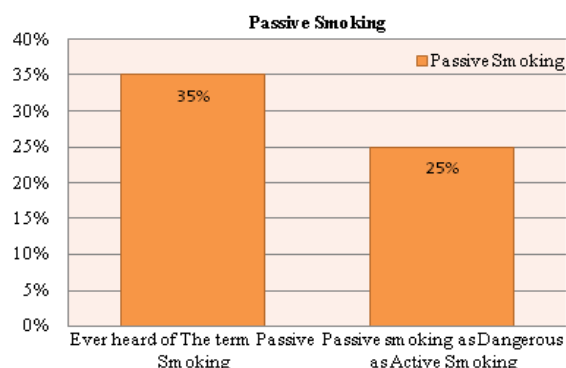


Fig. 4.1: Active passive smoking results in smokers and non-smokers.



Fig. 4.2: Effect of cigarette warning labels in smokers and non-smokers.

**Table 3:** passive smoking and label significance.

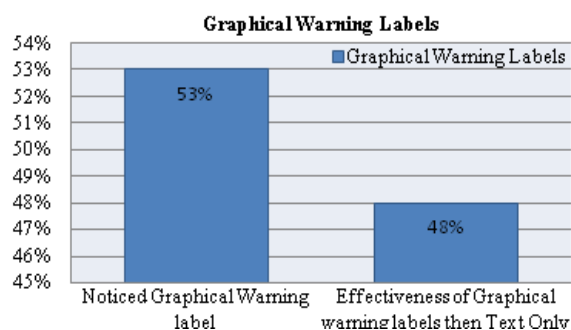
	Knowledge about Term	As dangerous as active smoking	Health warning label awareness	Warning label Effectiveness	Label reflects that the product is hazardous
Cumulative percent	35.2	25.4	83.8	69.7	99.3

**Table 4:** shown graphical warning labels.

	Noticed Graphical Warning label	Effectiveness of Graphical warning labels then Text Only	Satisfied with the content of warning labels in pakistan	More fear inducing images should b added
Cumulative percent	53.2	48.4	69.7	83.1

### Graphical Warning Labels

Table 4 and figure 5 showed the graphical warning labels in the cumulative percent.

**Fig. 5:** Effect of Graphical warning labels smokers and non-smokers.

### DISCUSSION

It is normally understood and frequently reasoned by the tobacco industry that smokers are sufficiently knowledgeable about the health dangers of smoking. This investigation undoubtedly exhibits that this supposition is fake. The conclusions designate important spaces in smokers' consideration of the threats of smoking: the majority, but not all, smokers and non-smokers accounted that smoking is the reason of heart disease and lung cancer in smokers health consequences that have been recognized; more than a few of smokers and non-smokers did not suppose that smoking caused stroke; and smaller number than half of smokers and non-smokers supposed that smoking causes impotence. Smokers' knowledge of toxic constituents in tobacco smoke was also unacceptably small. The findings also designate that health cautions on cigarette packages are a protruding basis of health statistics. Roughly 2/3 of smokers and non-smokers mentioned cigarette packages as a basis of health information, with an important suggestion among the forte of package health cautions and the likelihood of naming packages as a basis of health information. In brief, greater, more inclusive cautions were more likely to be named as a basis of health info. Health cautions were not only self-identified as an significant basis of health knowledge about smoking, but also an actual means of interactive health information. The outcomes deliver indication at together the distinct and city level that health notices on cigarette packages are powerfully related with health knowledge. Foremost, observing labels was powerfully related with sanctioning each of the five health effects, after regulating for smoking conduct, demographic variables, and the occurrence of observing ant media overall.

This discovery delivers an amount of specificity for the consequence of cautionary labels; we are ignorant of any media source or instructive creativity in Bahawalpur, other than the package cautions, to have underlined the threats of impotence. Lastly, healthinformation was powerfully related with aims to leave between smokers. This discovery ropes preceding indication that, though consciousness and reception of the health threats of smoking may not be an adequate form for leaving, it is likely an essential one for most smokers and helps an significant basis of inspiration.

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