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Role of pictorial warning labels in prevention of tobacco product use

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Background: There has been decrease in smoking prevalence over the past few years; tobacco smoking still represents the leading cause of preventable deaths. Thus, governments across the globe have increasingly adopted of pictorial warning labels for tobacco packages to warn consumers about the risks involved in using them.

Objectives: To look at the evidence for controlling and preventing tobacco habits and to assess perceptions and the impact of health warning labels regarding tobacco habits.

Search methodology: A systematic literature survey was carried out in electronic data bases like PubMed EBESCO host and Google scholar, using "pictorial health warning label and tobacco" and "warning on tobacco" as keywords looking for biomedical research from the past 5 years.

Data collection and analysis: Data was assessed on all studies for inclusion criteria and for study quality (SS, MBC, AK). Results were not pooled due to the heterogeneity of the included studies.

Main results: 263 articles were extracted, of which 12 articles met the inclusion criteria and were selected. Outcome variables reported were credibility, relevance, warning salience, health risks of smoking and change in behaviour i.e. smoking status, motivational impact, association of labels with educational level, misinterpretation of labels.

Conclusion: From the limited number data available (12 studies which met criteria), there is not much evidence that pictorial warning labels are effective in changing smoking behaviour.

Biography

Arjun Chadha pursuing his BDS from PDM Dental College and Research Institute Sarai Aurangabad, Bahadurgarh, Jhajjar, Haryana, India. Dr. Arjun Chadha carries immense interest in propagating the oral health care with dexterity in his hands skills and satisfying patients with his total cooperation in alleviating pain.

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