

DO CIGARETTE LABEL WARNINGS HELP TO REDUCE THE INCIDENCES OF LUNG
CANCER ?

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Do Cigarette Label Warnings Help To Reduce The Incidences Of Lung Cancer?

Cigarette smoking is a leading cause of cardiovascular and respiratory illnesses and ten different kinds of cancer (including lung cancer). The degree to which smokers comprehend the magnitude of smoke-related health risk has a significant influence on their smoking behavior. Those who hold that smoking has a higher risk are more likely to resort to quitting their smoking tendencies.

Presently, most smokers tend to concede that cigarette smoking possesses a myriad of health risks; nonetheless, crucial gaps are available in the comprehension of these health risks. As such, the World Health Organization's Framework Convention on Tobacco Control (FCTC) stipulations and individual countries tobacco control policies, most tobacco companies label their products with warnings of tobacco health risks with the aim of educating smokers (Yong et al., 2016, p. 183). These progressive interventional strategies may help to reduce the incidences of lung cancer and other smoking-related diseases. Cigarette label warnings are an effective way to stimulate thoughts concerning the negative implications of smoking and further leads to the consequent action of cessation. However, there is existing research evidence which highlights that graphical warnings are more effective than written warnings (Ngo et al., 2018, p. 421; Mead et al., 2015, p.92). The rationale for this is that graphical warnings are easily visible and presents an easy way to communicate with the disregard of the language barrier that may be presented by

a written warning. With this graphical warnings, smokers, both literate and illiterate, are capable of understanding the message being communicated to them.

In summary, cigarette warning labels are part of the public health smoking cessation strategies. This strategy is effective in reducing the incidences of lung cancer. Nonetheless, the degree of effectiveness is dictated by the way in which the warnings are presented. In this regards, graphical warnings are more effective than written warning as they stimulate mental images fast and can reach both the literate and illiterate within the target population.

Reference List

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