

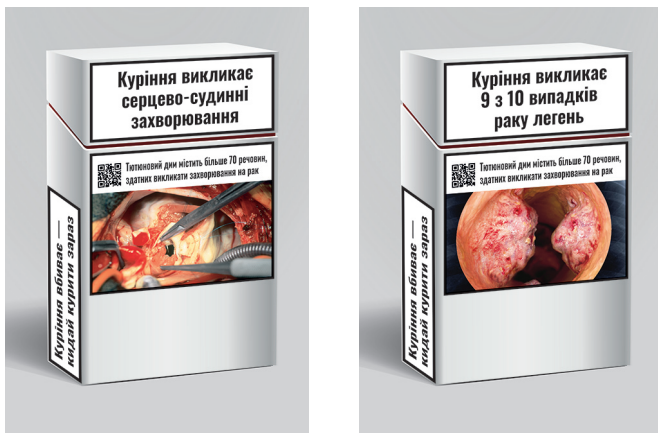
Combined health warnings on packaging motivate two-thirds of smokers to quit*



Cigarettes

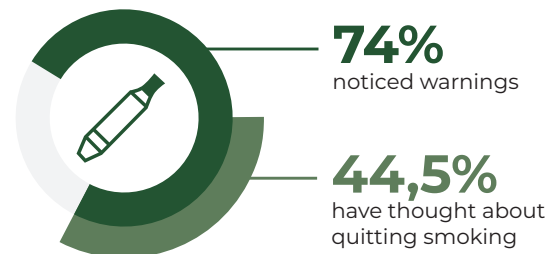


Starting from July 11, 2024, all smoking tobacco products have updated health warnings on their packaging: 65% of the largest side of the pack contains an image of smoking-related diseases and text with warnings. There is also a QR code with a link to the free service of the Public Health Center "I Quit Smoking!" stopsmoking.org.ua

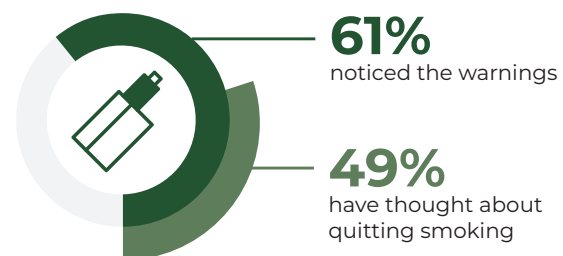


HTPs and e-cigarettes

Among smokers of HTPs



Among e-cigarette smokers



Smokers of heated tobacco products have limited access to information about the consequences of tobacco use and to the free quit service "I Quit Smoking!" stopsmoking.org.ua compared to cigarette smokers



Conclusions

- Combined (textual and graphic) large-size health warnings on packages are an effective tool to motivate smokers to consider quitting.
- Consumers of HTPs and e-cigarettes are significantly less likely to notice small text warnings on the packaging of these products compared to smokers of cigarettes that have combined health warnings on their packages.

Solutions

- Introduce combined (textual and graphic) health warnings on the packaging of all tobacco and nicotine products and devices for their use with information about the free tobacco cessation website "I Quit Smoking!" stopsmoking.org.ua.
- Introduce plain* packaging for tobacco and nicotine products.

* Plain packaging is a pack of a standard color for all brands, the names of which will be in a standard font, depicting the consequences of smoking.

Survey report



Life
Advocacy Center



Vital Strategies

*Based on the results of an all-Ukrainian survey conducted by the Kyiv International Institute of Sociology in September-October 2024 as part of the regular Omnibus. The customer is the NGO 'Life'. The print run is 50 copies. In case of using the infographic and its data, a link to the author is required.