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| **Does graphic warning sign on cigarette pack make you scare? A perception study among male active smokers** |
| **Background**:Malaysia has introduced graphic or pictorial warning on each cigarette packages since 2009 following the Framework Convention on Tobacco Control provision. Since then, there is no specific study was published regarding the effectiveness of the campaign. Hence, this study aims to look at factors that associated with a good perception of male smokers on graphic warning sign on the cigarette pack. **Methods**:It was a cross-sectional study carried out among male smokers attending an outpatient clinic in a tertiary hospital. It was a convenience sample, and the study excludes those who were on stop smoking clinic follow up. The perception was measured by using a validated questionnaire. The questionnaire contains four domains namely fear, influence, credibility and picture content. A total of 22 items involved and they were scored based on five points Likert scale (1) as strongly disagree to (5) as strongly agree. Those who scored 75% and more was considered as having a good perception. Binary logistic regression was used to look for association factors. **Results**:A total of 194 smokers involved in the study. Their mean age of starting smoking was 17 (3.04) years and mean duration of smoking was 11 (7.49) years. The mean number of cigarette smoked per day was 8 (6.26) sticks. Majority of them had a low level of fear on graphic warning sign (83%) because they perceived the picture did not pottery a good content (65.5%), the graphic seems to have a low influence to their smoking activity (87.6%) and has a low level of credibility (70.1%). The overall mean perception score was 60.6%. The respondents had a poor perception of the graphic warning sign. Those who had a higher level of education has a strong association with good perception (OR=2.39, 95% CI: 1.11 -5.16, p =0.026).**Discussion**:Despite the vigorous effort by the government to promote stop smoking activity by using scary pictorial warning sign, the smokers still had a poor perception on it. Regardless of their smoking characteristic, only those who had a higher education background perceive the danger of smoking after seeing the graphic. More powerful health promotion strategies need to be carried out specifically tailor to those who had poor education background so that they will gain benefit from it.**Keywords**: Smokers, graphic warning sign, cigarette pack, perception  |