

# Impact of cigarette packages warning labels on saudi arabian people and to what e...

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Cigarette Labeling and Affiliation: Cigarette smoking is the leading cause of preventable diseases and deaths in Saudi Arabia. The prevalence of smoking in the country stands at 21% males and 0.9 females. However, 78% of the smokers are young people who are at their middle ages (21-50 years). The Saudi Arabian government has put a lot of effort to combat this vice as it is spending a lot of money to treat chronic diseases that emanates from smoking (Shimp, 2007). In addition, the government is directing a lot of money which could have been used to finance infrastructural development projects towards rehabilitating those who want to quit the behavior. In 2012, six Gulf States enforced a law to use graphic warnings which will be printed in all cigarette boxes. Some of the images are of ill people, skeletons, black teeth, and other pictures that are discouraging smokers to quit their behavior. Furthermore, the images are accompanied by warning phrases. However, a study that was conducted in Saudi Arabia indicates that these measures have done very little in deterring smokers from going on with their behaviors. With Saudi Arabia being the 23rd country with the largest number of smokers despite having a small population of approximately 25 million people, the measures are yet to yield any fruits.

Many of the smokers in the country have stated that they are more aware of the consequences of their behavior than before (Fischhoff, Brewer, Downs, & United States, 2011). However, the graphic images have not dampened their desire to smoke. Many state that whenever they come across the graphic warnings, they become more aware that smoking is hazardous to their health. Nevertheless, the addition empowers these cautions and the desire to quit the vice.

Labeling of cigarette packages with warnings has a major impact on deterring new smokers from starting this behavior. Many of the young people feel that the graphic images make them to think of the repercussions of starting this behavior. However, those who were already affected by addiction find it very hard to stop it (La, 2013). Therefore, the number of people who are joining the list of smokers has reduced in Saudi Arabia. However, the number of those who are quitting is very minimal. This is an indication that the warnings are more effective in deterring non-smokers not to engage in smoking behavior rather than encouraging the smokers to quit this vice. Therefore, the government should implement other more effective measures such as imposing stricter law on public smoking and stiff penalties to those who violates these rules.

Cigarette packages warning labels acts as an effective tool for educating both the smokers and non-smokers on the health risks that are likely to face after using tobacco. This has increased the level of awareness among non-smokers and children. In addition, parents now have information on the repercussions of smoking. Therefore, they are able to advice their children accordingly (Alemanno, 2014). This is likely to reduce the number of children who will engage in smoking in the future. Furthermore, more people are likely to quit smoking now that they are aware of the consequences of their behavior.

#### References

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