ion of Increased Pictorial Health Admonishing on Cigarette nnai City

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FYWY] jYX XUhr. may 8, 2018; 5WWYdhYX XUhY. June 12, 2018; Di V jg \ YX XUhY. June 18, 2018

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5]a. To determine the impact of the increased size of the pictorial health warnings (PHW) on cigarette packets amongst chronic smokers, and to ascertain whether there will be a decrease in the smoking levels due to the increased graphics representation on cigarette packets on the public.

AUhYf]U'g'UbX' a Yh\cXc'c [m. The study involved 60 chronic smokers, aged 18 to 48 years residing in Chennai, Tamil Nadu who were interviewed using a structured questionnaire that includes person's demographic data and questions that indicated the dependency, chronicity, and severity of addiction to smoking of the person and impact of pictorial health warnings displayed on the cigarette packets.

7 cbW i g]cb. The study results showed that after the increase in the size of the pictorial warnings, only 43.9% of the participants suggested that this increase will bring down smoking levels in the public. This indicates that dire measures should be undertaken to create a more pronounced impact on the public to help reduce the overall smoking levels and increase the general long-term health of the population.

graphic warnings imparted a change in the smoking frequency of the smoker $[9\,13]$.

e questionnaires were collected and further analyzed. e data obtained was transferred to a Aicroso Excel Sheet. e results obtained a er

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Dissapointed 22(36.7%)	5(22.7%)	1(4.5%)	4(18.2%)	3(13.6%)	9(40.9%)
Angry 10(16.7%)	2(20.0%)	2(20.0%)	3(30.0%)	1(10.0%)	2(20.0%)
Encourage smoking 1(1.7%)	0(.0%)	0(.0%)	0(.0%)	0(.0%)	1(100.0%)
Unaware 27(45.0%)	5(18.5%)	4(14.8%)	2(7.4%)		

Figure 1: Distribution of age group of the people surveyed in the study. It is evident that a majority of the people surveyed were within the age group of 29 to 38 years.

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It has always been said that pictures are worth a thousand words ey tend to convey a much greater impact on the public rather than statements. It also helps increase knowledge about certain adverse outcomes of smoking amongst the illiterate, who are o en unaware of 7]hUh]cb. Jayashankar A, Mungara M, Prabu D, Manipal S, Rajmohan M, et al. (2018) Repercussion of Increased Pictorial Health Admonishing on Cigarette Packs in Chennai City. J Interdiscipl Med Dent Sci 6: 236. doi: 10.4172/2376-032X.1000236

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JInterdiscipl Med Dent Sci, an open access journal ISSN: 2376-032X