

Chapter 2 Tobacco Labeling Toolkit

# DESIGNING HEALTH WARNINGS



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February 2009

This chapter is taken from the **Tobacco labelling and packaging toolkit**.

A complete copy of this toolkit and additional resources are available at:  
[www.tobaccolabels.org](http://www.tobaccolabels.org) , or by contacting the author directly:

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Financial support for this work was provided by Tobacco Control at The Union  
(International Union Against Tuberculosis and Lung Disease) [www.tobaccofreeunion.org](http://www.tobaccofreeunion.org)

## Background

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The focus of the current chapter is on planning and designing effective health warning messages. To date, countries have taken much different approaches to the design and selection of health warning messages: some countries, such as Canada and Australia, have invested considerable time and resources in the development of health warnings, whereas other countries with fewer resources at their disposal have adopted a more streamlined process. The goal of this chapter is to simplify this process into a series of steps that can be adapted to local needs and the availability of resources.

### Step 1: Layout and Design

The first step in developing health warnings is to determine the general layout and design. Key elements include the size, position, borders, and general appearance of the warnings. The figures below illustrate three different approaches to the design and layout of pictorial warnings.

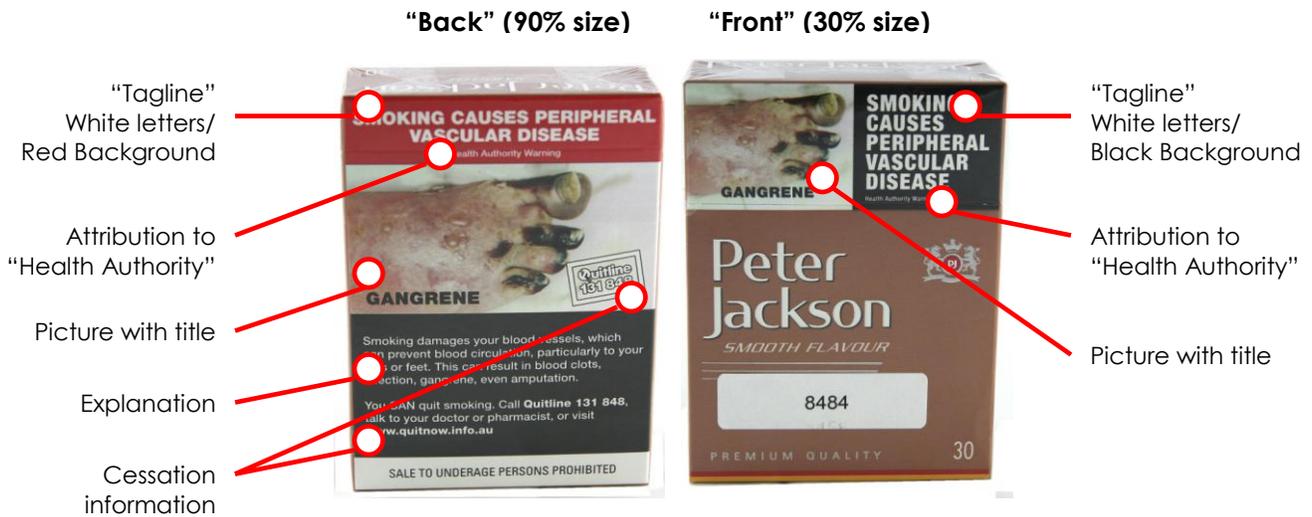
#### Canada



## Belgium/European Union



## Australia



## General considerations

### Size of warnings

The FTC requires that warnings must be a minimum of 30% and should cover at least 50% of the principle display areas of the pack. In practice, 50% should

be considered the minimum, while even larger warnings will have even greater effectiveness. In many cases, the size of the warnings is the same on both the “front” and “back” of packages; however, some jurisdictions have used different sizes for each side. In Australia, for example, pictorial warnings cover 30% of the “front” of the package, and 90% of the “back”; in Brazil, warnings cover 100% of either side. Regardless of whether warnings are different sizes, they should cover at least 50% of each principle display surface. This ensures that the warnings are perceptible regardless of which package face is visible. This is especially important at the point-of-sale in retail outlets, where cigarette packages are often seen by children and youth.

#### *Position of warnings*

Health warnings should be positioned at the “top” of principle display surfaces in order to maximize their effectiveness at the point-of-sale.

#### *Position of pictures and text*

Warnings that occupy a smaller portion of the packages and are rectangular in size, often position the picture and the text horizontally, with the picture to the left and the text to the right (see the example on the “front” of Australian packages, above). Larger warnings that cover half the package or more, typically place the picture above the text description (see the example on the “back” of Australian packages). The amount of space dedicated to the picture versus the text varies across jurisdictions. As discussed, below, some jurisdictions include very little descriptive text. Regardless, the picture should appear on both the front and back of packages and occupy at least half of the space devoted to warnings.

### Marker Word

A common feature of warning labels and signs is to use a “marker” word such as “CAUTION”, “DANGER”, OR “WARNING.” Packages in several jurisdictions use “WARNING” as a marker word—see the example from Singapore, at left. In most cases, the font size of the marker word is larger and written in a different colour than other text in the warning.



### Tagline

The headline or “tagline” serves as a summary of the main message and is used in conjunction with the picture to attract attention. Jurisdictions will need to choose the position of the tagline. In many cases, the tagline is displayed either at the top of the warning, above the image, or beside the image, immediately preceding the “explanation” text (see example from Canada, above). The tagline should have sufficiently large, bolded font to be clearly legible and to stand out from the warning. Note that the colour of the font and background should contrast in order to maximize legibility. Black lettering on white background and white lettering on black background are examples of effective contrast.



Tagline

### Explanatory text

Many warnings include several sentences of text to help explain the health risk depicted in the picture and the tagline. Although the amount of explanatory text differs considerably across jurisdictions, it should be considered an important element of the warnings. The font size of the explanatory text will typically be smaller than the tagline, but must still be large enough to be easily read.

### *Attribution of message*

Warnings in many countries include text attributing the health warning to the government or some other source. Often, the name of the health ministry is included in small letters at the end of the warning. In other cases, the attribution is included as part of the preamble to the warning, such as: “The Department of Health and Welfare advises...”. In countries where the government health ministry is well regarded and has high credibility, attribution to a government source may increase the believability of the information; however, if the government is generally disliked or mistrusted, attribution to government sources may result in rejection of the health warning. Attributions also require valuable space that could be devoted to other information. It should also be noted that the tobacco industry has previously lobbied for government attribution, perhaps to distance itself from the health messages. Overall, however, there is no clear consensus as to whether attributions increase or decrease the credibility of warnings. If attributions are included as part of the warning, the attribution should be made to a health authority rather than the government in general. The attribution should also be relatively small to minimize the space it occupies and should appear at the bottom or end of the text message, rather than at the beginning.

### *Interior of Package*

The external display surfaces of the package represent the most important “real estate” for health warnings or any other information. However, there are also possibilities for using the “inside” of packages. Canada currently requires one of 16 messages to appear on the inside of packages—see right. Although this information is significantly less noticeable than the health warnings on the exterior of the package, interior messages



nevertheless represent an added opportunity to communicate with the smoker which some jurisdictions may wish to pursue. Similar opportunities exist with respect to “onserts”, messages attached to the outside of packages.

🕒 **“Should we conduct research to test the layout of warnings?”**

The general recommendations for size, position, and layout are based upon various research studies conducted across several countries. (See the Evidence Review in Chapter 1 for a comprehensive review.) The basic principles of design and layout appear to be universal: pictorial warnings, for example, appear to be more effective than text-only warnings in every region in which they've been evaluated. Although jurisdictions with considerable resources may wish to test variations on the basic principles of layout and design, there is little need for most jurisdictions to conduct new research to demonstrate these basic principles with respect to size, position, and the use of pictures. The exception may be where politicians or decision-makers require local evidence, in order to be persuaded of the additional benefits of pictorial vs. text-only warnings, or larger warnings, for example. Recommendations for testing design and layout features are included in Chapter 5.

**Step 2. Select Number of Warnings and Rotation Period**

The FTC requires that health warnings are “rotated” on packages. Jurisdictions will need to determine the number of warnings per rotation (or “set” of warnings) and the rotation period (or time between sets). For example, Australia recently implemented a set of 7 warnings that will be revised with a second set of 7 warnings after 12 months. Given the time and political resources required to develop and implement new health warnings, developing more than one set of warnings and stipulating a rotation period is an efficient use of resources and ensures regular updates to the warnings.

There is no consensus on either the ideal number of health warnings within each set or the ideal rotation period. In general, each set of warnings should include anywhere from 8 to 12 individual warnings that will appear concurrently. Each set of warnings should be rotated approximately every 1 to 2 years, and no more than every 4 years. Decisions about the number of health warnings in each set and rotation periods must be made early in the process in order to determine how many warnings will need to be developed.

**📍 RESOURCE: Layout and Design Worksheet**

A worksheet is included at the end of this chapter to help simplify the steps and decisions that must be taken regarding the layout and design of warnings (see Worksheet #1). Using this worksheet will help to ensure that you have considered all of the major issues before going on to consider the content of the health warning messages.

**Step 3: Review Existing Warnings**

Before developing new health warnings, existing health warnings in other jurisdictions should be examined to help generate ideas and identify possible themes. To date, well over a dozen countries have recently implemented large pictorial warnings that satisfy the general recommendations for layout and design. Some of these jurisdictions have also developed several sets of health warnings.

**📍 RESOURCE: Picture Warnings Online**

An extensive list of picture-based health warnings that have been implemented throughout the world, as well as additional images used in test-marketing, can be reviewed at: [www.tobaccolabels.org](http://www.tobaccolabels.org)

#### Step 4: Content—Identifying Themes & Subjects

Health warnings should be thought of in terms of a communication strategy. Before developing specific warnings, the basic objectives and broad themes of new health warnings should be identified. Broad themes might include addiction, health effects of tobacco, cessation, and various “other” costs of tobacco use, including financial and social costs. While it is possible to target many or even all of these broad themes within a set of health warnings, some jurisdictions have given priority to certain themes in terms of the number of warnings devoted to each.

<b>Possible themes and subjects for health warnings</b>		
<b>Theme</b>	<b>Sub-theme</b>	<b>Subject</b>
<b>Addiction</b>	Addictive substances Testimonial Facts & statistics	
<b>Cessation</b>	Benefits of quitting  Supportive “efficacy” messages Quitting tips Cessation services & sources of support	<ul style="list-style-type: none"> <li>○ Health benefits</li> <li>○ “Other” benefits</li>   <li>○ Telephone helpline</li> <li>○ Internet sites</li> </ul>
<b>Health effects</b>	Effects on self  Effects on others	<ul style="list-style-type: none"> <li>○ General morbidity &amp; mortality</li> <li>○ Specific types of disease</li> <li>○ Quality of life</li>   <li>○ Second-hand smoke and types of disease</li> </ul>
<b>Toxic Constituents</b>	List of chemicals Effects of chemicals	<ul style="list-style-type: none"> <li>○ Specific chemicals</li> </ul>
<b>“Other costs”</b>	Financial costs Social costs Aesthetic costs Manipulation	

Each of these broad themes includes several sub-themes and specific subjects. The table above presents common sub-themes and subjects that have been targeted in health warnings to date. For example, the general theme of “health effects” includes sub-themes such as “effects on self” and “effects on others”, as well as dozens of specific health effects that serve as the subject of each warning.

### *Health effects*

Depictions of health effects include messages on the general risks of tobacco use (e.g., “Smoking Kills” or pictures of a cadaver or skull), as well as messages on specific health effects or diseases. Specific health effects often include the leading causes of smoking-related death and disability, including cancer, lung disease, heart disease, and stroke. “Novel” diseases that may be responsible for fewer deaths may also be featured in order to communicate the wide range of health effects associated with tobacco use. For example, Australia recently included warnings for blindness and peripheral vascular disease (gangrene) alongside more “conventional” health effects.



In either case, health warnings should not simply promote a basic awareness that smoking causes disease. Messages should target the perceived likelihood and the perceived severity of health effects—two critical components of risk communication. For example, although many smokers know that smoking causes lung cancer, there are many effective and novel ways to communicate the suffering, loss, and personal experience of lung cancer.

Also note that perceived severity is a fairly broad concept. From a public health perspective, severity is most often calculated in terms of the number

of lives attributable to a particular disease. However, from the individual's perspective, perceived severity may be more closely related to the consequences in terms of quality of life or the consequences to one's physical appearance. For example, the health warning for mouth diseases that originally appeared on Canadian packages in 2000 (see below) has been copied in jurisdictions throughout the world and is among the most recognizable and effective package warning developed to date. This warning is not more effective because mouth cancer is any more common or severe than lung cancer or stroke; rather, the mouth cancer warning is effective because it depicts a "gross", aesthetically displeasing health effect. To many smokers, "gross" effects to one's physical appearance may be perceived as more severe than more lethal health effects. Overall, health warnings that increase smokers' perceived likelihood and severity of risks are likely to be most effective. Different techniques and presentation styles for making health effects more vivid and personally relevant are discussed in the next chapter.



Messages targeting health effects should also link common experiences and early symptoms of smoking with serious disease. For example, messages should link serious lung disease with common symptoms such as wheezing, shortness of breath, coughing, and phlegm. (E.g., "Wheezing is the first sign of lung damage that can lead to emphysema and the use of an oxygen tank later in life.") Phlegm may be particularly effective given the negative association of this word.

## Cessation

Effective risk communication requires two other critical elements: the *perceived benefit* of changing behaviour or, in this case, quitting smoking, and concrete information on *how* to change. As a result, cessation should be regarded as a critical theme of health warning messages. Cessation information can be broken down into four sub-themes: 1) Information on the benefits of quitting (including both the direct health effects, as well as related benefits, such as improvements in quality of life); 2) General “efficacy”



information—supportive messages that are intended to build confidence and motivate a quit attempt; 3) Tips for quitting smoking; and 4) Information on cessation services, such as telephone helpline numbers and internet services. Telephone helpline numbers have proven an especially effective type of information to include, as discussed in Chapter 2.

## Toxic constituents & Product-related messages

There is general consensus that health warnings should help to inform smokers about the toxic chemicals in tobacco products. Many jurisdictions require a separate set of health messages on the side of packages to communicate this information—these messages are the subject of Chapter 4. However, some jurisdictions have also chosen to feature constituent information in one of the “main” health warnings on the face of packages—see example at right.



Health warnings could also be used to communicate other important product information. For example, warnings could target widespread misconceptions, such as the belief that “low-tar” products are less hazardous.

### *Addiction*

Several countries have implemented warnings that communicate the addictive properties of cigarettes. Addictive messages should target younger audiences, who may not have personal experience with nicotine dependence. As a result, any smokers portrayed in these warnings should be younger to maximize personal identification with these messages. Focus group testing has occasionally found that messages on addiction are not rated as highly as warnings depicting health effects, largely due to less effective pictures and images. Pictorial warnings on addiction often use “abstract” images that lack the same emotional engagement and vividness of graphic depictions of disease. In addition, simple statements that “smoking is addictive” may not be particularly helpful to the vast majority of smokers who already have personal experience of nicotine dependence. Addiction messages should focus on the consequences of smoking in a way that communicate the essence of addiction, while linking it with a vivid health effect—see example below:



### *“Other” effects*

Some jurisdictions have chosen to target other, non health-related effects in warnings. For example, messages reinforcing the financial costs of smoking help to remind smokers of a very powerful incentive for quitting. Other warnings have highlighted the aesthetic costs of smoking, particularly in terms of physical appearance. These include physical effects that may not be particularly significant in terms of health, but may nevertheless be valued by smokers: stained teeth, wrinkled skin and other aspects of ageing. Some health warnings have also sought to highlight the social consequences of smoking and social norms. For example, the warning developed in the European Union at right, highlights the potential embarrassment associated with impotence from smoking and may help to undermine the social desirability of smoking.



Themes of “counter-marketing” and exploitation could also be targeted through health warnings. Although these themes have been successfully used in mass media campaigns to target younger audiences, they have yet to be featured in health warnings.

### *Targeting multiple themes*

Many health warnings incorporate several message themes within the same warning. In fact, research suggests that health warnings are most effective when “threatening” information on health effects is paired with strong efficacy messages to support behaviour change. In other words, each warning should include themes of cessation information along with messages on health effects. Health warnings from Australia, shown below, provide a good illustration of this principle.



### Target groups

Many health warnings are tailored to particular sub-groups of smokers. Some warnings are gender-specific or targeted towards a particular age group, such as warnings on the risks of smoking while pregnant. Many warnings related to second-hand smoke also focus specifically on smokers with children in the household. The decision to target sub-groups should be part of the general discussion regarding priority themes and subjects.

### Summary

The final decision regarding which themes and subjects to select will vary for each country. The decision should be guided in part by the following:

- What are the existing levels of health knowledge in the population?
- What messages are included in previous and existing sets of health warnings?
- Are there specific diseases or areas of health knowledge that are considered a priority?

At the end of Step 4, you should have a list of priority themes. It is essential that the process for making these decisions include individuals familiar with the local population and with the domestic tobacco control environment.

🕒 **“What about health warnings for “other” types of tobacco products?”**

The FCTC Article 11 includes all tobacco products; however, health warnings for cigarettes are more advanced than for other tobacco products. In countries, such as Canada, packages for “other” tobacco products, such as cigars and smokeless tobacco, also carry warnings, although these warnings often have a different content than the cigarette warnings. This is important given that some of the specific health effects are different between combustible and non-combustible forms of tobacco, as are some of the toxic constituents.

The size and position of the warnings for non-manufactured cigarette products may also need to be adapted. The images below provide several illustrations of how the layout and design of Canadian health warnings have been adapted to fit different forms of packaging.



Overall, when developing health warnings, be sure to ask:

- Are there any local forms of tobacco use that should be taken into account when selecting themes?
- What are the common packaging forms and sizes?
- To what extent, does the content of the health warnings need to be adapted for alternative products?

In some cases, separate health warnings may be required for different classes of product, such as smokeless forms of tobacco.

## Step 5: Images & Presentation Style

The quality and style of the picture is the most important determinant in the effectiveness of a health warning. Even though a warning may include informative text for an important health effect, the impact of the warning can be limited by the wrong image. Images are particularly important in the long-term effectiveness of warnings.

Once the theme and subject of a warning have been identified, the goal is to develop images to make the information as vivid and personally relevant as possible. “Neutral” images that fail to elicit an emotional reaction should be avoided at all costs. The effectiveness of picture warnings is often highly specific to the particular image—even small differences in the content and configuration of the image can have a large impact on its effectiveness. The first step in constructing an image is to decide on the general “presentation style.” The following sections describe several common presentation styles for health warnings.

### *Graphic depictions of disease*

Research in the field of health communication indicates that messages with emotionally arousing content are more likely to be noticed and processed by smokers. Previous research indicates that one of the most effective ways of arousing emotion is to use “graphic” pictures of health effects. Some jurisdictions, such as Singapore, have adopted this approach for the entire set of warnings (see right). Focus group



testing has indicated that graphic pictures that also show the victim's face add personal relevance to the graphic depictions. As noted previously, graphic depictions are also most effective when paired with supportive cessation information.

◎ **Are there other ways to elicit emotion besides graphic pictures?**

Although graphic depictions of disease may be the most reliable way of eliciting an emotional response, there are other ways of doing so. These often involve pictures depicting the human consequences of disease or messages that connect directly with the smoker. Two examples are provided below. In both cases, the warnings appeal directly to the viewer and add a poignant “human” element to the costs of tobacco use. In the two examples below, the warnings also highlight the consequences for important “others”, such as the family and children of tobacco users.



*Testimonials*

Testimonials are an excellent way to increase the personal relevance of health warnings. Testimonials are often used to communicate a health effect, but they do so within the context of a narrative or story. Providing personal information about “real” victims, such as their name, adds important context and attaches a “human” face to health effects. Testimonials are also



highly credible—it is very difficult for sceptics to reject health risks when they are presented with a real example. Indeed, one of the most common questions asked by smokers during focus group testing is whether the people depicted in the health warnings are real. (For this reason, even warnings that do not adopt a testimonial style should use real people as often as possible). Testimonials may also be a particularly effective way of communicating addiction and cessation themes, although these approaches have yet to be utilized to date.

### 📍 CASE STUDY: Testimonial warnings

Health warnings in Chile feature Don Miguel, a victim of larynx cancer from smoking. The Chilean warnings were the first to feature a real-life testimonial on package health warnings.



### *Aesthetics & Personal experience*

Some warnings have specifically targeted the effects of smoking on physical appearance, such as yellowed fingers, stained teeth, wrinkled skin, and other



effects on ageing. Negative effects on physical appearance may be particularly effective among youth and younger adults, given that the long-term health effects are more remote and may hold less value for younger populations.

### *Cultural Symbols & Icons*

The use of pictorial symbols is a common and effective feature of health warnings for a wide variety of consumer products. For example, the globally

harmonized system (GHS) of classification and labelling of hazardous chemicals (GHS) uses the skull and crossbones as the universal symbol for toxic substances.

Some jurisdictions have used symbols or icons to communicate the risks of smoking. For example, several countries have used a skull to communicate the general risks of smoking (see Venezuelan warning at right). Using widely recognized symbols of death and danger may be an effective approach to risk communication, particularly in regions with low levels of literacy and little existing knowledge of specific diseases or health effects. However, cultural symbols must also be used cautiously, so as not to cause offence or lead to rejection. In Thailand, for example, a warning using a culturally sensitive symbol of a burial proceeding met with some public resistance and was subsequently removed from the warning.



### *Humour*

Humour represents another option for presentation style. Warnings for impotence that use the image of a limp cigarette are the most common example to date (see Brazilian example at left). Although humour may be an effective presentation style in some cases, it should be used with great care so as not to trivialize the importance of health risks.



### *General principles*

In addition to specific presentation styles, there are several general principles for developing the images in health warnings.

- Pictures should be as striking and colourful as possible, and have high resolution.
- Persons depicted in warnings should be somewhat younger, rather than older. Whereas older adults are able to relate to pictures of younger adults, the reverse is not necessarily true. Using younger adults in pictures also makes the health effects somewhat more immediate for younger smokers.
- Although there is no evidence that health warnings actually increase smoking, it is nevertheless important to avoid pictures that may serve as smoking “cues” for some individuals. For example, some focus groups and one experimental study have found that pictures of cigarettes, smoke from a lit cigarette, and pictures of ashtrays may serve as a cue for some participants and are rated as more pleasant by smokers.<sup>1</sup>

#### **Step 6: General Recommendations for Text**

The amount of text included with pictorial warnings varies considerably across jurisdictions. In some countries, only a title or tagline accompanies the picture, while other countries include several sentences or paragraphs of explanatory text. Regardless of the amount of text, several basic principles apply:

- All text should be consistent with the themes and subject depicted in the picture.
- In all cases, text messages should be as clear and direct as possible.
- Text should be at an appropriate literacy level.
- The colour of the font and background should contrast in order to maximize legibility. Black lettering on white background or white lettering on black background are examples of good contrast.

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<sup>1</sup> See: B E M Nascimento, et al., Avoidance of smoking: the impact of warning in Brazil. *Tob. Control* 2008;17:405-409.

### *Tagline*

The tagline should be relatively concise (e.g., no more than a sentence) and provide a clear summary of the warning presented in direct, unequivocal language.

### *Explanatory text*

- In all cases, the text should be simple and straightforward: less text that is easier to read will be more effective than long sentences with confusing detail.
- Technical language should be avoided and all text should be understandable by smokers with low literacy levels.
- Text should avoid equivocal language that may create uncertainty or doubt about the risks depicted in messages. Text should not use words such as “can”, “may”, or “might”, when describing health risks. For example, warnings should read “Cigarettes cause lung cancer”, rather than “Cigarettes can cause lung cancer.”
- Statistics and numbers should be used only in rare cases. Most smokers do not understand even simple statistics and, on their own, numbers may prove misleading. If numbers or statistics are used, they should be presented as simply as possible and should be focus group tested during the development of warnings.

### *Multiple languages*

Health warnings in countries with multiple languages require special consideration. In Canada, which has two official languages, the same warning appears in French on one side of the package and in English on the other side. Other jurisdictions have included more than one language in the same warning. For example, the Belgium warnings, shown at right, display the text in Dutch,



French, and German. Because this requires additional space, the size of the Belgian warnings is larger than the minimum European Union standard. Another option is to create separate warnings in each language and then stipulate that the warnings from each language be randomly printed on different packages. In all cases, the use of pictures accompanying the text will be extremely important, given that pictures are universal across languages.

📌 **RESOURCE: “Content” Worksheet**

As you begin to make decisions about specific themes and the content of information, you may find it helpful to complete a worksheet for each warning. A worksheet is provided at the end of this chapter (Worksheet #2) to help you simplify your overall strategy and your objectives for each of the health warnings you will develop.

**Step 7: Develop Warnings**

By Step 7, the general layout of the warnings should be established, as well as the specific themes and subject matters to be targeted. At this point, the individual warnings can be developed for testing. Several “concepts” should be developed for each theme and subject in order to determine the best creative execution of each. In other words, several different warnings should be designed that take slightly different approaches to communicating the same message. See the examples on the following page, which were used by the United Kingdom Department of Health to identify which of the three concepts should be selected. Three concepts were tested for each main message or “theme.” See Chapter 4 for recommendations on testing concepts.

*“Smoking can cause a slow and painful death.”*



### *Using existing warnings*

The easiest and most cost effective option when developing warnings is to use existing health warnings from other jurisdictions. Seeking permission to use existing warnings is an excellent option for jurisdictions without resources to develop original images and warnings. In some cases, the copyright permission to use pictures from another country may be available; however, even in cases where permission to use an existing warning from another country is not granted, these warnings can nevertheless serve as templates to be modelled.

### *Developing “new” warnings*

Where resources permit, countries should attempt to develop warnings tailored for their own country. This may be important for several reasons. For example, warnings that include pictures of people should broadly represent the ethnic/racial profile of each country. It would be inappropriate to include images of caucasians from Canadian warnings in health warnings for China, for example. Certain images, symbols, or other references may also be culturally specific. In some cases, existing warnings may only require small changes, although many jurisdictions may decide to create completely original warnings to suit their own needs, where resources allow.

A number of countries have hired advertising agencies or communication experts to develop new messages. Countries should always use professional agencies when resources allow; however, some jurisdictions have adopted less costly methods, including taking pictures at local hospitals. Regardless, at the end of Step 7, you should have a set of specific health warnings dedicated to each priority theme.

## Designing Health Warnings—Worksheet #1

### WORKSHEET FOR LAYOUT & DESIGN OF HEALTH WARNINGS

#### 1. General

- Number of “sets” or “waves” of warnings?
- Rotation time period per “set” or “wave”?
- Number of warnings per “set” or “wave”?
- Total number of warnings to be developed?

#### 2. Layout of warnings

##### *General*

- Size of warnings (% of front and back)?
- Position of warnings?
- Borders?
- Picture or text only?
- Background colour?
- Position of text and picture?
- Text colour?
- Number of languages to be used?

##### *Marker word (Yes/No)*

- Position
- Font size
- Font colour

##### *Tagline*

- Position
- Font size
- Font colour

##### *Explanatory text*

- Position
- Font size
- Font colour

##### *Attribution (Yes/No)*

- Attribution source
- Position
- Font size
- Font colour

#### 3. Priority themes & subjects

- What are the priority themes and subject matters?

**4. “Other” tobacco products**

- What tobacco products other than manufactured cigarettes are commonly sold in the market?
- How should the content of warnings be adapted?
- How should guidelines on the size and position of warnings be adapted to suit different forms of packaging in which these products are sold?

## Designing Health Warnings—Worksheet #2

### WORKSHEET TO BE COMPLETED FOR EACH HEALTH WARNING CONCEPT

- 1. Theme(s)**  
What are the general themes and sub-themes of this warning?
- 2. Subject**  
What is the main subject of this warning?
- 3. Target audience**  
Is there a particular target audience for this warning?
- 4. Presentation style**  
What is the general presentation style of the warning?
- 5. Picture**  
Is the picture clear and easy to understand?  
Does it have immediate impact?  
Does it arouse emotion or interest?  
Does it lead to interest or curiosity in the explanatory text?
- 6. Tagline**  
Does the tagline provide a concise summary of the warning?  
Does it stand out from the rest of the text?  
Is it consistent with the picture?  
Is it targeted at the appropriate literacy level?  
Is it simple, direct, and easy to understand?  
Is the literacy level sufficiently low?
- 7. “Explanatory” text**  
Is the text easy to understand?  
Is it believable?  
Are there any confusing elements?  
Is the literacy level sufficiently low?
- 8. Cessation message**  
Is cessation information included in each warning?