



2016 CONFERENCE

Abstract Number: P3-112 | ID: 4430

Adolescent's perception of textual and pictorial warnings on cigarette packs in Sicily (south Italy): a cross-sectional survey

Maria Fiore, Department "GF Ingrassia" Hygiene and Public Health, University of Catania, Catania, Italy, Italy, mfiore@unicat.it; Alice Mannocci, Department of Public Health and Infectious Diseases, "Sapienza" University of Rome, Rome, Italy, Italy, mfiore@unicat.it; Gabriele Castorina, Specialization School of Hygiene and Preventive Medicine. Department "GF Ingrassia" Hygiene and Public Health, University of Catania, Catania, Italy, Italy, mfiore@unicat.it; Armando Platania, Specialization School of Hygiene and Preventive Medicine. Department "GF Ingrassia" Hygiene and Public Health, University of Catania, Catania, Italy, Italy, mfiore@unicat.it; Margherita Ferrante, Department "GF Ingrassia" Hygiene and Public Health, University of Catania, Catania, Italy, Italy, marfer@unicat.it; Giuseppe La Torre*, Department of Public Health and Infectious Diseases, "Sapienza" University of Rome, Rome, Italy, Italy, mfiore@unicat.it;

□

Introduction: Italy is going to use a selection of pictorial warnings on May 20, 2016. We examined the perception of warnings on cigarette packs among youths comparing the impact of textual and pictorial warnings.

Methods: we carried out a cross-sectional survey involving 488 (53.3% females) middle-school students aged 11-14 years. The students filled in a validate international questionnaire on-line. We examined a dichotomized version of four measures of health warning effectiveness (Warning salience, Thoughts of harm, Thoughts of quitting, Forgoing of cigarettes) and a composite warning Adolescent Label Impact Index (ALII), higher scores signifying grater impact.

Results: the individual measures of health warning effectiveness and ALII median scores differ significantly between textual and pictorial warnings. We found differences between gender only for textual Warning salience (F>M; $p=0.032$) and for pictorial Thoughts quitting (M>F; $p=0.038$). There was substantially evidence of differences in odds for age and smoking parents in ALII for pictorial and textual health warning as shown by 95% CI. The majority (82%) of the students indicated the pictorial warning related to "gangrene" and "infant" images as the most shocking. Both genders thought that cigarette smoking is absolutely harmful (M: 89%, F: 84%; $p=0.408$).

Conclusions: the results of the present study add information to the general international literature on the impact of textual and pictorial warnings on youth. The findings have implications for warning design.

