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New Warning against tobacco

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Aditi Taman

Healis Sekhsaria has come with new pictorial warning on the tobacco product. It is said that the current pictorial are not at all effective as they are not understood. The pictorial warnings were made mandatory as per 31 st may 2009 on all tobacco product. As per the institute's studies, the current pictorial are largely ineffective.

Dr. P.C Gupta, director, Healis Sekhsaria Institute for Public Health says "the issue of pictorial warning on tobacco has been a long running battle. There have been several changes in the sup-

posed date of implementation. And the dilution of the pictorial warning and the sample warning were presented in the ministry of health and family. But still nothing has been implemented."

Dr. Pankaj Chaturvedi, associate professor of head and neck surgery, TATAMemorial Hospital says, "I treat many patient suffering from cancer of lungs, throat, mouth, etc. caused mainly due to tobacco use. Many of my patients have told me that had they never realized how deadly tobacco use is. Had they known, they say, they would have never taken up the habit. We need to inform people about the resultant health hazard

of tobacco in time and save many lives and suffering. The warning on the tobacco package should be made more strong and effective." When people were asked about this current pictorial warning (diseased lung) and its communication towards them, one respondent identified it as a lung cancer. Not a single respondent had seen this pictorial warning on any tobacco. The new pictorial has the affected part of mouth and face which is completely disfigured because of cancer. These pictorials will definitely work because the images are graphic real-life images and nobody would like suffer such a fate.