

HEALTH WARNING GRAPHIC IMAGES ON CIGARETTE PACKETS AND THEIR
EFFECTS ON INTENTION TO QUIT SMOKING AMONG SMOKERS IN THE
ROYAL THAI AIR FORCE: A PROTECTION MOTIVATION APPROACH

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Abstract

Following the lead from three countries, namely Canada, Singapore and Brazil, the Public Health Ministry of Thailand announced that, after March 25, 2005, all cigarette packets must have printed graphics covering 50% of the packet front and back. Written precautions must be printed along with the graphics. This campaign had been introduced in an effort to reduce the incidence of smoking in Thailand. The primary objective of this study was to employ Protection Motivation Theory to assess the impact of these graphic health images on the intention to quit smoking among 312 current smokers. All participants were recruited from the Thai Air Force situated at the Don Muang area. Results from a path analysis showed that threat appraisal influenced the intention to quit smoking both directly and indirectly, being mediated by the coping appraisal variables of self-efficacy and response-efficacy, and the emotional response of fear. It was concluded that the new graphic health warning images were effective in influencing cessation intention. The implications of the findings were discussed in relation to smoking cessation intervention strategies.