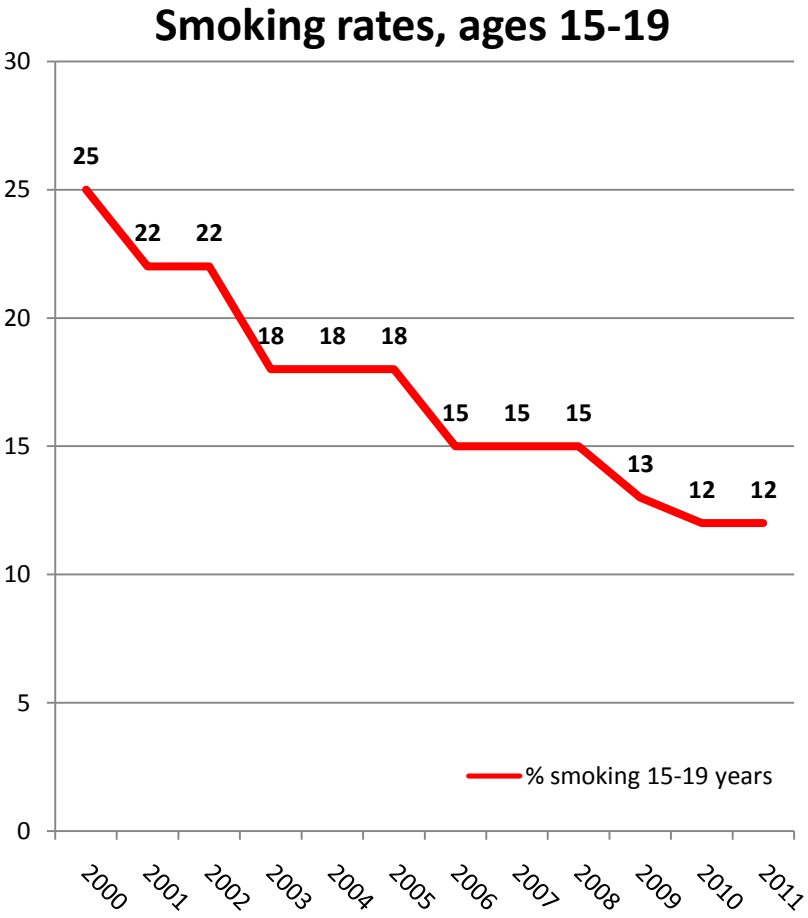


ARE LARGE HEALTH WARNINGS ON CIGARETTE PACKS EFFECTIVE?

Canada introduced **large pictorial warnings** in 2001



Result: **youth smoking cut in half**



Source: Tobacco Use in Canada 2013, http://www.tobaccoreport.ca/2013/TobaccoUseinCanada_2013.pdf