

# Photos on cigarette packs can prevent death

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Researchers at Georgetown Lombardi Cancer Center are the first to launch a graphic printing method on a cigarette pack that is popular in many countries later. After years of implementation, researchers have suggested that the use of PWLs graphics on cigarette packs has been effective for many years.

There are now 70 countries that have been adopted and adopted the Convention of the World Health Organization on the **use of photographs of men with tuberculosis, tracheitis** . Previously, this problem was fierce controversy from the tobacco manufacturers.



In a model study called SimSmoke, developed by researcher David T. Levy Georgetown, the team found a link and effective effect of smoking on the images. The painting is printed on a cigarette pack.



Research results show that graphic images have been effective in preventing and reducing smoking in dozens of countries such as Canada, the percentage of smokers has decreased by 20% instead of 12% of those expected, in Australia after accepting the announcement of applying **PWLs graphics on cigarette packs**, the proportion of smokers has decreased significantly from 21.3% in 2007 to 19% in 2008. At He, after applying PWLs, had a 10% reduction in smoking rates in 2009.



And predictably, if PWLs graphics on cigarette packs are focused on image reform, strict use regulations, it could prevent 65,800,000 tobacco-related deaths, down about 92,000 babies. low birth weight, 145 000 premature births in the next 50 years caused by tobacco. This will help reduce the rate of casualties, save a lot of medical expenses, treat .

This research has just been published in ANI Tobacco Control magazine

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