

Some Notes about Warnings for Children

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- Warnings alter behavior: both for caregivers and children.

Wogalter and Laughery, 2005

-Warnings are part of a good defense for injury protection for children.

Kalsher and Wogalter, 2008

- Youth rated health information on cigarette packages as second only to television as a source of information about cigarette use and their health.

- After 2 ½ years of providing health related information on cigarette packages, 86% of the youth polled believed the warnings were effective and ~57% felt the warnings helped them reduce their smoking and/or smoking around others

Health Canada, 2003



Children may be more vulnerable because:

- they are inexperienced and lack an understanding of consequences,
- they are curious and try things without comprehension of potential danger,
- children differ from adults physically and may be at more risk of injury, given a similar exposure as an adult,
- children cannot easily voice their pain or discomfort.

Lueder and Rice, 2008

Warnings should:

- be clear
- stand out from other information
- be concise
- evaluated to be certain children notice and understand them

References:

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