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September 2023

## Will Health Warning Labels Affect Young Adult Perceptions of Alcohol?

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### Citation of this paper:

McEachran, Erin O. Ms, "Will Health Warning Labels Affect Young Adult Perceptions of Alcohol?" (2023). *Inspiring Minds – A Digital Collection of Western's Graduate Research, Scholarship and Creative Activity*. 528.

<https://ir.lib.uwo.ca/inspiringminds/528>

Erin McEachran

### **Will Health Warning Labels Affect Young Adult Perceptions of Alcohol?**

Alcohol is the direct cause of over 60 chronic health conditions, including seven types of cancer, though many Canadians are unaware of this risk. By contrast, other substances with known health risks, including cigarettes, cannabis, and vaping devices, are required to have warning labels on their packaging. Health warning labels on alcohol packaging could help to reduce alcohol use among young adults and thereby mitigate long-term health conditions such as cancer. In the absence of health warning labels, young adults may believe that alcohol is less harmful to health compared to other substances that have such labels. To advocate for mandatory health warning labels we must understand how young adults think about health warning labels on substance packaging and how health warning labels inform young consumers of health risks. This knowledge is critical to informing the creation of effective health warning labels that will communicate health risk to Canadian consumers.