

### **Abstract**

The purpose of this research is to identify the effect of the graphic health warnings (GHWs) in cigarette packages developed by the Department of Health to smokers working in the BPO industry. Graphic health warnings are photographic images printed on the tobacco product package which accurately depicts the hazards of tobacco use and accompanied by a textual warning related to the picture. The researchers used the theories, Elaboration Likelihood Model and the Multi-Store Model of Theory, for the study. The researchers used survey questionnaires which were disseminated to BPO employees followed by validations from the focus group discussion and expert interview. Results showed that graphic health warnings have little to no effect to BPO employees because of several factors. The study could serve as additional research studies for the government to improve the Graphic Health Warnings Law and other correlating laws.

*Key words: Graphic Health Warnings (GHWs), Department of Health, Graphic Health Warnings Law, BPO industry*