

Where are we with FCTC? Achievement and Challenges

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Framework Convention on Tobacco Control (FCTC)



- Adopted by the World Health Assembly in 2003 and entered into force in 2005
- 176 parties
- China signed on 10th November 2003 and entered into force in January 2006
- Binding effect to Hong Kong



Framework Convention on Tobacco Control (FCTC)

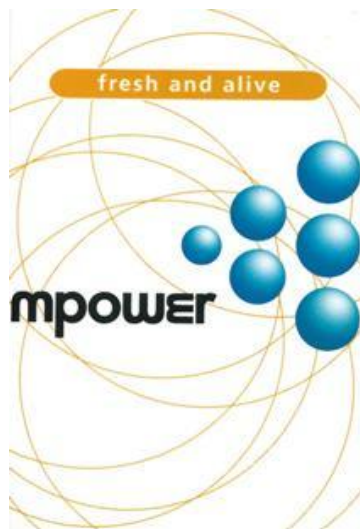
Reduce Demand of Tobacco (Article 6 – 14)	Reduce Supply of Tobacco (Article 15 – 17)
<i>Price and Tax Measures</i>	<i>Illicit trade in tobacco products</i>
<i>Non-price measures</i>	<i>Sales to and by minors</i>
<i>Protection from exposure to tobacco smoke</i>	<i>Provision of support for economically viable alternative activities</i>
<i>Regulation of the contents of tobacco products</i>	
<i>Regulation of tobacco product disclosures</i>	
<i>Packaging and labelling of tobacco products</i>	
<i>Education, communication, training and public awareness</i>	
<i>Tobacco advertising, promotion and sponsorship</i>	
<i>Demand reduction measures concerning tobacco dependence and cessation</i>	

Source: WHO Framework Convention on Tobacco Control, 2003



MPOWER

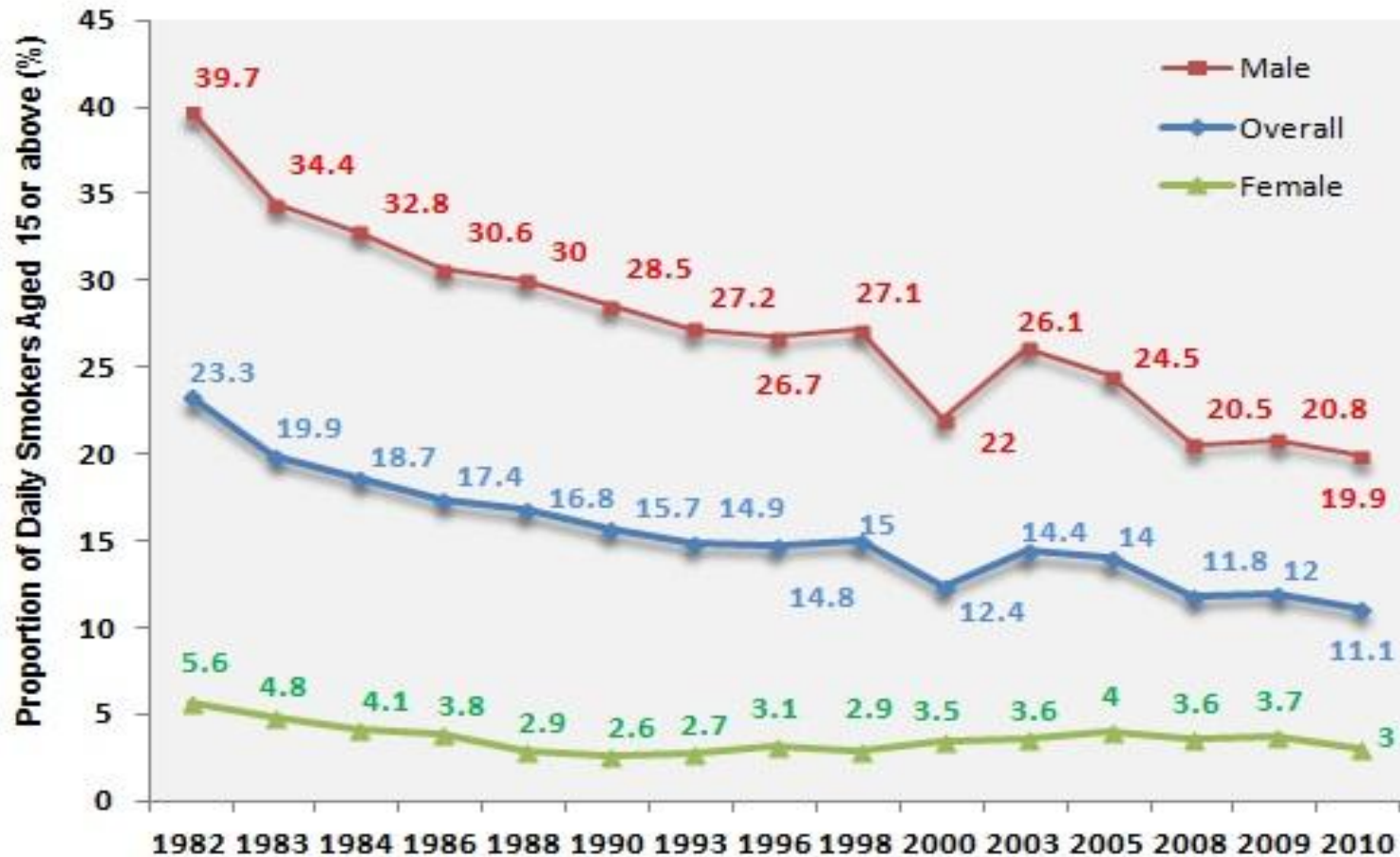
- MPOWER measures: an effective way to combat global tobacco epidemic
- Hong Kong: - multi-pronged and progressive approach since 1990s
- highly echoing to MPOWER



M	Monitor Tobacco Use & Prevention Policies
P	Protect people from Tobacco Smoke
O	Offer Help to Quit Tobacco Use
W	Warn about the Dangers of Tobacco
E	Enforce Bans on Tobacco Advertising & Promotion
R	Raise Taxes on Tobacco Products



Smoking Prevalence in Hong Kong



Source: Thematic Household Survey Report No.48, HKSAR, 2010



Achievement



***FCTC Article 5.3 :
Implement public health policies with respect
to tobacco control***



Smoke-free Legislation

Smoking (Public Health) Ordinance (Cap. 371)

- Enacted in 1982
- 7 amendment exercises to tighten control on tobacco products progressively and comprehensively.
- Coverage of the Ordinance:
 - Prohibition of smoking in public places
 - Restriction on sales of tobacco products
 - Restriction on tobacco promotion and advertising

Fixed Penalty

- Implemented in 2009
- protect people from secondhand smoke
- Penalty of \$1,500 for any offence



Tobacco Control Entities



Hong Kong Council on Smoking and Health

- A statutory body established in 1987 under the government subvention.
- Key works: education and publicity, research, advice to government and health organizations.

Tobacco Control Office



- Established in 2001
- to enhance and coordinate the Government's tobacco control efforts, including the legislation, enforcement and smoking cessation.



FCTC Article 6 : Price and Tax Measures



Tobacco Tax Policy



Source: The World Bank, 1999



Tobacco tax policy

Year	Increased %
1983	+300%
1985	+18%
1987	+4.8%
1988	+6%
1989	+8.60%
1990	+26.30%
1991	+100%
1992	+10.4%
1993	+9.4%
1995	+8%

Year	Increased %
1996	+9%
1997	+6%
1998	+6%
2001	+5%
2002 – 2008	Frozen
2009	+50%
2010	Frozen
2011	+41.5%
2012	Frozen
2013	Frozen

Tax/ Retail Price Ratio
61.5%

Tax/ Retail Price Ratio
68%

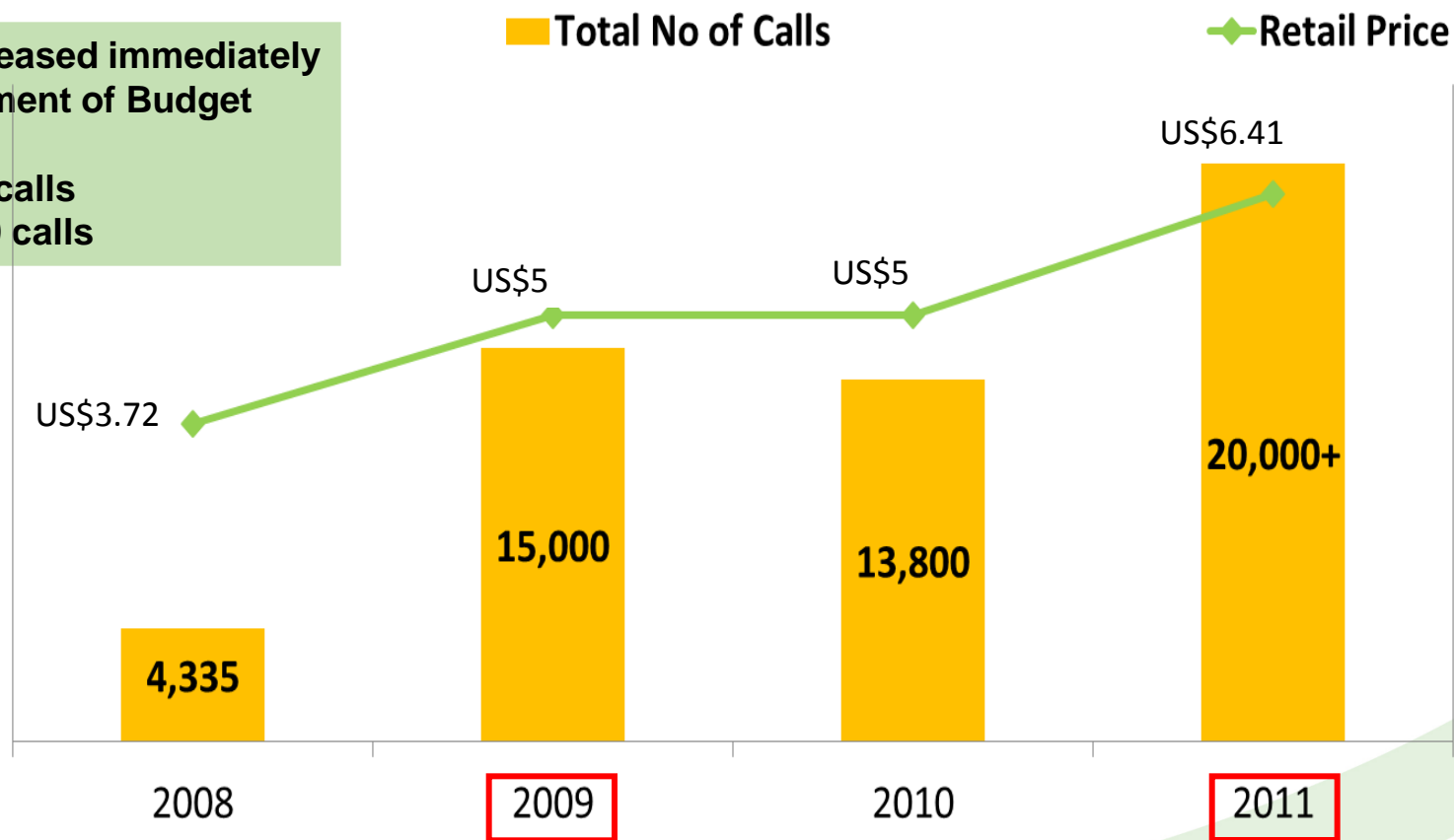
WHO:
at least 70%



Tobacco Tax Policy

Retail price of tobacco products and number of calls received from Smoking Cessation Hotline (Department of Health, HKSAR)

No. of calls increased immediately after announcement of Budget Speech:
2009 - 41 → 90 calls
2011 - 40 → 240 calls



Source: Department of Health, HKSAR



Tobacco Tax Policy

Prohibit or restrict sales of tax- and duty-free tobacco products

- Abolished the duty-free concessions on tobacco products for incoming passengers since August 2010
- Only small amount consumption allowed (not more than 19 sticks)



FCTC Article 8 - Protection from Exposure to Secondhand Smoke



Expansion of statutory no smoking area

Highlights of the expansions

1983

First designation of no smoking area

- ban in public lifts and lower deck of public transport land vehicles

1999

Restaurants with more than 200 seats required to have **not less than 1/3 no smoking areas**.

2007

Ban smoking in all indoor public places including **workplaces and restaurants**



Expansion of statutory no smoking area

2009

Ban Smoking in six types of entertainment establishments - bars, clubs, nightclubs, bathhouses, massage parlours and mahjong and tin-kau parlours



2010

Ban smoking in public transport facilities including superstructures and open-air public transport facilities





FCTC Article 11

Packaging and Labelling of Tobacco Products



Packaging and Labelling of Cigarette Packs



1994
textual warning



2007
textual and pictorial warnings



Packaging and Labelling of Cigarette Packs

- Six pictorial warnings in rotation
- At least 50% area of the main surfaces
- Top of the two larger sides
- Bilingual (Chinese and English)
- Misleading descriptors shall be restricted, e.g. “mild”, “low tar”



FCTC Article 13

Tobacco Advertising, promotion and sponsorship



Total Ban of Advertising

郭富城、許志安、梁漢文、鄭秀文·火熱動感 La La La(Ktv)



1990: TV and radio program



1997: Sponsorship in sports events



1998: Gifts or prizes



2009: Display of tobacco advertisements at hawker stalls



1999: Billboards & advertisements in printed media



FCTC Article 12

Education, communication, training and public awareness

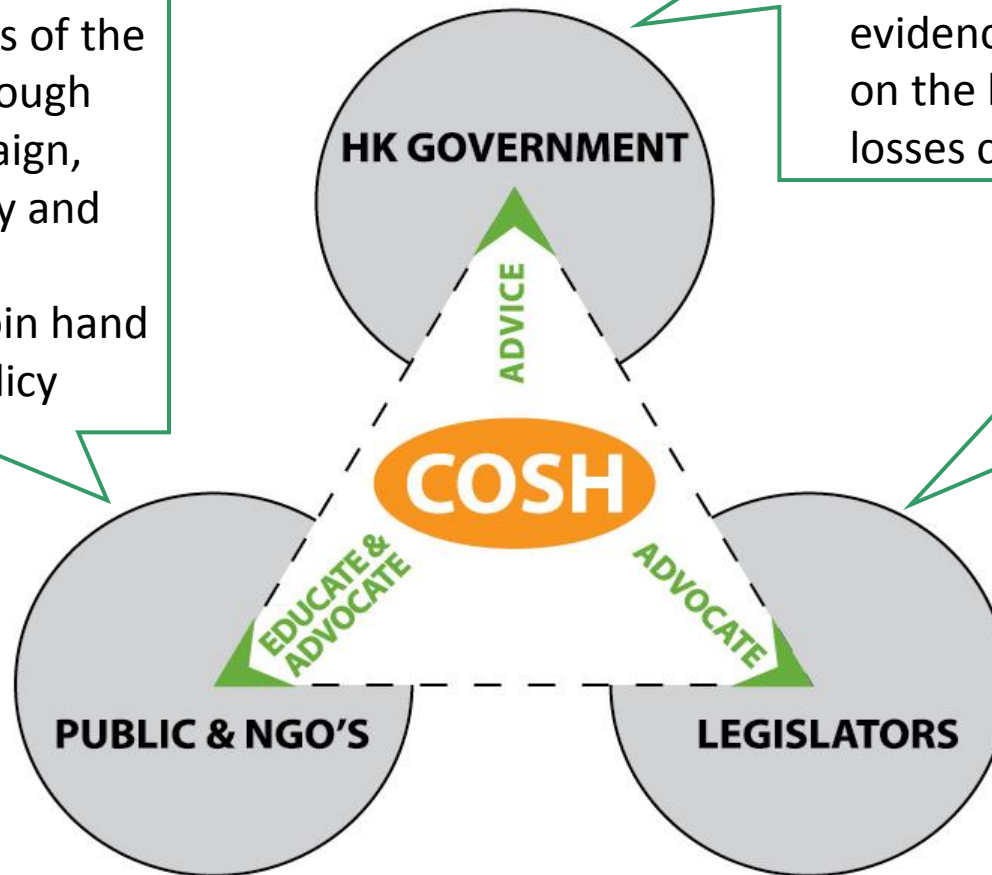


Hong Kong Council on Smoking and Health (COSH)

- Educate and advocate the public, NGOs and different parties of the community through publicity campaign, media advocacy and cooperation
- Mobilize and join hand to advocate policy

- Advise the government with research and evidence based findings on the health hazards and losses caused by smoking

- Advocate policy implementation with scientific evidence and public opinion



Education



Health Talk



Education Theatre



Smoke-free Youth Ambassador Programme



Advocacy

Community & Publicity Event

Supporting Raising Tobacco Tax Activities

- Smoke-free wishes from nearly 30,000 students
- Signatory supports from general public
- Green Ribbon Action
- Support Tobacco Tax Parade
- Assembly outside Legislative Council



Advocacy

Press Conference

- 2009 Support Total Ban of Indoor Smoking
- 2009 Quit to Win Smoking Cessation Contest
- 2012 Support Implementation of Plain Packaging in Hong Kong
- 2013 Ban of tobacco advertisement



Advocacy

Partnership with various sectors

- To promote smoke-free lifestyle and gather public support.
 - Tobacco Control Alliances
 - District Councils
 - Schools and Universities
 - Medical Healthcare Professionals
 - Non-profit Organizations
 - Business Sectors



Charter on Tobacco Control partnered with nursing professionals



Smoke-free Community Campaign with District Council



Community events with NGOs and students



Media Advocacy

Announcement of Public Interest (API)

- APIs under different themes are produced every year to promote the smoke-free message.

2012
“One in Two Smokers
Will Die Early”



2012
“Evil Merchant”

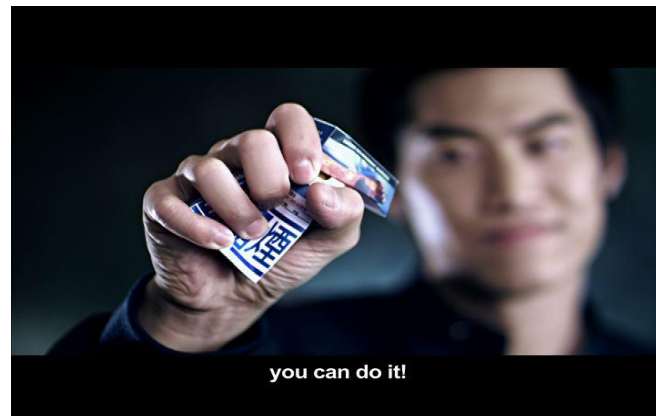


Media Advocacy

2011
“Quit Now”



2009
“Ban on Indoor
Smoking”



FCTC Article 14

Demand reduction measures concerning tobacco dependence and cessation



Promote Tobacco Dependence Cessation

Current Smoking Cessation Service providers in Hong Kong

Government Department

- Department of Health Cessation Services
- Hospital Authority

Operation by NGOs, Subvention by Government

- School of Nursing and School of Public Health
The University of Hong Kong
- Tung Wah Group of Hospitals
- Pok Oi Hospital
- Christian Family Service Centre
- United Christian Nethersole Community
Health Service - Smoke-free Club and
Outreach Pilot Programme



Promote Tobacco Dependence Cessation

Cessation hotline – 1833183



Cessation Mobile Application



Promote Tobacco Dependence Cessation



“Quit to Win” Smoking Cessation Contest

- To provide a platform to encourage quit smoking
- To build a smoke-free community
- Recruited over 3,000 smokers to quit smoking.
- Spread the smoke-free information to over 20,000 general public every year.





FCTC Article 15

Illicit Trade on Tobacco Products



Enforcement on Illicit Cigarette

- Exchange and update with the Custom and Excise Department
- Tightened investigation and enforcement actions
- Cases investigated increased, but volume of seizures decreased:

	2010	2011	2012
Number of Cases	17,021	17,768	19,719
Persons Arrested	6,033	9,165	11,056
Value of Seizures (US\$)	19.5 million	33.6 million	24.6 million

Source: The Custom and Excise Department, HKSAR





FCTC Article 20

Research, surveillance and exchange of information



Research

- Thematic Household Survey, HKSAR Government
- COSH's smoking and health surveys:

Year	Research & Survey
1994	Youth Smoking and Health Survey
1995	Smoking Status of Working Youth
1998	Smoking and Passive Smoking in children
1999	Youth Smoking, Health and Tobacco Promotion
2001	Passive Smoking and Risks for Heart Disease And Cancer in Hong Kong Catering Workers
2003	Youth Smoking and Health Survey
2008	Secondhand Exposure & Health Survey in Children
2010	Smoking and Health Survey in Hong Kong Women
2012	Impact of the increase in tobacco tax in 2011 on behaviors and cognitions related to smoking and issues related to anti-smoking policies in Hong Kong
2013	Tobacco Control Policy-Related Survey

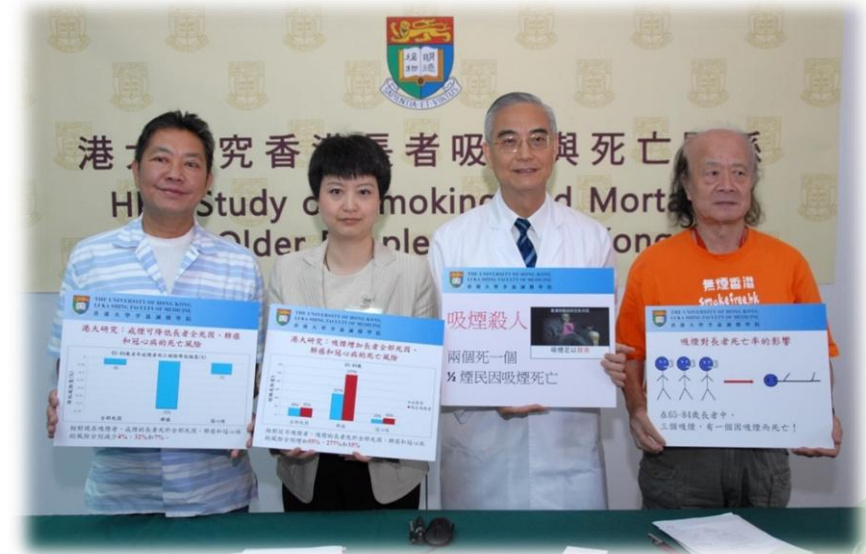


Research

Youth Survey



Elderly Survey



Conference and Visit

Overseas Conference



Asia Pacific Conference on Tobacco or Health 2010



15th World Conference on Tobacco Control



6th Cross-Strait Conference



Conference and Visit

Visit from Overseas Tobacco Control Alliances



Visit from Australian Officials



Macao – World Health Organization Health City Leadership Programme



Thailand Study Tour



Challenges



Challenges

Interference from Tobacco Industry

- Tobacco companies make use the retaliation from the retailers, convenient stores and smokers.
- Social groups are supported by tobacco companies to form a opposition voice on policy change and project misconception on smoking, e.g.
 - I Smoke Alliance
 - Momentum 107
 - HK United Against Illicit Tobacco
 - Committee on Youth Smoking Prevention



Source: South China Morning Post, April 2012



Challenges

Marketing Strategies of the Tobacco Industry

- PR and advertising strategies backed with strong fund
- New media and social platform, e.g. movies and internet
- Flavoured cigarettes or fancy packaging targeted on youth and women



Challenges

Women and Youth Smoking

- Women is the big market of the tobacco company;
- Youth could sustain their future source of income
- Number of smoking women is increasing and the tobacco use among youth worldwide is serious:

	Global	Developed Countries	Hong Kong
Men-women Smoking Ratio	5:1 ¹	1:1 ¹	7:1 ²
Youth Smoking Prevalence	13.9% ³	N/A	3.4% ⁴

Source:

1. Sara Hitchman & Geoffrey Fong, *Gender empowerment and female-to-male smoking prevalence ratios*, *Bulletin of the World Health Organization* 2011;89:195-202
2. *Thematic Household Survey Report No.48*, HKSAR, 2010
3. *The Global Youth Tobacco Survey Collaborative Group. Tobacco use among youth: a cross country comparison*, *Tob Control* 2002;11: 252-270
4. *Information from the School of Public Health, the University of Hong Kong*



Challenges

E-cigarettes

- Safety of E-cigarettes and its effectiveness is questionable
- Nicotine and unknown ingredients are still harmful
- Non-nicotine E-cigarettes are flooded to the markets and accessible
- Limitations of legislative restriction
- Tobacco companies begin to produce E-cigarettes



Challenges

Exploitation of the Loopholes

- Marketing and branding effect of the cigarette packaging
- Display of tobacco products at point of sales → advertisement!
- Problem of secondhand smoke at alfresco dining area



A cigarette display board of a convenient store



Smoking at alfresco dining area



What's Next in Hong Kong

- Tobacco tax → 75% of the retail price
- Ban of display of tobacco products at point of sale
- Plain packaging
- Pictorial warnings → 75% of total surface area
- Expansion statutory no smoking area, including alfresco dining area
- More resources in smoking cessation
- Smoking prevalence drops to single digit in 2022



Please visit www.smokefree.hk
for more information
Thank You!

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COSH
香港吸煙與健康委員會
HONG KONG COUNCIL ON SMOKING AND HEALTH

Just Quit! You can do it!

ABOUT US OUR WORK SMOKING: RISK & CESSATION TOBACCO CONTROL E-ZONE & DOWNLOAD CONTACT US

Information Corner Upcoming Event Smoking Cessation Smoke Free Hong Kong

SEARCH & TAGS
e.g. Smoking; Cessation;
All

NEWS
[Smoke-free Youth Ambassador Leadership Programme Establishes smoke-free culture with creativity](#)

VIDEOS

