

Packaging and Labeling of Tobacco Products in Hong Kong

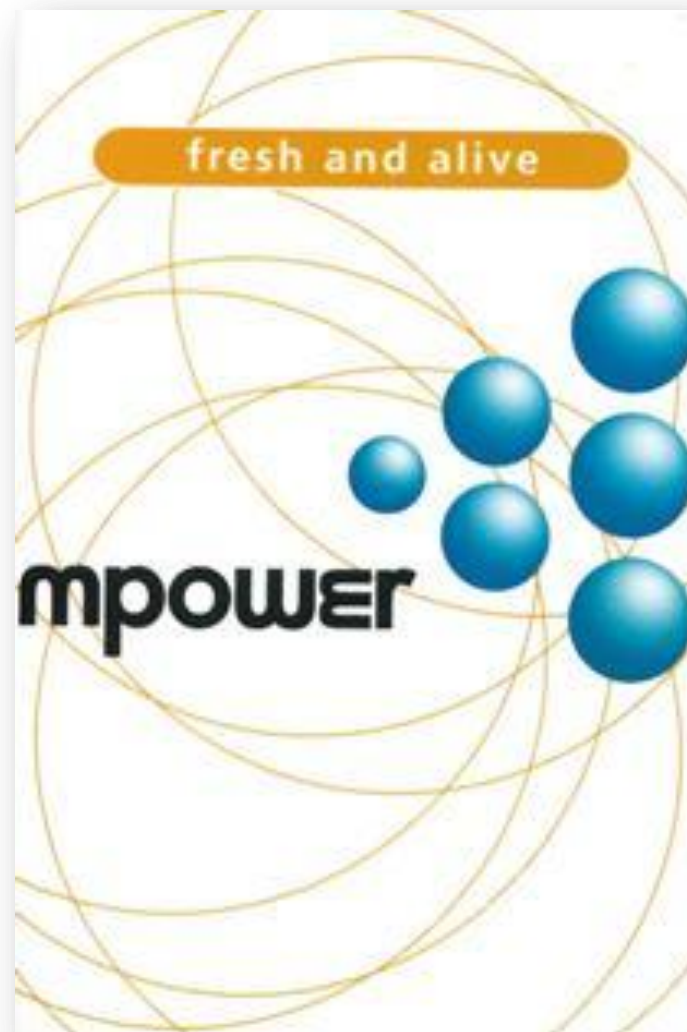
**Vienna LAI Wai-yin
Executive Director
Hong Kong Council on Smoking and Health**

August 20, 2013



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



Source: MPOWER, World Health Organization, 2008



MPOWER

W – Warn about the Dangers of Tobacco

Require pictorial and written warning labels on packages

E – Enforce Bans on Tobacco Advertising & Promotion

Enact and enforce legislation to ban any forms of direct and indirect tobacco advertising, promotion and sponsorship.

**Direct and effective admonition to smokers
Contend with intensive promotion of tobacco companies**

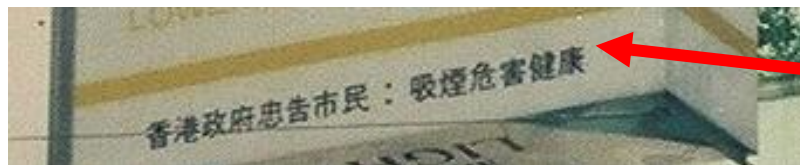


Health Warning Labels in Hong Kong

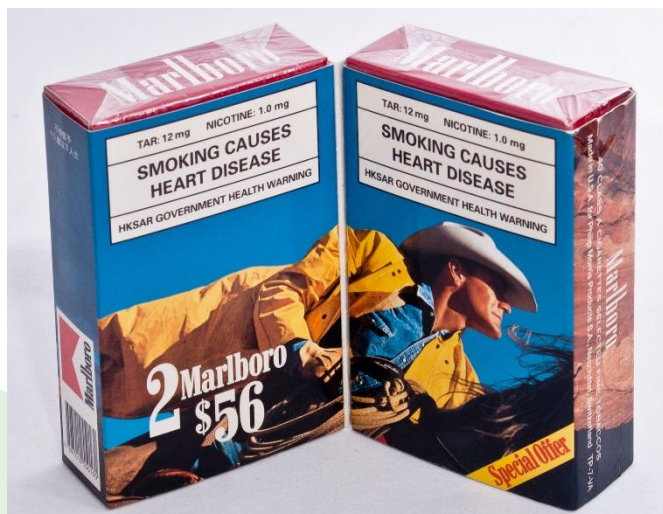
1983

Textual Warning

HK GOVERNMENT HEALTH WARNING - CIGARETTE
SMOKING IS HARZARDOUS TO YOUR HEALTH



1982 > 1983 > 1984 > 1985 > 1986 > 1987 > 1988 > 1989 > 1990 > 1991 > 1992 > 1993 > 1994 > 1995 > 1996



1994

4 Types of Textual Warning

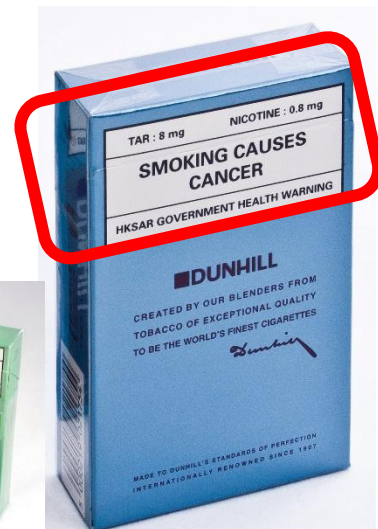
- SMOKING CAN KILL
- SMOKING CAN CAUSE CANCER
- SMOKING HARMS YOURSELF & OTHERS
- SMOKING CAN CAUSE HEART DISEASE



Health Warning Labels in Hong Kong

2000: 6 Types of Textual Warnings shown on top of the pack with description of tar and nicotine content

- SMOKING CAUSES LUNG CANCER
- SMOKING CAUSES RESPIRATORY DISEASES
- SMOKING KILLS
- SMOKING HARMS YOUR CHILDREN
- SMOKING CAUSES HEART DISEASE
- SMOKING CAUSES CANCER



1997 > 1998 > 1999 > 2000 > 2001 > 2002 > 2003 > 2004 > 2005 > 2006 > 2007 > 2008 > 2009 > 2010

2007: 6 Types of Pictorial Health Warnings



Health Warning Labels in Hong Kong

2007 – Pictorial Health Warnings

- Amendment of Smoking (Public Health) Ordinance in 2006
- Six pictorial health warnings displayed with equal frequency in 12 consecutive months



HKSAR GOVERNMENT WARNING

SMOKING KILLS

TAR : mg NICOTINE : mg



HKSAR GOVERNMENT WARNING

SMOKING HARMS YOUR FAMILY

TAR : mg NICOTINE : mg



HKSAR GOVERNMENT WARNING

**SMOKING CAUSES
PERIPHERAL VASCULAR DISEASES**

TAR : mg NICOTINE : mg



HKSAR GOVERNMENT WARNING

SMOKING MAY CAUSE IMPOTENCE

TAR : mg NICOTINE : mg



HKSAR GOVERNMENT WARNING

SMOKING CAUSES LUNG CANCER

TAR : mg NICOTINE : mg



HKSAR GOVERNMENT WARNING

**SMOKING CAN ACCELERATE
AGEING OF SKIN**

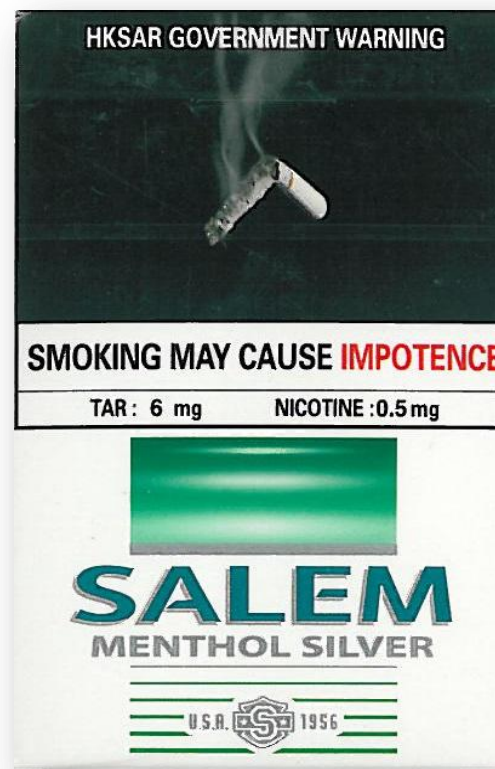
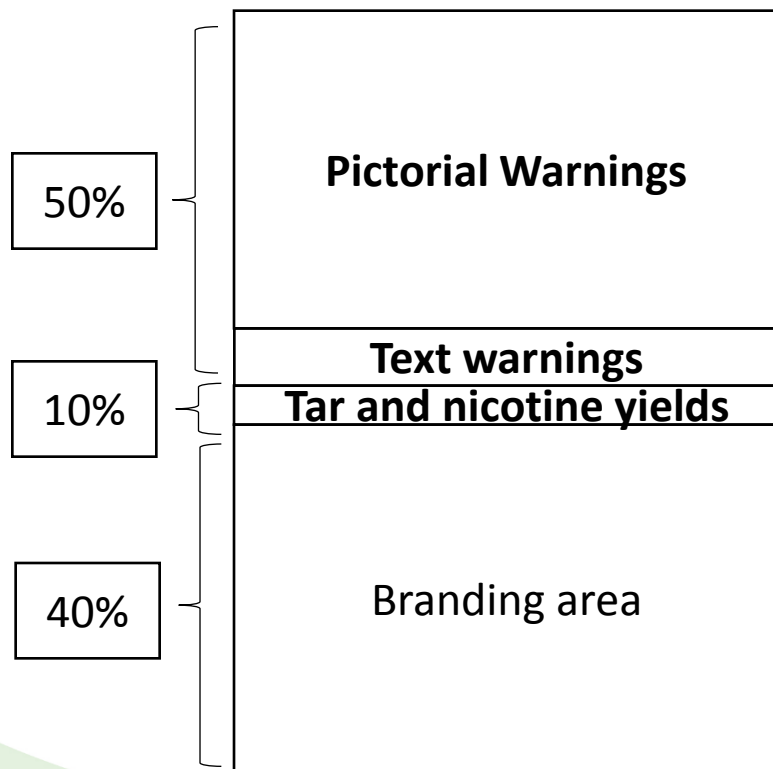
TAR : mg NICOTINE : mg



Health Warning Labels in Hong Kong

2007 – Pictorial Health Warnings

- Cover at least 50% of the area of surface
- Either Chinese and English version should appear on two largest surface
- Tar and nicotine must be rectangular with black lines on each side



Loopholes and Limitations

- Cigarette packs of special size and attractive design
- Light box of cigarette to display tobacco products



Loopholes and Limitations

Policy-related Survey on Tobacco Control (2012-13)

- Conducted by COSH and The University of Hong Kong
- **Current pictorial health warnings are not effective:**
 - 61.4% smokers did not think of the risks of smoking
 - Less than 10% tried to stop or thought of quitting smoking because of the warnings
 - 59.9% thought that pictorial health warnings should be clearer
 - 50.7% (all) and 38.8% (smokers) agreed to the implementation plain packaging



Loopholes and Limitations

Policy-related Survey on Tobacco Control (2012-13)

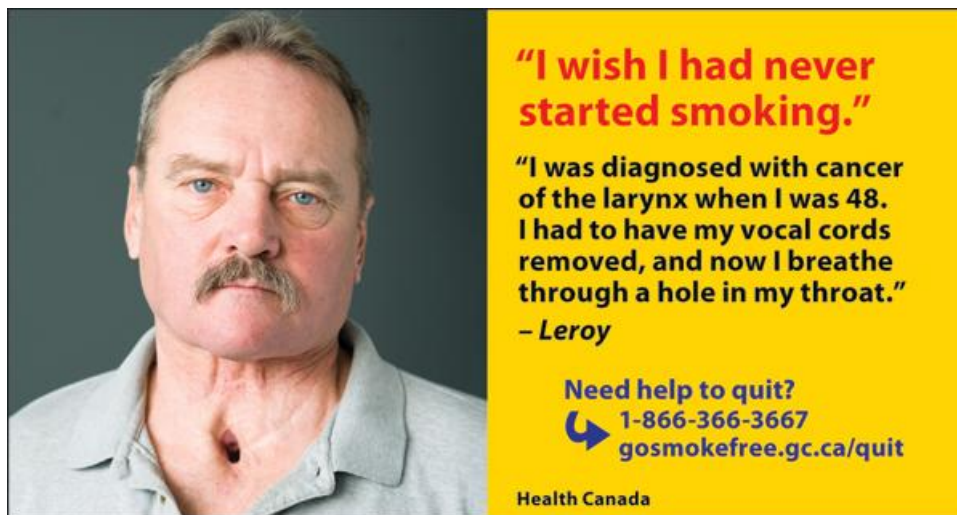
- **Branding and marketing effects of the cigarette packs** at point of sale:
 - 52.5% considered tobacco products display as a kind of advertisement and promotion
 - 30% of current smokers wanted to smoke after seeing the tobacco packs displayed
 - 48.2% of respondents agreed on total ban on tobacco products display at points of sale



Global Trend

Pictorial Warnings in overseas countries

Canada



Brazil



Thailand



Source: Tobacco Free Initiative,
WHO FCTC Health Warnings Database



Global Trend

Plain Packaging introduced in Australia (December 2012)



Source: Department of Health and Ageing, Australian Government



Hong Kong Council on Smoking and Health (COSH)

A statutory body established in 1987 under the government subvention has the key missions : -

- Inform & educate the public on the harms of smoking & its adverse effects on health;
- Conduct & coordinate research into the cause, prevention & cure of tobacco dependence; and
- Advise the Government, community health organizations or any public body on matters relating to smoking and health.



COSH Advocacy

Press Conference on Banning of Tobacco Advertisement

2012 - Plain Packaging Press conference

2013 - Ban On Tobacco Advertisement Press Conference



Advocacy

- Implement Plain Packaging
- Area of health warning increased to 75% or above
- Rotation of health warnings to maintain the effect
- Show quit line on cigarette packs
- Ban any forms of direct and indirect tobacco advertisement at Points of sales



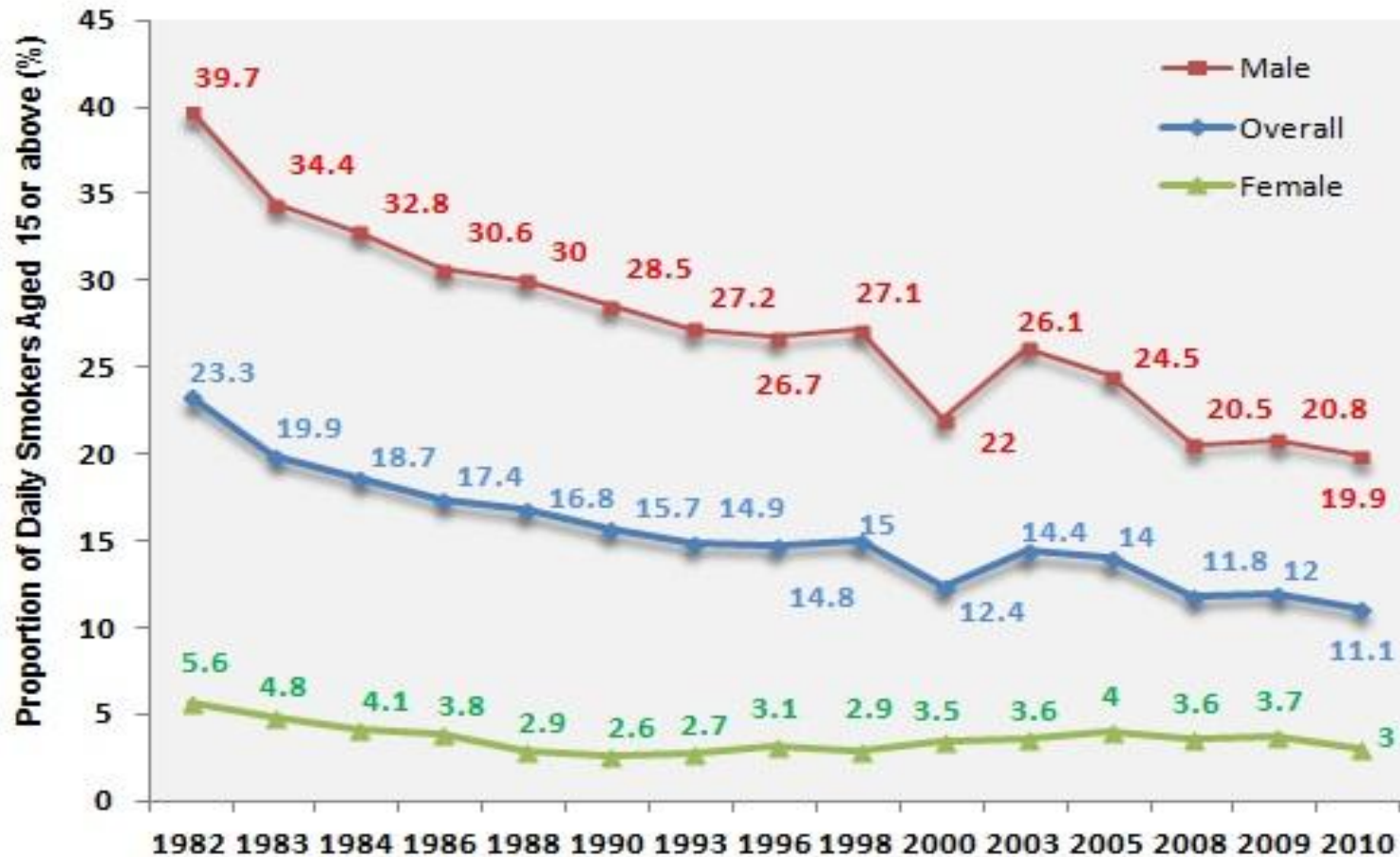
Advocacy

Partnership with various sectors

Partnership with academia, health care professionals, commercial sectors and NGOs to promote smoke-free lifestyle and gather public support.



Smoking Prevalence in Hong Kong



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



Way Forward

- Expand pictorial health warnings to 75% and implement plain packaging
- Correct misconceptions about relative harmfulness of cigarettes brands
- Reduce overall appeal of smoking
- Lowering smoking prevalence in Hong Kong to single digit in 2022



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

繁體 | 简体 A A A

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
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VIDEOS

