



2007-2008 Annual Report 年報

監控煙草使用和預防政策

Monitor tobacco use and prevention policies

保護民眾遠離煙草煙霧

Protect people from tobacco smoke

為戒煙者提供協助

Offer help to quit tobacco use

警示有關使用煙草的禍害

Warn about the dangers of tobacco

實施禁止煙草廣告、促銷和贊助的措施

Enforce bans on tobacco advertising, promotion and sponsorship

提高煙草稅

Raise taxes on tobacco

www.smokefree.hk



二零零七至零八年年報

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CHARTER OF COSH 委員會憲章

委員會成立於1987年，屬一法定團體。《香港吸煙與健康委員會條例》〔第389章〕賦予以下職權，專責保障市民健康，以及提高公眾對煙草禍害之認識：

1. 提高及教育市民有關吸煙與健康之知識；
2. 進行或委託專人進行與吸煙有關的研究；
3. 向政府、社區衛生組織以及社會服務團體等提供有關吸煙與健康之意見。

根據憲章，委員會就本港各項有關煙草之問題，擔當主導角色。並時刻關注各項可影響煙草產品的推廣及煙害蔓延等環境變異，於憲章賦予之職權範圍內，因時制宜，採取適度應變措施。

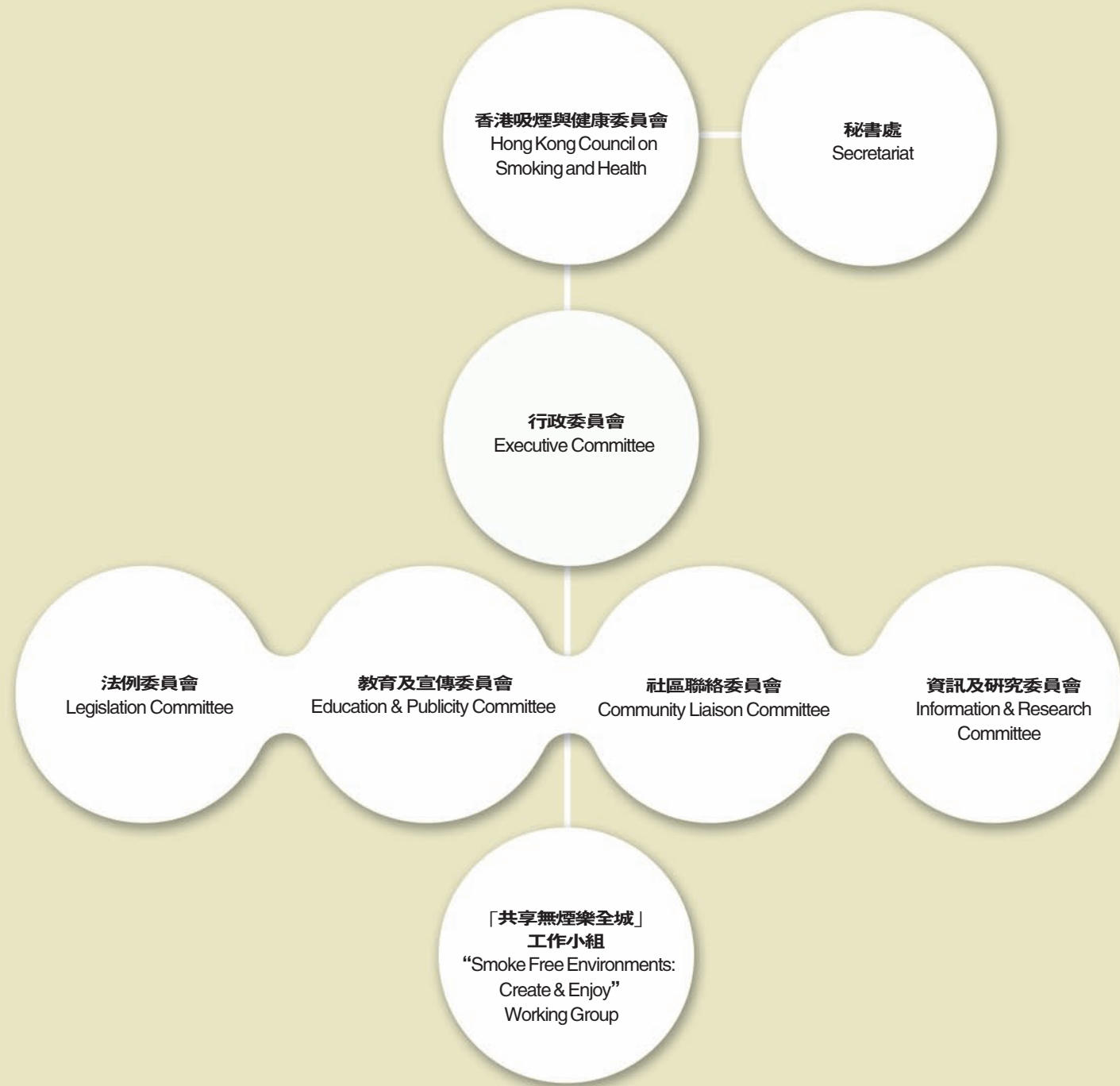
The Council was first established in 1987. It is a statutory body vested with functions, as set out in the “Hong Kong Council on Smoking and Health Ordinance” (Cap.389), to protect and improve the health of the community by:

1. Informing and educating the public on the harm of smoking and its adverse effects on health;
2. Conducting and coordinating research into the cause, prevention and cure of tobacco dependence;
3. Advising the Government, community health organizations or any public body on matters relating to smoking and health.

Under such a charter, COSH has taken up the role as an active player and commentator on all issues relating to tobacco control. We aim to act within our charter in response to the changing local environment as it affects the promotion of tobacco and the epidemic caused by smoking.

ORGANIZATION OF COSH

委員會組織架構



(A) 2007-2008 年度委員會成員

主席 左偉國醫生 BBS 太平紳士
副主席 林大慶教授 太平紳士
 周偉強醫生 (2007年10月履任)
 張建良醫生 MH (2007年10月履任)
 方玉輝醫生
 許美嫦女士
 劉文文 太平紳士 MH (2007年9月離任)
 梁挺雄醫生 太平紳士 (2007年6月離任)
 梁永安先生
 李國棟醫生 太平紳士 (2007年10月履任)
 馬紹良先生 MH
 倪文玲女士
 冼日明教授
 譚麗芬醫生 太平紳士 (2007年7月履任)
 譚羅南華女士
 溫國雄先生
 黃熾雄博士
 黃譚智媛醫生 太平紳士 (2007年9月離任)
 鄔淑賢女士
 楊偉誠先生 MH

(B) 專責委員會

行政委員會
主席 林大慶教授 太平紳士
副主席 左偉國醫生 BBS 太平紳士
委員 許美嫦女士
 譚麗芬醫生 太平紳士
 冼日明教授
 黃熾雄博士

(A) Members of the Council 2007-2008

Chairman: Dr. Homer TSO Wei-kwok, BBS JP
Vice-chairman: Prof. LAM Tai-hing, JP
Members: Dr. David CHAO Vai-kiong (from October 2007)
 Dr. Ben CHEUNG Kin-leung, MH (from October 2007)
 Dr. Ben FONG Yuk-fai
 Ms. Tennesy HUI Mei-sheung
 Ms. Lisa LAU Man-man, JP MH (up to September 2007)
 Dr. LEUNG Ting-hung, JP (up to June 2007)
 Mr. Louis LEUNG Wing-on
 Dr. Donald LI Kwok-tung, JP (from October 2007)
 Mr. MA Siu-leung, MH
 Ms. Malina NGAI Man-lin
 Prof. Leo SIN Yat-ming
 Dr. Gloria TAM Lai-fan, JP (from July 2007)
 Mrs. Ella TAM LO Nam-wah
 Mr. Joseph WAN Kwok-hung
 Dr. Anthony WONG Chi-hung
 Dr. Vivian WONG TAAM Chi-woon, JP (up to September 2007)
 Ms. Brenda WU Shuk-yin
 Mr. Frankie YEUNG, MH

(B) Functional Committee

Executive Committee
Chairperson: Prof. LAM Tai-hing, JP
Vice-Chairperson: Dr. Homer TSO Wei-kwok, BBS JP
Members: Ms. Tennesy HUI Mei-sheung
 Dr. Gloria TAM Lai-fan, JP
 Prof. Leo SIN Yat-ming
 Dr. Anthony WONG Chi-hung

ORGANIZATION OF COSH

委員會組織架構

教育及宣傳委員會

主席 許美嫦女士
委員 林大慶教授太平紳士
馬紹良先生 MH
倪文玲女士
冼日明教授
譚羅南華女士
鄔淑賢女士
楊偉誠先生 MH
張永雄先生 (增選委員)
楊美娟女士 (增選委員)

社區聯絡委員會

主席 黃熾雄博士
委員 方玉輝醫生
梁永安先生
溫國雄先生
楊偉誠先生 MH
孫益華醫生 (增選委員)

資訊及研究委員會

主席 冼日明教授
委員 周偉強醫生
方玉輝醫生
林大慶教授太平紳士
李國棟醫生太平紳士

法例委員會

主席 左偉國醫生 BBS 太平紳士
委員 許美嫦女士
林大慶教授太平紳士
賀達理教授 BBS 太平紳士 (增選委員)
麥龍詩迪醫生 SBS (增選委員)
黃宏醫生 (增選委員)

Education & Publicity Committee

Chairperson: Ms. Tennessy HUI Mei-sheung
Members: Prof. LAM Tai-hing, JP
Mr. MA Siu-leung, MH
Ms. Malina NGAI Man-lin
Prof. Leo SIN Yat-ming
Mrs. Ella TAM LO Nam-wah
Ms. Brenda WU Shuk-yin
Mr. Frankie YEUNG, MH
Mr. CHEUNG Wing-hung (co-opted member)
Ms. Cecilia YEUNG Mi-kuen (co-opted member)

Community Liaison Committee

Chairperson: Dr. Anthony WONG Chi-hung
Members: Dr. Ben FONG Yuk-fai
Mr. Louis LEUNG Wing-on
Mr. Joseph WAN Kwok-hung
Mr. Frankie YEUNG, MH
Dr. David SUN (co-opted member)

Information & Research Committee

Chairperson: Prof. Leo SIN Yat-ming
Members: Dr. David CHAO Vai-kiong
Dr. Ben FONG Yuk-fai
Prof. LAM Tai-hing, JP
Dr. Donald LI Kwok-tung, JP

Legislation Committee

Chairperson: Dr. Homer TSO Wei-kwok, BBS JP
Members: Ms. Tennessy HUI Mei-sheung
Prof. LAM Tai-hing, JP
Prof. Anthony J. HEDLEY, BBS JP (co-opted member)
Dr. Judith MACKAY, SBS (co-opted member)
Dr. Christine WONG (co-opted member)

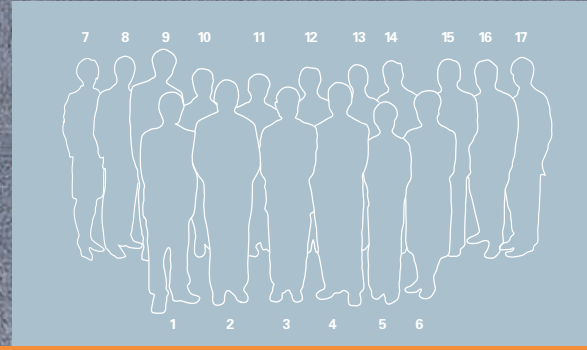
(C) 秘書處編制及職員名單

總幹事 黎慧賢女士
項目籌劃高級經理 黃綺萍女士
謝清蘭女士 (2007年12月履職)
項目籌劃經理 何仕明先生 (2008年1月履職)
資訊科技經理 麥志偉先生 (至2007年11月)
潘志聰先生 (2008年1月履職)
行政主任 田柳燕女士 (至2007年8月)
資訊科技主任 潘志聰先生 (至2007年12月)
項目聯絡主任 江寶恩女士
項目籌劃主任 陳玉儀女士 (至2007年10月)
梁凱琪女士 (2007年12月履職)
教育幹事 馮穎怡女士
行政助理 李碧雲女士
項目籌劃助理 陳舒娃女士

(C) Secretariat

Executive Director Ms. Vienna LAI Wai-yin
Senior Project Manager Ms. Sophie WONG Yee-ping
Ms. Janice TSE Ching-lan (from December 2007)
Project Manager Mr. Brian HO Sze-ming (from January 2008)
Information and Technology Manager Mr. Dennis MAK Chi-wai (up to November 2007)
Mr. Lancelot POON Chi-chung (from January 2008)
Executive Officer Ms. Megan TIN Lau-yin (up to August 2007)
Information and Technology Officer Mr. Lancelot POON Chi-chung (up to December 2007)
Project Liaison Officer Ms. Wendy KONG Po-yan
Project Executive Ms. Esther CHAN Yuk-yee (up to October 2007)
Ms. Elkie LEUNG Hoi-kei (from December 2007)
Educator Ms. Cherry FUNG Wing-yee
Executive Assistant Ms. Jessica LEE Pik-wan
Project Assistant Ms. Crystal CHAN Shu-wa

MEMBERS OF COSH 香港吸煙與健康委員會委員



1 冼日明教授
Prof. Leo SIN Yat-ming

3 左偉國醫生BBS 太平紳士
Dr. Homer TSO Wei-kiwok, BBS JP

5 許美嫦女士
Ms. Tennessy HUI Mei-sheung

7 倪文玲女士
Ms. Malina NGAI Man-lin

9 張建良醫生 MH
Dr. Ben CHEUNG Kin-leung, MH

11 方玉輝醫生
Dr. Ben FONG Yuk-fai

13 馬紹良先生 MH
Mr. MA Siu-leung, MH

15 溫國雄先生
Mr. Joseph WAN Kwok-hung

17 梁永安先生
Mr. Louis LEUNG Wing-on

2 黃熾雄博士
Dr. Anthony WONG Chi-hung

4 林大慶教授太平紳士
Prof. LAM Tai-hing, JP

6 譚麗芬醫生太平紳士
Dr. Gloria TAM Lai-fan, JP

8 周偉強醫生
Dr. David CHAO Vai-kiang

10 鄺淑賢女士
Ms. Brenda WU Shuk-yin

12 譚羅南華女士
Mrs. Ella TAM LO Nam-wah

14 楊偉誠先生 MH
Mr. Frankie YEUNG, MH

16 李國棟醫生太平紳士
Dr. Donald LI Kwok-tung, JP

MEMBERS OF COSH 委員簡介

左偉國醫生 BBS 太平紳士 Dr. Homer TSO Wei–kwok, BBS JP

委員會主席左偉國醫生現職為牙科醫生，於1996年獲委任加入委員會，1997年起獲委任為副主席，並於2002年起出任委員會主席。左醫生現時亦擔任法例委員會主席及行政委員會副主席。

Dr. Homer TSO, the Chairman of COSH, is a practicing dentist. He joined COSH in 1996, and was appointed as Vice–chairman of the Council in 1997. Dr. TSO was appointed as the Chairman of COSH in 2002. He is the Chairperson of Legislation Committee and Vice–chairperson of the Executive Committee.

林大慶教授 太平紳士 Prof. LAM Tai–hing, JP

林大慶教授現為香港大學公共衛生學院社會醫學系講座教授及系主任，於1997年開始以增選委員身份加入資訊及研究委員會，由2002年起出任委員會副主席，並擔任行政委員會主席、教育及宣傳委員會、資訊及研究委員會和法例委員會委員。

Prof. LAM Tai–hing is the Chair Professor and Head of Department of Community Medicine, School of Public Health of the University of Hong Kong. Prof. LAM was appointed as the Vice–chairman of COSH in 2002, and he joined the Information & Research Committee as a co–opted member since 1997. He is the Chairperson of the Executive Committee and member of Education & Publicity Committee, Information & Research Committee and the Legislation Committee.

周偉強醫生 Dr. David CHAO Vai–kiong

周偉強醫生現為醫院管理局家庭醫學及基層健康科（九龍東及九龍中聯網）部門主管及顧問醫生及家庭醫學統籌專員。他於2007年加入委員會，並成為資訊及研究委員會委員。

Dr. CHAO is the Chief of Service and Consultant of Department of Family and Primary Health Care and Family Medicine Coordinator (Kln East and Kln Central Cluster) of Hospital Authority. He joined COSH in 2007 and is also a member of the Information & Research Committee.

張建良醫生 MH Dr. Ben CHEUNG Kin–leung, MH

張建良醫生現職精神科專科醫生，於2007年獲委任為委員會委員。

Dr. Ben CHEUNG is a practicing specialist in psychiatry. He was appointed as member of COSH in 2007.

方玉輝醫生 Dr. Ben FONG Yuk–fai

方玉輝醫生現為香港中文大學保健處處長，於2006年加入委員會，並隨即參與社區聯絡委員會和資訊及研究委員會的工作。

Dr. Ben FONG is the Director of University Health Service of the Chinese University of Hong Kong. He joined COSH in 2006 and became a member of the Community Liaison Committee and Information & Research Committee.

許美嫦女士 Ms. Tennessy HUI Mei–sheung

許美嫦女士現職為執業律師，於2003年獲委任為委員會委員，現為教育及宣傳委員會主席及法例委員會委員。

Ms. Tennessy HUI is a solicitor and was appointed as a Council member of COSH in 2003. She is the Chairperson of Education & Publicity Committee and member of the Legislation Committee.

梁永安先生 Mr. Louis LEUNG Wing–on

梁永安先生為資深執業會計師，於2005年獲委任為委員，現為社區聯絡委員會委員。

Mr. Louis LEUNG is an experienced Certified Public Accountant in private practice. He joined COSH in 2005 and is a member of the Community Liaison Committee.

李國棟醫生 太平紳士 Dr. Donald LI Kwok–tung, JP

李國棟醫生為家庭醫學專科醫生，於2007年獲委任為委員，現為資訊及研究委員會委員。

Dr. Donald LI is a specialist in family medicine in private practice. He joined COSH in 2007 and is a member of the Information & Research Committee.

馬紹良先生 MH Mr. MA Siu–leung, MH

馬紹良先生為資深教育工作者，於2005年獲委任加入委員會，現為教育及宣傳委員會委員。

Mr. MA Siu–leung has solid experience in the field of education. He was appointed as a Council member of COSH in 2005 and participated in the Education & Publicity Committee.

倪文玲女士 Ms. Malina NGAI Man–lin

倪文玲女士現職為企業營運–投資及傳訊總監，於2006年加入委員會，現為教育及宣傳委員會委員。

Ms. Malina NGAI is the Group Operations, Investment and Communications Director by profession. She was appointed as a Council Member of COSH in 2006 and joined the Education & Publicity Committee.

冼日明教授 Prof. Leo SIN Yat–ming

冼日明教授現為香港中文大學市場學系教授及市場學（理學）碩士課程主任，於2004年加入委員會，現擔任資訊及研究委員會主席、行政委員會和教育及宣傳委員會委員。

Prof. Leo SIN is the Professor of Department of Marketing and Director of the Master of Science Programme in Marketing of the Chinese University of Hong Kong. He joined COSH in 2004 and participated in the Education & Publicity Committee. He is the Chairperson of the Information & Research Committee and the member of the Executive Committee.

譚麗芬醫生 太平紳士 Dr. Gloria TAM Lai–fan, JP

譚麗芬醫生現為衛生署副署長，於2007年加入委員會，現為行政委員會委員。

Dr. Gloria TAM is the Deputy Director of Health. She joined COSH in 2007 and is a member of the Executive Committee.

譚羅南華女士 Mrs. Ella TAM LO Nam–wah

譚羅南華女士現為政府新聞處副處長，她於2004年加入委員會，現為宣傳及教育委員會委員。

Mrs. Ella TAM is the Deputy Director of Information Services. She joined COSH in 2004 as an ex–officio member and became a member of the Education & Publicity Committee.

溫國雄先生 Mr. Joseph WAN Kwok–hung

溫國雄先生現職為商人，於2006年加入委員會，現為社區聯絡委員會委員。

Mr. Joseph WAN is a merchant. He joined COSH in 2006 and became a member of the Community Liaison Committee.

黃熾雄博士 Dr. Anthony WONG chi–hung

黃熾雄博士現為九龍總商會監事長，於2002年獲委任為委員，現為社區聯絡委員會主席及行政委員會委員。

Dr. Anthony WONG is the Chairman of Supervisory of Kowloon Chamber of Commerce. He joined COSH in 2002 and became the Chairperson of the Community Liaison Committee. He is also a member of the Executive Committee.

鄔淑賢女士 Ms. Brenda WU Shuk–yin

鄔淑賢女士現職小學校長，於2006年加入委員會，現為教育及宣傳委員會委員。

Ms. Brenda WU is a primary school principal. She joined COSH in 2006 and became a member of the Education & Publicity Committee.

楊偉誠先生 MH Mr. Frankie YEUNG, MH

楊偉誠先生從事保險業，於2005年獲委任為委員會委員，現為教育及宣傳委員會和社區聯絡委員會委員。

Mr. Frankie YEUNG is an experienced leader in the field of insurance. He was appointed as a Council member of COSH in 2005 and became a member of the Education & Publicity, and Community Liaison Committee.

21世紀見證著國際社會共同協力將控煙工作發展至一個新階段。在香港，《吸煙(公眾衛生)條例》於1982年制定，以管制煙草產品的使用、售賣及推廣，當中曾經歷多次修訂，讓我們和下一代逐步享有無煙的健康生活。香港吸煙與健康委員會於今年正值跨過20個年頭，回顧這些年來，委員會一方面緊貼國際的控煙趨勢及本地不斷轉變的環境，就多項控煙法例的推行情況作出檢討，並積極促請政府透過法例修訂以堵塞漏洞，且為解決現存問題提供適當的行動建議。另一方面，委員會更致力透過宣傳教育、資訊和研究項目，與社會各界攜手宣揚無煙信息，使香港市民對控煙問題的觀念及態度均有所改變。大家多年來在控煙工作上的耕耘，成為今天我們眼前的莊稼——無煙香港的文化。

隨著新修訂的《吸煙(公眾衛生)條例》於2007年1月1日起分階段實施，正好標誌著我們的控煙工作已正式進入新的里程，並同時需要肩負起進一步確立無煙社會文化這個重要使命。猶幸控煙已成為全球大趨勢，目前許多國家和地區已開展更全面的控煙工作。從政策方面而言，當中便包括提高煙草稅、戒煙倡議、健康忠告、廣告限制、產品管制、打擊私煙，以至多元化的推廣及教育工作等。凡此種種都旨在建立無煙的社會風氣，及改變煙草業多年來植根在社會的吸煙文化，而這亦正是控煙工作的主要範疇。

世界衛生組織於2008年初發表最新有關煙草疫症的報告，該報告首次對全球的煙草疫症和各項措施的作用進行綜合性分析，當中發現全球只有5%的人口，是因著國家實施其中一項能有效達至減少吸煙的關鍵措施而得到保障。報告同時披露，世界各國政府每年所徵收的煙草稅收入，比他們投放在控煙工作上的開支平均高出500倍。正因如此，報告進一步指出煙草稅作為一項最有效的控煙策略，各國政府都應大幅度增加煙稅，並藉此提供一個可持續的資金來源，以實施和



In the early years of the 21st Century, international society has witnessed a substantial and positive collaboration that has taken tobacco control to a new plateau. In Hong Kong, the “Smoking (Public Health) Ordinance” was enacted in 1982 to restrict the use, sale and marketing of tobacco products. The Ordinance has undergone several amendments, enabling us and our future generations to move towards a healthier, smoke-free life. This year sees the Hong Kong Council on Smoking and Health (COSH)

chalks up its first full two decades of unremitting efforts to reduce the scourge of smoking. In reviewing past years, one can see that COSH has been taken reference from the international trend in tobacco control, as well as the ever-changing domestic environment to conduct review on the implementation of many important laws. The findings of such have enabled COSH to urge the Government to amend relative provisions in order to close legislative loopholes and to submit appropriate proposals for addressing current issues. COSH has also committed itself to disseminating the smoke-free message via publicity, education, information and research programmes and the co-operation with all sectors of society. It is quite evident that the sum of these efforts has changed Hong Kong citizens' concepts and attitudes to tobacco control. We have ploughed deep furrows in the field of tobacco control throughout the years, and can see the fruits of our labours today in the evolving culture of a smoke-free Hong Kong.

While the newly amended “Smoking (Public Health) Ordinance” — which has come into effect in phases since 1st January 2007—represents a new milestone in our efforts to control tobacco usage, facilitating and establishing a completely smoke-free social culture is our paramount mission. Fortunately, tobacco control is of global concern today; much has been accomplished with significant effect in many countries and regions. At the policymaking level, increasing tobacco taxation, the advocacy of smoking cessation, health warnings and prohibition on advertising, product restrictions, a crackdown on illicit cigarettes and a variety of promotional and educational programmes are all necessary tobacco control efforts. They are used to build up a smoke-free social atmosphere

執行一套名為「MPOWER」的6項控煙方針計劃。

「MPOWER」包括了以下6項全面而有效的控煙措施：

- ✓ 監控煙草使用和預防政策
- ✓ 保護民眾遠離煙草煙霧
- ✓ 為戒煙者提供協助
- ✓ 警示有關使用煙草的禍害
- ✓ 實施禁止煙草廣告、促銷和贊助的措施
- ✓ 提高煙草稅

這套方針對本港於法例修訂後的控煙工作而言，特別是政策上，均給予我們重大的啟示。因此，本年度委員會年報的專題，將以「MPOWER」方針作為框架，回顧委員會過去20年在以上6個範疇的工作，並同時展望未來，為日後香港的控煙工作訂立更長遠、更清晰的目標。

適逢委員會剛渡過20周年，對於社會各界多年來對控煙工作的支持，本人正好藉此機會致以最衷心的感謝。回顧這些年來的工作，正是您們的支持，給予委員會上下莫大的鼓勵和決心，讓本港的控煙工作得以不斷前進。因此，希望各界今後繼續支持委員會的工作，我們亦當努力不懈，並按著MPOWER方針向前發展，期望本港的控煙工作更臻完善，讓我們及下一代可以共同享受更美好的無煙環境，親嘗無煙香港的成果。

for the purpose of changing the smoking culture created by the tobacco industry that has become so deeply rooted in our society.

The latest World Health Organization report on global tobacco epidemic in 2008, for the first time, integrates a global analysis on the status of tobacco epidemic and the impact on interventions implemented to stop it. The report finds that only 5% of the world population obtain protection because their countries have enforced one of the key policies that can effectively reduce smoking. The report also reveals that in diverse countries around the world, government revenue from tobacco taxes is 500 times more than its expenditure on tobacco control every year, further proving that taxation is the most effective measure for tobacco control. Consequently, tobacco tax should be significantly raised in all countries in order to offer sustainable resources for enforcing and implementing the six measures under a guiding principle named “MPOWER”.

MPOWER comprises the following six effective and comprehensive policies:

- ✓ Monitor tobacco use and prevention policies
- ✓ Protect people from tobacco smoke
- ✓ Offer help to quit tobacco use
- ✓ Warn about the dangers of tobacco
- ✓ Enforce bans on tobacco advertising, promotion and sponsorship
- ✓ Raise taxes on tobacco

With regard to tobacco control following legislative amendment in Hong Kong, this package of policies is profoundly inspiring especially regarding policymaking. Therefore the special feature of this annual report is using MPOWER as a framework to give a review on COSH's effort under each of the foregoing six measures over the past 20 years, at the same time to envisage the future, so that a more long-term and explicit goal of tobacco control can be established.

COSH has just passed its 20th anniversary and I would like to take this opportunity to make a grateful acknowledgement of the support we have received from diverse sectors of society during these two decades. Looking back on our works over the years, your support has been the key motivation for all the members and staff of COSH to drive tobacco control in Hong Kong and keep it going forward. COSH therefore needs your further support in the future and most definitely we will keep up the hard work and adhere to MPOWER guiding principle to establish a smoke-free environment in Hong Kong.

專題 HIGHLIGHTS

1. 監控煙草使用和預防政策 MONITOR TOBACCO USE AND PREVENTION POLICIES

監控工作的重要性

根據世界衛生組織的MPOWER方針指出，強化的本地及國際監控系統，有助各國控制煙草疫症的蔓延。事實上藉著監控系統所得的數據不單有助加強MPOWER方針中其他5項控煙措施的成效，更重要是能讓我們對煙草問題有更進一步的瞭解，繼而透過有效的干預措施改善公眾的健康。

全面的監控系統令決策者以致社會各界明瞭煙草禍害的嚴重性，並有助他們善用和分配資源在更重要及有效的範疇上。同時，監控工作亦有助評估控煙政策的成效，以及就本地的特殊情況相應作出適度的調整。

香港的情況

政府統計處由1982年開始，便不定期地公布有關本港吸煙情況的統計調查報告，為了解本港吸煙人口比率及相關資料提供了一些基礎性的資料。但是，報告的局限性在於統計調查對象都是本港15歲及以上的人口，在欠缺15歲以下的年齡群組數據下，青少年吸煙比率及趨勢便不能在這些研究調查中反映出來。另一方面，這些統計數字只集中在概括層面的數據，例如基於性別及年齡組別的吸煙比率、每日吸煙量、已戒煙的人口比率、戒煙的普遍原因等，故未能就個別的控煙議題作深入探討。

委員會的工作

委員會設立的資訊及研究委員會，就探討個別的控煙議題，例如青少年吸煙問題、兒童接觸二手煙、飲食業員工接觸二手煙對健康構成的風險等，訂定調查研究項目及主題，委託機構進行調查研究，並監察研究之進展，向公眾發放有關之結果及傳遞重要的信息。這些研究除了有助進一步確立二手煙對人類健康威脅的證據外，更能具體勾劃本港吸煙問題的情況，以協助制定更有效針對本地吸煙問題與現況的政策。

Importance of Surveillance

According to MPOWER of the World Health Organization (WHO), robust national and international monitoring system is essential to fight against the tobacco epidemic to succeed. Data from such system are not only necessary in ensuring the other five policy interventions of MPOWER are carrying out more effectively, they allow us to understand better the problems caused by tobacco, thus by adopting targeted and effective control measures, the health of the public can be improved.

Comprehensive monitoring system informs the leaders of governments and the civil society how the tobacco epidemic harms their countries, and helps them to allocate tobacco control resources to where they are most needed and can be used most effectively. Monitoring also shows whether policies are working and how they should be modified to meet the needs of different societies.

Hong Kong Situation

Since 1982, the Census and Statistics Department (C&SD) has been publicizing survey reports on an irregular basis reflecting smoking patterns in Hong Kong, which provide the basic information on smoking prevalence. However, one of the major constraints of such survey is that all the respondents are aged 15 and above. Therefore, the youth smoking prevalence and its emerging trends cannot be properly identified without data from the age group of below 15. On the other hand, these statistics only provide general information on tobacco use, such as smoking prevalence based on gender and age groups, daily consumption of cigarettes, simple analysis of ex-smokers, reasons for giving up smoking. They do not therefore facilitate intensive exploration of specific issues pertaining to tobacco control.

COSH's Efforts

The role of the COSH Information and Research Committee is to identify appropriate themes of research and survey projects addressing different issues on tobacco control, such as the youth smoking and health survey, smoking and passive smoking in children, passive smoking and health risks in Hong Kong catering workers. It will commission out the research and survey projects, monitor their progress, publicize their findings and convey to the members of the public the important message or information drawn from these projects. These projects help to illustrate the smoking problem in Hong Kong, and the necessity to enact more evidence-based policies targeting these problems.

《煙草控制框架公約》

《煙草控制框架公約》第20條闡述了監控工作的重要性：「各締約方承諾開展和促進煙草控制領域的國家級的研究，並在區域和國際層面內協調研究計劃，各締約方應酌情制定煙草消費和接觸煙草煙霧的流行規模、模式、影響因素和後果的國家、區域和全球的監測規劃。」

香港政府統計處吸煙統計調查報告

自1982年以來，政府統計處先後發表過12份有關本港人口吸煙情況的專題報告，內容主要集中在香港整體吸煙率、吸煙者性別比例、年齡分布以及每日平均吸煙量等。

監控煙草使用和預防政策 MONITOR TOBACCO USE AND PREVENTION POLICIES

Framework Convention on Tobacco Control (FCTC)

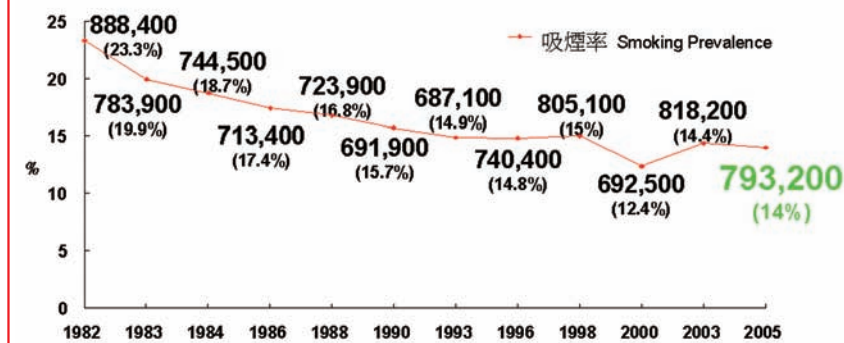
Article 20 of the FCTC states the importance of surveillance that “The Parties undertake to develop and promote national research and to co-ordinate research programmes at the regional and international levels in the field of tobacco control. The Parties shall establish, as appropriate, programmes for national, regional and global surveillance of the magnitude, patterns, determinants and consequences of tobacco consumption and exposure to tobacco smoke.”



Survey of Smoking Patterns Conducted by Census and Statistics Department of Hong Kong

Since 1982, the Census and Statistics Department has publicized 12 thematic reports regarding the pattern of smoking in the Hong Kong population. The content primarily focuses on the overall smoking prevalence in Hong Kong, smoking prevalence by gender, by age and by daily consumption of cigarettes.

香港吸煙比率及趨勢 (每日吸煙者)
Smoking Prevalence and Trends in Hong Kong (Daily Smokers)
(15歲及以上人士 Persons aged 15 and over)



資料來源：香港特區政府主題性住戶統計調查報告第26號，2006年
Source: HKSAR Government Thematic Household Survey Report No.26, 2006

Prevalence of current smokers (aged 15 and over)

年份 Year	1982	1983	1984	1986	1988	1990	1993	1996	1998	2000	2003	2005
吸煙人士 Current smokers												
每日吸煙的人士 ¹ Daily cigarette smokers ¹	23.3	19.9	18.7	17.4	16.8	15.7	14.9	14.8	15.0	12.4	14.4	14.0
以前每日吸煙的人士 ² Ex-daily cigarette smokers ²	#	#	3.7	3.2	3.2	2.3	2.9	4.8	3.8	3.8	2.7	4.5

1. 「每日吸煙的人士」乃指在統計時有每日吸煙的十五歲或以上人士（雖然他們可能因生病或其他原因而在某些日子沒有吸煙）
2. 「以前每日吸煙的人士」乃指曾經持續至少六個月有每日吸煙的習慣，但在統計時已成煙的十五歲或以上人士
#沒有數據
1. "Daily cigarette smokers" referred to those persons who at the time of enumeration had a daily cigarette smoking habit (although they might not smoke on certain days because of illness or other reasons)
2. "Ex-daily cigarette smokers" referred to those persons who previously had a daily cigarette smoking habit for a continuous period of six months or more but had given it up at the time of enumeration
#Data not available

年份	1993	1996	1998	2000	2003	2005
男性	623,800	660,300	726,300	589,900	710,500	678,900
女性	63,200	80,100	78,800	102,600	107,800	114,300
總計	687,000	740,400	805,100	692,500	818,200	793,200

資料來源：香港特區政府主題性住戶統計調查報告第26號 (2005年)

委員會科研報告

委員會過去進行了一系列個別群體的吸煙情況，以及二手煙對不同群體所產生的影響的科研項目，當中包括了有關監控煙草使用及預防政策：

監控煙草使用

- 1994年：青少年吸煙與健康調查
- (1) 青少年吸煙、健康與煙草宣傳
- (2) 對吸煙危害健康的認識及態度、校內及家庭吸煙情況及被動吸煙引致的症狀

本會委託了香港大學社會醫學系在1994年間進行一項「香港青少年吸煙與健康調查」，結果指出12至16歲人口的吸煙比率大幅增加，而學童的健康則明顯地受到其本人和家庭成員的吸煙習慣所影響。加上研究結果表示很多兒童都曾參與煙草商贊助的推廣活動，而兒童的吸煙行為與他們認為煙草廣告吸引力的意見有很大的關聯。

**是項研究報告表明青少年吸煙的問題將為目前及將來的社會健康構成嚴重的威脅，同時反映出煙草商以贊助體育活動及文化節目作為間接廣告宣傳存在相當的影響力。因此委員會積極倡議保護兒童及青少年免受煙草廣告及宣傳策略的影響，而政府亦應對間接廣告及其他煙草業的宣傳活動實施更嚴厲的管制，並以全面禁止各形式的煙草推廣為目標。

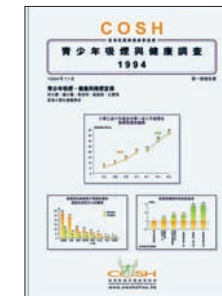
COSH Scientific Research Reports

For the past years, COSH has conducted a series of scientific research projects regarding smoking and passive smoking and the effects on different groups of people, including research projects on monitoring of tobacco use and prevention policies:

Monitoring Tobacco Use

- The Youth Smoking and Health Survey 1994
- (1) Youth Smoking, Health and Tobacco Promotion;
- (2) Youth Smoking: Knowledge, Attitudes, Smoking in Schools & Families and Symptoms Due to Passive Smoking

COSH commissioned the Department of Community Medicine, the University of Hong Kong to conduct the Youth Smoking and Health Survey. The results showed that the smoking rates of young people are increasing markedly between ages of 12 and 16. The health of school children is clearly being affected by their smoking habits as well as smoking habits of their family. Furthermore, many young children had taken part in promotion events sponsored by tobacco companies, and children's smoking behaviour is associated with their perceived attractiveness of tobacco advertisements.



**The findings of the survey reveal the problem of youth smoking as a serious threat to the current and future health of the community. It also illustrates the success of indirect tobacco advertising through the sponsorship of sports event. Therefore, children and young students should be protected from advertisements and promotional tactics of tobacco industry. And the Government should consider stricter control of indirect advertisements and other tobacco promotional activities that a total ban on all forms of tobacco promotion should be the target.

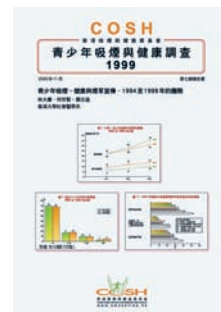
監控煙草使用和預防政策 MONITOR TOBACCO USE AND PREVENTION POLICIES

香港就業青年吸煙情況

委員會於1999年5月發布一項「香港就業青年吸煙情況」之調查結果。是項研究由委員會聯同香港大學社會醫學系及香港職業安全健康局於1997至1998年進行，這項研究成功向本港約1萬位年齡為15歲以上人士作訪問，結果顯示本港15—19歲年青在職人士吸煙情況嚴重，但數字卻可能一直被低估。同時，研究亦評估工作場所實施禁煙政策對15—19歲年齡組別人士吸煙率之影響。結果提議禁止於工作環境吸煙有助降低年青人的吸煙率。

**是次研究結果建議應在工作環境實施禁煙措施，加強健康教育工作及為年青人提供戒煙服務，以協助他們建立健康生活的模式。

1999年：青少年吸煙與健康調查



首次青少年吸煙與健康調查在1994年進行，同類型的調查於1999年再次進行，以評估香港初中學生的吸煙情況、吸煙趨勢、所選擇的煙草品牌與煙草廣告吸引力的關係，以及吸煙與呼吸系統症狀的關係。

有關的研究結果顯示在男生及女生中均有吸煙率上調的情況，尤其以初中女生的情況較為嚴重，而學生購買散裝煙或懷疑私煙的數目有所上升，結果亦顯示曾觀看或參與煙草贊助活動的學生減少，但青少年利用煙包換取戲票、禮物或貨品的情況卻明顯增多。雖然較少學生認為煙草廣告有吸引力，但廣告吸引力與吸煙的關係卻有所加強。在健康方面，與不吸煙學生相比，吸煙的學生出現呼吸系統症狀的情況較為普遍。

**是次調查同時發現煙草商利用法例的漏洞，繼續推廣煙草產品，因此，政府有需要透過加強控煙法例，採取緊急措施以扭轉青少年吸煙的上升趨勢，當中包括立法全面禁止煙草廣告及有關之體育、文娛及其他社區等各類形式的推廣活動。

Smoking in the Young Working Population in Hong Kong

COSH released a study on “Smoking in the Young Working Population in Hong Kong” in May 1999. The survey was conducted in collaboration with Department of Community Medicine, the University of Hong Kong and Hong Kong Occupational Safety and Health Council from 1997 to 1998. The study covered successful interviews with a total of around 10,000 persons aged 15 years and above. The analysis found that smoking in the young working population was serious and that prevalence had probably been under-estimated in the past.

Furthermore, the study also examined whether the workplace was smoke-free or not has a significant effect on smoking prevalence on working youth aged 15 to 19. The results suggested that banning smoking in the workplaces may help to reduce smoking in young people.

**The study recommended that smoking should be banned in the workplace, health education should be strengthened, and smoking cessation services should be provided to help young smokers to adopt a healthy lifestyle.

The Youth Smoking and Health Survey 1999

The first “Youth Smoking and Health Survey” was conducted in 1994, in order to collect more up-to-date information regarding the smoking prevalence and health problems among young people in Hong Kong. COSH conducted a follow-up survey in 1999. The results showed that there was an increase in smoking prevalence in both male and female secondary school students, and the increase in the female students in junior forms was the most striking. Moreover, fewer students had watched or participated in cigarette sponsored activities but more had used empty packs in exchange for tickets, gifts and goods. Though fewer students perceived cigarette advertisement as attractive, such perceptions were more strongly associated with students’ smoking experience. Compared to students who had never smoked, students who smoke had more frequent symptoms of respiratory illnesses.



**The findings revealed that the loopholes of the legislation that tobacco industry always looking at to aggressively promoting their products to young people. Therefore, urgent measures such as total ban on tobacco advertisement, sponsorship to sports, cultural and recreational as well as community activities, are needed.

監控有關預防政策

1998年：兒童吸煙與被動吸煙

委員會於1998年發表一項以香港的小三至小六學生為對象的研究「兒童吸煙與被動吸煙」，目的在於探討兒童吸煙和在家居吸入二手煙與增加其患上呼吸系統疾病的額外風險之關係。調查結果顯示，有短暫吸煙經驗的兒童明顯地出現較多呼吸系統症狀；同時調查亦發現本港約半數兒童與最少一位吸煙者居住，在家庭吸入二手煙的兒童，較多患有呼吸系統症狀。如兒童在其他場所亦吸入二手煙，則患此等疾病的風險亦會隨之增加。

*是次調查的結果顯示社會有保護兒童免受煙害的急切需要，因此政府應加強管制吸煙的政策，減少兒童在家庭、學校及其他公眾地方如食肆及遊樂場地被迫吸入二手煙。

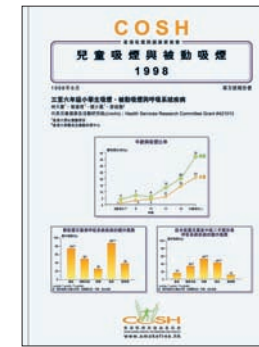
2001年：香港飲食從業員：二手煙與心臟病及癌病風險

為了解不吸煙飲食業員工在不同工作環境下接觸二手煙與健康風險的關係，委員會聯同香港大學社會醫學系、香港中文大學社區及家庭醫學系，以及國際知名二手煙專家列詹士先生（Jim REPACE）進行一項調查，希望透過此項調查所收集到的資料包括員工尿液樣本內可的寧（一種尼古丁分解物，作為吸入二手煙份量的指標）的濃度，評估這群不吸煙飲食業員工患肺癌及心臟病的風險。

委員會於2001年發表的報告「香港飲食業從業員二手煙與心臟病及癌病風險」，結果顯示餐廳及其他食肆的禁煙政策，跟這些場所的從業員接觸二手煙情況及他們尿液中的可的寧含量有很大關係，這些從業員包括侍應及其他職員。研究估計那些只於工作時接觸二手煙的員工，在其40年工作生命期患上心臟病及肺癌綜合的額外風險為3%，以香港20萬飲食業從業員計，這額外風險將導致6,000人死亡，其中超過6成為不吸煙者。

Monitoring Prevention Policies

Smoking and Passive Smoking in Children 1998



COSH publicized a survey covering primary 3 to 6 students in 1998, with the aim to review the health impact of smoking and passive smoking at home in relation to the risk of respiratory illnesses in children in Hong Kong.

The study showed that young children with a short duration of smoking experience were clearly seen to have more respiratory symptoms than those who had never smoked.

It was also revealed in the study that about half of the children were living with one or more smokers. Children exposed to passive smoking at home had more respiratory symptoms. Such risks were higher with increasing exposure to other people’s tobacco smoke.

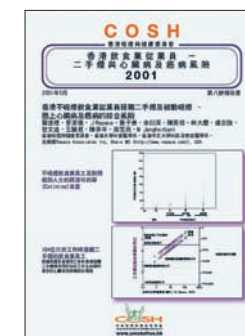
**The findings of this study all point to the urgent need to protect our next generation from the harm of tobacco smoke, especially at home and in public places.

Passive Smoking and Risks for Heart Disease and Cancer in Hong Kong Catering Workers 2001

In order to understand the health risks of catering workers in relation to their exposure to passive smoking in different workplace settings. COSH collaborated with Department of Community Medicine, the University of Hong Kong, Department of Community and Family Medicine, the Chinese University of Hong Kong and Mr. Jim REPACE, a renowned expert in passive smoking, to conduct a survey on these workers. The aim was to estimate the lung cancer and heart disease risks of these non-smoking catering workers from the concentrations of urinary cotinine (a breakdown product of nicotine, used as a marker of exposure to second-hand smoke).

COSH published and released COSH Report No. 8 on the findings of the research study “Passive Smoking and Risks for Heart Disease and Cancer in Hong Kong Catering Workers” in 2001. Some of the major findings are:

There is a strong relationship between smoking policies in restaurants and other catering establishments, exposure to second-hand smoke and the concentration of cotinine in the urine of all catering workers, including waiters and others. It is estimated from risk analysis that the average catering worker, who is only exposed to second-hand



監控煙草使用和預防政策**MONITOR TOBACCO USE AND PREVENTION POLICIES**

對於解決二手煙問題，通風系統工程並不能提供切實的解決方法，而唯一安全及最具成本效益的策略就是在所有食肆及其他工作間訂立「無煙」條例。

**是次調查結果有助委員會促請政府加快步伐，於工作間及其他公眾場所實行全面禁煙的政策，基於任何僱員都不應為保職位，而需於受煙草煙霧污染的環境中工作，禁煙條例絕對不應有任何例外或妥協條件，以致員工健康受到威脅。

smoke at work, has a 3% combined excess risk for heart disease and lung cancer due to passive smoking over a 40-year working lifetime. In 200,000 Hong Kong catering workers, this excess risk would lead to a total of 6,000 deaths of which over 60% would be in never-smokers.

Moreover, there is no practical solution available from ventilation engineering to the problem of second-hand smoke exposure. The only safe and most cost-effective strategy is to introduce smoke-free regulations in all catering facilities and other workplaces.

**The findings of this survey provide a sound evidence for the Government to step up the pace of legislative amendment to ban smoking in all workplaces and public places. The principle must be that no worker should have to work in air contaminated with tobacco smoke in order to hold a job.

各界共同協力參與監控工作

良好的監控系統必須具備以下的指標，以便政府當局能基於這些指標制定、落實及執行更有效的控煙政策：(i) 煙草使用的人口比率；(ii) 干預政策的成效；(iii) 煙草業的宣傳推廣策略及游說活動。要維持有效的監控系統需要醫護專業人員、經濟學者、流行病學家、資料數據分析專家、政府官員，以及各界的共同協力方能完成。

因此要了解社會整體的控煙情況及就個別控煙議題作出深入探究，必須要更全面及深入了解煙草疫症的蔓延情況及特性，潛在的傳播模式及渠道，以致有效減低吸煙人口及煙草使用量的干預措施，這並不能單靠目前本港政府的研究調查工作便可達致目標。故此，委員會日後應積極開展更全面的監控煙草使用和預防政策的工作，並密切監察控煙條例實施的情況及成效。總括而言，政府應持續投放更多的資源讓更多控煙團體及學術組織進行有關的監控工作。

Uniting the Society to Foster Effective Monitoring System

A good monitoring system must be able to track several indicators, which serve as a basis for government to formulate, enforce and operate effective tobacco control policies: (i) prevalence of tobacco use; (ii) effectiveness of the policies; (iii) tobacco industry activities on marketing, promotion and lobbying. To maintain an effective monitoring system, collaboration is necessary among health practitioners, economists, epidemiologists, data analysts, government officials and many others.

For better comprehension of the overall status of tobacco control and the establishment of intensive exploration addressing different issues of tobacco control, it is essential to create an explicit picture, which includes the distribution patterns and characteristics of tobacco epidemic, possible channels of dissemination, and effective intervention policies to reduce tobacco use. Relying solely on existing governmental surveys is not enough. Therefore, in the near future, COSH will take a proactive role in developing a more comprehensive system to monitor the use of tobacco and those prevention policies. In addition, we will keep an eye on the effectiveness of the enforcement of tobacco control regulations. In conclusion, the Government should continuously inject more resources in this arena so that more tobacco control organizations and academic institutions can obtain stable and sustainable funding to carry out relevant monitoring works.

2.

保護民眾遠離煙草煙霧 PROTECT PEOPLE FROM TOBACCO SMOKE

二手煙沒有安全的接觸水平

在公眾場所禁止吸煙的目的在於保障公眾的健康，並基於下列的理據：(1) 保護兒童以及非吸煙者的健康免受二手煙的侵害；(2) 有助建立一個「不吸煙才是正常行為」的社會環境；(3) 其他國家的經驗顯示，禁煙政策可以營造一個有利的環境，鼓勵吸煙者戒煙或者減少吸煙，從而大大減低整體社會的煙草使用量。

無煙法例的效用會因為設立吸煙區或吸煙房而被大大削弱，甚至失去效用，而煙草業亦深明此理。因此煙草業及相關業界會進行一系列的游說工作，提議於指定禁煙場所設立「吸煙房」，以代替劃一的全面禁煙措施。然而實證科學已清楚顯示二手煙並沒有安全的接觸水平，並確認其毒性可引致各類疾病及癌症。可見吸煙房根本不能減低接觸二手煙對健康構成的風險，故絕不能代替全面禁煙的政策。

倡議無煙公眾場所 以保障公眾健康

委員會多年來一直致力促請政府透過修訂法例擴大禁煙區的範圍。從80年代公共交通工具及戲院須設立禁止吸煙區，至90年代初期以全面禁煙取代公共交通工具及戲院部分禁煙措施。在90年代末，法定無煙公眾場所進一步伸延至超級市場、銀行、百貨公司及商場。1997年通過的《吸煙(公眾衛生)(修訂)條例》，規定所有提供超過200個室內座位的食肆，必須劃出最少三分之一的面積為非吸煙區。由於部分禁煙措施不足以保障顧客及員工免受二手煙的危害，政府於2001年就擴大禁煙範圍諮詢公眾意見，當中以室內工作間、食肆及酒吧的全面禁煙政策最受業界及公眾關注。

No Safe Level of Exposure to Second-hand Smoke

The major objective of smoke-free public places is to protect public health, which is based on the following arguments: (1) to protect children and non-smokers from risks of passive smoking; (2) to help build up a smoke-free norm; and (3) overseas experience shows that smoke-free policies can create a favourable climate to encourage smokers to quit or to smoke less, thus eliciting a substantial fall in the overall tobacco consumption in the society.

The effectiveness of smoke-free laws is greatly weakened or completely eliminated when smoking is permitted in designated areas. The tobacco industry itself acknowledges the effectiveness of smoke-free environments, and therefore advocated measures of “smoking room” as an alternative to total smoking ban. However, scientific research clearly shows that there is no safe level of exposure to second-hand smoke. Smoking room cannot prevent health risks incurred by the exposure to second-hand smoke; therefore, it is not an alternative to 100% smoke-free policy.

Advocating Smoke-free Public Places for the Sake of Public Health

For years, COSH has devoted tremendous effort in striving for the expansion of smoke-free public places by legislation. Since the 1980s, statutory no-smoking areas had been mandatory on public transport carriers and in cinemas. In the early 1990s, the partial smoking ban in these areas was supplanted by a total ban. Till the end of 1990s, statutory no-smoking areas were further extended to all indoor areas open to the public in supermarket, bank, department store and shopping mall. The “1997 Smoking (Public Health) (Amendment) Ordinance” included the expansion of statutory no-smoking areas, requiring restaurants with indoor seating of over 200 should designate not less than one-third of its area as a no-smoking area. Because such a partial smoking ban cannot protect the patrons and employees from the hazards of second-hand smoke, the Government released a public consultation document regarding the proposed amendments on “Smoking (Public Health) Ordinance” in 2001, in which the total smoking ban in all indoor workplaces, restaurants and bars was perceived as the most significant measure by the industries concerned as well as the general public.

面對著煙草業的反對和游說政府減輕有關的干預政策，立法的進程面對多方面的挑戰，委員會本著保障公眾健康的大前提，

一方面積極開展宣傳活動，另一方面提供證據以支持收緊管制煙草措施的迫切需要。法例的倡議工作經歷接近10年時間的爭取，《2005年吸煙(公眾衛生)(修訂)條例草案》終於在2006年10月19日在立法會上獲得通過，並於2007年1月1日起開始分階段實施。是次法例修訂所擴大禁煙區的範圍，亦歷史性首次由室內擴展至室外地方，包括泳灘、體育場、濕地公園等。

爭取擴大法定禁煙區是控煙運動中重要的一環，因為這有助於提高人們對煙草禍害的意識和戒煙的重要性。委員會在未來的日子，將會倡議政府進一步實施規管公眾場所吸煙的措施，同時藉著無煙環境為吸煙者營造更有利戒煙的環境。



相片提供：《明報》
Photo by Ming Pao



Confronted with tobacco industry opposition and its intense lobbying for mitigation of tobacco control interventions, the legislative amendment was faced with many challenges. In order to achieve the ultimate goal of protecting the public health, COSH proactively devised promotional strategies while provided evidence-based arguments to support the urgent need for stringent tobacco control legislation. The passage of “2005 Smoking (Public Health) (Amendment) Bill” in Legislative Council on 19 October 2006 marked the best return of our efforts in smoke-free legislation advocacy which lasted nearly 10 years. The amended Ordinance has come into operation in phases since 1 January 2007. The statutory no-smoking areas were expanded to outdoor public places such as bathing beaches, stadiums and Wetland Park for the first time in the history of tobacco control legislation.



Striving for the expansion of statutory no-smoking areas is the pivotal issue in tobacco control advocacy. It serves to raise public awareness on the hazards of tobacco use and the importance of smoking cessation. In the near future, COSH will continue its efforts in urging the Government to further implement measures to restrict smoking in public places, which in turn will create a favourable environment for smokers to quit.



《煙草控制框架公約》

《煙草控制框架公約》第8條「防止接觸煙草煙霧」中強調：「各締約方承認科學已明確證實接觸煙草煙霧會造成死亡、疾病和功能喪失。每一締約方應在國家法律規定的現有國家管轄範圍內採取和實行，並在其他司法管轄權限內積極促進採取和實行有效的立法、實施、行政和/或其他措施，以防止在室內工作場所、公共交通工具、室內公共場所接觸煙草煙霧，在適當時，包括其他公共場所。」

海外經驗為禁煙政策提供理據

愛爾蘭為實施無煙公眾場所政策對健康帶來的好處提供了強而有力的例證。愛爾蘭自2004年實施公眾場所（包括工作間、餐飲場所及酒吧）全面禁煙的措施後，空氣中的尼古丁濃度下降了83%，而酒吧員工接觸二手煙的情況亦由原來每周30小時急降至接近零的水平。無煙環境亦為吸煙者營造了有利戒煙的環境。

公眾場所禁煙政策對市民健康帶來的好處顯而易見，海外的經驗亦清楚告訴我們，禁煙政策實施後的短時間內，即可改善國民的身體健康狀況。愛爾蘭、意大利和蘇格蘭分別於2004年、2005年及2006年實施禁煙政策，當地因心臟病發而入院的數字均有所下降。

控煙法例回顧—— 限制於公眾場所吸煙的措施

在香港，《吸煙(公眾衛生)條例》在1982年制定，以管制煙草產品的使用、售賣及推廣，當中經歷多次的修訂，而最近一次的法例修訂更經歷接近10年的時間；20多年來本港的控煙框架不斷加強，在最近一次的條例修訂當中，更首次將法定禁煙區擴大至室外的範圍，不論就本地或國際的領域而言，可謂是一個很大的躍進。

Framework Convention on Tobacco Control (FCTC)

Article 8 of the FCTC “Protection from exposure to tobacco smoke” states that “Parties recognize that scientific evidence has unequivocally established that exposure to tobacco smoke causes death, disease and disability. Each Party shall adopt and implement in areas of existing national jurisdiction as determined by national law and actively promote at other jurisdictional levels the adoption and implementation of effective legislative, executive, administrative and / or other measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.”



Overseas Experiences Provide Supportive Arguments for Smoke-free Policy

Ireland provides strong evidence of positive health effects of smoke-free environments. Following the country’s implementation of smoke-free legislation in public premises including workplaces, catering establishments and bars since 2004, ambient air nicotine concentrations decreased by 83%, and bar workers’ exposure to second-hand smoke plunged from 30 hours per week to nearly zero. Smoke-free environments also created a favourable environment for smokers to quit.

The health gain due to smoke-free policy in public premises is self-evident. Overseas experiences support claims that smoking ban would improve the health of the nation. There is a recorded substantial decrease in the number of hospital admissions for heart attacks in Ireland, Italy and Scotland, in the year after the smoking bans in public places being introduced in 2004, 2005 and 2006 respectively.

Review of Tobacco Control Legislation — Statutory No-Smoking Areas

In Hong Kong, the “Smoking (Public Health) Ordinance” was first enacted in 1982 to restrict the use, sale and promotion of tobacco products. A number of amendment exercises were taken place for the past years with the latest amendment taking nearly a decade to complete. During the past 20 years, the tobacco control framework in Hong Kong has been strengthening. The amended Ordinance includes provisions to expand statutory no-smoking areas to outdoor public places for the first time, which can be regarded as a quantum leap both at local and international levels.

控煙法例回顧——限制於公眾場所吸煙的措施
Review on Tobacco Control Legislation—
Restrictions of Smoking in Public Places

1992/8/1

擴大法定禁止吸煙區範圍
Expansion of Statutory No-smoking Areas



下列地方均訂為法定禁止吸煙區
Designated no-smoking areas in the following places
- 電影院、劇院、音樂廳、公共升降機、遊戲機中心及所有公共交通工具
Cinemas, theatres, concert halls, public lifts, amusement game centres and all public transport carriers

1998/7/1

擴大法定禁止吸煙區範圍
Expansion of Statutory No-smoking Areas

超級市場、銀行、百貨公司或購物商場內任何對公眾開放的室內地方，被列為禁煙區，但百貨公司或購物商場內之食肆則不包括在內
All indoor areas open to the public in a supermarket, bank, department store or shopping mall, except the restaurant within a department store or a shopping mall, are designated no-smoking areas.
機場管理局之主要高級人員，可指定機場客運大廈之全部或部分範圍為禁止吸煙區
The principal officer of the Airport Authority may designate any area of the passenger terminal complex of the Airport as no-smoking area.



2007/1/1

食肆全面禁煙的措施
Comprehensive Smoking Ban in Restaurants

所有食肆處所，不論有多少個室內的座位，食肆處所內的室內地方都是禁止吸煙區
Indoor areas of all restaurant premises are designated as no-smoking areas, regardless of the number of indoor seating provided



2009/7/1

列明場所暫緩禁煙
Deferment of Smoking Ban in Listed Establishments

- 下列合資格場所可在2009年7月1日之前暫緩執行吸煙禁令，但必須向衛生署署長成功申請成為暫緩禁煙場所。過渡性安排將於2009年7月1日結束，換言之，所有獲暫緩禁煙的場所須於2009年7月1日起全面禁煙：
Transitional provisions permit listed qualified establishments to defer the implementation of smoking ban until 1 July 2009. Qualified establishments are required to apply to the Director of Health to be included in the list of qualified establishments in order to defer the smoking ban. The transitional provisions will be withdrawn on 1 July 2009. In other words, the complete smoking ban will apply to all establishments with effect from 1 July 2009.
- 麻將房 Mahjong rooms
- 酒吧 Bars
- 夜總會 Nightclubs
- 浴室 Bathhouses
- 按摩院 Massage establishments
- 麻將天九會所 Mahjong-tin kau premises
**暫緩禁煙場所的負責人必須確保該場所不准18歲以下人士進入
**The person in charge of an establishment permitted to defer smoking ban shall ensure no person under the age of 18 years is permitted to enter the establishment.



1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

1983/2/15

下列地方訂定為禁止吸煙區
Designated the following places as no-smoking areas

- 公共升降機 Public lifts
- 陸路公共交通工具下層 Lower deck of public transport land vehicles

電影院、劇院、音樂廳及公共交通工具，均須設立禁止吸煙區，場所管理人須於當眼地方張貼足夠數目之禁煙標誌，以中文及英文展示
No-smoking areas should be designated in cinemas, theatres, concert halls and public transport carriers. The manager shall place in a prominent position in each no-smoking area a sufficient number of signs in English and Chinese to indicate that smoking is prohibited in the area.



1998/4/1

所有食肆、學校、專上學院、科技學院或工業學院、工業訓練中心或技能訓練中心、大學及香港演藝學院之管理人員，可指定有關場所之全部或部分範圍為禁止吸煙區
The management of all restaurants, schools, post secondary colleges, technical colleges or technical institutes, industrial training centres or skills centres, universities and the Hong Kong Academy for Performing Arts can designate the whole or part of the premises concerned as no-smoking areas.



1999/7/16

食肆局部禁煙的措施
Partial Restrictions on Smoking in Restaurants

規定提供超過200個座位以上的食肆，必須劃出最少三分之一的地方為禁止吸煙區。
Restaurants providing indoor seating accommodation for more than 200 persons should designate not less than one-third of the area of such as a no-smoking area.



2007/1/1

擴大法定禁止吸煙區的範圍
Expansion of Statutory No-smoking Areas

- 室內工作間 Indoor workplaces
- 卡拉OK場所 Karaoke establishments
- 公營或私營街市 Publicly or privately operated markets
- 酒吧 Bars
- 幼兒中心、學校及指明教育機構，包括專上學院及大學（包括室內及室外區域）
Child care centres, schools and specified educational establishments including post secondary colleges and universities (both outdoor and indoor perimeters)
- 醫院、留產所、安老院、治療中心及任何共用宿舍
Hospitals, maternity homes, residential care homes, treatment centres, and any communal quarters
- 公眾遊樂場地、泳灘的水域及沙地、燒烤場及公眾泳池的水域、行人通道、跳水板及觀眾看台
Public pleasure grounds, bathing beaches and the vicinities including adjacent barbeque areas as well as public swimming pools and the vicinities including sidewalks, diving boards, and spectator stands
- 自動扶手電梯 Escalators



委員會積極倡議無煙公眾場所

香港吸煙與健康委員會多年來積極促請政府透過法例進一步規管公眾場所吸煙的行動，除了宣傳教育活動外，亦提供證據以支持收緊管制煙草措施的迫切需要：

透過輿論促請政府修訂禁煙條例



委員會透過2001年5月發表的第八號報告書「香港飲食業從業員與心臟病及癌症風險」，提出證據指出食肆及酒吧的不吸煙員工，因為長期吸入二手煙，增加患上心臟病及癌症的風險。有關研究報告進一步加強社會各界對所有食肆推行無煙政策的訴求。另外，委員會於2002年6月發表第九號報告書「香港實行無煙政策對顧客的影響」，顯示無論本地或海外的研究證據均指出，食肆實行無煙政策不但無損飲食業的生意，相反會帶來良好影響。鑑於食肆中的二手煙不論對僱員和顧客的健康均構成嚴重的損害，因此這項調查報告有助再次敦促政府儘快實施以保障公眾健康為目標的措施。

從2001年政府的公眾諮詢，蘊讓數年的《吸煙(公眾衛生)條例》的修訂動議，於2005年終於獲提交到立法會，並隨即成立了法案委員會，專責審議該項條例草案。委員會特別於2005年10月舉行一系列的研討會、新聞發布會及專家座談會，並邀請到國際知名的二手煙問題專家列詹士先生來港，向各界剖析二手煙問題及煙草業

保護民眾遠離煙草煙霧 PROTECT PEOPLE FROM TOBACCO SMOKE

COSH's Efforts in Advocating Smoke-free Public Places

For many years, COSH has proactively urged the Government to further restrict smoking in public places through legislation. In addition to educational and promotional activities, COSH also provided evidence-based arguments to support the need for stringent tobacco control legislation:

Impelling the Government via the Climate of Opinion

COSH published and released COSH Report No. 8 "Passive Smoking and Risks for Heart Disease and Cancer in Hong Kong Catering Workers" in May 2001. The major findings showed that second-hand smoke in restaurants and bars imposed an excess risk of heart disease and cancer to the non-smoking catering workers. This report further revealed the public demand for smoke-free policies in all catering establishments. Subsequently, the COSH Report No. 9 "The Impact of Smoke-free Policies on the Patronage of Restaurants in Hong Kong" was published in June 2002. The findings showed that the increased business to restaurants generated by a smoking ban was likely to exceed any loss of business by a considerable margin. All these findings are consistent with other reports from overseas studies, and therefore provided a convincing ground to urge the Government to implement smoke-free policies as the most effective approach to protect the health of the employees and patrons.



Since the public consultation in 2001, a motion on amendment to the "Smoking (Public Health) Ordinance" was finally submitted to the Legislative Council in 2005 after being put on the back burner for few years. A Bills Committee was formed to deliberate the Bill. In October 2005, COSH organized an array of symposiums, conducted press conferences and an expert forum, in which the international renowned expert on second-hand smoke, Mr. Jim REPACE was invited to Hong Kong. He detailed second-hand smoke issues and highlighted the misconception on ventilation system which was advocated by the tobacco industry as an alternative to comprehensive smoking ban. Ventilation system or air-cleaning devices were condemned as ineffective by engineering and occupational health authorities because these engineering controls fail

倡議使用通風系統清除二手煙的謬誤。通風系統或空氣淨化等設施已被工程及職業安全的權威評定為對清除二手煙毫無作用，更會衍生其他嚴重的問題：包括僱員被迫接觸二手煙、二手煙洩漏問題以及增加吸煙者接觸二手煙及有關風險的機會，因此立法推行禁煙措施方為最切實可行。

積極支持《2005年吸煙(公眾衛生)(修訂)條例草案》

自法例修訂條例草案於2005年4月進入議事程序後，社會各界就《2005吸煙(公眾衛生)(修訂)條例草案》進行廣泛的討論，委員會與個別議員及政黨會晤，以及就條例草案的內容向政府、傳媒作出積極回應，並於2005年10月在立法會法案委員會會議上發表委員會對修訂草案之立場書，同時於當日舉行新聞發布會，促請立法會議員為保障全港市民的生命，以及我們下一代的健康成長，儘快通過草案，及即時落實各項控煙措施，包括於工作間、食肆等地方全面禁煙。

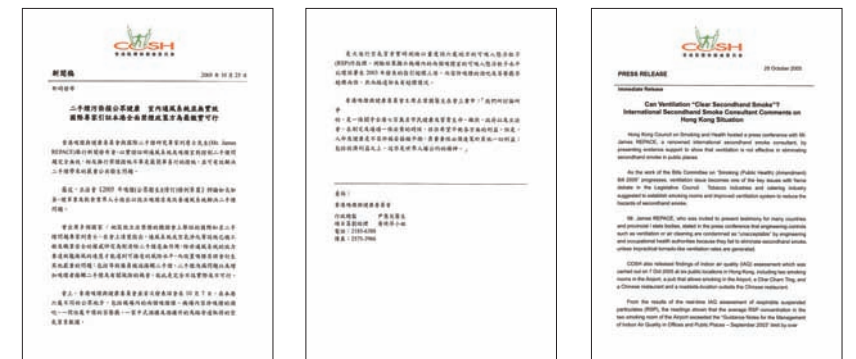
委員會亦就倡議擴大公眾禁煙場所，不時透過發放新聞稿予本地各傳媒，讓公眾藉此了解二手煙對吸煙者和不吸煙者的健康均會造成嚴重的損害，故政府於制定無煙政策的大前提在於保障所有人(包括吸煙者與不吸煙者)的健康。



to eliminate second-hand smoke. Moreover, smoking rooms would incur other problems such as involuntary exposure to second-hand smoke, leakage that will cause additional harm to smokers' health. Thus, effective

protection for workers and the general public could only be achieved by imposing smoking ban measures through legislation.

Active Support to "2005 Smoking (Public Health) (Amendment) Bill"



From the moment the legislative amendment bill was put on the agenda in the Legislative Council in April 2005, the "2005 Smoking (Public Health) (Amendment) Bill" caused heated debate in the society. COSH met with individual Legislative Council members and political parties, and actively responded to the Government and media regarding the content of the Bill. In October 2005, COSH declared its stance on the proposed legislative amendment at the Bills Committee meeting and a press conference was held on the same day, urging the Legislative Council to pass the amendment bill and implement the tobacco control measures concerned (e.g. smoking ban in workplaces and restaurants) in response to the urgent need to protect the lives of Hong Kong citizens and provide a healthy environment to our next generation.

COSH has also regularly disseminated press releases to local media to help initiate the expansion of no-smoking areas in public premises. In enabling the public to acknowledge the serious damage imposed by passive smoking on the health of both smokers and non-smokers, the major premise for the government to enact smoke-free policy is to protect the health of all citizens (including smokers and non-smokers).

保護民眾遠離煙草煙霧 PROTECT PEOPLE FROM TOBACCO SMOKE

宣傳及推廣活動

無煙工作間



委員會早於 1992 年開始，經已向本港各工商機構的管理層推廣「無煙工作間」政策，且與不同的機構如公共交通服務業攜手宣傳無煙信息。

委員會於 1998 年首次舉辦「無煙工作間」研討會，向公司的管理層講解工作間二手煙問題對僱員健康構成的傷害以及對僱主帶來的損失，同時向本地各工商及公營機構推動「無煙工作間」政策。及至 2000 年為進一步喚起公眾關注工作間的二手煙問題，委員會特別將勞動節翌日(5 月 2 日)，訂為全港「工作間不吸煙日」，旨在呼籲全港在職吸煙人士於當日停止吸煙，嘗試與其他同事共享於清新健康環境中工作的好處。

2004 至 2007 年間，委員會先後舉辦工商界嘉許活動「全港無煙工作間領先企業大獎」及「全港領先中小企無煙工作間大獎」，透過表揚領先推動無煙工作間政策的企業，讓工商界意識到維護社會公眾健康的角色和責任，並提升與商界建立持續的合作夥伴關係，同時為法例修訂工作營造有利的環境。



Publicity and Promotional Activities

Smoke-free Workplace

COSH has been promoting Smoke-free Workplace Policy to the management of corporations since 1992 by publicity and promotional activities such as joint promotion with public transport corporations.

In 1998, COSH conducted the first “Smoke-free Workplace” seminar to the management of companies, explaining the hazards of second-hand smoke to employees’ health and subsequent losses to employers, and at the same time, encouraged the local businesses and public organizations to implement the “Smoke-Free Workplace Policy”. In order to arouse the public awareness on the problems of second-hand smoke in workplaces, COSH designated the day following Labour Day (2 May) as Hong Kong “No Smoking Day in the Workplace” in 2000, aiming to appeal to all smokers to stop smoking and to share a fresh and healthy environment with fellow colleagues on that day, and subsequently to support the smoke-free workplace policy.

From 2004 to 2007, COSH organized several business commendation events “Hong Kong Smoke-free Workplace Leading Company Awards” and “Hong Kong Leading SME Smoke-free Workplace Awards” aimed at recognizing enterprises that adopted the smoke-free workplace policy, so as to raise awareness amongst the business communities on their roles and responsibilities in public health, at the same time to enhance the continuous partnership with business community. These events also helped to create a favourable environment for the legislative amendment.



支持政府提出的《吸煙(公眾衛生)條例》的修訂建議

在 2001 年，當時的衛生福利局就《吸煙(公眾衛生)條例》(第 371 章)提出一系列的建議修訂，以強化香港的控煙架構，並於 2001 年 6 月起諮詢公眾意見，委員會亦為此特別成立一工作小組，於修訂建議諮詢期間，通過商場巡迴展覽及於網站增設專頁，進行全港性簽名運動，成功收集共 24,000 名支持修訂建議市民的簽署，並已提交衛生福利局。



另外，為進一步展示社會各界對是次修訂建議的支持，委員會成功聯繫分別來自體育界、醫療界及教育界的主要機構及個別人士，以及多個婦女組織和一眾學生家長，一連 6 日於全港各大主要報章刊登列有支持機構及人士名單的全版廣告。

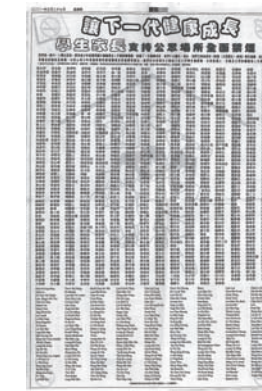
無煙香港媒體倡議活動

法例修訂的過程自 2001 年冷卻了近 4 年後，於 2005 年初再度升溫，當時的衛生福利及食物局正式向立法會提交有關修訂《吸煙(公眾衛生)條例》的具體意見，意味著香港特區政府對進一步收緊控煙法例，以保障市民免受二手煙害的決心。

Support Government’s Proposed Legislative Amendments to “Smoking (Public Health) Ordinance”



In 2001, the former Health and Welfare Bureau put forward a series of proposed amendments to the “Smoking (Public Health) Ordinance” (Cap. 371) to further strengthen the tobacco control framework in Hong Kong. A



Public Consultation Document was released and a consultation exercise was carried out from June 2001 to gather public opinion about the proposed amendments. In this regard, COSH convened a special working group and organized a territory-wide signature campaign through roving exhibition in shopping malls and the Council’s tailored webpage during the consultation period. Some 24,000 signatures pledging support for the proposals were collected through the campaign. These signature forms collected were submitted to

the Health and Welfare Bureau.

To further demonstrate our community’s support to the proposed amendments, COSH had placed full-page newspaper advertisements for six consecutive days on major local newspapers, each carrying the names of prominent organizations and individuals from the sports, health and education sectors, as well as women’s groups and parents of many students.

“Smoke Free Hong Kong” Media Advocacy Campaign

The process of the legislative amendment was stagnant for nearly 4 years since 2001 and only gained momentum again in early 2005 when the Health and Welfare Bureau submitted their views to the Legislative Council for consideration. This indicated the Government was determined in tightening tobacco control legislation and protecting the public from the hazards of second-hand smoking. The main concern was therefore on how to convince the Legislative Council to pass the amendment proposal by the Administration in its entirety and to gather public support.

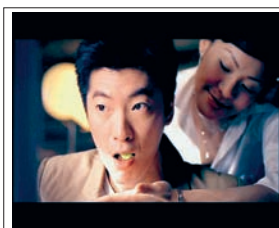
保護民眾遠離煙草煙霧 PROTECT PEOPLE FROM TOBACCO SMOKE

因此，法例的焦點落在如何促使立法會全面通過當局提交的各項修訂建議條文，以及取得市民對條例的支持兩個範疇上。

委員會於同年隨即開展「無煙香港」運動，以媒體倡議為核心項目，藉著大眾媒體的廣泛性及滲透性，喚起市民對法例修訂重要性的關注。「無煙香港」運動以一系列的電視宣傳短片為脈絡，輔以其他媒體宣傳。

COSH launched the media advocated “Smoke Free Hong Kong” Campaign in the same year to raise public awareness on the importance of the legislative amendment by utilizing the wide and deep penetration power of the mass media. The “Smoke Free Hong Kong” Campaign consisted of a series of Announcements in the Public Interest (APIs), complemented by other multi-media promotion channels, to further advocate the importance of legislative amendments.

電視宣傳短片 Television Announcements in the Public Interest (TVAPIs)



「香口膠篇」(2005年4月)
“Chewing Gum”
(April 2005)

這兩齣宣傳片均利用嶄新及幽默的手法，帶出二手煙問題與生活息息相關的信息，讓市民意識到不能再忽視二手煙問題，藉此動員他們參與推動無煙的生活環境。

These two APIs sought to deliver the message that the issues of second-hand smoke are bound up with our lives, through an innovative and humorous approach. It also intended to empower members of the public to actively participate in the establishment of a smoke-free Hong Kong.



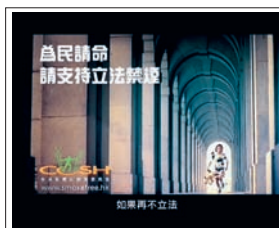
「牙籤篇」(2005年4月)
“Toothpick”
(April 2005)



「叉燒包篇」(2005年10月)
“BBQ Pork Bun”
(October 2005)

委員會透過這個以科研為基礎的信息大大提高了公眾對二手煙致命的意識，因此立法既是必須亦為政府的當前急務。

COSH sought to raise public awareness about the health hazards of second-hand smoke via an evidence-based message in order to bring to light that there was an urgent need for the Government to tighten tobacco control measures by legislation.



「求救篇」(2006年5月)
“Ask for Help”
(May 2006)

委員會藉宣傳短片傳遞「還有什麼比生命更可貴？」的信息，希望藉此進一步推動立法會議員以及全港市民，支持立法於室內公眾場所全面禁煙。

This API disseminated the message “What’s more precious than life?” which further solicited support from Legislative Council members and members of the public to comprehensive smoking ban in indoor public places by legislation.



「我無事啦!」(2006年10月)
“We Are Fine”
(October 2006)

這齣輕鬆愉快的宣傳短片，提醒市民新的禁煙法例已獲得通過，大家的健康因而得到保障，同時鼓勵市民投入即將享有更多的無煙生活環境，並且共同維持這個美好的成果。

This upbeat API served as a reminder of the passage of the amendment bill that public health was henceforth protected, while encouraging the public to embrace a smoke-free lifestyle.

宣傳活動及媒體宣傳

Publicity and Media Promotion



定期檢討控煙措施成效的發展

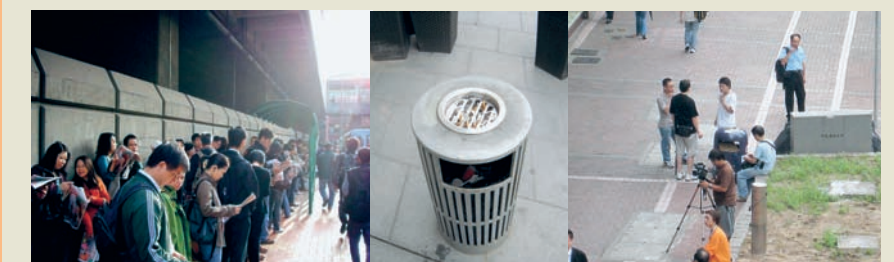
展望將來，政府應該繼續定期檢討本港在保護民眾遠離二手煙的措施是否足夠。近年不少國家已積極推展禁煙措施，並將有關範圍延伸至戶外地方，例如實施室外定點吸煙、擴大禁煙區至公共交通候車處及郊野公園等，以進一步規管公眾場所的吸煙行為。

爭取擴大法定禁煙區是控煙運動中重要的一環，因為這有助於提高人們對煙草禍害的意識和戒煙的重要性。

Regular Evaluation on the Effectiveness of Tobacco Control Measures

In the future, the Government should conduct evaluations on a regular basis to assess the effectiveness of measures which aim at protecting the public from the hazards of second-hand smoke. For the past few years, policy on smoke-free public places has been positively initiated in many countries, such as fixed smoking-spots in outdoor areas, expansion of smoke-free public places to waiting areas of public transport carriers and country parks, thus serving to further constrain smoking in public places.

Striving to expand the statutory no-smoking area is a pivotal issue in tobacco control because it helps to raise public awareness on the hazards of tobacco use as well as the importance of smoking cessation.



3. 為戒煙者提供協助 OFFER HELP TO QUIT TOBACCO USE

戒煙即時和長遠的好處 均顯而易見

世界衛生組織指出，吸煙者會因為尼古丁成癮的關係而難以戒掉吸煙的習慣，因此當他們決定戒煙時，需要社會的支持及接受相應的治療。因此，以下三種尼古丁成癮治療方案均需納入預防煙害工作當中：(1) 基層醫護服務包括戒煙忠告；(2) 免費及容易使用的戒煙熱線；以及(3) 得到廉價的戒煙藥物治療。

從疾病預防及減輕吸煙相關疾病的負擔的角度而言，戒煙的即時和長遠好處均顯而易見。根據世界銀行 1999 年的報告顯示，相比於預防青少年吸煙，推廣戒煙服務可於較短時間內見成效，包括減低煙草引致的疾病和死亡。假若我們能成功推廣戒煙服務，令 2020 年全球吸煙的人口減低至現時的一半，便可以挽救 1.8 億人避免因吸煙而導致死亡。

政策與戒煙支援相輔相成

有大量證據顯示戒煙不論就健康或經濟效益而言，均帶來相當的好處。在戒煙過程中戒煙者的行為會受到各種因素影響，例如捲煙價格因加稅而上調、吸煙者患病、媒體或醫護人員的忠告、禁止煙草廣告和禁煙區等。因此戒煙作為整體控煙策略主要的一環，政府一方面應在政策層面上為吸煙者營造有利戒煙的環境，而另一方面應在宣傳推廣及戒煙服務的層面上持續投放更多資源，以協助吸煙者戒煙。

委員會多年來隨著國際社會控煙趨勢的發展及不斷轉變的本地環境，以推廣戒煙為整體控煙策略重點之一，並與各界攜手協力，透過不同的方式宣傳戒煙信息。委員會在未來將繼續因應社會環境及控煙工作的進程，並配合本地的情況及文化，與社區及各界團體合作，推展更多元化的戒煙推廣項目，遏止煙草疫症的蔓延。

Smoking Cessation Results in Immediate as well as Long-term Benefits

According to World Health Organization, people who are addicted to nicotine are victims of the tobacco epidemic. It is difficult for most tobacco users to quit on their own and they benefit from help and support to overcome the tobacco dependence. Three types of treatment should be included in any tobacco prevention effort: (1) tobacco cessation advice incorporated into primary healthcare services; (2) easily accessible and free quit lines; (3) access to low-cost pharmacological therapy.

The promotion of smoking cessation and treatment of tobacco dependence can have great impact in reducing the burden of diseases and improving population health. The World Bank Report (1999) suggests that quitting confers more substantial and immediate health benefits at a shorter period of time, when compared with preventing young people from taking up smoking. If adult consumption were to decrease by 50% by the year 2020, approximately 180 million tobacco-related deaths could be avoided.

Policy and Cessation Support Complement Each Other

Overwhelming evidences show that smoking cessation can achieve a better return from public health and economic perspectives. During the process of smoking cessation, the behaviour of smokers will be influenced by various factors, including increased expenses on smoking due to an increase in tobacco tax, illnesses suffered, advice on smoking gained from health professionals or through promotional media, ban on tobacco promotion, establishment of no-smoking areas. Smoking cessation, therefore, plays a major role in the overall tobacco control strategy. The Government should on one hand create a favourable environment for smoking cessation at the policy level, on the other hand, inject more resources on promoting quit message as well as provision of smoking cessation services to help more smokers to give up smoking.

For the past years, COSH had been collaborated with the many sectors of the society to disseminate the smoke-free and smoking cessation messages to the public, in response to the changing international and local environments in tobacco control, making it as a core tobacco control strategy. In the future, COSH will endeavour to promote smoking cessation messages and initiate cessation programmes tailored to local needs with the wider support of the community to combat the tobacco epidemic.

《煙草控制框架公約》

《煙草控制框架公約》第 14 條是與煙草依賴和戒煙有關的減低煙草需求的措施，當中指出「每一締約方應考慮到國家現狀和重點，制定和傳播以科學證據和最佳實踐為基礎的適宜、綜合和配套的指南，並應採取有效措施以促進戒煙和對煙草依賴作出適當治療。」當中強調了戒煙在控煙工作的預防層面上扮演著不可或缺的角色。

委員會積極宣揚戒煙信息

宣傳活動

委員會由 1987 年成立至今，在向市民宣傳不吸煙信息的同時，亦開展戒煙宣傳推廣活動。隨著市民大眾對吸煙禍害的意識不斷提高，國際間亦有大量醫學證據顯示二手煙對不吸煙者的健康產生危害，令戒煙的信息開始備受關注。全球性的「戒煙有賞」(Quit & Win)運動更席捲世界各地，而香港的戒煙活動亦在 1999 年開始進入高潮。



2000 年戒煙運動的主題為「2000 戒煙大贏家」，強調成功戒煙能為吸煙者帶來多項好處。委員會隨即開展一系列的戒煙運動，包括舉辦超過 20 個戒煙班。同時首次舉辦「戒煙大贏家」比賽，共有百名市民參加，當中超過半數能成功戒煙，這些成功戒煙者更於嘉許典禮上分享其戒煙的經驗。

Framework Convention on Tobacco Control (FCTC)

Article 14 of the FCTC describes the demand reduction measures concerning tobacco dependence and cessation, stating that, “Each Party shall develop and disseminate appropriate, comprehensive and integrated guidelines based on scientific evidence and best practices, taking into account national circumstances and priorities, and shall take effective measures to promote cessation of tobacco use and adequate treatment for tobacco dependence”. It emphasizes that smoking cessation plays an essential role in tobacco control.



COSH's Efforts in Disseminating Smoking Cessation Messages

Publicity



COSH has been taking a proactive role in promoting smoke-free messages and smoking cessation since its establishment in 1987. With overwhelming scientific evidences demonstrating the hazards of second-hand smoke to non-smokers,

there was an increase in public awareness on the threats of tobacco use. Messages of smoking cessation began to gain wider attention of the society. The worldwide “Quit & Win” Campaign in 1999 marked the climax of smoking cessation campaign in Hong Kong.

The theme of the 2000 Quit Campaign was “Quit and Win 2000” which emphasized the many benefits a smoker could get from having successfully quit smoking. COSH launched a series of Quit Smoking



為戒煙者提供協助 OFFER HELP TO QUIT TOBACCO USE



委員會亦首次舉辦「無煙藥房運動」，藉此鼓勵全港更多藥房停止售賣煙草產品，並希望藥劑師可勸籲於工作時接觸到的吸煙者及早戒煙，且提供專業的意見及輔助。

香港首個戒煙健康中心

委員會與香港大學、香港中文大學及律敦治醫院攜手創立的香港首個戒煙健康中心於2000年8月投入服務，為有意戒煙人士提供免費戒煙輔導。這個中心的成立屬於一研究項目，旨在評估香港對戒煙服務的需求、醫療機構提供此類服務的可能性、服務被接受和受歡迎程度及服務效益。此項研究項目的最終目標是將就其服務內容設計及其成果所作的評估，交予其他提供醫療服務的機構，以協助他們在香港發展長期的戒煙服務。

委員會更就使用中心各項活動及服務人士之特性進行詳細分析，所得結果編成4期分階段的報告，名為「戒煙之聲」(QUIT.COM)。



Campaign which included conducting over 20 quitting classes. Simultaneously, COSH organized the “Quit & Win Contest” in 2000. About 100 smokers joined this contest and more than half of them have successfully quit smoking. These successful quitters shared their experiences of quitting smoking at the commendatory ceremony.

COSH also made its first attempt to organize the “Tobacco-Free Pharmacy Campaign” targeting the pharmaceutical industry. It was hoped that more pharmacies in Hong Kong could be encouraged not to sell tobacco products, and the pharmacists would encourage the smokers they come across in their practice to quit smoking and to give them professional advice and assistance.

The First Smoking Cessation Health Centre in Hong Kong

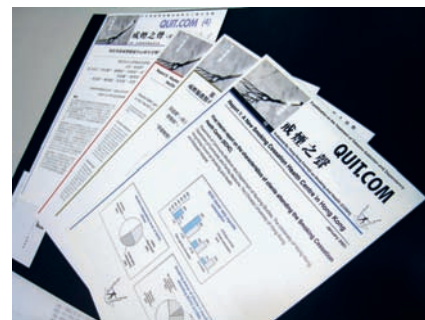


The Smoking Cessation Health Centre (SCHC), the first quit-smoking operation of its kind in Hong Kong, was set up in August 2000 to provide free smoking cessation services for those who intend to quit smoking. The SCHC was set up by COSH, in collaboration with the University of Hong Kong, the Chinese University of Hong Kong and the Ruttonjee Hospital. The centre was part of a research to

assess the demand for smoking cessation services in Hong Kong, the feasibility of providing such services by our health care bodies, acceptability and compliance of these services and their effectiveness. The ultimate aim of the project was to present the evaluation on design, process and outcome of this operation to other health care providers as reference for the future development of smoking cessation services in Hong Kong on a long-term basis.

A detailed analysis of the activities and profile of clients who attended the SCHC was conducted. The findings were compiled into four-stage reports titled “QUIT.COM”.

The establishment of the SCHC had motivated the public health care sector to join in the array of providing smoking cessation services to the general public. It not only helped more smokers to overcome their tobacco dependence, but also raise public awareness on the issue of smoking cessation.



香港戒煙健康中心的成立促使公營醫療部門相繼投入提供戒煙服務的行列，令有志戒煙的人士可以得到有關的支援外，更增加了社會對戒煙議題的關注。

與其他組織合作

此外，委員會多年來亦透過與社會各界合作，推廣不吸煙文化，並鼓勵吸煙者為自己及身邊人的健康著想，早日戒除煙癮。



以戒煙為主題的電視宣傳片

委員會亦先後製作多齣以戒煙為主題的宣傳片，鼓勵吸煙者顧及自己及身邊人的健康，早日戒除煙癮。

1997年，委員會製作了一輯名為「只要意志堅定，成功一定企係你個邊」電視宣傳短片，更邀得滑浪風帆奧運金牌得主李麗珊為代言人，呼籲時下年青人戒除吸煙的習慣。

In 1997, COSH produced an API titled “Quit Now, We Can All Win” and invited Olympic gold windsurfing medallist, LEE Lai-shan to convince young smokers of the need to quit smoking.

Co-operation with Other Organizations to Promote Smoking Cessation

For many years, COSH has been actively promoted smoke-free culture through the co-operation with different sectors in the society in order to motivate smokers to get rid of nicotine addiction as soon as possible for the sake of their own health and people close to them.



Announcements in the Public Interest (APIs) Themed Primarily on Smoking Cessation

COSH had produced numerous APIs in the past years, focusing on the benefits of smoking cessation, and encouraging smokers to take into consideration not only their own health but that of people close to them.

「只要意志堅定，成功一定企係你個邊」 “Quit Now, We Can All Win”



為戒煙者提供協助 OFFER HELP TO QUIT TOBACCO USE

2000年，委員會推出這齣以「為人設想」為題的宣傳短片，描述一群小孩子在球場上踢足球，一名坐在場邊正想吸煙的男士，最終因想到要避免就近的兒童吸入二手煙霧而放棄吸煙，由此帶出戒煙的信息。

In 2000, COSH released an API themed “To Be Considerate” which depicted a group of children playing football in the playground. When a man sitting by the playground wanted to smoke, he was persuaded to stop in order to protect the children from the hazards of second-hand smoke.

「為人設想」 “To Be Considerate”



自新的禁煙條例在2007年1月1日實施後，委員會推出全新宣傳短片「唔好輸俾支煙」。這輯宣傳片利用溫馨的手法，呼籲吸煙者以行動戒除煙癮，同時鼓勵不吸煙的市民以愛心和關懷，支持身邊的吸煙者戒煙。

Following the new smoke-free legislation that came into effect on 1 January 2007, COSH launched a brand new API titled “Be Smart! Quit Smoking”. This API used a warm-hearted approach to appeal for people to quit smoking, while calling for others to support smokers to quit with love and care.

「唔好輸俾支煙」 “Be Smart! Quit Smoking”



隨著新修訂的控煙法例實施超過一年，市民可以在更多公眾地方享受到清新空氣。因此，委員會於2008年推出全新一系列宣傳片「贏上門篇」及「好男人篇」，一方面鼓勵市民為自己及家人著想，及早戒煙；另一方面則推廣戒煙無論在健康及財富方面，均有理想的回報。

Hong Kong has more smoke-free public places since the enactment of the “Smoking (Public Health) (Amendment) Ordinance 2006”. COSH therefore launched two new APIs “Winning” and “Good Man”. These two witty APIs were specially designed and aimed at both smokers and non-smokers, and to deliver the message that one’s home is no place for smoking. Care among family members, happiness and rewards as a result of smoking cessation are emphasized.

「贏上門篇」 “Winning”



「好男人篇」 “Good Man”



海外禁煙措施與戒煙服務並駕齊驅成效顯著

不少外國經驗都成為戒煙工作上令人鼓舞的例子。以美國紐約為例，紐約市於2003年3月起實施禁煙法例 (Smoke-Free Air Act)，於大部分室內公眾場所包括餐廳及酒吧實施全面禁煙措施。根據紐約市衛生部於2007年發表的「吸煙者戒煙調查」，發現自紐約市實施全面禁煙後，2002至2006年共有240,000名紐約市民成功戒煙。

在提供戒煙服務的層面上，外國亦提供了不少實例典範值得香港借鏡。以澳洲為例，當地開展了免費的中央戒煙熱線，並透過吸煙者經常接觸到的渠道作宣傳，例如售賣點，甚至在煙包背面載上詳細的資料及關於戒煙熱線的資訊。



Smoke-free Legislation and Provision of Cessation Services Reinforce People’s Motivation to Quit

Many overseas experiences serve as encouraging examples of smoking cessation promotion. In the United States, for example, “Smoke-free Air Act” was enacted in New York City since March 2003, which implemented a comprehensive smoking ban in most indoor premises, including restaurants and bars. In accordance with the report “Cigarette Use Among Adults in New York City” published by the New York City Department of Health in 2007, New York City has 240,000 fewer smokers in 2006 than in 2002.

With respect to provision of smoking cessation services, foreign countries like Australia also provide a shining example. A central quitline is operated on a free-of-charge basis and is promoted via channels that smokers frequently come across such as points of sales. Detailed cessation information and quitline are also printed on the cigarette packs.



“被動禁煙不如主動戒煙”，《明報》2007年1月9日
“You Can Take An Active Role To Quit Smoking”,
Ming Pao, 9 January 2007

為戒煙者提供協助

OFFER HELP TO QUIT TOBACCO USE

為吸煙者營造有利戒煙的環境

香港大學公共衛生學院的一項調查亦發現，自2007年1月1日《吸煙(公眾衛生)(修訂)條例》生效，大部分室內公眾場所實施禁煙措施後，逾五成青少年吸煙者稱條例增加了他們的戒煙意欲，反映社會上青少年吸煙者對戒煙服務有迫切的需求。鑑於現時本港戒煙服務仍未能配合有關需求，政府必須增加對成年人及青年人進行宣傳戒煙活動及對戒煙服務的支援，並提高煙草稅以提高戒煙成效。

隨著限制吸煙的措施日益加強，社會漸漸確立吸煙非正常化的風氣，市民大眾的戒煙意識及對有關服務的需求亦因而日益增加；而無煙公眾場所、提高煙草稅及教育宣傳推廣活動等均有助推動更多吸煙者戒煙。因此，委員會在未來將繼續因應本港社會的文化、發展和環境，並配合控煙工作的進程，加強與社區及地方團體合作，籌辦更多元化的戒煙推廣項目，遏止煙草疫症的蔓延。

青少年戒煙求助升兩成
接受輔導少年 平均14歲成煙民

根據最新統計，接受輔導少年平均14歲成煙民，求助數目增加20%。

接受輔導少年	平均14歲成煙民
求助數目增加	20%

“青少年戒煙求助升兩成”，《明報》2007年8月11日
 “Calls for Smoking Cessation Services from Teenagers Increases 20% Since the Smoking Ban Came into Effect”, Ming Pao, 11 August 2007

Creating a Favourable Environment for Smokers to Quit

A survey carried out by School of Public Health, the University of Hong Kong found that over 50% youth smokers reported an increase in their motivation to quit after the “Smoking (Public Health) (Amendment) Ordinance” came into force in most public indoor areas on 1 January 2007. This reveals an increased demand for smoking cessation services among youth smokers in the community. In view of the inadequacy of smoking cessation services provided by the Government, comprehensive measures including sufficient smoking cessation support and an increase in tobacco tax are needed to promote smoking cessation.

As a result of tightened measures on smoking restrictions, a norm that denormalizes smoking will be gradually formed. Motivations to quit smoking will build up by the expansion of smoke-free public places, increase in tobacco tax and more education and promotional activities.

長者戒煙有心唔怕遲

65歲或以上成癮 死亡風險仍高46%

長者戒煙，無論何時開始，均能顯著降低患心臟病、中風及肺癌等疾病的風險。一項由香港大學公共衛生學院進行的研究發現，65歲或以上成癮的吸煙者，其死亡風險仍比非吸煙者高46%。

伯伯戒煙 勸導「快死」膠

伯伯戒煙，勸導「快死」膠。伯伯戒煙，勸導「快死」膠。伯伯戒煙，勸導「快死」膠。

COSH, therefore, will continue its efforts in cessation promotion, in accordance with the changing environment in tobacco control, and to collaborate with the community and district organizations to initiate smoking cessation programmes for the purpose of combating the tobacco epidemic.

“長者戒煙有心唔怕遲”，《明報》2008年1月10日
 “It’s Never Too Late To Quit Smoking”, Ming Pao, 10 January 2008

4.

警示有關使用煙草的禍害 WARN ABOUT THE DANGERS OF TOBACCO

揭露吸煙假象並進一步推廣控煙信息

根據世界衛生組織所指，由於煙草的高度致癮性和對身體構成的危害通常被吸煙者所低估，他們大多誤以為在身體健康出現問題前，減少甚至停止吸煙便可。而實際情況卻是大部分吸煙人士都沒有成功戒除煙癮，當中更有半數吸煙者會因為煙草引致的疾病而死亡。由於吸煙對身體的傷害是日積月累的，加上很多吸煙人士對煙草引起的各種致命及嚴重的疾病所知有限，故煙包必須用作宣傳健康的信息的途徑。透過這些忠告，讓吸煙者知道煙草的禍害，以及表明政府對吸煙問題的關注。就改變煙草的品牌形象而言，一系列涵蓋煙草禍害的健康忠告乃不可或缺，特別對青少年及年輕的成年人而言尤其奏效，使他們將吸煙聯想成容易使人上癮和危害身體健康，並將之視為一種不為社會認同的負面行為。

警示公眾有關吸煙風險方為有效控煙措施

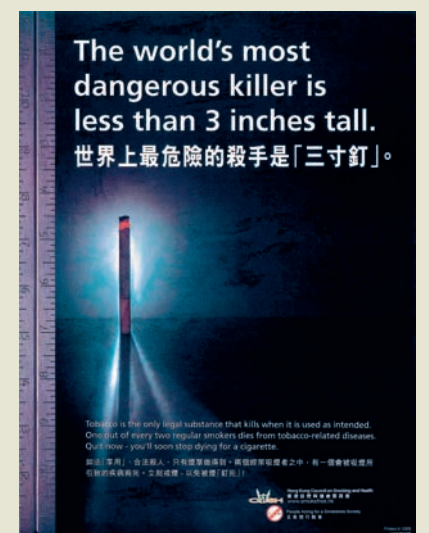
世界衛生組織倡議警示所有人關於尼古丁成癮及使用煙草的風險是全面而整合的控煙措施之一。多年來，委員會一方面倡議政府在煙草產品須載有有效的健康忠告及戒煙信息，另一方面則積極透過電視宣傳片，以確保每個市民(包括吸煙者和不吸煙者)均了解煙草對健康的危害，從而鼓勵吸煙者戒煙，以及推廣不吸煙才是正常和健康的社會風氣，讓更多市民支持大眾享有無煙生活的權利。

Exposing the Truth of Smoking in Tobacco Control Programmes

According to the World Health Organization (WHO), the extreme addictiveness and the full range of health hazards of tobacco use are usually underestimated by smokers. Smokers mistakenly believe they can reduce or stop tobacco use before health problems occur. The reality is that most tobacco users will be unable to quit, and up to half will die from tobacco-related illnesses. Since the harmful effects of smoking are cumulative and relatively few tobacco users fully grasp its health risks, cigarette packaging must be used to deliver health messages. These warnings should show the smokers the dangers of tobacco use, and make clear the Government's concern. Comprehensive warnings about the dangers of tobacco are critical in changing the mindset of people especially among adolescents and young adults, on the image of tobacco brands. People need to associate tobacco with its extreme addictiveness and dangerous health consequences, and to see it as socially undesirable and negative.

Warning the Public About Smoking Risks is an Effective Tobacco Control Measure

WHO advocates a comprehensive and integrated approach to tobacco control, which includes warning the people on nicotine addiction and the risks of tobacco use. For many years, COSH has urged the Government to formulate policies mandating effective health warnings and cessation information being carried by individual cigarette packs. In addition, COSH makes use of the Announcements in the Public Interest (APIs) to educate the members of public, ensuring every smoking or non-smoking citizen understand the health hazards of smoking, so as to motivate smokers to quit, establish a smoke-free norm in the society and acknowledge people are entitled to smoke-free living environments.



警示有關使用煙草的禍害 WARN ABOUT THE DANGERS OF TOBACCO

《煙草控制框架公約》

《煙草控制框架公約》第11條「煙草製品的包裝和標籤」，強調煙包上的健康忠告的重要性：「每一締約方應在本公約對該締約方生效後三年內，根據其國家法律採取和實行有效措施以確保：

- 煙草製品包裝和標籤不得以任何虛假、誤導、欺騙或可能對其特性、健康影響、危害或釋放物產生錯誤印象的手段推銷煙草製品；
- 在煙草製品的每盒和單位包裝及這類製品的任何外部包裝和標籤上帶有說明煙草使用有害後果的健康警語，並可包括其他適宜資訊。」

健康忠告能淡化煙草商的市場策略

雖然現時已有確實證據證明煙草的禍害，但吸煙者一般未能夠充分理解吸煙對健康所構成的風險，他們只知道吸煙有害，但通常都僅視之為一種不良嗜好，所以他們選擇縱容這種行為。於所有煙草產品上展示健康忠告可確保信息能直達所有煙草使用者。煙草商經常將包裝作為強化顧客對品牌的忠心和建構自我形象的平台，尤其是針對青少年。而煙包上的健康忠告就能淡化這種市場策略的功效。煙草商更會以誤導性字眼如「淡」、「低焦油」和「純」等去欺騙吸煙人士，但從來沒有證據顯示載有上述字眼的煙草產品可減低吸煙致病的風險。

香港的情況

香港自80年代起，法例即已規管須以健康忠告展示於煙包上及煙草廣告上，以警示有關煙草的禍害。在過去20多年來，煙草產品的健康忠告亦經歷多個階段的轉變。

Framework Convention on Tobacco Control (FCTC)

Article 11 of the FCTC “Packaging and Labelling of Tobacco Products” emphasizes the importance of health warnings, noting that “Each Party shall, within a period of three years after entry into force of this Convention for that Party, adopt and implement, in accordance with its national law, effective measures to ensure that:

- Tobacco product packaging and labelling do not promote a tobacco product by any means that are false, misleading, deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions;
- Each unit packet and package of tobacco products and any outside packaging and labelling of such products also carry health warnings describing the harmful effects of tobacco use, and may include other appropriate messages.”



Health Warnings can Diminish the Marketing Strategy of Tobacco Industry

Despite conclusive evidence on the dangers of tobacco, relatively few smokers can entirely comprehend the health risks of smoking. People may know generally that tobacco use is harmful, but it is usually seen merely as a bad habit that people choose to indulge in. Health warnings on the packaging of all tobacco products are guaranteed to reach all users. Tobacco industry has always used packaging as a platform to reinforce brand loyalty and users’ perceived self-image, particularly young people. Pack warnings can reduce this marketing effect. The industry also uses packaging to deceive smokers by employing false terms such as “light”, “ultra-light” and “mild” —none of which actually signify any reduction in health risk.

Situation in Hong Kong

Since the 1980s, Hong Kong has legislated policy mandating health warnings on tobacco packages and tobacco advertisements to warn the tobacco users on the health risks. The health warnings have undergone several stages of change for the past 20 years.

本港健康忠告的發展 圖象健康忠告

煙草產品上的健康忠告能引發吸煙者關注煙草產品對他們健康構成的風險。透過圖象描繪由煙草導致的疾病及其他負面形象，比單單使用文字更具感染力；同時，用以接觸世界上不同文化水平的人士來說尤其重要。根據海外國家的經驗顯示，煙草產品上的健康忠告，特別是圖象健康忠告，對年輕吸煙者以及文化水平相對較低的民眾而言，是十分重要的資訊來源。圖片同時對傳遞信息予兒童亦十分有效，特別是父母是吸煙人士的兒童，他們是最有可能嘗試吸煙的一群。

2000年，加拿大實施煙包上需載有圖象健康忠告的措施，委員會隨即促請香港政府參考這個做法，引入圖象健康忠告於煙草產品包裝上。而有關的意見亦被當局採納，當2001年政府就修訂《吸煙(公眾衛生)條例》時，圖象健康忠告亦被列入諮詢文件的建議修訂範圍之內。



香港的煙包圖象健康忠告於2007年10月起正式實施
Pictorial health warnings on tobacco packaging were implemented since October 2007 in Hong Kong.

Evolution of Health Warnings in Hong Kong Pictorial Health Warnings

Health warnings on tobacco packages increase smokers’ awareness of the risks of smoking. Using pictures with graphic depictions of disease and other negative images has greater impact than words alone, and it is critical in reaching people worldwide with different literacy rates. Overseas experience shows that strong health warnings on tobacco packages, particularly pictorial warnings, are an important information source for younger smokers and also for people in countries with low literacy rates. Pictures are also effective in conveying messages to children, especially the children of tobacco users, who are most likely to start smoking.

In 2000, Canada implemented measures mandating pictorial health warnings on tobacco packaging. COSH immediately advocated the HKSAR Government to adopt pictorial health warnings on tobacco product packaging. The suggestion was accepted by the authorities. In 2001, when the Government put forward a proposal to amend the “Smoking (Public Health) Ordinance”, pictorial health warnings were incorporated into the scope of ordinance amendment in the consultation paper.



加拿大的煙包上均載有圖象健康忠告
Tobacco packaging in Canada features pictorial health warnings.



巴西(左)及新加坡(右)煙包上的圖象健康忠告均載有戒煙熱線資料
Pictorial health warnings in Brazil (left) and Singapore (right) also feature smoking cessation hotlines.

控煙法例回顧——健康忠告
Review of Tobacco Control Legislation—Health Warnings

1983/2/15

所有煙草廣告均須附設健康忠告
Health warning required for displayed cigarette advertisements
在香港售賣的煙包均須附有中英文式樣的健康忠告
Health warning to be printed on packets of cigarettes / retail containers in English and Chinese

1994/1/1

更強烈和更明顯的健康忠告
Stronger and More Precise Health Warnings

原來單一的政府健康忠告增加至4款，並須輪流替換：
The existing single Government health warning was replaced by stronger and more precise messages to be used in rotation.



- 「吸煙可以致命」 "SMOKING CAN KILL"
- 「吸煙可以致癌」 "SMOKING CAN CAUSE CANCER"
- 「吸煙害己害人」 "SMOKING HARMS YOURSELF AND OTHERS"
- 「吸煙可引致心臟病」 "SMOKING CAN CAUSE HEART DISEASE"

煙草廣告中須要在更明顯的位置展示健康忠告
Health Warning to be More Conspicuously Displayed in Cigarette Advertisement

在印刷品、廣告板和招牌中的捲煙廣告，如屬首次推出或其後更改幅度超過25%者，健康忠告的方框之面積便不得少於廣告平面的20%
Cigarette advertisements for display on print media, signs and billboards, when first put up or changed by more than 25%, must bear the health warning which must take up at least 20% of the space of the advertisement.

健康忠告及焦油含量類別字句一定要佔該方框面積至少75%並須以粗體字展示
The health warning message and the tar group designation must fill up no less than 75% of the panel and must appear in bold typeface.

室外煙草廣告中的健康忠告
Health Warning on Outdoor Cigarette Advertising

室外煙草廣告中的健康忠告不可有阻擋，以免影響視覺，並要設有一定的照明燈光，使字句清楚可見
Health warning on outdoor cigarette advertising signs have to be free from visual obstruction, properly lit up and clearly visible

2007/10/27

圖象健康忠告
Pictorial Health Warning

捲煙封包及零售盛器必須以訂明的式樣及方式展示健康忠告、焦油量及尼古丁含量
Cigarette packets and retail containers shall bear a health warning and tar and nicotine yields in the prescribed form and manner

捲煙的封包及零售盛器上的健康忠告的圖片及圖象規格為：健康忠告及焦油量和尼古丁含量說明須展示在封包及零售盛器最大的兩個表面上，其中一面須載有健康忠告及焦油量和尼古丁含量的中文版本，而另一面須載有同一健康忠告，以及焦油量和尼古丁含量的英文版本

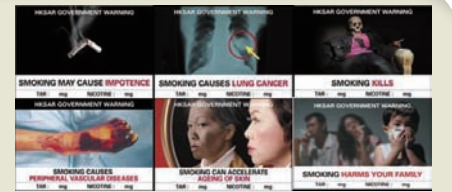
Brief description of the specifications of pictorial and graphic contents of the health warning on cigarette packet and retail container is as follows:

The health warning and the tar and nicotine yields shall appear on the two largest surfaces of the packet and retail container. One of these surfaces shall bear the Chinese version of the health warning and tar and nicotine yields while the other surface shall bear the English version of the same health warning and tar and nicotine yields.

封包或零售盛器上的健康忠告必須為長方形，以黑線圍邊，至少要覆蓋展示該版本面積的50%
The area on the packet or retail container containing the health warning shall be rectangular in shape and surrounded by a black line as demarcation and its size shall be at least 50% of the surface area on which the version is displayed

6款圖象健康忠告的文字信息包括，香港特區政府忠告市民、以及下列其中一項：
The 6 versions of health warning messages are: "HKSAR GOVERNMENT WARNING" and one of the followings:

- 「吸煙足以致命」 "SMOKING KILLS"
- 「吸煙禍及家人」 "SMOKING HARMS YOUR FAMILY"
- 「吸煙引致肺癌」 "SMOKING CAUSES LUNG CANCER"
- 「吸煙引致末梢血管疾病」 "SMOKING CAUSES PERIPHERAL VASCULAR DISEASES"
- 「吸煙可引致陽萎」 "SMOKING MAY CAUSE IMPOTENCE"
- 「吸煙可加速皮膚老化」 "SMOKING CAN ACCELERATE AGEING OF SKIN"



相片提供：《明報》 Photo by Ming Pao

1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011

1995/10/28



所有煙草產品(包括捲煙、雪茄或煙葉)的煙盒及包裝，要列明指定的健康忠告字句，並以指定的方式進行替換

All containers and packaging of tobacco products (include cigarettes, cigars or pipe tobacco) shall display prescribed health warnings and shall be rotated in a prescribed manner.

所有煙草產品若無列明指定的健康忠告字句，貨品將予充公

Any tobacco product without a prescribed health warning will be confiscated

2000/7/16



煙包須載有全新6款健康忠告，並須標示焦油及尼古丁含量，以白底黑字展示

Cigarette packs must carry, in rotation, 6 new health warnings, with the indication of tar and nicotine yields. Health warning must be on the top of pack, black lettering on white background

- 「吸煙足以致命」 "SMOKING KILLS"
- 「吸煙引致癌病」 "SMOKING CAUSES CANCER"
- 「吸煙引致心臟病」 "SMOKING CAUSES HEART DISEASE"
- 「吸煙引致肺癌」 "SMOKING CAUSES LUNG CANCER"
- 「吸煙引致呼吸系統疾病」 "SMOKING CAUSES RESPIRATORY DISEASES"
- 「吸煙禍及子女」 "SMOKING HARMS YOUR CHILDREN"

2007/10/27

禁止在煙草產品的任何包裝(包括任何封包、零售盛器、封套、以及任何附加或印刷在包裝或該產品上的標籤)上

Any packaging of the tobacco products (including any packet, retail container, wrapping, and any label attached to or printed on the packaging or the product) should not

- 展示任何詞句、描述、商標、圖形或任何其他標誌，而該等詞句、描述、商標、圖形或標誌相當可能會令人產生錯誤印象，以為該產品對健康的危害小於包裝上沒有展示該等詞句、描述、商標、圖形或標誌的其他煙草產品
- Bear any term, descriptor, trademark, figurative or any other sign that is likely to create an erroneous impression that the product is less harmful to health than other tobacco products the packaging of which does not bear such term, descriptor, trademark, figurative or sign;
- 以任何虛假的、具誤導性的、具欺騙性的、或相當可能會令人對該產品的特性、該產品對健康的影響或所構成的危害、或其排放物產生錯誤印象的方式，推廣該產品
- Promote the product by any means that is false, misleading, deceptive or likely to create an erroneous impression about its characteristics, health effects, hazards or emissions.

警示有關使用煙草的禍害 WARN ABOUT THE DANGERS OF TOBACCO

為達致最佳的控煙宣傳效果，委員會過去多年先後製作多輯電視宣傳短片教育市民有關吸煙的風險，主要信息集中吸煙和二手煙的禍害，以及提倡在公眾場所不吸煙的社會文化，並就著控煙法例的進程以及當時社會的大環境，採用不同的表達手法，向市民大眾傳遞有關的信息。

為宣傳吸煙可以致命的信息，委員會分別製作了兩齣電視宣傳短片，並以「珍惜明天，拒絕吸煙」作口號，勸導市民要珍惜生命，切勿吸煙，因為吸煙最終可以帶來致命的後果。

For the past years, COSH had produced numerous APIs, focusing on health risks of tobacco use, with the theme messages on the hazards of smoking and second-hand smoking in order to highlight the importance of smoke-free culture in the society. These messages have been disseminated to the public by different approaches that corresponded with the development of tobacco control legislation and prevalent public sentiment.

In order to disseminate the message of “smoking is lethal”, COSH produced two APIs with the slogan “Be Smart, Don’t Smoke” in an appeal to the public to treasure the life because of the fatal consequences of smoking.

1995年「不日放映」 1995 “Movie Trailers”



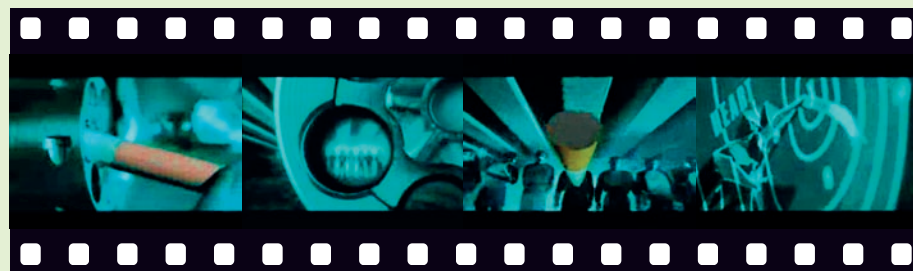
1995年「食煙大條道理」 1995 “Jokes”



為加強教育市民有關吸煙的風險，委員會以男性及女性為對象，分別製作兩齣電視宣傳短片，指出吸煙的禍害遍及所有吸煙者，不論是那個性別，都同樣會受到威脅。

To further educate the public about the risks of smoking, COSH produced two APIs targeting males and females. The APIs aimed to emphasize smoking hazards strike at all smokers, regardless of gender—all smokers are subject to the inherent dangers of tobacco use.

1996年「未來戰士篇」 1996 “Terminator”



1996年「女性殺手篇」 1996 “Women Killer”



委員會首次透過以下一系列的宣傳短片，教育公眾認識二手煙對健康構成之禍害。短片以家庭、辦公室以及食肆為背景。當中除了提醒吸煙人士要顧及親人、朋友及同事的健康外，亦鼓勵被迫吸入二手煙的人士，不要再保持緘默，要提起勇氣勸告身邊人戒煙。

這系列的宣傳片，以「唔好再忍、拒絕做二手煙民」為主題，目的在於呼籲市民支持政府修訂控煙法例，同時就仍未有計劃透過法例規管的場所，如片中的家庭及辦公室，以「為己為人、請勿吸煙」為信息，希望市民為他人健康設想而不吸煙。

COSH used a series of APIs to educate the public on the health hazards of second-hand smoking for the first time. The API series comprising three scenarios: home, office and restaurant, aimed at reminding smokers that smoking would impair the health of the close acquaintance, while encouraging passive smokers to speak up against smoking.

This API series with the theme “Don’t Be Passive About Smoking”, called for public support for smoke-free legislation, while the “Please Be Considerate, Don’t Smoke” message asked smokers to be considerate and not to smoke in areas not yet covered by the existing legislation, e.g. home and workplaces.

1997年「二手煙家庭篇」 1997 “Passive Smoking: Family”



1997年「二手煙情侶篇」 1997 “Passive Smoking: Couples”



警示有關使用煙草的禍害
WARN ABOUT THE DANGERS OF TOBACCO

1997年「二手煙辦公室篇」
1997 "Passive Smoking:
Office"



至2005年，委員會製作了宣傳短片「叉燒包篇」，透過幽默的手法帶出二手煙致命的信息。片中主角提及「吃叉燒包給噎死的人近乎零，不過香港每年給二手煙害死的人最少有1,324個！」這齣宣傳短片的主要信息在於喚起社會各界切勿錯誤評估二手煙風險。片中提及「香港每年給二手煙害死的人最少有1,324個」，乃源自香港大學發表的「二手煙與中風死亡風險關係」研究調查，指出在香港每年有1,324位非吸煙者，因在家或工作間吸入二手煙而死於心臟病、循環系統疾病、肺病及癌症，顯示二手煙對公眾健康存在著極大的風險。

In 2005, COSH produced an API titled "BBQ Pork Bun", which employed a humorous approach to raise awareness on the health hazards of second-hand smoking. The message "every year at least 1,324 people die from second-hand smoking in Hong Kong" was based on a scientific research "Second-hand Smoke Increases Stroke Deaths by 50% in Non-smokers" conducted by the University of Hong Kong. With an estimate of 1,324 deaths per year in non-smokers from heart, vascular and lung diseases, as well as cancers which were diseases strongly associated with second-hand smoke exposure at home or at work. The research gave a comprehensive picture of the public health risk imposed by second-hand smoking in Hong Kong.

2005年「叉燒包篇」
2005 "BBQ Pork Bun"



未來的趨勢—簡約包裝

正如世界衛生組織所指，警示有關煙草使用的禍害是全面整合控煙措施不可或缺的一部分，為了取得良好效果，對健康忠告標記的大小尺寸、內容和設計都應該有所規範。根據加拿大和澳洲的報告，簡單的包裝設計即使只使用品牌名字和健康忠告，不用顏色、品牌標記或標誌設計，亦能加強人們對健康忠告的重視和可信性。這種模式就香港日後加強健康忠告的政策將極具參考價值。委員會在未來的日子會積極倡議政府立法規定簡約包裝，以減低包裝對市民（尤其是青少年及女性）的吸引力，而這些健康忠告亦應用於所有其他形式的煙草產品。

Future Trend—Plain Packaging

WHO emphasizes the indispensable role of health warning in comprehensive tobacco control efforts. In order to be effective, warning labels should be regulated for size, content and design. Reports from Canada and Australia also suggest that plain packaging, displaying only the brand name and the health warning with no use of colour, logo or graphic design, may increase both prominence and believability of health warnings. This approach is a valuable reference for policymaking regarding the reinforcement of health warnings in Hong Kong. In future, COSH will actively advocate the Government to endorse plain packaging on cigarette packs in order to lessen their appeal to the public (especially to the young people and females). These health warnings should also be extended to all tobacco products of any form.



相片由 Professor Simon CHAPMAN 提供
Photo courtesy of Professor Simon CHAPMAN
http://tobacco.health.usyd.edu.au/site/supersite/resources/docs/gallery_plain_packs.htm



5

實施禁止煙草廣告、促銷及贊助的措施 ENFORCE BANS ON TOBACCO ADVERTISING, PROMOTION & SPONSORSHIP

煙草廣告是製造大量疾病和死亡的工具

煙草業必須招攬大量新血，以取代那些已死去的吸煙者，或已成功戒煙的人士。由於幾乎所有成年吸煙者都是從兒童或青少年時代開始吸煙，所以煙草業以兒童及青少年為主要推廣目標。近年，女性亦被煙草業視為一個潛力優厚的市場，特別是在經濟發展迅速的亞洲國家。由於煙草廣告及推廣活動的目的是將吸煙行為正常化，繼而為社會所接受，令更多人染上煙癮，因此這些廣告及推廣削弱了教育市民有關煙草禍害的說服力，窒礙控煙工作進程。而煙草是唯一已被確認為高度致癮且促使半數或以上的長期使用者死亡的消費產品，故政府採取禁止煙草廣告的政策是必須的。

應杜絕所有形式的煙草廣告

煙草產品的市場推銷在於鼓勵人們吸煙，故此，許多國家因而實施禁止煙草廣告宣傳的措施。然而，研究顯示採取部分限制的措施並不能有效降低吸煙率，因為煙草商會利用法例的漏洞繼續推廣其產品，甚或將其營銷手段轉移到其他方式，故只有實施全面禁止任何形式的廣告和市場推廣的措施（包括直接及間接的宣傳），才能有效減低吸煙率。

委員會多年來不斷透過輿論、游說和不同類型的倡議活動，促請政府全面禁止煙草廣告及各種形式的推廣及贊助活動，以杜絕煙草業伺機擴展顧客群。在香港，我們所面對的是當直接的煙草廣告被禁制後，隨之而來的是煙草公司積極透過間接的推廣手法，繼續宣傳煙草品牌。可見在這個範疇上，委員會的工作並未因此而完結；反之我們會進一步倡議政府制定更嚴謹的法例以完全禁止煙草廣告及推廣活動，以落實這項全面整合控煙策略的重要一環。

Tobacco Marketing Contributes Greatly to Illness and Death

The tobacco industry must recruit large numbers of new smokers to replace those who have died, plus others who successfully quit the habit. Since almost all adult smokers started smoking in childhood or adolescence, children and teenagers are the industry's prime targets. In recent years, tobacco industry is exploring the huge potential market targeting women, especially in rapidly developing Asian economies. Tobacco advertising and promotional activities seek to normalize smoking. This is intended to make smoking a socially accepted behaviour, so that more people are hooked to tobacco. These marketing and promotion activities weaken the persuasive power of public education about the hazards of tobacco use and blunt tobacco control efforts. Tobacco is the only consumer product which is highly addictive and kill up to half of all its long-term users. Therefore, comprehensive ban on tobacco advertising is vital in tobacco control.

Elimination of All Tobacco Advertising in Various Forms

The marketing of tobacco products encourages smoking thus many countries have enacted measures to prohibit tobacco advertising. However, research findings show that partial ban cannot effectively reduce smoking because tobacco manufacturers continue to promote their products via regulatory loopholes and the evolution of their marketing strategies. Therefore, only a comprehensive ban on tobacco advertising and promotion in its various forms, including direct and indirect advertising, can effectively decrease smoking.

COSH has been urged the Government via public opinion, lobbying and advocacy programmes for many years to ban tobacco advertising and various forms of promotion and sponsorship. The objective is to eliminate opportunities for the tobacco industry to expand their customer base. In Hong Kong, the tobacco companies aggressively employ indirect advertising as their major promotional strategy after all forms of direct advertising were banned. In the future, COSH's efforts in eliminating all forms of tobacco advertising would not cease. We will be urging the Government further to enact stringent measures to prohibit all kinds of tobacco advertising and promotional activities as an integral part of tobacco control strategy.

《煙草控制框架公約》

《煙草控制框架公約》第13條中，就煙草廣告、促銷和贊助訂明：「各締約方認識到廣泛禁止廣告、促銷和贊助將減少煙草製品的消費。每一締約方應根據其憲法或憲法原則廣泛禁止所有的煙草廣告、促銷和贊助。根據該締約方現有的法律環境和技術手段，其中應包括廣泛禁止源自本國領土的跨國廣告、促銷和贊助。」

煙草業透過推廣活動增加煙草使用量

煙草商聲稱他們的廣告宣傳目的並不在於擴大銷量或吸納新的顧客，而只是希望重新分配現有使用者的市場佔有率，但這並非事實。市場策略及促銷活動的目標是透過慫恿吸煙者更多吸煙及降低他們的戒煙意欲，因而增加煙草的銷量，最終令更多人被煙草殺害。此外，煙草市場策略更會誘使潛在使用者，特別是青少年，去嘗試吸煙並成為煙草商的長期顧客。本港吸煙的女性比率較男性低，一向被煙草商視為極具開發潛力的市場，是以近年不少煙草產品也是針對年輕女性，藉以吸納新血。但另一方面，煙草業卻不斷推廣他們反對未成年人士吸煙的企業形象，他們甚至大規模發起及資助「防止青少年吸煙計劃」。綜觀其他國家，有關煙草業資助預防青少年吸煙計劃所得的經驗，煙草公司不過伺機包裝其為「承擔社會責任企業」的形象，並以此作手段抗衡政府推行更強硬控煙措施的壓力。

香港的情況—直接煙草廣告於20年間在香港絕跡

在香港，《吸煙(公眾衛生)條例》在20多年來經歷多番修訂，已將直接煙草廣告幾乎完全禁絕於所有媒體。

Framework Convention on Tobacco Control (FCTC)

Article 13 of the FCTC concerning tobacco advertising, promotion and sponsorship states “Parties recognize that a comprehensive ban on advertising, promotion and sponsorship would reduce the consumption of tobacco products. Each Party shall, in accordance with its constitution or constitutional principles, undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship. This shall include, subject to the legal environment and technical means available to that Party, a comprehensive ban on cross-border advertising, promotion and sponsorship originating from its territory.”



Tobacco Industry Increases Tobacco Consumption via Promotional Activities

The tobacco industry claims that its advertising and promotional activities are not intended to expand sales or attract new users but simply reallocate market share among existing users. This is not true. Marketing and promotion increase tobacco sales and subsequently contribute towards killing more people by encouraging current smokers to smoke more and decreasing their motivation to quit. Tobacco marketing entices potential users, in particular young people, to smoking, making them long-term customers of tobacco companies. In Hong Kong, women's smoking rate is much lower than men's. The female population is seen as a vast potential market, therefore the tobacco companies had been producing in recent years a range of brands targeted to women. On the other hand, the tobacco industry keeps on promoting its corporate image of opposing underage smoking. The industry even initiated and sponsored “Youth Smoking Prevention (YSP) Programme”. Taking the experience of many similar tobacco industry-funded YSP programmes in overseas countries overseas as reference, the tobacco companies are simply trying to promote their image as “socially responsible corporations” and use this as only a means to counter the growing pressure from Governments to introduce more stringent tobacco control measures.

Hong Kong Situation—Direct Tobacco Advertisement Vanished in Hong Kong within 20 years

In Hong Kong, the “Smoking (Public Health) Ordinance” has incorporated several amendments, with direct tobacco advertisement almost completely prohibited in all media over the past 20 years.

控煙法例回顧——煙草廣告的管制
Review on Tobacco Control Legislation—
Restrictions on Tobacco Advertisement



1982/11/15

任何人不得在出版物刊登煙草廣告，除非該廣告附帶有(i)健康忠告；及(ii)廣告中提及的煙草產品之焦油含量
No persons shall print or publish a cigarette advertisement in a printed publication unless the advertisement bears (i) a health warning and (ii) the tar group designation of the cigarettes advertised.

1989/8/26

所有煙草產品的廣告及贊助，均不能在下午4時至晚上10時30分於公眾電台頻道上播出
Ban on cigarette advertising and sponsorship from 4:00pm to 10:30pm on radio.



1990/12/1

全面禁止電視及電台的煙草廣告及贊助
Total ban on cigarette advertising and sponsorship on TV and radio



1987/11/13

所有於電視及電影院內播放的煙草廣告，整段片段必須附設文字健康忠告，並於片末播出不少於3秒的聲音健康忠告
Written health warning is required throughout, not just at the end of cigarette advertisements for television and cinema but also standardized voice-over of health warning at the end of such advertisements lasting no less than 3 seconds.

1992/8/1

禁止戲院內之煙草廣告
Prohibition of cigarette advertising in cinemas.



1988/12/1

所有煙草產品的廣告及贊助，均不能在下午4時至晚上10時30分於公眾電視頻道上播出
Ban on cigarette advertising and sponsorship from 4:00pm to 10:30pm on TV.

1994/1/1



在印刷品、廣告板和招牌中的捲煙廣告，如屬首次推出或其後更改幅度超過20%者，健康忠告的方框之面積便不得少於廣告平面的20%
Cigarette advertisements for display on print media, signs and billboards, when first put up or changed by more than 20%, must bear the health warning which must take up at least 20% of the space of the advertisement.

1998/4/1



禁止互聯網上的煙草廣告
Prohibition of tobacco advertisement on the internet.

1999/12/31

禁止在印刷刊物內刊登煙草廣告
Prohibition of tobacco advertisements in the printed media.



1999/6/26



禁止所有展示式的煙草廣告
Ban on tobacco display advertisements.
相片提供：香港大學公共衛生學院賀達理教授
Photo courtesy of Professor Anthony HEDLEY, School of Public Health, the University of Hong Kong

1998/7/1

禁止以附送獎品、禮物、贈品或抽獎以交換任何具價值的物品來促銷煙草產品
Prohibition of promoting the sale of tobacco products by means of offering prizes, gifts, tokens or raffles in exchange for any valuable items.



2007/11/1



撤銷兩名或以下僱員的零售店舖可展示煙草廣告的豁免
Withdrawal of the exemption clause for a retailer with a number of persons employed by which does not exceed two can display tobacco advertisement.

2009/11/1

撤銷持牌小販攤檔可展示煙草廣告的豁免
Withdrawal of the exemption clause for a hawker can display tobacco advertisement.



實施禁止煙草廣告、促銷及贊助的措施

ENFORCE BANS ON TOBACCO ADVERTISING,
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委員會的倡議工作

委員會多年來不斷透過輿論、游說和不同類型的倡議活動，促請政府全面禁止煙草廣告及各種形式的推廣和贊助活動，以下是當中一些主要的例子：

繼政府於1995年8月公布有意修改《吸煙（公眾衛生）條例》，希望循序漸進地禁止煙草商在印刷品及廣告板上刊登廣告後，委員會發表了連串新聞稿以回應煙草商作出的種種有關反對政府修例的公開聲明。委員會亦曾舉辦兩次書信運動，超過100名校長寫信給當時的港督表示支持此項修改規管煙草廣告的條例、逾70個團體組織亦挺身支持通過此草議法案。

煙草商不斷聲稱此立法管制違反了香港的人權法例。為駁斥此說，委員會舉辦了一個以人權及全面管制煙草廣告為題的研討會。

1997年，當時的立法局就政府全面禁止直接或間接的煙草廣告之提案作辯論。為響應此議案，委員會發起簽名運動，爭取各醫護組織、專業機構及其他控煙團體的支持，並於議案討論當日於各大報章刊登了一個聯



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合立場聲明的廣告，促請政府加強法例管制煙草廣告。

雖然在1999年6月起本港已禁止所有戶外展示形式的煙草廣告，但法例豁免不超過兩名僱員的捲煙零售點，仍可展示煙草廣告。委員會發現煙草商利用法例灰色地帶的手法愈趨嚴重，專門針對受法例豁免的小商

COSH's Advocacy Efforts

For years, COSH has been urged the Government via public opinion, lobbying and advocacy programmes to ban tobacco advertising and various forms of promotion and sponsorship. Some major examples are:

In 1995, subsequent to the Government released its intention to amend the "Smoking (Public Health) Ordinance" by progressively banning tobacco advertisements in printed media and advertising billboards, COSH issued several press releases to counter the tobacco industry's various claims made in its public statements. COSH also organized two letter campaigns, in which more than 100 school principals had written to the Governor letters to pledge their support to impose more stringent control on tobacco advertisement. In addition, over 70 community groups had expressed openly their supported to the Amendment Bill.

To counter the repeated allegation by the tobacco industry that such legislative control would violate Human Rights Laws in Hong Kong, COSH organized a forum on human rights and a total ban on tobacco advertising.

In 1997, the Legislative Council debated a motion on a comprehensive ban on direct and indirect tobacco advertising. Prior to the debate, COSH organized a signature campaign to appeal to various health care organizations, professional bodies, tobacco control groups for their support. A joint advertisement was placed in major local newspapers on the date of debates, urging the Government to introduce stronger legislation to control tobacco advertising.

The prohibition of all forms of outdoor display tobacco advertising had

come into effect in June 1999. However, exemptions were granted to hawker stalls and retail outlets employing not more than two employees. COSH found that this grey area was aggressively exploited by tobacco industry, so that small retailer shops had become the vehicles for the promotion of tobacco products. Over-sized billboard advertisement and light boxes were displayed in these outlets. This severely undermined the spirit of the law which aims to prevent tobacco promotion through the

舖，誘使及利用其店舖當眼處展示大型煙草廣告牌及燈箱，令禁止外牆煙草廣告的法例形同虛設。委員會於是向當時的衛生福利局反映這類規避法例的情況，促請政府堵塞漏洞。

除了上述的例子，委員會亦發現煙草公司為逃避法例的規管，使用了更多「間接」的宣傳途徑，試圖利用這些針對法例漏洞的手段，繼續擴大他們的銷售市場。

煙草公司一直以贊助體育活動作為接觸青少年的途徑。1999年6月，當禁止戶外展示式煙草廣告（銷售點除外）條例生效後，煙草公司不能以煙草品牌贊助體育活動，但至2000年時仍有「沙龍網球公開賽」的出現。由於條例並無限制以公司名稱所作之贊助，而活動中沒有提及「吸煙」、「香煙」或其他煙草產品亦屬例外情況。煙草公司於是利用這個灰色地帶繼續贊助體育活動。委員會強烈反對煙草公司利用條例的漏洞，認為此等是違反法例的行為。委員會亦促請本港主管各體育項目之機構，拒絕接受煙草公司任何形式的贊助。其後，該項網球賽事在2000年後再未有舉行。

委員會發現煙草商除利用法律灰色地帶，變相繼續贊助大型體育活動外，更以「間接」的廣告作招徠。委員會於2000年向傳媒發表「青少年吸



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eliminating display of tobacco advertisements that can attract young people to buy tobacco products and become nicotine addicts. COSH reflected upon this circumvention of the law and urged the Health and Welfare Bureau to cover this loophole.

In addition, in order to continue its marketing efforts, the tobacco companies aggressively employ indirect advertising as an increasingly important promotional strategy to circumvent the loopholes in legislation.

Tobacco companies have long identified sponsoring sports as an avenue to keep close contact with the youngsters. The ban of all outdoor displays of tobacco advertising (excluding hawker stalls and retail outlets employing not more than two employees) means that it is against the law for tobacco companies to sponsor sports event. The situation seemed to be under control until the appearance of the "Salem Open" Tennis Tournament in 2000. The display of a tobacco brand name in any

sponsored event would be deemed as tobacco advertisement and hence prohibited. However, if a tobacco sponsorship was accompanied by the corporate name of a tobacco company, or the brand name of a tobacco product was in association with a non-tobacco product, and if no words associated with "smoking" or "cigarette" or other tobacco products are mentioned, then the related promotional materials are not regarded as tobacco advertisements. The tobacco industry had been using this grey area to continue its sponsorship to sports. COSH considered this an offence to the law and strongly objected tobacco companies to make use of this loophole. COSH also urged all the local governing sports and cultural organizations to totally reject any kind of sponsorship from the tobacco industry. This Tennis Tournament was suspended after 2000.

COSH realized that tobacco companies continued its indirect advertising strategy by sponsoring large-scale sports activities through exploiting grey areas of the law. COSH released the "Youth Smoking and Health Survey 1999" to the media in 2000, highlighting the increased popularity for students to use empty packs in exchange for tickets, gifts or goods. The report revealed that many lower form students were doing this, and there was a strong correlation between this phenomenon and the promotional strategy of the tobacco industry. In this regard, COSH urged the Government to enhance

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煙與健康調查」研究報告時指出，初中學生以煙包換取入場券、贈品或貨品的情況嚴重，這與煙草商的宣傳有莫大關係。委員會有見及此，除促請政府加強執法外，更建議應立法全面禁止煙草廣告及與文化娛樂有關的煙草推廣活動，以杜絕煙草廣告以任何形式出現。

2001年，機場管理局以改善吸煙候機室環境設施為理由，接受了煙草公司240萬港元贊助設立吸煙房。委員會認為接受煙草商形式式的贊助，與防止透過廣告及贊助作煙草推廣為控煙之原則，實相違背，故發表聲明及新聞稿「公共機構不應接受煙草商贊助」，促請政府勸籲各機構拒絕接受煙草公司之贊助。

2001年，委員會就有煙草公司利用法律漏洞，刊登該公司與捲煙品牌名字相同的手錶廣告，變相成為煙草廣告，再次向當時的衛福局作出建議，立法杜絕所有形式的煙草廣告。

未來的挑戰

面對著全球各地愈來愈嚴厲的煙草廣告及推廣禁制，煙草商卻愈是積極並試圖設法繞過禁令，繼續他們的市場推廣。

品牌延伸

間接的廣告包括各種表面上跟煙草無關，而實際上卻在推銷煙草品牌的活動，在香港最明顯的例子便是「品牌延伸」。它是利用一式一樣的「品牌形象」，如名稱、字款、商標以及顏色等，去銷售其他非煙草產品。這種策略最常見於直接廣告被禁制，或即將被禁止的時候。現時的趨勢傾向與年青人的時尚服飾的產品連繫。

enforcement and proposed that a comprehensive ban on tobacco advertisement and promotional activities linked with cultural and entertainment event should be enacted, so as to prohibit all forms of tobacco promotion.

In 2001, the Airport Authority accepted HK\$2.4 million from tobacco companies to establish smoking rooms in order to improve the environment of airport smoking rooms. COSH considered that acceptance of any form of sponsorship from the tobacco industry was directly contradictory to the principles to tobacco control, which aimed to prevent tobacco promotion through advertisement and sponsorship. COSH consequently issued a press release “Public Bodies Should Not Accept Tobacco Sponsorship” to urge the Government to ask all organizations to reject sponsorships from the tobacco industry.



In 2001, one tobacco company circumvented the law by publishing a watch advertisement, with the brand name exactly the same as that of a cigarette brand. It was also a form of indirect advertising. Thus, COSH proposed again to the then-Health and

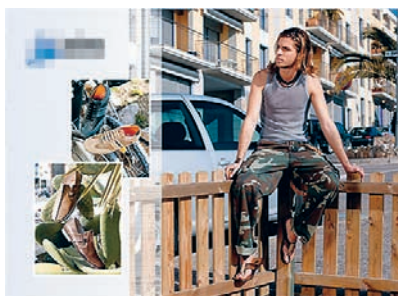
Welfare Bureau to eliminate all forms of tobacco advertising through legislation.

Future Challenges

In the light of increasingly tightened restrictions on tobacco advertising and promotion around the world, the tobacco industry tries ever harder to circumvent legislation to continue their marketing promotions.

Brand Extension

Indirect advertising includes all forms of promotion that are intended to advertise a tobacco brand by using other non-tobacco products. “Brand extension” is the most common form seen in Hong



透過產品建立品牌形象

捲煙包裝經常被用作為一個重要的市場推廣渠道。煙草公司把捲煙營造成與其他消費品無異的產品，透過建立迎合不同消費者群的品牌，如女性、青少年等，樹立品牌形象，從而吸引更多人加入吸煙者的行列。

如第四章「警示有關使用煙草的禍害」所述，政府應立法規管所有於本港出售的煙草產品的煙包設計，以簡單的包裝設計，並只使用品牌名字和健康忠告，不用顏色、品牌標記或標誌設計，以減低煙草包裝對市民（特別是青少年及女性）的吸引力；如煙包上載有戒煙資訊，則更有助提高現行吸煙者戒煙的意欲。

產品陳列

根據外國的研究發現，青少年於零售店接觸到展示的煙草產品愈多，他們吸煙的機會亦愈大。因此，政府應參考其他國家經驗如泰國，立法禁止在煙草售賣點展示任何煙草產品、品牌名稱及商標，以進一步勸阻市民購買煙草產品。

Kong. “Brand extension” is a way of promoting a cigarette brand by selling other products with the same “brand look” like name, typeface, logo, colours and so on. This strategy is most frequently used when direct advertising is or is going to be banned. The current extension trend is to link with young, trendy and fashionable products.

Building Brand Image by Product Packaging

Cigarette packets have always served as an important vehicle of tobacco marketing. Widespread tobacco advertising “normalizes” tobacco, depicting it as being no different from any other consumer products. Tobacco companies created different brands to appeal to different customer groups such as women and teenagers, in order to recruit more new smokers.

As Chapter 4 “Warn About the Dangers of Tobacco” mentioned that the Government should regulate the packaging designs of tobacco products sold in Hong Kong. Plain packaging, displaying only the brand name and the health warning, without colour, logo or graphic design, is effective in weakening the attraction of cigarette packages to citizens.



Furthermore, smoking cessation information on cigarette packets could be of great benefit in motivating current smokers to quit smoking.

Product Display

According to research conducted in overseas countries, teenagers are more likely to take up smoking if the shops they visited had more tobacco product display. The Government should therefore refer to other countries’ experiences, such as Thailand, to prohibit any tobacco product, brand name or logo from being displayed in points of sales in order to further persuade citizens to desist from purchasing tobacco products.

實施禁止煙草廣告、促銷及贊助的措施**ENFORCE BANS ON TOBACCO ADVERTISING,
PROMOTION & SPONSORSHIP****禁止間接煙草廣告須三管齊下**

在直接煙草廣告被禁止後，煙草商仍會透過不同的形式作品牌宣傳，藉以吸納更多人成為其產品使用者。因此政府應進一步加強管制煙草產品的銷售與推廣、以及遏止招攬青少年吸煙的措施。假如法例未能覆蓋若干重要的範疇，則煙草商可伺機利用法例的漏洞，立法原本可為公眾健康帶來的利益將就此失去。委員會在未來的日子，將會積極倡議就品牌延伸、煙包設計及產品陳列三項主要的範疇，促請政府作出嚴厲規管，以達致有效減低吸煙人口的目標。

Harnessing Three Fronts to Prohibit Indirect Tobacco Advertising

Following the total ban on direct tobacco advertising, tobacco industry continues to promote their brands by various means to attract more people to become tobacco users. The Government, therefore, should further regulate the sales and promotion of tobacco products in order to stop the tobacco companies from recruiting potential users. If the legislation is weak or fails to cover certain critical areas, then the tobacco industry will exploit these loopholes and the possible public health gain will be lost. In the future, COSH will actively advocate the Government to impose further restrictions on the three main aspects of brand extension, cigarette packaging and product display, in order to achieve the objective of effectively reducing the smoking population.

6. 增加煙草稅 RAISE TAXES ON TOBACCO

價格措施有助戒煙及預防吸煙

煙草稅是國際公認為最有效的單一控煙措施。根據世界銀行 1999 年的報告指出，透過煙草稅增加捲煙的售價能有效減少捲煙的使用量，無論於高、低收入國家同樣有效。同時，提高煙草稅率是阻止兒童吸煙的最有效方法。青少年對煙草的價格最為敏感，透過大幅增加煙草稅以提高煙價，是遏止青少年吸煙的最有效措施，並有助於使那些已吸煙者減少煙草使用量甚至戒煙。

煙草稅有利於公共衛生的同時，亦同樣有利於社會經濟。不少海外國家的例子均顯示，增加煙草稅會一方面帶來額外的政府稅收，另一方面會促使更多吸煙者戒煙，從而帶來多重的好處：(1) 社會得以節省與吸煙有關的醫療開支；(2) 市民的生命得以保障；(3) 戒煙者重拾健康並得以增加工作的年期，因而促進了社會的生產力。

增加煙草稅刻不容緩

提高煙草稅能有效減低吸煙人口，當中以美國紐約近年大幅增加煙草稅並配合公眾場所禁煙措施，當地吸煙人口隨之下降，成效顯著。而本港在過去 20 多年間，政府每大幅提高煙草稅，亦相繼錄得吸煙人數下降的情況，可見價格政策甚為有效。可惜香港的煙草稅過去 7 年一直被凍結，本港控煙運動在煙草稅的範疇上近年面對多方面的挑戰，包括煙草業種種反加稅游說工作、社會對煙草稅與私煙問題的誤解，委員會將繼續鏗而不捨積極向政府爭取大幅提高煙草稅至世界銀行建議的水平。同時，透過集結社會各界的力量，增加公眾對煙草稅重要性的了解，支持政府落實將增加煙草稅訂為本港持續的控煙措施之一。

Price Measures as Effective Aid to Smoking Cessation and Prevention

Tobacco taxation is recognized worldwide as the single most effective measure of tobacco control. According to the 1999 World Bank Report, raising cigarette price through tobacco taxation can effectively reduce cigarette consumption, both in high-income countries and low-income countries. In addition, tobacco tax is also effective in deterring children from taking up smoking, because the impact of higher taxes is likely to be greatest on young people, who are more responsive to price rises. Higher tobacco tax also helps to induce smokers to quit.

Taxation on tobacco is beneficial to public health as well as to the economy. Overseas experiences illustrate that tax increase benefits the society by increasing the Government revenues, and at the same time motivating more smokers to quit. Therefore, the benefits are of three-fold: (1) Medical costs related to smoking could be reduced; (2) Lives of the citizens would be safeguarded; (3) Productivity of successful quitters would be increased because of gained working days.

Urgent Need for Increasing Taxes on Tobacco

An increase in tobacco tax can effectively reduce the smoking population. One example is the remarkable success in reducing the local smoking population in New York City by substantially increasing tobacco taxes together with comprehensive smoking ban in public places in recent years. In the past two decades, declines in the smoking population in Hong Kong have been recorded following substantial increases in tobacco tax. The effectiveness of price measure is obvious. Unfortunately, tobacco tax has remained frozen for the past 7 years. Tobacco control advocates in Hong Kong encounter numerous challenges in the arena of tobacco tax. These included tobacco industry's aggressive lobbying against raising tobacco taxes as well as misconception of tobacco tax and smuggling in the society. COSH will resolutely continue to strive for a substantial increase in taxes on tobacco to a level suggested by the World Bank. At the same time, by uniting the community efforts and strengthening public awareness on the importance of tobacco tax, COSH will support the Government in adoption of increasing tobacco tax as a pivotal and sustainable tobacco control policy.

增加煙草稅 RAISE TAXES ON TOBACCO

《煙草控制框架公約》

《煙草控制框架公約》第6條強調增加煙草稅這項有效減少煙草需求的價格措施：「各締約方承認價格和稅收措施是減少各階層人群特別是青少年煙草消費的有效和重要手段。」

煙草稅有利公共衛生與社會經濟

有足夠的論據確立煙草稅及價格對煙草使用所產生的影響，短期而言，這促使更多吸煙者戒煙，戒煙對健康有明顯的好處(減低與吸煙相關的疾病)，而提高戒煙率可令死亡率降低。長遠而言，可減少開始吸煙的人口。

Framework Convention on Tobacco Control (FCTC)

Article 6 of the FCTC emphasizes price and tax measures to reduce the demand for tobacco, “The Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption by various segments of the population, in particular young persons.”



Tobacco Taxation Beneficial to Public Health and Economy

There are well-established arguments to demonstrate the effects of tobacco tax and price on tobacco consumption. In the short-term, more smokers are motivated to quit smoking, with the obvious benefits of reducing the burden of tobacco-related diseases, which will lead to a lower mortality rate. In the long-term, the number of people who start smoking can also be reduced.

A substantial increase in tobacco tax can effectively reduce tobacco-related premature deaths. According to World Health Organization (WHO) “MPOWER” strategy report, a 70% increase in the price of tobacco could prevent up to a quarter of all smoking-related deaths worldwide. A World Bank report pointed out that tax increases leading to rise of the retail price of cigarettes by 10% worldwide could cause 40 million smokers alive in 1995 to quit, and prevent a minimum of 10 million tobacco-related deaths. This report concluded that, for the time being policy makers who seek to reduce smoking should consider the reduction of tobacco consumption as part of the comprehensive tobacco control policies. In high-income countries, the tax component of the price of a cigarettes pack should constitute four-fifth of the retail price.

Meanwhile, taxes on tobacco will bestow direct or indirect social and economic benefits.



全球大幅度增加煙草稅可有效減少因吸煙引起的提前死亡。據世界衛生組織MPOWER控煙策略中提及，煙草價格上調70%足以能避免全球四分之一因煙草導致的死亡個案。世界銀行亦指出在全世界增加稅額使捲煙實際價格上升10%，足以使1995年活著的4,000萬吸煙者戒煙並至少可避免與煙草相關的1,000萬宗死亡個案。報告認為，力圖減少吸煙的決策者在目前應當把煙草使用量下降作為全面控煙政策的一部分，在高收入國家，稅額在一包捲煙的價格中所佔部分應為零售價的五分之四。

與此同時，煙草稅會直接或間接帶來社會經濟效益。

煙草稅是阻止兒童吸煙的最有效方法

根據世界銀行(World Bank)1999年的報告，阻止兒童吸煙的最有效方法是提高煙草稅率。捲煙的高價格可阻止一些兒童和青少年開始吸煙，並有助那些已吸煙者減少使用量。

當煙草稅增加的時候，便反映在煙草產品價格上，來自各種不同收入水平國家的證據顯示，提高捲煙價格能非常有效地減少需求。提高稅額可促使一些吸煙者戒煙並防止其他人開始吸煙。提高稅額也可使戒煙後重新開始吸煙的人數減少。世界銀行亦從經濟角度以「產品需求的價格彈性」來闡述低收入國家和高收入國家對煙草價格上調的不同反應：一包煙的價格每提高10%預計平均可使捲煙需求在高收入國家減少約4%，而在中低收入國家，需求量則可減少約8%，因為較低收入人士對價格變化更加敏感。兒童和青少年比年長的成人對價格亦較為敏感，因此這項干預措施將會對他們具有重大影響。因此，世界衛生組織一直建議其成員國採取價格措施藉以減輕青少年使用煙草的情況。



“世銀籲全球提高煙草稅”，《明報》1999年5月20日 “World Bank Advocates for Increase in Tobacco Tax Worldwide”, Ming Pao, 20 May 1999

Tobacco Tax as the Most Effective Means in Preventing Children from Smoking

According to the 1999 World Bank Report, tobacco tax is also effective in deterring children from taking up smoking. Higher tobacco tax also helps to induce smokers to quit.

Increased tobacco taxes are reflected in the prices of tobacco products. Evidence from countries with different levels of income suggests that price increases on cigarettes are highly effective in reducing demand. The World Bank Report used the “price elasticity of demand” to demonstrate the extent to which consumers’ demand for



“貴煙減4元戰平煙 勢掀割價戰 團體恐青年吸煙加劇”，《明報》2006年3月30日 “More Youngsters may be Tempted to Take Up Smoking with Uproar at \$4 Cut in Price of Cigarettes”, Ming Pao, 30 March 2006

增加煙草稅

RAISE TAXES ON TOBACCO

煙草稅與戒煙

吸煙率於煙草產品價格上升後出現變化主要源於現行吸煙者戒煙：以美國紐約市為例：

2002年，紐約市煙草稅額增加令每包捲煙價格大幅上升，加上2003年紐約市開展了綜合的控煙運動，4年間至少有24萬名紐約市民戒煙（吸煙率由21.6%下降至17.5%）。

至2008年6月，紐約州政府進一步將煙草稅上調至每包2.75美元，成為全國煙草稅率最高的州份，在新稅制實施後的紐約市，每包捲煙的售價進一步提升至10美元（約港幣\$78）。

在稅制正式實施前的一周內，向戒煙熱線求助的人數比往常增加了3倍。當地的衛生官員表示增加煙草稅成功促使更多吸煙者戒煙，估計在新稅制實施後，將會有大約14萬的紐約市民成功戒煙，而嘗試戒煙的市民則可能有多達100萬，同時這次大幅增加煙草稅將能夠成功阻止超過24萬名紐約兒童開始吸煙。

香港的情況——煙草稅凍結多年

事實上，本港的煙草稅自1999年開始凍結，至2001年輕微上調5%後至今一直未有增加，這與煙草商的游說策略有關。

本港在過去20年間每大幅提高煙草稅，煙草商均會按所增加的稅額相應調高煙草的零售價。由於消費者要全盤承受加稅帶來煙價的升幅，故此每次加稅均達致吸煙人數下降的結果。以1983年為例，煙草稅增加300%，本港吸煙人口的比率由1982年的23.3%下跌至1983年的19.9%。至1986年更下跌至17.4%。自此，本港的煙草稅每年升幅均不低於通脹，直至1999年，基於煙草業積極的游說工作，加上以私煙猖獗為理由，成功令政府凍結煙草稅。

tobacco products changes in response to a price change in low-income and high-income countries. On average, a price rise of 10% on a pack of cigarettes would be expected to reduce demand for cigarettes by about 4% in high-income countries and by about 8% in low- and middle-income countries because people with lower incomes tend to be more responsive to price changes. Children and adolescents are even more responsive to price rises than older adults, so this intervention would have a significant impact on them. Therefore, WHO is always urging its member states to adopt a price measure on tobacco products to reduce youth smoking.

Tobacco Tax and Smoking Cessation

The change in smoking prevalence following an increase in tobacco prices is largely due to the smoking cessation among current smokers. Overseas examples like New York City provide a sound argument for this. Since 2002, the price of cigarette packets substantially increased as a result of increased tobacco tax in New York. In addition, an integrated tobacco control campaign was launched in 2003. At least 240,000 New York citizens stopped smoking over 4 years, with the smoking prevalence dropping from 21.6% to 17.5%.

In June 2008, the New York Government imposed a tobacco tax increase to US\$2.75 per pack, the highest rate of tobacco tax amongst all states. The new tax rate led to a cigarette pack cost as much as US\$10 (about HK\$78) in New York City.

The number of calls to the state's Smoker's Quitline quadrupled prior to the week when the new tax rate kicked in. It was estimated that about 140,000 New Yorkers would successfully quit smoking, and more than a million try to cut down or quit smoking. The tobacco tax increase could also expect to prevent more than 240,000 New York kids alive today from smoking.

Hong Kong Situation—Tobacco Taxes Frozen for Years

In fact, the tobacco tax in Hong Kong has been frozen since 1999. No tax increases followed the slight 5% increase in 2001. It was due to the intensive lobbying of the tobacco industry.

During the past 20 years, local tobacco companies would adjust the retail price of tobacco products in accordance with increases in tobacco tax rate. As consumers had to absorb all price increases due to increased tax, the smoking population subsequently fell every time taxes increased.

香港吸煙人口趨勢與煙草稅增幅
Smoking Prevalence in Comparison with
Increase in Tobacco Tax (1982-2005)

直至2005年，前任財政司司長在制訂財政預算時，仍然以加稅會令私煙問題惡化為理由，繼續凍結煙草稅。

For example, there was a substantial increase in tobacco tax by 300% in 1983. The local smoking prevalence was dropped to 19.9%, compared with 23.3% in 1982, and further declined to 17.4% in 1986. Since then, the annual rate of increase in tobacco tax was just above the inflation index. Until 1999, tobacco industry persuaded the Government to freeze tobacco tax, with the concern that an increase in tobacco tax makes trading of contraband cigarettes even more lucrative. In 2005, the Financial Secretary continued to freeze tobacco tax in his yearly budget, reasoning that a tax increase would lead to more serious cigarette smuggling activities.

私煙猖獗 不加煙稅

政府在今年預算案中罕有地不加煙草稅。煙民可以不用買貴煙，原來私煙活動應記一「功」。

政府參考自九二年自今的數字，發現吸煙人數沒有下降，但完稅香煙的銷量卻持續下跌，這與非法偷運及販賣私煙的活動有直接關係。而經濟不景下私煙活動會更猖獗。政府擔心，一旦提高煙草稅，將增加未完稅的香煙的吸引力，助長偷運及販賣私煙的非法活動。不但影響政府收入吸反吸煙運動成效，亦有損法治精神。

因此政府會諮詢吸煙與健康委員會意見，如何落實收入及衛生政策，在此期間煙草稅維持不變。

“私煙猖獗不加煙稅”，《明報》1999年3月4日

“Tobacco Duty Freeze to Prevent Smuggling”，Ming Pao, 4 March 1999

增加煙草稅 RAISE TAXES ON TOBACCO

委員會的倡議工作

有鑑於價格政策在控制吸煙人口上成效顯著，因此煙草稅便成為了煙草業及控煙團體的「必爭之地」。委員會多年來積極進行增加煙草稅的倡議工作，透過輿論、團結社會各界、收集民意、綜合海外國家的實證典範以及經濟學專家的分析等，推動政府大幅增加煙草稅，多年來的工作可謂充滿挑戰：

1991年煙草公司的「反加稅運動」

繼1983年政府把煙草稅增加300%，其後數年香港的吸煙人口亦相繼下降，於是政府於1991年以公眾健康為理由，當年的財政司宣佈把煙草稅增加200%，從而引發煙草公司的「反加稅運動」。

香港煙草業協會隨即在報章上刊登全頁廣告，以三寸大的字體，刊登「錯!錯!錯!200%錯!」的字句，還呼籲讀者在印有「我認為增加200%的煙草稅是錯誤的決定」的字條上簽署，以收集反對加稅的意見。

委員會支持增加煙草稅的游說運動

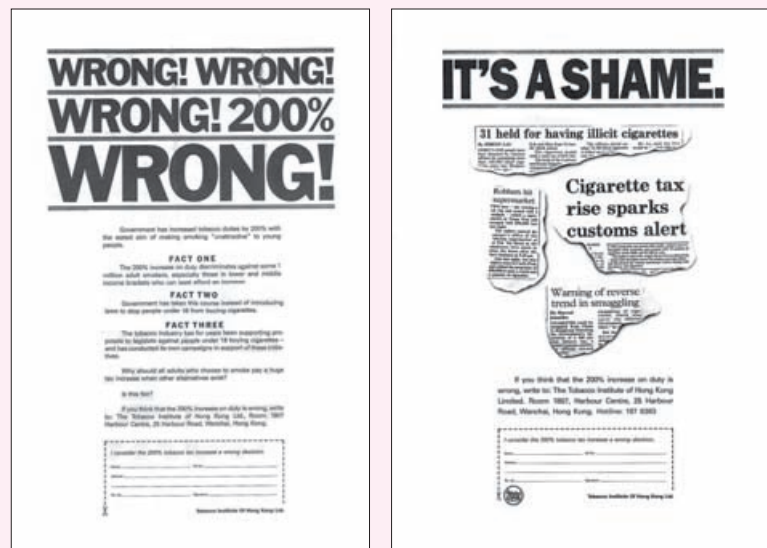
為了抗衡煙草業的行動，委員會曾發放多份新聞稿，表明贊成增加煙草稅的立場，並發信給全港120個醫學團體，呼籲他們支持政府增加煙草稅，同時向海外團體徵求支持增加煙草稅的信件。在媒體倡議方面，委員會刊登標題為「對!對!對!」的廣告，聯絡傳媒作訪問、進行示威以及向當時的立法局遞交請願信。

COSH's Advocacy Efforts

In view of the effectiveness of price measure in reducing smoking prevalence, tobacco tax has become a battleground between the tobacco industry and tobacco control groups. COSH has proactively advocated raising tobacco taxes for years by opinion editorials, uniting different sectors of the community, mobilizing public opinion, integrating the successful models of overseas countries and disseminating analysis by expert economists. Urging the Hong Kong Government to substantially increase tobacco taxes has been a challenge for many years.

“Anti-tax Campaign” by the Tobacco Industry in 1991

Following a substantial increase in tobacco tax by 300% in 1983, a remarkable decrease in Hong Kong smoking prevalence was recorded. In 1991, the Government proposed to further increase tobacco tax by 200% for the public health reasons. An “anti-tax campaign” was then launched by the tobacco industry to oppose Government’s proposal. To counteract this, COSH launched a series of activities to support the tax increase proposal.



The Tobacco Institute immediately published striking full-page advertisements in the newspapers headed in massive 3-inch characters “Wrong! Wrong! Wrong! 200% Wrong”. They also appealed to readers to endorse a published statement declaring, “I consider that a 200% increase in tobacco tax is the wrong decision” via a signature campaign. These were collected as voices against a tax increase.

對!對!對!

- 吸煙可以致命
- 吸煙病害可以避免
- 五百多萬人不吸煙
- 不吸煙保健康
- 少吸煙，多慳錢
- 你想子女吸煙嗎？



RIGHT! RIGHT! RIGHT!

OVERSEAS HEALTH BODIES SUPPORT THE INCREASE OF TOBACCO TAX IN HONG KONG

“One of the most effective health measures a government can take to discourage smoking.” AMERICAN CANCER SOCIETY, USA, 15th March 1991.

“Could be an example to other more timid governments.” FORMER US SURGEON GENERAL, USA, 13th March 1991.

“Will in time have a major impact on deaths and diseases due to smoking” ACTION ON SMOKING AND HEALTH, UK, 14th March 1991.

“Believed to drastically reduce the rate of smoking in teenagers.” INSTITUTE OF PREVENTIVE ONCOLOGY, JAPAN, 13th March, 1991.

“By reducing new smoking by children and by making it easier for those already addicted to quit.” COMMISSION ON SMOKING OR HEALTH, USA 11th March 1991.

“Our support to the new tax initiative” AMERICAN PUBLIC HEALTH ASSOCIATION, USA, 11th March 1991.

“Set a high health standard for other Asian nations to follow.” ASIA PACIFIC ASSOCIATION FOR THE CONTROL OF TOBACCO, 18th March 1991.

and many many more
HONG KONG COUNCIL ON SMOKING AND HEALTH

COSH's Efforts in Lobbying for Increasing Tobacco Tax

In order to counteract this initiative by the tobacco industry, COSH issued press releases on various occasions to reiterate support to Government’s proposal to increase tobacco tax. COSH also immediately wrote 120 letters to all the medical societies in Hong Kong, seeking their support to the tax issue. At the same time, COSH published an advertisement headlined “Right! Right! Right!” in local newspapers, arranged media interviews, organized demonstrations and submitted petition letters to Legislative Councillors.

雖然社會給予莫大的支持，但政府最後決定把煙草稅由原定增加200%改為100%。

Despite immense support from the community, the Government finally adjusted the tobacco tax increase to 100% instead of 200%.

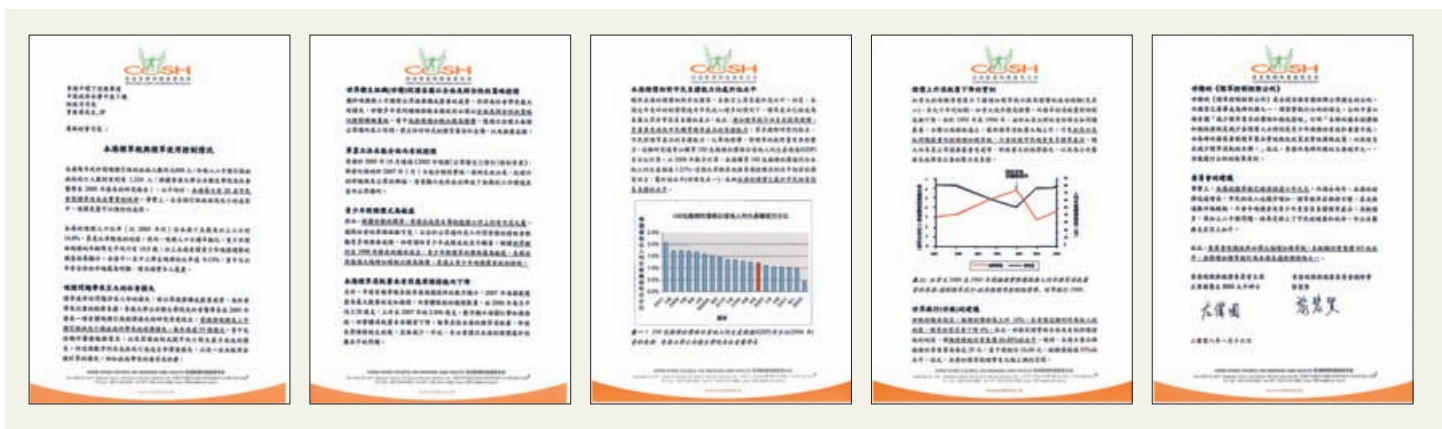
增加煙草稅 RAISE TAXES ON TOBACCO

煙草業經常以私煙問題阻撓政府煙加煙草稅。此後，香港煙草稅的增幅只維持在有限度每年升幅不低於通漲，委員會每年均去信財政司司長要求政府大幅調高煙草稅。

自2001年起，本港煙草稅一直凍結至今，而委員會亦繼續透過媒體闡釋煙草稅在公共衛生政策中的重要角色，以對抗煙草業的反煙稅游說行動：

As ever, the tobacco industry raised the issue of cigarette smuggling as the excuse to hinder the Government from increasing tobacco tax. Thereafter, the annual increase in tobacco tax in Hong Kong has remained at a limited level that just over the inflation index. Every year, COSH sends letters to the Financial Secretary requesting a substantial increase in tobacco tax.

Local tobacco tax has been frozen since 2001. COSH has continued to explain the important role tobacco tax play in public health policy via the media in order to counteract the anti-tax lobbying activities of the tobacco industry:



必須大幅增加煙稅

左偉國

本報電報社在過去一年，曾三次向港府遞交信件，強烈要求港府加煙稅，以遏止煙草業的非法活動。本報電報社在過去一年，曾三次向港府遞交信件，強烈要求港府加煙稅，以遏止煙草業的非法活動。

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控煙政策 即時執行禁煙措施 利商惠民

左偉國 香港吸煙與健康委員會主席

禁煙多年，加上政府屢次加稅，煙草業的非法活動日益猖獗。本報電報社在過去一年，曾三次向港府遞交信件，強烈要求港府加煙稅，以遏止煙草業的非法活動。

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提高香港的煙草稅 將達致雙贏局面：

雖然本港的煙價相對其他國家，在數字上算是處於高水平。但是，本港近年良好的經濟環境及市民收入增多的情況下，煙草產品已經成為普羅大眾非常容易負擔的產品。眾多國際研究均指出，市民對煙草產品的負擔能力，比單純煙價，對煙草的耗用量更具影響力。故此，增加煙草稅不但旨在提高煙價，更重要是減低市民購買煙草產品的負擔能力。

另有社會人士關注提高稅額將導致走私大量增加，從而維持捲煙的高消費，但減少政府稅收。走私是一個嚴重的問題，但世界銀行的報告指出，煙草業因為走私煙的存在而獲益。因為當走私煙佔據了銷售總量較高百分比時，它將會影響政府調低稅率，最終所有煙草產品(包括課稅煙)的平均價格將下調，從而增加煙草的總銷量。另外，這項報告亦指出，全球性的私煙問題不獨與稅額及價格有關，當中還涉及刑事罪行、貪污及缺乏透明度的問題。要打擊私煙問題必須加緊執法工作，凍結煙草稅並非解決私煙問題的有效措施，此舉反而會為吸煙者在合法及非法市場上均提供廉價煙，增加使用量，最終導致嚴重的公共衛生問題。

Win-win Situation Achievable by Increasing Tobacco Tax in Hong Kong

Although the retail price of cigarettes in Hong Kong is numerically high compared to other countries, tobacco products were very affordable to the general public since their income increased following the recovery of the economy in recent years. A number of international studies indicate that people's affordability imposes more influence on the tobacco consumption than solely the retail price. Thus, the purpose of increasing tobacco tax is not only to increase the price of tobacco products—what is more important is make tobacco products less affordable to the citizens.

The society has expressed much concern that an increase in tobacco tax makes trading of contraband cigarettes even more lucrative. This illicit trade is a serious problem. However, the World Bank Report indicates that the tobacco industry benefits by the existence of the illicit cigarette trade. When illicit cigarettes occupy a higher percentage of total sales they induce the Government to lower the tax. Eventually, the average price of all tobacco products (including taxed cigarettes) declines, and results in increased total sales. The report also pointed out that price is only one of many factors that influence smuggling rates. Other more important factors include tobacco industry's own role in facilitating smuggling, corruption and lack of transparency. Therefore, the Government should step up action to combat tobacco smuggling. To freeze or reduce the tobacco tax is not a practicable solution to the smuggling problem. It will instead make cheap tobacco available to smokers from both sale of duty-paid cigarettes and contraband ones from the black market. This is most undesirable from the public health point of view.

市民戒煙的原因

原因	98年	96年
健康理由(非醫生建議)	35.9%	35.1%
健康理由(有醫生建議)	27.6%	27.2%
覺得香烟昂貴	15%	12.7%
家人反對或嫌烟味對家人有害	12.1%	13%
禁止/不鼓勵在工作或公眾地方吸煙	4.3%	5.1%
不喜歡香烟的氣味*	1.5%	—
朋友影響*	1.2%	—
政府反煙宣傳*	1%	2.5
其他	1.3%	4.3%

*註：96年的調查沒有該項選擇
資料來源：統計處

增烟稅 有助戒烟

香港吸烟与健康委员会昨日引述统计处的调查，反驳政府可将其增烟税指加烟税不能减少市民吸烟。委员会向政府提出反建议，增收烟税以用更多钱进行反吸烟教育。

委员会昨日在一个电台节目上表示，政府曾宣布增加烟税，政府在该方面的税收反而愈少，但吸烟的人数却没有减少，显示增加烟税作为反吸烟的措施是失败的。反有助长私烟之风，故需要加税及其他方法推动反吸烟。

负责本地反吸烟宣传及教育工作的吸烟与健康委员会行政总监余国荣表示，在烟价角度而言，加烟税后吸烟人数没有下降而烟草收入却减少，似是收不到预期的效果，但政府不能因此调低烟税，而私烟一业更兴。因此显示政府应同时私烟问题，令反吸烟工作更圆满。

他引述统计处去年三月就市民吸烟习惯进行的调查反说，指出结果显示，市民因烟贵而戒烟的人数有三万一千多人，较九六年一月同样的调查多出五百多人，因烟贵戒烟者的比例，亦比第四位升上第三位。健康仍是吸烟戒烟的主要原因(详见附表)。

但调查同时发现，九八年戒烟的人数较九六年少了近四万人。他说，反吸烟的工作不容易，因为烟商可以投入大量资源，用帅哥美女的广告及赠品引导市民吸烟，而政府可投入的资源则有限了。

因此，他建议在香方面多推些税，辅助宣传及教育市民反吸烟的意识。他以澳洲维多利亚省为例，当地政府把烟草部分收益用作反吸烟运动，结果十分成功，吸烟人数减少了不少，政府便可立法。

社會健康須為公共衛生政策大前提

本港控煙運動進程在煙草稅的範疇上近年面對不少挑戰，若政府基於增加煙草稅會助長私煙活動而擱置這項全球公認為有效的控煙措施，從公眾健康的角度而言，這是一個非常不智的決定。委員會認為政府有必要檢討現行之煙草稅政策，並以煙草損害市民健康之事實為前提作考慮。

自2001年起，香港煙草稅一直被凍結，這與本港近年騰飛的經濟剛巧成反比。隨著市民收入增加，若不即時增加煙草稅，只會令吸煙者和青少年更容易負擔煙草產品。在增加煙草使用量及二手煙問題的情況下，最終賠上的將是市民的健康和性命，公共醫療開支亦因而面對更大壓力。故此，政府必須大幅增加煙草稅，至稅額佔零售價五分之四的水平，並將增加煙草稅訂為本港長遠控煙措施之一。

The Health of the Society as Major Premise of Public Health Strategy

The local tobacco control campaign has faced several challenges regarding tobacco tax in recent years. If the Government considered that the illicit cigarette trade will be worsen because of the increase of tobacco tax and shelves this measure, which is recognized internationally as an effective move of tobacco control, it will have made a very unwise decision from the perspective of public health. COSH believes it is necessary for the Government to review the existing tobacco tax policy, and it shall consider the health of the public as the first priority in such review.

In contrast to Hong Kong's prosperous economic growth in recent years, local tobacco tax has remained frozen since 2001. As people's income increases, smokers and youth can afford tobacco products more easily if tobacco tax is not increased immediately. High cigarette consumption and passive smoking will lead to detriment of people's health and lives, which will increase the burden to our society's healthcare expenditure. The Government, therefore, must substantially increase tobacco tax rate to a level that the tax component constituting 80% of the retail price as a long-term tobacco control measure.

學者促政府大增煙稅 助減吸煙人數

禁煙條例自去年生效後，有否加強他的戒煙功效呢？最近與醫藥委員會的會議政府則加稅煙稅，由目前的零售價54%的稅款，增至75%。主席左偉國說，隨着人口增長及內地人士來港旅遊，估計吸煙人數會由目前的80萬進一步增加，該委員會在增加煙草稅及加強戒煙服務雙管齊下，才能減少吸煙人數。

委員會今日舉行控煙工作前瞻研討會，多名專家分析本港控煙工作現況，出席者之一的美國醫藥協會國際煙草監督總監羅禮義博士引述美國煙草調查，指61%的吸煙者表示會因煙稅增加而戒煙；她說，若本港加煙稅20%（約佔零售價一成半），相信可減少逾萬宗因吸煙引致的個案。

亞洲最權威諮詢所總監麥維詩醫生亦指，本港自01年開始，煙稅53%，多年來一直停滯不前，只會助長吸煙者及青少年更易負擔煙草產品，最終賠上的最市民的健康。衛生署發言人亦回應說，港方會在今年加強推廣戒煙服務。



“學者促政大增煙稅助減吸煙人數”，《明報》2008年4月18日
“Tobacco Control Experts Press for Higher Tobacco Duty to Reduce Smoking”, Ming Pao, 18 April 2008

活動

EVENTS

活動紀要

HIGHLIGHTS OF EVENTS 2007-08

宣傳及社區推廣活動

Publicity and Community Involvement Projects

25 / 5 / 2007	2007 世界不吸煙日「共享無煙樂全城」啟動禮 2007 2007 World No Tobacco Day “Smoke-free Environments—Create & Enjoy!” Launch Ceremony
4 / 2007 – 5 / 2007	透過大氣電波鼓勵戒煙 Radio Promotion to Encourage Cessation
6 / 2007 – 10 / 2007	與香港電台攜手共建無煙香港 Collaboration with RTHK to promote Smoke-free Hong Kong
23 / 2 / 2008	「『童』享無煙環境相片大募集」 “Smoke-free Environments—Create & Enjoy!” Photo Collection Campaign
14 / 3 / 2008	地區控煙工作座談會 District Tobacco Control Forum
22 / 5 / 2007	2007 葵涌醫院世界不吸煙日運動 “2007 No Smoking Campaign” organized by Kwai Chung Hospital
27 / 5 / 2007	醫院管理局「無煙生活樂同行」病人戒煙服務開展禮 Hospital Authority “In-patient Smoking Cessation Service” Commencement Ceremony
3 / 6 / 2007	協青社—「蒲墟」活動 COSH Erect Exhibition Booth to Support Carnival Organized by Youth Outreach
14 – 17 / 6 / 2007	2007 香港牙科展覽會 2007 Dental Expo Hong Kong
12 / 8 / 2007	「青少年不吸煙運動」之「無煙社區健康日·巡迴社區健康教育日」 Tsuen Wan “Smoke-free Community Day”
7 / 9 / 2007	大埔舊墟太湖中秋同樂日 Tai Po Mid-Autumn Festival Community Day
9 / 9 / 2007	沙田健康節 2007 暨沙田健康安全城市啟動禮 Sha Tin Health Campaign 2007 cum Sha Tin Safe and Healthy City Launch Ceremony

教育及青少年活動

Education and Youth Programmes

4 / 2007 – 3 / 2008	學校控煙健康講座 School Health Talk
10 / 2007 – 3 / 2008	學校教育劇場「小武的無煙城堡」 “Momo’s Smoke-free Castle” Education Theatre

會議及考察

Conferences and Visits

11 – 12 / 6 / 2007	第 13 屆全國吸煙與健康學術研討會 13th National Symposium on Smoking and Health
19 / 7 / 2007	中華全國律師協會未成年人保護專業委員會到訪 Delegation from Committee for Children’s Protection of All China Lawyers Association (ACLA) Visited COSH
27 – 28 / 8 / 2007	控煙記者培訓計劃 Tobacco Control Workshop for Journalists from Mainland China
6 / 9 / 2007	澳門戒煙保健總會代表團到訪委員會 Delegation from Smoking Abstinence and Good Health Association of Macau Visited COSH
10 – 11 / 9 / 2007	「邁向無煙社會」會議 “Towards a Smoke-free Society” Conference
18 – 20 / 10 / 2007	第 8 屆亞太區煙草或健康會議 8th Asia Pacific Conference on Tobacco or Health (APACT)
20 – 21 / 10 / 2007	第一屆兩岸四地菸害防制交流研討會 1st Cross-Strait Conference on Tobacco Control
15 / 12 / 2007	中國控煙與履約高層研討會 Tobacco Control Forum
23 / 1 / 2008	2008 無煙奧運報導訓練班 Smoke-free Olympic Journalist Workshop on Tobacco Control
27 – 29 / 2 / 2008	控煙媒體倡導工作坊 Mass Media Training Workshop on Tobacco Control

活動 EVENTS

宣傳及社區推廣活動

PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS

EVENTS | 活動

2007 世界不吸煙日 「共享無煙樂全城」啟動禮

2007年世界不吸煙日的主題為「共享無煙樂全城」，強調只有百分百的無煙環境才能有效保障市民免受二手煙侵害。近年，不少國家及城市立法於公眾場所及室內工作間實施全面禁煙，香港亦緊隨國際步伐，於2007年1月1日起實施新的禁煙政策，市民因而可於更多公眾場所享受清新環境，建立更健康的無煙生活文化。

委員會特別聯同電視廣播有限公司及香港電台舉辦「共享無煙樂全城」活動，並於2007年5月25日假銅鑼灣世貿中心舉行活動啟動禮，向市民推廣無煙生活環境的好處及重要性。擔任是次活動的主禮嘉賓包括衛生福利及食物局局長周一嶽醫生、衛生署署長林秉恩醫生、委員會主席左偉國醫生、副主席林大慶教授以及委員會教育及宣傳專責委員會主席劉文女士。

一齣由委員會與電視廣播有限公司聯合製作、並由各界知名人士作呼籲之「2007世界不吸煙日宣傳短片共享無煙樂全城」亦於當日首播。隨著活動正式揭幕，一系列活動陸續展開，包括與傳媒攜手舉辦宣傳活動，及聚集全港小學生參與的「『童』享無煙環境相片大募集」，鼓勵小學生在暑假與家人攜手拍攝一張可代表無煙環境樂趣的照片。活動目的是透過展現無煙的理想生活環境，鼓勵下一代積極共建無煙香港。



宣傳及社區推廣活動 PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS



2007 World No Tobacco Day “Smoke-Free Environments—Create & Enjoy!” Launch Ceremony

The theme of the 2007 World No Tobacco Day was “Smoke-free Environments—Create & Enjoy!”, emphasized that only a 100% smoke-free environment could protect citizens from the harmful effects of passive smoking. In recent years, many countries and cities have banned smoking in public places and indoor working environments. Following the international pace, the new smoke-free legislation took effect on 1st January 2007 in Hong Kong. Our community was now able to enjoy fresh environment in more public places, which is a big step towards the establishment of a healthier smoke-free culture in Hong Kong.

In this respect, COSH co-organized with local media partners to launch the “Smoke-free Environments—Create & Enjoy!” Campaign with Television Broadcasts Limited and Radio Television Hong Kong to further promote the benefits and importance of smoke-free living environments. The launch ceremony of this Campaign was held on 25th May 2007, at the World Trade Centre in Causeway Bay, officiated by Dr. York CHOW, Secretary for Health, Welfare and Food; Dr. LAM Ping-yan, Director of Health; Dr. Homer TSO, COSH Chairman; Prof. LAM Tai-hing, COSH Vice-chairman and Ms. Lisa LAU, Chairperson of COSH Education & Publicity Committee.

The premiere of a short video featuring celebrities from different sectors, co-produced by COSH and TVB promoting “2007 World No Tobacco Day: Smoke-free Environments—Create & Enjoy!” was released at the launch ceremony, which was the prelude to a series of activities, including joint events with the media for publicity purposes and a Photo Collection Campaign inviting all primary school students to submit photographs of their families taken at a smoke-free environment during the summer holidays. The concept of the Photo Collection Campaign was through asking the young generation to show others the enjoyment of a smoke-free environment, encourage them to take an active role in building a smoke-free Hong Kong.

宣傳及社區推廣活動 PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS

透過大氣電波鼓勵戒煙

新修訂的《吸煙(公眾衛生)條例》已於2007年1月1日起分階段實施，對本港控煙工作而言，是一個重要的里程碑。根據外國的經驗顯示，實施禁煙政策後，會推動更多吸煙者戒煙。

委員會為了鼓勵及支持吸煙人士為個人及身邊的人健康著想，能夠積極行動戒除煙癮，於2007年2月起開展新一系列全港性的「無煙香港」媒體宣傳活動。繼2月份推出全新宣傳短片「唔好輸俾支煙」後，隨即先後與商業電台合作推出「一齊在大氣電波戒煙」廣播專輯，以及亞洲電視「唔好輸俾支煙」戒煙專輯。

在2007年4月至5月期間，委員會進一步開展其他媒體宣傳活動，包括在多個地區的大型戶外電視以及巴士路訊通(Roadshow)廣播「戒煙一定贏」宣傳片。另外，委員會亦得到民政事務總署及香港房屋委員會的支持，分別在各區之民政事務處、社區會堂及社區中心，以及房屋委員會轄下之屋邨張貼宣傳海報，將戒煙信息傳遞至社會不同層面。



Radio Promotion to Encourage Cessation

The newly amended "Smoking (Public Health) Ordinance" took effect on 1st January 2007 and was implemented in stages. It was a milestone in tobacco control in Hong Kong. According to the experience of many foreign countries, smoking ban would encourage more smokers to quit the habit.

In order to encourage and support smokers to quit for the sake of the health of themselves and their families, COSH initiated a series of "Smoke Free Hong Kong" promotional media activities throughout the territory in February 2007.

Following the release of the Announcement in the Public Interest (API) "Be Smart! Quit Smoking" in February, the Council collaborated with Commercial Radio to broadcast a special advertising programme entitled "Radio Promotion to Encourage Cessation". Another programme promoting the smoking cessation named "Be Smart, Quit Smoking" was also aired on ATV.

From April to May 2007, COSH organized further promotional activities with other media partners, which included the broadcast of the new API "Be Smart! Quit Smoking" on large outdoor TV walls as well as through Roadshow in buses. Moreover, the Home Affairs Department and the Hong Kong Housing Authority helped to put up promotional posters in the district offices, community halls, community centres and housing estates. This allowed the dissemination of the message of smoking cessation to diverse groups in the society.



與香港電台攜手共建無煙香港

為進一步推廣無煙健康生活環境的信息，委員會又聯同香港電台第一台於全港小學推行「『童』享無煙環境相片大募集」活動，並於2007年6月至10月期間推出一系列的宣傳活動。委員會特別為是次活動建立「童」享無煙環境網站，除了有關相片大募集的活動簡介、無煙環境的好處及小貼士等資訊以外，部分優秀的作品更被率先上載至「無煙環境齊共賞」相簿。

委員會亦與香港電台攜手製作一共60輯的一分鐘迷你劇環節，內容包括二手煙禍害、無煙家庭、戒煙的好處以及新的控煙法例概要等，在不同的時段廣播，並於電台節目「開心日報」、「音樂情人」和「數字人生」加入無煙生活的環節，讓聽眾有更多機會接收到有關的信息。

「『童』享無煙環境相片大募集」

委員會的長遠目標是締造無煙文化，讓無煙信息融入市民的生活當中，而要長遠解決吸煙的問題，始於預防兒童及青少年吸煙，因而決定以兒童及青少年為目標，鼓勵他們爭取無煙生活環境，並希望培育他們成為控煙小先鋒。因此，因應新法例實施推出的一系列宣傳活動中，包括聚集全港小學生參與的「『童』享無煙環境相片大募集」活動。

委員會於2007年5月推出「『童』享無煙環境相片大募集」活動，鼓勵本港小學生與家人攜手拍攝一張可代表無煙環境樂趣的照片，活動與香港電台第一台合辦，並得到教育局及生活教育活動計劃全力支持。宣傳物品分發到全港600間小學約40萬位小學生手中，希望透過參與展現無煙的理想生活環境的過程中，鼓勵下一代積極共建無煙香

Collaboration with RTHK to promote Smoke-Free Hong Kong

In order to further disseminate the message of a healthy, smoke-free living environment, COSH collaborated with RTHK Radio One to reach all primary schools in Hong Kong by organizing the "Smoke-free Environments—Create & Enjoy!" Photo Collection Campaign. A series of promotional activities started from June and last until October 2007. For this Campaign, COSH created a dedicated website, in which brief information of the Campaign and the benefits of a smoke-free environment were posted. In addition, some outstanding entry photographs had been uploaded to the photo album "Join and Share a Smoke-free Environment" during the campaign period to arise public interest.

COSH also collaborated with RTHK on the making of a 60-episode, one-minute mini-drama revolved round the harmful effects of passive smoking, benefits of smoke-free families, the advantages of smoking cessation and a brief introduction to the newly amended "Smoking (Public Health) Ordinance". The message of smoke-free lifestyle was also featured through station programmes, such as *Happy Daily*, *Music Lover* and *Figures and Life*.

"Smoke Free Environments—Create & Enjoy!" Photo Collection Campaign

The mission of COSH is to create a smoke-free culture that can be integrated into the lifestyle of members of the public. To combat the problem of smoking in the long-run, and to prevent children and teenagers from taking up the habit, COSH decided to reach out to children



宣傳及社區推廣活動 PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS



and teenagers by encouraging them to work towards a smoke-free living environment in the hope that they would serve in the vanguard of tobacco control. With the newly amended “Smoking (Public Health) Ordinance” in effect, a series of promotional activities was organized, including the recruitment of all primary school students to participate in the “Smoke-free Environments—Create & Enjoy!” Photo Collection Campaign.

The Campaign was launched in May 2007, encouraging all primary school students to submit photographs of their families enjoying a smoke-free environment. It was co-organized with RTHK Radio One and fully supported by the Education Bureau and the Life Education Activity Programme. Promotional materials were distributed to some 400,000 students of about 600 Hong Kong primary schools. The intention was to encourage the next generation to work together with their families to create a smoke-free Hong Kong.

Students were encouraged to motivate their families and peers to join them in taking or making the photo, so that the smoke-free message could be penetrated to all strata of the society. It was hoped that this could also gain support for the new smoke-free laws. COSH received an encouraging 30,000 submissions from some 315 primary schools by October 2007.

The prize presentation ceremony was held on 23rd February 2008 and attended by more than 600 teachers and students from 27 schools. The opening performance was a COSH school education theatre programme *Momo's Smoke-free Castle*, which centred round the theme of educating children to the advantages of a smoke-free environment. In addition, Aristo SHAM, a 11-year old famous local pianist performed solo at the ceremony and appealed to students to support a smoke-free Hong Kong. The ceremony was officiated by Dr. York CHOW, Secretary for Food and Health; Dr. LAM Ping-yan, Director of Health; Dr. Homer TSO, COSH Chairman; Prof. LAM Tai-hing, COSH Vice-chairman; Mr. Philip CHOW, Head of Chinese Programme Services, RTHK; Mr. CHEUNG Wing-hung, Chief Curriculum Development Officer, Education Bureau and local pop star Mr. Alex FONG.

港。活動是透過小學生參與，帶動家人及朋輩一起參與及分享，從而向社會各階層滲透無煙信息，爭取他們支持新法例。活動於2007年10月截止，委員會共收到來自315間小學約3萬份參賽作品，成績令人鼓舞。



委員會於2008年2月23日為活動舉行頒獎禮，邀得27間學校逾600名師生及嘉賓出席，序幕表演是年度學校教育劇場《小武的無煙城堡》，主題是教導孩子認識無煙環境的好處。另外，年僅十一歲的香港小鋼琴家沈靖韜除在典禮上即席表演鋼琴獨奏外，更呼籲小朋友身體力行支持無煙香港。擔任活動主禮嘉賓的包括食物及衛生局局長周一嶽醫生、衛生署署長林秉恩醫生、香港吸煙與健康委員會主席左偉國醫生、副主席林大慶教授、香港電台中文台台長周偉材先生、教育局課程發展處總課程發展主任張永雄先生及藝人方力申先生。



地區控煙工作座談會

為推動新一屆區議會支持本港控煙工作，將無煙和戒煙信息直達社區，委員會在2008年3月14日舉行「地區控煙工作座談會」，邀請全港區議員出席，與委員會分享地區控煙工作的心得。

座談會的主要目的是進一步加強委員會與社區各組織之聯繫，以便推動地區控煙工作，並藉此機會建立與社區各界的合作平台，為建設無煙環境及市民大眾的健康而努力。

近60位區議員及團體代表參與是次活動，委員會主席左偉國醫生首先介紹香港的控煙政策發展，並剖析法例、煙草稅及社區層面戒煙服務的重要性；而副主席林大慶教授亦與各參加者探討煙草業的宣傳策略，希望增加他們對本港控煙工作的了解及支持。

簡報完成後，與會者跟委員會就本港的控煙政策發表意見並進行討論，而煙草稅、戒煙及執法等方面的問題，更是他們熱烈討論的範圍。



District Tobacco Control Forum

In order to motivate the new members of the District Councils to support tobacco control in Hong Kong, and to promote smoking cessation at district levels, COSH organized the District Tobacco Control Forum on 14th March 2008. The Forum invited District Council members to share their experiences in tobacco control with COSH.

The main purpose of the forum was to strengthen the connections between COSH and various district organizations, which was very important in the promotion of tobacco control efforts at district level. COSH also took the opportunity to establish a collaboration platform with districts to work for a smoke-free healthier living environment.

Some 60 Council members and community group representatives attended the District Forum. Dr. Homer TSO, COSH Chairman firstly introduced the development of tobacco control policy in Hong Kong, followed by the analysis of tobacco control legislation, tobacco tax as well as the importance of smoking cessation services at district level. Prof. LAM Tai-hing, COSH Vice-chairman explained the promotion strategy of tobacco industry in order to increase the attendees' understanding of the issue and to seek their support on tobacco control works. During the discussion section, attendees and members of COSH expressed their opinions on various tobacco control policies in Hong Kong, in which issues such as the tobacco tax increase, smoking cessation service and law enforcement were vigorously discussed.

宣傳及社區推廣活動 PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS

2007 葵涌醫院 世界不吸煙日運動

葵涌醫院於2007年5月22日就「世界不吸煙日」假院內禮堂舉辦「2007 葵涌醫院世界不吸煙日運動」，並聯同過百位院友及嘉賓分享推行無煙醫院的心得，院友們更合力合演無煙短劇，帶出「無煙環境齊共創、你我共建清新路」的主題。委員會總幹事黎慧賢女士更與一眾嘉賓交流控煙工作的經驗。



“2007 No Smoking Campaign” organized by Kwai Chung Hospital

Kwai Chung Hospital hosted a “2007 No Smoking Campaign” on 2nd May 2007. More than 100 patients and guests shared the experience of promoting “smoke-free hospital”.

Patients performed a drama to deliver the theme of “Let’s Create a Smoke-free Environment and Enjoy a Fresh New Road”. Ms. Vienna LAI, COSH Executive Director also shared her experience and works on tobacco control with guests.

醫院管理局「無煙生活樂同行」 病人戒煙服務開展禮

醫院管理局為響應世界不吸煙日，於2007年5月27日舉辦「無煙生活樂同行」病人戒煙服務啟動禮，委任近70位曾接受專業訓練的護士為「無煙天使」及超過100位「無煙同路人」一同協助住院病人戒煙，投入健康的生活。主辦機構透過「無煙新天地」的成功戒煙人士，以身作則鼓勵其他已開始及有意戒煙人士以堅定的意志戒除煙癮，為個人及家人的健康作出努力，亦同時

Hospital Authority “In-patient Smoking Cessation Service” Commencement Ceremony

In support of the annual World No Tobacco Day and to uphold a healthier lifestyle, the Hospital Authority (HA) organized an “In-patient Smoking Cessation Service” Commencement Ceremony on 27th May 2007, appointing some 70 professionally-trained nurses as “Smoke-free Angels” and more than 100 “Smoke-free Fellows” to help in-patients quit smoking.

Using successful quit smoking cases of the “Smoking Counselling and Cessation Centre” cessation service as an example, the HA encouraged those who had already succeeded and those intending to quit to persist with determination for a healthier life for themselves and their

樹立良好榜樣。委員會主席左偉國醫生、副主席林大慶教授及總幹事黎慧賢女士代表委員會出席是次活動。

協青社—「蒲墟」活動

委員會向來積極於年青人層面推動無煙文化，宣揚不吸煙及建立無煙生活方式的信息，故此大力支持由協青社主辦之大型社區青年健康教育活動—「蒲墟」。活動於2007年6月3日舉辦，節目內容包括「資訊站」、「賣物區」及「大舞台」攤位等，目的是聯合社福機構推行社區教育的工作。

委員會主力負責其中「資訊站」環節，透過專題展覽及攤位活動，提高及教育青少年有關吸煙與健康的知識，並倡導市民有權利享有無煙健康生活環境的信息，強化青少年支持無煙生活方式的精神。活動吸引數百人參與，包括荃灣區的中、小學生及市民大眾，所有參加者積極投入，反映出老師與同學們均關注吸煙問題，身體力行合力推廣「無煙文化」。

families. They also set a good example for others as well. Dr. Homer TSO, COSH Chairman, Prof. LAM Tai-hing, COSH Vice-chairman and Ms. Vienna LAI, COSH Executive Director attended the ceremony.



COSH Erect Exhibition Booth to Support Carnival Organized by Youth Outreach



COSH has been actively promoting a smoke-free culture to youngsters by advocating the messages of no smoking and the creation of a smoke-free lifestyle. Thus, COSH enthusiastically supported the Carnival, a large-scale health education campaign for youngsters organized by the Youth Outreach.

The event was held on 3rd June 2007, programmes included the manning of several booths themed “Information Station”, “Selling Zone” and “Grand Stage”. The event was designed to gather efforts to promote community education among social service organizations.

COSH was primarily responsible for the “Information Station” programmes, using themed exhibition booths to raise awareness of youngsters to the harmful effects of smoking and to inform the general public that they are entitled to a healthier life in a smoke-free environment. In this way, the spirits of youngsters were strengthened in upholding a smoke-free lifestyle. Hundreds of visitors were attracted to the activity, including secondary school students, primary school students and members of the public from the Tsuen Wan district. All participants were actively involved, reflecting the fact that teachers and students were very concerned about smoking problems.

宣傳及社區推廣活動 PUBLICITY & COMMUNITY INVOLVEMENT PROJECTS

2007 香港牙科展覽會

香港牙醫學會於2007年6月14至17日假香港會議展覽中心舉辦2007牙科展覽會。委員會獲邀於展覽會上設置攤位，向與會者介紹本港控煙概況及委員會推動強化控煙法例的倡議工作，並派發最新控煙的出版物，促進與牙科專業人員在控煙工作上的交流。



2007 Dental Expo Hong Kong

The Hong Kong Dental Association hosted the 2007 Dental Expo Hong Kong from 14th to 17th June 2007 in the Hong Kong Convention and Exhibition Centre. COSH was invited to set up an exhibition booth at the Expo, where an overview of tobacco control in Hong Kong and COSH's advocacy of reinforcing tobacco control regulations were introduced. New tobacco control publications were distributed to dental professionals to enhance communications of the issue.



「青少年不吸煙運動」之「無煙社區健康日·巡迴社區健康教育日」

委員會於2007年8月12日，參與由香港青年協會荃青青年空間與無煙青少年委員會合辦的「青少年不吸煙運動」之「無煙社區健康日·巡迴社區健康教育日」活動。該活動旨在鼓勵社區人士認識「無煙社區」的好處，希望結集社區力量，建立清新無煙的健康生活環境。

委員會獲邀參與是次活動，向社區人士介紹有關吸煙與二手煙禍害的信息和地區控煙資訊，從而將無煙生活環境的好處和有關的重要性，向社會大眾推廣。活動除了得到荃灣區議會的鼎力支持，更有多個社區組織及市民參與，充分展現出社區人士積極支持「無煙行動」。

Tsuen Wan "Smoke-Free Community Day"

On 12th August 2007, COSH participated in a "Smoke-free Community Day" organized by Tsuen King Youth S.P.O.Ts of the Hong Kong Federation of Youth Groups and Smoke-free Youths Committee. The event was staged with an aim to encourage individuals to acknowledge the benefits of a smoke-free community with the hope that community efforts could be united to establish a fresh and healthy smoke-free living environment.

COSH was invited to the event and reiterated the message of the hazards of smoking, passive smoking and tobacco control information in order to promote the benefits of a smoke-free environment. The event was enthusiastically supported by the Tsuen Wan District Council and many community groups.



大埔舊墟太湖中秋同樂日

為增添社區關懷互助的氣氛，及宣揚無煙健康生活的重要信息，委員會全力支持由大埔區議會主辦的「大埔舊墟太湖中秋同樂日」活動。是次活動於2007年9月7日舉辦，包括教育及宣傳展覽、攤位遊戲、綜合表演及名人嘉賓即席分享健康生活模式的心得等，藉此提醒區內人士關心健康生活環境和保持良好的生活習慣。

委員會於活動中負責專題展覽及互動攤位的環節，向居民推廣有關地區的控煙服務和資訊。委員會一向致力參與社區活動，於地區層面宣揚無煙的信息，希望藉此增加與市民的溝通，鼓勵社會各界積極參與，達致共同建設健康生活環境的目標。



Tai Po Mid-Autumn Festival Community Day

In order to enhance caring and mutual support attitude in the community, as well as to promote the importance of a smoke-free healthy life, COSH participated in the Tai Po Mid-Autumn Festival Community Day.

Organized by Tai Po District Council and held on 7th September 2007, the Festival included exhibitions, booth games and variety shows. Attending celebrities shared their experiences and tips of how to achieve a healthy lifestyle. This initiative was designed to encourage the community to support and maintain a healthy living habit.

COSH has been actively involved in community events and the promotion of the smoke-free message at community level, mounted a themed exhibition and interactive booth games to promote community related information and services. This programme was designed to facilitate communication with the public and encourage participation of individuals from all walks of life to achieve the goal of creating a healthy living environment for the good of all.

沙田健康節 2007 暨沙田健康安全城市啟動禮

為推廣社區健康教育及提高市民對健康的認識，沙田區議會於2007年7月28日舉行「沙田健康節 2007 暨建設沙田健康安全城市啟動禮」活動，藉以提高市民對家居安全和健康生活的意識，從而鼓勵市民積極投入健康生活的模式。委員會與各地區組織均積極支持及參與是項活動。於2007年9月9日舉辦之「沙田健康節」活動中，委員會特別以「無煙社區」為主題，透過輕鬆及互動的攤位遊戲，加強與社區各階層的聯繫，既鼓勵市民積極參與社區健康活動之餘，亦有助提高社區人士對吸煙禍害問題的關注。

Sha Tin Health Campaign 2007 cum Sha Tin Safe and Healthy City Launch Ceremony

In order to promote community health education and further address the issues, a Sha Tin Health Campaign 2007 cum Sha Tin Safe and Healthy City Launch Ceremony was held on 28th July 2007 by the Sha Tin District Council, designed to raise awareness of home safety of a healthy lifestyle.

COSH and many community groups actively participated in the Sha Tin Health Campaign on 9th September 2007. Under the theme "A Smoke-free Community" and through interactive fun booth games, COSH strengthened its connections with people from all strata of the ShaTin community. The public was encouraged to participate in community health events and alerted the substantial hazards of smoking.



活動

EVENTS

教育及青少年活動

EDUCATION AND YOUTH PROGRAMMES

EVENTS | 活動

學校控煙健康講座

委員會定期舉辦「學校控煙健康講座」，旨在與全港學校協力，凝聚無煙新一代的力量，共同攜手建立無煙香港。自1995年起，委員會貫徹以外展形式，為學校及社會服務機構提供控煙健康講座，一直以來都獲得正面的評價。

為了增加學生對控煙課題的關注，鼓勵學生投入參與，健康講座內容亦不斷改良和革新，內容包括吸煙和二手煙對健康的影響、吸煙的謬誤、煙草商的宣傳技倆、及最新的控煙法例及戒煙資訊等，藉以加強學生對吸煙問題的全面認識和關注，並培養正確的態度，從而鼓勵青少年確立「無煙文化」的精神。

教育及青少年活動 EDUCATION AND YOUTH PROGRAMMES



School Health Talk

COSH regularly organizes School Health Talks to promote the concept of a smoke-free Hong Kong. Since 1995, COSH has been reaching out to schools and social services organizations via tobacco control talks. Feedback was overwhelmingly positive.

In order to raise students' awareness of different tobacco control issues and encourage their active participation, the content of the health talks had been regularly revised and improved. It contained information and knowledge about health hazards of smoking and passive smoking, misconceptions about smoking, the promotion strategy of tobacco companies, information about the latest tobacco control ordinance and advice on smoking cessation. These topics have provided students with a thorough understanding and awareness of smoking. It helped the students to foster a positive



教育及青少年活動

EDUCATION AND YOUTH PROGRAMMES

於2007-08年度，委員會共進行127場健康講座，參與人數逾38,000人。參與講座的以小學及中學為主，同時亦包括不同類型的社會機構。此項計劃旨在向學生及社會各階層推動本地控煙工作，並鼓勵社會各界關注及協力推動無煙文化的發展。

學校教育劇場「小武的無煙城堡」

委員會自1995年開始，一直以學校教育劇場作為控煙教育重點活動之一。教育劇場與本地專業團體合作，特色是採用互動形式，透過嶄新和生動的演繹，不單教育學生有關吸煙的禍害以及要拒絕吸煙，更應身體力行推動無煙生活環境，一向深受學生和學

attitude on smoking and encouraged them to establish firmly a mindset of “smoke-free culture”.

In 2007-08, COSH organized 127 health talks for some 38,000 attendees. The majority comprised primary and secondary school students, while the remainder included individuals from a variety of social services organisations and commercial sectors. The programme was designed to promote local tobacco control activities to students and the general public, and to encourage people from all strata of the society to give concern to the development of a smoke-free culture and join hands in promoting such development.

“Momo’s Smoke-Free Castle” Education Theatre

Since 1995, the Education Theatre has been a focal activity of COSH’s tobacco control education programme. Collaborating with local professional troupes, Education Theatre uniquely adopts a lively and interactive approach and presentation. Students were not only able to learn about the hazards of smoking and saying no to smoking, but also learn how to uphold a smoke-free living environment as well. This approach has been appraised by students and participating schools.

During the year, COSH launched a new musical entitled *Momo’s Smoke-free Castle*, touring around some 100 primary schools. Combining music, drama, vivid characters and pop cultural elements, the musical stimulated students while they were enjoying and watching the show. The Theatre provided a chance for them to learn the hazards of smoking and passive smoking, and understand most importantly the promotional strategy of tobacco companies of how they recruit young smokers. Thus, youngsters were taught to reject smoking.



校歡迎。

委員會本年度推出全新音樂劇目《小武的無煙城堡》，並於全港近百間小學巡迴上演，希望揉合音樂、話劇、活潑的人物角色及潮流文化各項元素，讓同學在觀賞和參與的過程中認識吸煙與二手煙的禍害，和揭露煙草商以青少年和兒童為宣傳對象的推廣手段，達致推動青少年拒絕吸煙及宣揚無煙理想生活的目的。

本年度教育劇場於2007年10月31日假上環文娛中心劇院舉行首演禮。委員會共邀請超過400名小學生、老師及教育工作者率先欣賞這個全新劇目，為同一個學年度的全港小學巡迴表演揭開序幕。

委員會推廣此項計劃的理念，是希望憑藉多年舉辦教育劇場的經驗，及不斷尋求創新的模式，將藝術與控煙文化結合起來，以互動劇場的形式，鼓勵青年人關注及推動無煙文化發展，從而確立無煙的新生活態度。而學生在欣賞表演的同時，這些無煙生活信息能產生潛移默化的作用，使每一位年青人成為無煙大使，與委員會合力推廣無煙信息。

委員會於2007-08期間於全港中小學先後上演超過94場教育劇場，共超過30,000名本地學生及教師欣賞，故此，互動劇場模式的覆蓋面極廣，教育成效理想。



Education Theatre premiered on 31st October 2007 at Sheung Wan Civic Centre Theatre. COSH invited more than 400 primary school students, teachers and educationalists to watch the new drama preview before touring.

The Education Theatre combines performing arts with tobacco control messages. In an interactive format, it encourages teenagers to give concern to the importance of the development of a smoke-free culture, so as to stimulate them to establish firmly a smoke-free living attitude. The message of a smoke-free lifestyle exerted a subtle influence upon them while they were watching the show. It was hoped that students would become smoke-free ambassadors and actively help COSH in the promotion of smoke-free message.

In 2007-08, COSH performed 94 shows in secondary and primary schools, with more than 30,000 local students and teachers enjoyed the show. In this regard, the interactive drama was far-reaching and the educational results were satisfactory.

活動

EVENTS

與傳播媒介之聯繫

WORKING WITH THE MASS MEDIA

委員會長期與各傳媒保持密切聯繫，令控煙資訊及本會之宣傳活動得以有效傳達至社會各階層。本會委員及秘書處經常處理個別報刊、電視台及電台之訪問及查詢。此外，本會於年度內亦曾安排下列記者會、發布會、及發放新聞稿予各大傳媒機構：

主要新聞稿

- 2007年5月25日 新聞稿
2007世界不吸煙日
「共享無煙樂全城」
- 2008年2月23日 新聞稿
「童」享無煙環境相片
大募集

同時，委員會亦參與不同組織舉辦之新聞發布會，以團結本港的控煙力量：

- 2007年8月10日 香港大學新聞發布會
「新控煙法例實施後青少年戒煙熱線處理個案上升，各界仍須繼續加強戒煙宣傳」
- 2008年2月21日 香港大學新聞發布會
「港大調查發現禁煙條例推動青少年吸煙者戒煙」

與傳播媒介之聯繫

WORKING WITH THE MASS MEDIA

COSH maintains a close, longstanding relationship with the mass media, enabling the message of tobacco control and the Council's promotional activities to penetrate all levels of society effectively. COSH Secretariat regularly fields interviews and enquiries from individual newspapers, publications, television and radio. The Council initiated the following press releases to all media during the year:

Major Press Releases

- 25 May 2007 Press Release—2007 World No Tobacco Day
“Smoke-free Environments—Create & Enjoy!”
- 23 Feb 2008 Press Release—“Smoke-free Environments—
Create & Enjoy!” Photo Collection Campaign

The Council has also attended press conferences held by other organizations in order to co-ordinate tobacco control efforts in Hong Kong:

- 10 Aug 2007 The University of Hong Kong Press Conference:
“Continuous Publicity on Smoking Cessation
Needed Despite Increasing Calls Received by the
Youth Quitline after Anti-Smoking Legislation in
Force”
- 21 Feb 2008 The University of Hong Kong Press Conference:
“Smoke-free Legislation Motivates Youth
Smokers to Quit”

活動

EVENTS

會議及考察

CONFERENCES AND VISITS

EVENTS | 活動

第13屆全國吸煙與健康學術研討會

由中國控制吸煙協會主辦的第13屆全國吸煙與健康學術研討會於2007年6月11至12日假杭州舉行，是次會議主題為「履行框架公約、創建無煙環境」。約170位來自全國各級控煙及衛生部門，以及香港和台灣的控煙工作單位的代表出席。委員會主席左偉國醫生與秘書處職員亦有參與，跟與會者作交流分享。

委員會就會議主題及研討內容提交了兩篇論文，分別是「無煙香港——控煙法例概論」及「控煙十年——法例的基礎與前瞻」。左偉國醫生獲邀就上述第一篇論文作出專題報告，闡釋本港過去20多年來控煙法例的立法進程，以及委員會透過各種推廣無煙文化的策略，與當地政府及相關組織分享經驗，為推動中港兩地的控煙工作締造了良好基石。

委員會亦於會場設置展覽攤位，向與會人士介紹本港的控煙工作，進一步跟各控煙團體交流經驗。



會議及考察

CONFERENCES AND VISITS



13th National Symposium on Smoking and Health

The Chinese Association of Tobacco Control organized the 13th National Symposium on Smoking and Health from 11th to 12th June 2007 in Hangzhou, China. The symposium's theme was "Creation of Smoke-free Environments—Implementation of FCTC", attended by some 170 delegates from tobacco control and health divisions, including representatives of the tobacco control division from Mainland China, Hong Kong and Taiwan. Dr. Homer TSO, COSH Chairman and COSH Secretariat staff attended the symposium to share their experiences with other attendees.

The Council submitted two papers, "Smoke-free Hong Kong—An Overview of Tobacco Control Legislation" and "Tobacco Control—Legislation & Advocacy in Hong Kong" to the Symposium. Dr. Homer TSO was invited to present the first paper, which giving a review on the tobacco control legislation in Hong Kong over the past two decades and COSH's strategy in promoting a smoke-free culture. COSH also made use of this opportunity to share experiences with the local government and related associations in order to strengthen the foundations for motivating tobacco control initiatives in China and Hong Kong.

COSH also mounted up an exhibition booth to introduce tobacco control programmes in Hong Kong and to share its experiences with more tobacco control associations at the Symposium.

中華全國律師協會未成年人保護專業委員會到訪

中華全國律師協會未成年人保護專業委員會代表團於2007年7月19日到訪委員會，特別就有關控煙法例及保障兒童免受二手煙禍害與委員會作深入討論，委員會主席左偉國醫生、教育及宣傳專責委員會主席許美嫦女士、總幹事黎慧賢女士及各職員於秘書處辦公室接待代表團，向他們講解委員會的工作，特別是本港過去20年控煙法例的進程、委員會近年就推動法例修訂所作出的一系列宣傳推廣活動，以及在青少年及兒童層面進行的控煙工作，代表團亦分享於國內推行控煙教育活動的經驗。

Delegation from Committee for Children's Protection of All China Lawyers Association (ACLA) visited COSH

A delegation from the Committee for Children's Protection of All China Lawyers Association (ACLA) visited COSH on 19th July 2007 and discussed in depth with COSH regarding the tobacco control law and the protection of children from the hazards of passive smoking.

Dr. Homer TSO, COSH Chairman, Ms. Tennesy HUI, Chairperson of COSH Education and Publicity Committee, Ms. Vienna LAI, COSH Executive Director and COSH staff welcomed the delegation at the Secretariat office. COSH representatives introduced their work, particularly a detailed overview of Hong Kong tobacco control law over the past 20 years. COSH's promotional events apropos the ordinance amendment in recent years, and tobacco control work targeting teenagers and children were also discussed. The two parties exchanged their views on education activities related to tobacco control as well.



控煙記者培訓計劃



北大新聞與傳播學院、《財經》雜誌以及無煙草青少年運動(美國)為配合2008年北京奧運會而落實的禁煙政策，舉辦以控煙為主題的記者培訓計劃，錄取了來自中央電視台及多家內地主要媒體約30位記者參加。培訓的主題為「煙草控制及有關健康與環境新聞深度報導」，強調媒體在控煙工作中扮演著不可或缺的角色。培訓分為兩個部分，第一部分在深圳舉行，第二部分於2008年8月27至28日在香港舉行，委員會獲主辦單位的邀請統籌在香港區的培訓計劃。委員會藉此與學員分享香港控煙工作的經驗。

委員會主席左偉國醫生、教育及宣傳專責委員會主席許美嫦女士、總幹事黎慧賢女士及職員接待代表團。左醫生、許女士及黎女士並從法制、媒體倡議、控煙措施實例典範等不同範疇向學員們介紹了香港的控煙情況及委員會的倡議工作，並與學員深入探討在國內推行控煙教育及媒體倡議工作上所面對的挑戰和機遇，使兩地的控煙工作向前邁進一大步。

Tobacco Control Workshop for Journalists from Mainland China

In concert with the implementation of a smoking ban at the Olympic Games 2008, the Peking University's School of Journalism and Communication, Caijing Magazine and Campaign for Tobacco-free Kids enrolled some 30 journalists from China Central Television and other major Mainland media into a training programme on tobacco control.

The programme, titled "In-depth News Reporting on Tobacco Control, Health Issues and the Environment", emphasized that the media was playing an indispensable role in tobacco control. It comprised two parts, one being held in Shenzhen and the other one in Hong Kong. COSH was invited to provide training programme at meetings held from 27th to 28th August 2007 in Hong Kong. It was an opportunity for the Council to share its experiences of tobacco control with participants.

Dr. Homer TSO, COSH Chairman, Ms. Tennesy HUI, Chairperson of COSH Education and Publicity Committee, Ms. Vienna LAI, COSH Executive Director and COSH staff welcomed the delegation and explained various aspects of tobacco control in Hong Kong and the advocacy of COSH, covering topics regarding legislation, media advocacy and case studies of tobacco control enforcement. They also discussed the challenges and opportunities of promoting tobacco control education and media advocacy in the Mainland. It was a big leap forward between Hong Kong and China in terms of tobacco control exchange.



澳門戒煙保健總會 代表團到訪委員會

澳門戒煙保健會之代表團，在主席歐漢琛博士及會長何思謙先生的率領下，於2007年9月6日到訪本會。委員會主席左偉國醫生及總幹事黎慧賢女士於秘書處接待代表團，講解香港最新修訂及生效的《吸煙(公眾衛生)條例》，以及委員會如何在推動法例修訂上團結社會各界的倡議工作。代表團亦向委員會介紹了澳門衛生局正開展諮詢的「煙草控制修訂法律諮詢文本」，跟委員會代表作出了深入的討論，互相交流有關的經驗和心得。



Delegation from Smoking Abstinence and Good Health Association of Macau Visited COSH

The delegation of the Smoking Abstinence and Good Health Association of Macau, led by Dr. AU Hon-sum, Chairman of the Association, and Mr. Alexandre HO, President of the Association, visited COSH on 6th September 2007. Dr. Homer TSO, COSH Chairman and Ms. Vienna LAI, COSH Executive Director welcomed the delegation at the Secretariat office.

The delegation discussed with COSH about the Consultation Paper of Tobacco Control Law issued by the Health Bureau of Macau. The delegation was briefed about the newly amended and enforced “Smoking (Public Health) Ordinance” in Hong Kong, and details about how COSH mobilized and co-ordinated the efforts of all strata of society regarding ordinance amendment and advocacy. The delegation found the information very referential.

「邁向無煙社會」會議

「邁向無煙社會」會議於2007年9月10至11日假英國愛丁堡舉行。隨著多個歐洲國家近年相繼實施全面無煙政策而成效日見顯著，足以證明無煙法例能有效保障公眾健康。是次會議以「科學、政策、履行」為主題，主要目的在於分享各國如何發展及履行無煙法例，並就無煙法例在公眾健康、文化及經濟等方面的科學研究發展作交流，以及鼓勵各地執行、監察及評估當地的控煙法例。委員會總幹事黎慧賢女士出席是次會議，跟與會者交流控煙立法的經驗，同時，透過瞭解不同地方的控煙措施實例典範，對本會推行香港在立法後的控煙工作，有重大的幫助。



“Towards a Smoke-free Society” Conference

The “Towards a Smoke-free Society” conference was held from 10th to 11th September 2007 in Edinburgh, United Kingdom. In recent years, comprehensive smoke-free policies have taken effect in many European countries with significant results, demonstrating that smoke-free legislation can effectively protect public health. Titled “Science, Policies and Implementation”, the conference gave a detailed report on how different countries had developed and implemented smoke-free legislation. Scientific studies on the impact of smoke-free legislation on public health, culture and the economy were also shared among attendees.

Ms. Vienna LAI, COSH Executive Director shared experiences of tobacco control legislation with other attendees at the Conference. The presentations on best practices in tobacco control enforcement in different countries also helped COSH to formulate tobacco control efforts in Hong Kong following the enactment of new smoke-free legislation.

第8屆亞太區煙草或健康會議

「第8屆亞太區煙草或健康會議」於2007年10月18至20日在台北舉行，超過500位來自40個國家的亞太地區代表參加。會議以「無煙亞洲—履行控煙框架公約」為主題，呼籲與會者及亞太區的政府及非政府組織，落實推動由世衛倡導之《煙草控制框架公約》，合力遏止煙草業的市場擴展活動。

委員會派出代表團參加是次會議，成員包括委員會主席左偉國醫生、副主席林大慶教授、委員方玉輝醫生、許美嫦女士及楊偉誠先生、總幹事黎慧賢女士及秘書處職員。

左偉國醫生獲邀在會議首要環節上就「建構無煙環境—香港的經驗」發表專題報告，並於會議前的國際控煙活動工作坊，與各地代表介紹委員會在香港進行的媒體倡議運動。而黎慧賢女士則代表委員會發表「推動控煙法例的媒體倡導運動」報告。委員會亦在會場設置了展覽攤位，向各國代表介紹香港推動控煙法例的工作，加深他們對本港控煙運動的認識。



8th Asia Pacific Conference on Tobacco or Health (APACT)

The 8th Asia Pacific Conference on Tobacco or Health (APACT) was held in Taipei from 18th to 20th October 2007. It attracted over 500 representatives from 40 countries. The host organization used “Smoke-free Asia—Implementation of FCTC” as the theme of the conference. It urged all governments and non-government organizations in the Asian Pacific Region to implement the WHO Framework Convention on Tobacco Control and to increase their effort to halt all promotional activities by the tobacco industry.

COSH sent a delegation comprising its Chairman, Dr. Homer TSO, Vice-chairman Prof. LAM Tai-hing, COSH Council Members Dr. Ben FONG, Ms. Tennesy HUI, Mr. Frankie YEUNG, COSH Executive Director Ms. Vienna LAI, and COSH Secretariat staff.

Dr. TSO was invited by the organizer to deliver a presentation on “Smoke-free Environments—The Hong Kong Experience” at the plenary session. He also introduced COSH initiatives regarding media advocacy in the mobilization of public support for legislative amendments in Hong Kong at the pre-conference International Campaign Development Workshop. In addition, Ms. Vienna LAI presented a report on “Media Advocacy for Smoke-free Legislation in Hong Kong”. COSH also manned a booth at the conference to display its advocacy programmes for the legislative amendments in Hong Kong.

第一屆兩岸四地
菸害防制交流研討會

緊接著第8屆亞太煙草或健康會議，「第1屆兩岸四地菸害防制交流研討會」於2007年10月20至21日於台北舉行。研討會的主題為「兩岸四地菸害防制現況與發展」，來自中國各省市、香港、台灣、澳門以及相關的華人團體等近200名從事控煙工作的專家、學者及非政府組織代表聚首分享與探討各地區的煙害防制工作。



委員會派出代表團出席是次會議，成員包括主席左偉國醫生、副主席林大慶教授、總幹事黎慧賢女士及秘書處職員黃綺萍女士。

委員會主席左偉國醫生於研討會上發表題為「香港的菸害防制工作」及「香港無菸環境的建構與現況」的專題報告，介紹香港的控煙法例以及當時的法例修訂進程，並跟與會者分享委員會推動控煙倡議活動的經驗，以及非政府組織在促進落實有效的控煙措施上不可或缺的角色。

1st Cross-Strait Conference on Tobacco Control

Following the 8th APACT, the 1st Cross-Strait Conference on Tobacco Control was held in Taipei from 20th to 21st October 2007 with focus on “Tobacco Control in the Cross Straits Regions—the Present Situations and Future Developments”. Some 200 experts from different provinces of Mainland China, Hong Kong, Macau, Taiwan and other Chinese tobacco control groups gathered to share experiences on tobacco control.

COSH sent a delegation comprising Dr. Homer TSO, COSH Chairman, Prof. LAM Tai-hing, COSH Vice-chairman, Ms. Vienna LAI, COSH Executive Director and Secretariat staff Ms. Sophie WONG.

Dr. TSO made two presentations, entitled “Tobacco Control in Hong Kong” and “Establishment of Smoke-free Environments—The Hong Kong Experience”, introducing tobacco control legislation and the process of legislative amendments in Hong Kong. He also shared with audience the experience of tobacco control advocacy and insights about the essential roles that non-government organisations in the implementation of effective tobacco control measures.



中國控煙與履約高層研討會

「中國控煙與履約高層研討會」於2007年12月15日在北京召開，國家衛生部部長陳竺和百多位專家一致呼籲，國家各級政府機關率先禁煙以起領導作用，與會專家通過並簽署題為《政府以身作則，共創無煙環境》的倡議書，呼籲國家機關各部委率先禁煙，創建無煙辦公場所。

研討會在衛生部長陳竺倡導下，通過倡議書提出：(1) 國家機關各部委辦公場所先做到全面禁煙，鼓勵各級政府辦公機構制定政策，全面禁煙；(2) 國家機關各部委應嚴格要求所有工作人員遵守在公共場所和工作場所禁止吸煙的規定；以及(3) 國家機關認真履行《控煙框架公約》，帶動社會創建100%室內無煙環境。

委員會主席左偉國醫生獲邀就「香港控煙立法經驗」發表主題報告，跟與會專家分享委員會倡議控煙法例修訂的挑戰和如何取得社會的支持。



Tobacco Control Forum

A tobacco control forum was held in Beijing on 15th December 2007. The nation's Health Minister CHEN Zhu, joined by more than 100 experts, publicly called upon government institutions to adopt smoke-free policies in order to serve as a role model for all other workplaces to go smoke-free. The forum's resolution titled “Government to Set the Role Model for Creating Smoke-free Environments” was signed by participants, demonstrating their support for tobacco control policy in China.

Led by the Health Minister, the forum passed three resolutions:

- (1) all national institutions shall take the lead in banning smoking in workplaces and encourage all government institutions to formulate smoke-free policies;
- (2) all national institutions should rigorously request employees to comply with no-smoking regulations in public and workplaces; and
- (3) national institutions shall implement the Framework Convention of Tobacco Control (FCTC) in order to mobilize the community to establish 100% smoke-free indoor public areas.

Dr. Homer TSO, COSH Chairman was invited to deliver a presentation on “Smoke-free Legislation—The Hong Kong Experience”. Experts at the forum were briefed about COSH's challenges in advocating tobacco control legislative amendments and how to solicit support from society.

2008 無煙奧運報導訓練班

2008 奧運會對於中國的控煙工作來說，是一個巨大的契機；對於媒體來說，如何在奧運及有關題材報導中提高新聞品質和深度，也很值得探討。因此，清華大學國際傳播研究中心及健康傳播研究所於惠州舉辦了 2008 無煙奧運報導高級研究班。

由於 2008 年北京奧運落實綠色奧運政策，是次訓練班的內容亦包括了控煙的題材。委員會主席左偉國醫生獲邀請就「香港的控煙經驗」和「控煙框架公約」兩個範疇作專題介紹，向參加者分享委員會在倡議控煙法例修訂上的歷程。

是次參與培訓的學員主要來自各省市的主流媒體的記者，及曾經在公共健康報導領域作出過傑出的貢獻。



控煙媒體倡導工作坊

由世界肺基金會、國際抗結核病及肺病聯盟，以及無煙青少年行動聯合舉辦的「控煙媒體倡導工作坊」於 2008 年 2 月 27 至 29 日假北京舉行，來自國內接近 30 名媒體工作者就 2008 無煙奧運跟各位講者深入討論媒體報導在控煙工作所起的重大作用。

委員會主席左偉國醫生獲邀就「香港控煙經驗」發表主題報告，跟與會者分享委員會如何運用媒體倡議推動控煙法例修訂的工作，以及如何與媒體建立緊密的夥伴合作關係，藉此有效將無煙的信息傳遞至社會各界。與會者對委員會的宣傳片尤其感興趣，並就有效運用各項媒體作出深入討論。

Smoke-free Olympic Journalist Workshop on Tobacco Control

The Olympic Games 2008 provided an opportunity for enforcing tobacco control in Mainland China. For mass media, the topic of how to increase the quality and in depth news reports on Olympic Games was also an outstanding issue. Therefore, the International Centre for Communication Studies of Tsinghua University and the Health and Media Studies Centre hosted the “2008 Smoke-free Olympic Journalists Advanced Workshop” in Huizhou, China to address the issue.

Since the Beijing Olympic Games 2008 declared a green policy, the workshop included tobacco control in its agenda. Dr. Homer TSO, COSH Chairman was invited to speak on “The Tobacco Control Experience of Hong Kong” and the “Implementation of FCTC”, sharing with attendees the journey of COSH’s advocacy in the amendment of the tobacco control law. Workshop participants mainly comprised journalists from major mass media from different provinces who had made outstanding contributions to public health reportage.

Mass Media Training Workshop on Tobacco Control

“Mass Media Training Workshop on Tobacco Control” was organized by the World Lung Foundation, International Union Against Tuberculosis and Campaign for Tobacco-free Kids from 27th to 29th February 2008 in Beijing. Some 30 media representatives within the nation discussed the important role of media in reporting tobacco control related news in relation to a smoke-free Olympic Games 2008.

Dr. Homer TSO, COSH Chairman was invited to present a report on “The Experience of Tobacco Control in Hong Kong”, talking about how media advocacy was used to mobilized the amendment of tobacco control laws and how to maintain a close partnership with media in the delivery of smoke-free messages to all strata of society effectively. Attendees were especially interested in COSH’s Announcements in the Public Interest (APIS). There was also in depth discussion on how to use various media effectively.

活動 EVENTS
資訊及研究項目
INFORMATION AND RESEARCH PROJECTS

資訊及研究項目 INFORMATION AND RESEARCH PROJECTS

委員會透過以下不同的資訊項目及途徑，向市民、政府和有需要的機構提供最新的控煙資料。

資源中心

委員會秘書處設有一個資源中心，供市民索取本會印製之各式研究報告書、宣傳及教育資料如小冊子、海報等，以及閱覽各類本地和國際有關吸煙與健康的期刊、文獻、書本、研究報告刊物等。

諮詢熱線

委員會裝設了一套自動電話系統，為市民提供24小時諮詢服務。市民除了可從中獲取各項有關吸煙與健康的資訊外，此熱線亦作為本會接收市民就吸煙有關問題作出查詢、建議及投訴的渠道。

電話諮詢熱線可協助委員會搜集市民大眾對於有關加強控煙及管制公眾場所吸煙法例等各項措施的意見。委員會在接到投訴及建議後，將會搜集資料並與有關之政府部門、機構及團體商討處理事宜。由熱線所收集的資料亦有助委員會計劃未來的推廣活動。

在2007年4月1日至2008年3月31日共12個月期間，本會收到由市民提出共428宗查詢、建議以及投訴個案。個案分類見下表。

By a full array of information projects, the Council provides the public, the Government and relevant organizations with the latest tobacco control information. The information is available for the public to access.

Resources Centre

The Council Secretariat Resources Centre offers the public a wide variety of publicity and educational materials such as leaflets and posters. It is open to public to read through its collections of various local and international journals, academic papers, books and research reports related to smoking and health in the centre.

COSH Information Hotline

The Council has installed an automatic telephone hotline to provide 24-hour services to the public. Apart from providing information related to smoking and health, the hotline serves as a channel of receiving enquiries, suggestions and complaints on matters related to smoking from the public.

The information Hotline links the Council with the public and is very useful in collecting views from the general public about legislative measures that were implemented to stress on tobacco control in public places. The Council gathers feedback and refers complaints and suggestions received to relevant government departments and organizations. Above all, the information received from the Hotline will be analyzed and used for future planning by the the Council.

From 1 April 2007 to 31 March 2008, the Council received a total of 428 enquiries, suggestions and complaints from the Hotline. Please refer to the table below for the breakdown in categories.

熱線個案類別	個案數目
(一) 查詢吸煙與健康資料	
• 吸煙對健康的影響	54
• 二手煙對健康的影響	40
• 戒煙方法及好處	66
• 無煙生活環境及工作間的好處	7
• 煙草產品成份	10
• 本港提供之戒煙服務詳情	32
• 本港控煙法例	3
(二) 查詢委員會資料及服務	
• 委員會背景及資料	54
• 申請本會教育及宣傳品外借服務	66
• 索取本會刊物或禁煙標貼	12
• 查詢本會推廣活動	30
(三) 投訴	
• 法定禁煙區一 (食肆的室內地方) 違例吸煙	9
缺乏執法行動	0
• 法定禁煙區二 (室內工作間) 違例吸煙	3
缺乏執法行動	0
• 其他法定禁煙區 (包括：商場/銀行/電影院/遊戲機中心/街市/ 公共交通工具/升降機/醫院/港外線客輪) 違例吸煙	11
缺乏執法行動	0
• 煙草廣告及宣傳手法	0
(四) 建議	
• 擴大非吸煙區範圍至室外公眾場所	11
• 對本港控煙法例的意見	13
• 對本港戒煙服務的意見	1
• 對本會的意見	6
• 限制銷售煙草產品	0
• 加重違例者刑罰	0
總數	428

Topics of the calls to the Hotline	No. of Calls
(A) General enquiries for information related to smoking and health	
• Health hazards of smoking	54
• Health hazards of passive smoking	40
• Quit methods and benefits	66
• Benefits of smoke-free living environments and workplaces	7
• Contents of tobacco products	10
• Smoking cessation services available in Hong Kong	32
• Legislation on tobacco control in Hong Kong	3
(B) General enquiries for COSH information and services	
• Background and general information about COSH	54
• Loan of COSH's education and publicity materials	66
• Request for COSH publications and no-smoking labels	12
• COSH's publicity and community involvement programmes	30
(C) Complaints	
• Designated no-smoking areas (1) — (indoor areas in restaurant premises) Smoking in designated no-smoking areas	9
Lack of enforcement action	0
• Designated no-smoking areas (2) — (indoor workplaces) Smoking in designated no-smoking areas	3
Lack of enforcement action	0
• Other designated no-smoking areas — (shopping malls / banks / cinemas / amusement game centres / markets / public transportation carriers / lifts / hospitals / ferries) Smoking in designated no-smoking areas	11
Lack of enforcement action	0
• Tobacco advertising and promotion tactics	0
(D) Suggestions	
• Extension of designed no-smoking area in restaurants	11
• Opinion on law enforcement	13
• Opinion on smoking cessation services	1
• Opinion related to Council	6
• Restriction on sales of tobacco products	0
• Enforce pension on smoking in designated no-smoking areas	0
Total	428

報告 REPORTS

目標與政策

本會之環保目標以本著向生態環境負責之態度推行各項對外或內務工作。為達致所訂之目標，本會推行下列綠色管理政策：

- 有效運用能源
- 減少耗用紙張
- 提高職員環保意識

環保措施

有效運用能源

本會秘書處致力節約能源，各職員均自律減少用電，包括於毋須使用時必須關掉電燈、冷氣機、電腦、電腦螢幕、影印機及打印機。

減少紙張耗用

本會需藉印刷宣傳品例如海報、小冊子、單張等向公眾傳播健康資訊，故實施以下措施減少耗紙量：

- 職員以電子郵件及內聯網作內部通訊及文件傳遞，代替便箋、信件及列印本。
- 使用電子傳真及電子檔案管理系統以減少列印文件。
- 縮減印刷宣傳品之數量及面積。
- 本會的控煙資訊及宣傳品大多已上載到委員會的網站供市民瀏覽，減少市民對列印本的需求。
- 紙張兩面使用減少浪費。

提高職員環保意識

秘書處以簡報會及告示形式，提醒及鼓勵各職員遵守節約能源及各項環保措施。

委員會秘書處將繼續竭力實行各項環保措施。

環保工作報告

ENVIRONMENTAL REPORT

Aims and Strategies

The aim of COSH's environmental policies is to devise internal and external strategies to promote a sense of responsibility regarding the protection of the ecological environment. In order to achieve its targets, COSH has adopted the following environmental friendly policies:

- Enhance efficiency of energy consumption;
- Reduce of paper consumption;
- Enhance staff awareness on environmental protection issues.

Environmental Protection Strategies

Enhance efficiency of energy consumption

The Secretariat continued to conserve energy by ensuring that staff switch off lights, air-conditioners, computers, the monitors of computer, photocopiers and printers immediately after use.

Reduction of paper consumption

COSH has to print promotional materials such as posters and leaflets to promote the health message to the public, the following devices are applied to reduce the consumption of paper:

- Staff use e-mail and intranet for internal communication and transfer of document instead of memorandums, letters and hardcopies in order to reduce paper usage;
- To utilize electronic-fax system and electronic document management system to reduce the amount of printing;
- To reduce the size and number of the printed promotional materials;
- Most of the tobacco control information, promotional materials and publications have been uploaded on COSH website for public to browse through in order to reduce the demand of hardcopies; and
- To use both sides of paper to avoid wastage.

Enhance staff awareness on environment protection issues

Staff meetings were held and notices were posted on notice board to remind staff the aim of complying with and implementation of all the green measures.

COSH will continue to make every endeavour to comply with the green measures.

獨立核數師報告書 INDEPENDENT AUDITOR'S REPORT

香港吸煙與健康委員會 財務報告

截至二零零八年三月三十一日止年度

HONG KONG COUNCIL ON SMOKING AND HEALTH STATEMENT OF ACCOUNTS FOR THE YEAR ENDED 31ST MARCH 2008

致 香港吸煙與健康委員會成員

本核數師（以下簡稱「我們」）已審核列載於第三頁至第十六頁香港吸煙與健康委員會「貴會」的財務報表，此財務報表包括於二零零八年三月三十一日的資產負債表與截至該日止年度的收支帳、權益變動表及現金流量表，以及主要會計政策概要及其他附註解釋。

委員就帳項須承擔的責任

委員須負責根據香港會計師公會頒佈的香港財務報告準則編製及真實而公平地列報該等財務報表。這責任包括設計、實施及維護與編製及真實而公平地列報財務報表相關的內部控制，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述；選擇和應用適當的會計政策；及按情況下作出合理的會計估計。

核數師的責任

我們的責任是根據我們的審核對該等財務報表作出意見。我們是按照香港吸煙與健康委員會條例第十七（五）條的規定，僅向整體成員報告，除此以外本報告書別無其他目的。我們概不就本報告書的內容，對任何其他人士負上或承擔任何責任。我們已根據香港會計師公會頒佈的香港審計準則進行審核。這些準則要求我們遵守道德規範，並規劃及執行審核，以合理確定此等財務報表是否不存有任何重大錯誤陳述。

TO THE MEMBERS OF HONG KONG COUNCIL ON SMOKING AND HEALTH

We have audited the financial statements of Hong Kong Council on Smoking and Health set out on pages 3 to 16, which comprise the balance sheet as at 31st March 2008, and the income and expenditure account, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes.

COUNCIL MEMBERS' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The council members are responsible for the preparation and the true and fair presentation of these financial statements in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. This report is made solely to you, as a body, in accordance with section 17(5) of Hong Kong Council on Smoking and Health Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report. We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance as to whether the financial statements are free from material misstatement.

核數師的責任（續）

審核涉及執程序以獲取有關財務報表所載金額及披露資料的審核憑證。所選定的程序取決於核數師的判斷，包括評估由於欺詐或錯誤而導致帳項存有重大錯誤陳述的風險。在評估該等風險時，核數師考慮與該公司編製及真實而公平地列報財務報表相關的內部控制，以設計適當的審核程序，但並非為對公司的內部控制的效能發表意見。審核亦包括評價委員所採用的會計政策的合適性及作出的會計估計的合理性，以及評價財務報表的整體列報方式。

我們相信，我們所獲得的審核憑證是充足適當地為我們的審核意見提供基礎。

意見

我們認為，該等財務報表已根據香港財務報告準則真實而公平地反映 貴會於二零零八年三月三十一日的事務狀況及截至該日止年度的盈餘及現金流量。

AUDITOR'S RESPONSIBILITY (continued)

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant of the entity's preparation and true and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing the opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the council members, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion the financial statements give a true and fair view of the state of the Council's affairs as at 31st March 2008 and of its surplus and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards.

李福樹會計師事務所
香港執業會計師
香港，二零零八年八月二十一日

F. S. Li & Co.
Certified Public Accountants
Hong Kong, 21st August 2008.

收支帳
INCOME AND EXPENDITURE ACCOUNT

截至二零零八年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2008 (HK\$)	2008 二零零八年	2007 二零零七年
收入	INCOME		
香港特別行政區政府津貼	Subventions from the Government of the Hong Kong Special Administrative Region	10,199,000	13,151,830
銀行利息收入	Bank interest income	39,016	24,356
雜項收入	Sundry income	1,667	3,055
		<u>10,239,683</u>	<u>13,179,241</u>
支出	EXPENDITURE		
職工成本	Staff costs		
薪金及津貼	Salaries and allowances	1,936,012	2,228,108
強積金供款	Mandatory provident fund contributions	45,179	62,654
年假(撥備回撥)/撥備	Provision for annual leave entitlements (written back)/made	(61,486)	49,945
職工招募費用	Recruitment expenses	29,494	21,818
職工訓練及發展費用	Staff training and development expenses	8,100	62,500
		<u>1,957,299</u>	<u>2,425,025</u>
項目員工	Project staff		
薪金	Salaries	699,302	664,054
強積金供款	Mandatory provident fund contributions	32,527	31,598
宣傳及推廣費用	Publicity and promotion expenses	5,114,472	8,419,237
會議費用	Conference expenses	228,530	193,110
參考書籍及定期刊物	Reference books and periodicals	13,373	16,167
租金、差餉及管理費	Rent, rates and management fee	1,418,250	664,830
倉儲費用	Warehouse expenses	124,374	68,553
維修及保養費用	Repairs and maintenance	24,187	39,117
折舊	Depreciation	31,991	18,439
保險	Insurance	30,617	27,914

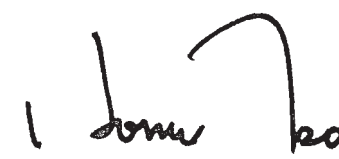
截至二零零八年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2008 (HK\$)	2008 二零零八年	2007 二零零七年
電費	Electricity	45,213	40,865
電話及通訊費用	Telephone and communication expenses	42,243	31,764
法律及專業費用	Legal and professional fee	25,100	-
郵費	Postage	4,030	10,597
印刷及文具	Printing and stationery	41,872	86,928
清潔費	Cleaning fee	39,428	39,987
核數師酬金	Honorarium to auditors	12,000	11,000
雜項支出	Sundry expenses	55,957	28,585
		<u>9,940,765</u>	<u>12,817,770</u>
本年度盈餘	SURPLUS FOR THE YEAR	298,918	361,471
退回衛生署之經調整盈餘 (附註四)	ADJUSTED SURPLUS REFUNDABLE TO THE DEPARTMENT OF HEALTH (Note 4)	(199,568)	(342,983)
本會應佔之盈餘	SURPLUS ATTRIBUTABLE TO THE COUNCIL	99,350	18,488
上年度轉來之虧損	DEFICIT BROUGHT FORWARD	(117,107)	(135,595)
撥入下年度之虧損	DEFICIT CARRIED FORWARD	(17,757)	(117,107)

於二零零八年三月三十一日 (港幣)	AS AT 31ST MARCH 2008 (HK\$)	Note 附註	2008 二零零八年	2007 二零零七年
非流動資產	NON-CURRENT ASSETS			
物業、機器及設備	Property, plant and equipment	5	128,654	90,790
流動資產	CURRENT ASSETS			
按金及預付款項	Deposits and prepayments		254,621	117,355
銀行及現金結存	Bank and cash balances		219,014	698,562
			<u>473,635</u>	<u>815,917</u>
減：流動負債	Less: CURRENT LIABILITIES			
應付費用	Accrued charges		70,428	269,295
年假準備	Provision for annual leave entitlements		146,410	207,896
將退回衛生署之本年度經調整盈餘	Adjusted surplus for the year refundable to the Department of Health		199,568	342,983
將退回衛生署之收支帳目累積盈餘	Accumulated surpluses of income and expenditure account refundable to the Department of Health	6	203,640	203,640
			<u>620,046</u>	<u>1,023,814</u>

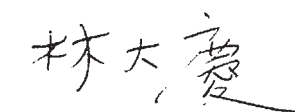
於二零零八年三月三十一日 (港幣)	AS AT 31ST MARCH 2008 (HK\$)	Note 附註	2008 二零零八年	2007 二零零七年
流動負債	NET CURRENT LIABILITIES		(146,411)	(207,897)
負債淨值	NET LIABILITIES		<u>(17,757)</u>	<u>(117,107)</u>
等於：	representing:			
收支帳 - 虧損	INCOME AND EXPENDITURE ACCOUNT - deficit		<u>(17,757)</u>	<u>(117,107)</u>

經委員會於二零零八年八月二十一日通過。

Approved by the Council on 21st August 2008.



Dr. Homer Tso Wei-kwok, BBS JP
Chairman
左偉國醫生
BBS 太平紳士
委員會主席



Professor Lam Tai-hing, JP
Vice Chairman
林大慶教授
太平紳士
委員會副主席

權益變動表

STATEMENT OF CHANGES IN EQUITY

截至二零零八年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2008 (HK\$)	2008 二零零八年	2007 二零零七年
收支帳	Income and expenditure account		
上年度轉來之虧損	Deficit brought forward	(117,107)	(135,595)
本年度盈餘	Surplus for the year	298,918	361,471
退回衛生署之經調整盈餘	Adjusted surplus refundable to the Department of Health	(199,568)	(342,983)
撥入下年度之虧損	Deficit carried forward	(17,757)	(117,107)

現金流量表

CASH FLOW STATEMENT

截至二零零八年三月三十一日止年度 (港幣)	FOR THE YEAR ENDED 31ST MARCH 2008 (HK\$)	2008 二零零八年	2007 二零零七年
營運活動之現金流動	CASH FLOWS FROM OPERATING ACTIVITIES		
本年度盈餘	Surplus for the year	298,918	361,471
調整：	Adjustment for :		
利息收入	Interest income	(39,016)	(24,356)
折舊	Depreciation	31,991	18,439
營運資金變動前之營運盈餘	Operating surplus before working capital changes	291,893	355,554
按金及預付款項之(增加)/減少	(Increase)/Decrease in deposits and prepayments	(137,266)	68,210
暫收項目及應付費用之減少	Decrease in temporary receipts and accrued charges	(198,867)	(179,467)
年假準備之(減少)/增加	(Decrease)/Increase in provision for annual leave entitlements	(61,486)	49,945
營運活動所(使用)/產生之淨現金	NET CASH (USED IN)/GENERATED FROM OPERATING ACTIVITIES	(105,726)	294,242
投資活動之現金流動	CASH FLOWS FROM INVESTING ACTIVITIES		
購入物業、機器及設備	Purchase of property, plant and equipment	(69,855)	(86,872)
已收利息	Interest received	39,016	24,356
投資活動所使用之淨現金	NET CASH USED IN INVESTING ACTIVITIES	(30,839)	(62,516)
融資活動之現金流動	CASH FLOWS FROM FINANCING ACTIVITIES		
盈餘退回衛生署	Surplus repaid to the Department of Health	(342,983)	(287,555)
融資活動所使用之淨現金	NET CASH USED IN FINANCING ACTIVITIES	(342,983)	(287,555)
現金及現金等值之淨減少	NET DECREASE IN CASH AND CASH EQUIVALENTS	(479,548)	(55,829)
年初現金及現金等值結存	CASH AND CASH EQUIVALENTS AT BEGINNING OF THE YEAR	698,562	754,391
年終現金及現金等值結存	CASH AND CASH EQUIVALENTS AT END THE YEAR	219,014	698,562
現金及現金等值結存分析	ANALYSIS OF THE BALANCES OF CASH AND CASH EQUIVALENTS		
銀行及現金結存	Bank and cash balances	219,014	698,562

1. 概述

香港吸煙與健康委員會乃根據香港吸煙與健康委員會條例於一九八七年十月一日註冊成立的機構。

本會辦公地址為香港灣仔皇后大道東一百八十三號合和中心四十四樓四四零二及四四零三室。

2. 主要會計政策

(a) 編製基準

本帳目已按照香港會計師公會頒佈所有適用的香港財務報告準則（其統稱已包括個別適用的香港財務報告準則、香港會計準則及詮釋）及香港公認會計準則編製。本帳目以歷史成本慣例編製。

香港會計師公會已頒佈若干於本年度始生效之香港財務報告準則。本會採用下列與本會運作相關的、全新之香港財務報告準則：

香港財務報告準則 7 金融工具：披露

採用此財務報告準則對本財務報表並沒有財務影響，亦沒有導致本會會計政策有所改變。唯本財務報表附註 7 有額外的資料披露。

此外，本會並沒有提早採用本年度尚未生效之香港財務報告準則。本會管理層預計採用該等未生效財務報告準則對本會帳目影響並不重大。

在編製符合香港財務報告準則之財務報表時，管理層需作出判斷、估計和假設，此等對會計政策之應用，以及對資產、負債、收入和支出之報告數額構成影響。這些估計和相關假設是根據以往經驗和管理層應當時情況認為合理之多項其他因素作出的，其結果構成了管理層在無法依循其他途徑及時得知資產與負債之賬面值時所作出判斷之基礎。實際結果可能有別於估計數額。

1. General

The Hong Kong Council on Smoking and Health is an organization incorporated under Hong Kong Council on Smoking and Health Ordinance on 1st October 1987.

The office address of the Council is at Unit 4402-03, 44th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

2. Principal accounting policies

(a) Basis of preparation

The accounts have been prepared in accordance with all applicable Hong Kong Financial Reporting Standards ("HKFRSs"), which collective term includes all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards ("HKASs") and Interpretations issued by the Hong Kong Institute of Certificate Public Accountants ("HKICPA"), and accounting principles generally accepted in Hong Kong. The accounts have been prepared under the historical cost convention.

The HKICPA has issued certain new and revised HKFRSs that are first effective for the current accounting year of the Council. The Council has adopted the following new standard which is relevant to its operations:

HKFRS 7 *Financial instruments: disclosures*

The adoption of this new HKFRS has no financial effect on the accounts, and did not result in changes to the Council's accounting policies. However, there have been certain additional disclosures in note 7.

In addition, the Council has not early adopted new and revised HKFRSs that are not yet effective for the current accounting year. The management of the Council anticipate that the adoption of them is unlikely to have a significant impact on the Council's accounts.

The preparation of the financial statements in conformity with HKFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses.

The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

2. 主要會計政策 (續)

(a) 編製基準 (續)

管理層會不斷審閱各項估計和相關假設。如果會計估計之修訂只是影響某一期間，其影響便會在該期間內確認；如果修訂對當前和未來期間均有影響，則在作出修訂之期間和未來期間確認。

(b) 收入與支出

除香港特別行政區政府就指定目的所提供的撥款外，本會的一切經常性收入及支出會記入收支帳目內。盈餘會退回衛生署。

(c) 收入確認

(i) 政府津貼的確認是以期間的收入能配對其有關的成本，其津貼及有關成本是分別列示於帳目內。

(ii) 銀行利息收入以按時間比例計算。

(d) 外幣折算

本會以港元為功能及列帳貨幣。本年度的外幣交易均以交易當日的幣匯率換算為港元。以外幣為單位的貨幣性資產及負債則按年結日的外幣匯率換算為港元。匯兌盈虧會記入收支帳目內。

(e) 減值損失

於每個年結日，若有跡象顯示資產出現減值情況，則需要估計該資產的可收回價值。可收回價值為其公允價值減出售費用及使用價值兩者中的較高者。若可收回價值低於賬面值，該資產須減值至其可收回價值，而減值虧損則記入收支帳目內。

2. Principal accounting policies (continued)

(a) Basis of preparation (continued)

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

(b) Income and expenditure

With the exception of grants received from the Government of the Hong Kong Special Administrative Region for specified purposes, all of the Council's recurrent income and expenditure are dealt with in the income and expenditure account. Any surplus is refundable to the Department of Health.

(c) Revenue recognition

(i) Government subvention is recognized as income over the periods necessary to match it with the related costs. The subvention and related costs are separately disclosed in the accounts.

(ii) Bank interest income is recognized on a time apportionment basis.

(d) Foreign currencies translation

The Council's functional currency and presentation currency are Hong Kong dollars. Transactions arising in foreign currencies during the year are converted at exchange rates approximating to those ruling at transaction dates. Monetary assets and liabilities denominated in foreign currencies at year end are translated at rates of exchange approximating to those ruling at balance sheet date. All exchange differences are dealt with in the income and expenditure account.

(e) Impairment losses

At each balance sheet date, where there is any indication that an asset is impaired, the recoverable amount of the asset should be estimated. The recoverable amount of an asset is the higher of its fair value less selling costs and value in use. If the recoverable amount is less than the carrying amount, an impairment loss is recognized to reduce the asset to its recoverable amount. Such impairment losses are recognized in the income and expenditure account.

2. 主要會計政策 (續)

(f) 物業、機器及設備

物業、機器及設備以成本價減已收或可收的資助、累積折舊及累積減值損失列帳。

折舊計算方法乃將物業、機器及設備以成本價減已收或可收的資助及累積減值損失，按其估計使用年期，以直線攤銷方法，依照下列比率按年撇除：

租賃物業改良工程	尚餘租賃年期
傢俬及裝置	每年百分之二十五
辦公室設備	每年百分之二十五

(g) 經營租賃

經營租賃乃擁有資產的風險及回報大致全歸出租人的租賃。經營租賃作出的付款，於租賃期內以直線法記入收支帳目內。

(h) 按金及預付款項

按金及預付款項首先以公允價值確認，其後以攤銷成本列帳，若折現影響不大時，則以成本列帳。

(i) 暫收項目及應付費用

暫收項目及應付費用首先以公允價值確認，其後以攤銷成本列帳，若折現影響不大時，則以成本列帳。

(j) 現金及現金等值

就編製現金流量表而言，現金及現金等值包括現金和於存入後三個月內到期的銀行存款。

2. Principal accounting policies (continued)

(f) Property, plant and equipment

Property, plant and equipment are stated at historical cost less any subsidies received or receivable, any accumulated depreciation and any accumulated impairment losses.

Depreciation is calculated to write off the cost of property, plant and equipment less subsidies received or receivable and accumulated impairment losses over their estimated useful lives using a straight-line basis at the following rates:

Leasehold improvements	over unexpired period of lease
Furniture and fixtures	25 per cent per annum
Office equipment	25 per cent per annum

(g) Assets held under operating leases

Leases where substantially all the risks and rewards of ownership of assets remain with the lessor are accounted for as operating leases. Payments made under operating leases are charged to the income and expenditure account on a straight-line basis over the lease periods.

(h) Deposits and prepayments

Deposits and prepayments are initially recognized at fair value and thereafter stated at amortized cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

(i) Temporary receipts and accrued charges

Temporary receipts and accrued charges are initially recognized at fair value and thereafter stated at amortized cost unless the effect of discounting would be immaterial, in which case they are stated at cost.

(j) Cash and cash equivalents

For the purposes of the cash flow statement, cash and cash equivalents comprise cash on hand and deposits with banks within 3 months to maturity from date of deposit.

2. 主要會計政策 (續)

(k) 僱員獲享假期

僱員所享有的年假按有關年假應歸僱員時入帳。截至年結日，本會已就僱員提供的服務所產生的有薪年假，作出評估及撥備。

(l) 有關連人士

就本帳目而言，如本會有權直接或間接控制另一方人士或對另一方人士的財務及運作決策作出重大影響，或另一方人士有權直接或間接控制本會或對本會的財務及運作決策作出重大影響，或本會與另一方人士均受制於共同的控制或共同的重大影響下，則可被視為有關連人士。有關連人士可以是個別人士（主要管理人員及 / 或其家屬成員）或其他個體及包括受到與本會有關連的個別人士重大影響的個體，以及為本會或與本會有關連個體的僱員利益而提供的離職後福利計劃。

3. 委員會成員的酬金

本會所有委員於本年度內均未有因向本會提供服務而收取酬金（二零零七年：無）。

4. 退回衛生署的經調整盈餘

由於衛生署並不承認僱員年假準備為費用而只在年假補償付出時承認，及視物業、機器及設備的添置為購入年度的費用而不承認撇銷及折舊。因此，在計算可退回衛生署的盈餘時，不包括此年假補償準備 / 準備回撥、物業、機器及設備的撇銷及折舊，而扣除物業、機器及設備的添置。

2. Principal accounting policies (continued)

(k) Employee leave entitlements

Employee entitlements to annual leave are recognized when they accrue to employees. A provision is made for the estimated liability for annual leave as a result of services rendered by employees up to the balance sheet date.

(l) Related parties

For the purposes of these financial statements, parties are considered to be related to the Council if the Council has the ability, directly or indirectly, to control the party or exercise significant influence over the party in making financial and operation decisions, or vice versa, or where the Council and the party are subject to common control or common significant influence. Related parties may be individuals (being members of key management personnel and/or their close family members) or other entities and include entities of which are under the significant influence of related parties of the Council where those parties are individuals, and post-employment benefit plans which are for the benefit of employees of the Council or of any entity that is a related party of the Council.

3. Council members' remuneration

None of the council members received any remuneration in respect of their services to the Council during the year (2007 : Nil).

4. Adjusted surplus refundable to the Department of Health

As the Department of Health does not recognize the provision for annual leave entitlements as expenses until actual payment is made, and regards additions to property, plant and equipment as expenses during the year of acquisition without recognition of write-off and depreciation, accordingly, for the purpose of calculating the surplus refundable to the Department of Health, the provision/provision written back for annual leave entitlements and write-off and depreciation of property, plant and equipment have been excluded, and additions to property, plant and equipment have been deducted.

5. 物業、機器及設備

5. Property, plant and equipment

(港幣)	(HK\$)	Leasehold improvements	Furniture and fixtures	Office equipment	Total
		租賃物業改良工程	傢俬及裝置	辦公室設備	
成本	Cost				
於二零零六年三月三十一日	At 31st March 2006	17,907	9,928	3,408	31,243
加: 添置	Add: Additions	1,807	698	84,367	86,872
於二零零七年三月三十一日	At 31st March 2007	19,714	10,626	87,775	118,115
加: 添置	Add: Additions	3,715	35,151	30,989	69,855
於二零零八年三月三十一日	At 31st March 2008	23,429	45,777	118,764	187,970
累積折舊	Accumulated depreciation				
於二零零六年三月三十一日	At 31st March 2006	8,357	458	71	8,886
截至二零零七年三月三十一日止年度計提	Charge for the year ended 31st March 2007	11,357	2,496	4,586	18,439
於二零零七年三月三十一日	At 31st March 2007	19,714	2,954	4,657	27,325
截至二零零八年三月三十一日止年度計提	Charge for the year ended 31st March 2008	620	7,114	24,257	31,991
於二零零八年三月三十一日	At 31st March 2008	20,334	10,068	28,914	59,316
帳面淨值	Net book value				
於二零零八年三月三十一日	At 31st March 2008	3,095	35,709	89,850	128,654
於二零零七年三月三十一日	At 31st March 2007	-	7,672	83,118	90,790

6. 將退回衛生署的收支帳目累積盈餘

本會管理層認為截至一九九八年三月三十一日收支帳目累積盈餘將會於衛生署要求時退回。

6. Accumulated surpluses of income and expenditure account refundable to the Department of Health

The management of the Council considers that the accumulated surpluses of the income and expenditure account up to 31st March 1998 will be refunded to the Department of Health upon request.

7. 金融資產及金融負債

7. Financial assets and liabilities

(a) 金融資產及負債類別

(a) Categories of financial assets and liabilities

(港幣)	(HK\$)	2008	2007
		二零零八年	二零零七年
金融資產	Financial assets		
流動資產於成本值:	Current assets at cost:		
貸款及應收款	Loans and receivables		
按金及預付款項	Deposits and prepayments	254,621	117,355
現金及現金等值	Cash and cash equivalents		
銀行及現金結存	Bank and cash balances	219,014	698,562
		473,635	815,917
金融負債	Financial liabilities		
流動負債於成本值:	Current liabilities at cost:		
應付費用	Accrued charges	70,428	269,295
年假準備	Provision for annual leave entitlements	146,410	207,896
將退回衛生署之本年度經調整盈餘	Adjusted surplus for the year refundable to the Department of Health	199,568	342,983
將退回衛生署之收支帳目累積盈餘	Accumulated surpluses of income and expenditure account refundable to the Department of Health	203,640	203,640
		620,046	1,023,814

7. 金融資產及金融負債 (續)

(b) 財務風險管理的目的及政策

- (i) 外幣風險
- 在日常運作中，本會並不會存在重大的外幣風險。
- (ii) 利率風險
- 在日常運作中，本會並不會存在重大的利率風險。
- (iii) 其他價格風險
- 本會無需面對商品及證券價格風險。
- (iv) 信貸風險
- 本會之信貸風險基本上源自銀行存款，但由於對方為銀行，所以信貸風險並不重大。
- (v) 流動資金風險
- 本會會定期監管現時和預計的流動資金的需求，以確保維持充裕之現金儲備，滿足短期和較長期的流動資金需求。
- 於二零零八年及二零零七年三月三十一日，本公司金融負債之剩餘合約還款期均在一年以內，該等金融負債之賬面值相等於其合約之未貼現現金流量。

(c) 合理價值

於二零零八年及二零零七年三月三十一日，所有金融資產及金融負債之價值與其合理價值並無重大差異。合理價值乃按照日後現金流量以現時利率折現值而估計。

7. Financial assets and liabilities (continued)

(b) Financial risk management objectives and policies

- (i) Foreign currency risk
- In the normal course of the operation, the Council does not expose to significant foreign currency risk.
- (ii) Interest rate risk
- In the normal course of the operation, the Council does not expose to significant interest rate risk.
- (iii) Other price risk
- The Council is not exposed to commodity and security price risk.
- (iv) Credit risk
- The Council's credit risk is primarily attributable to cash at bank and is insignificant because the counterparty is a bank.
- (v) Liquidity risk
- The Council's policy is to regularly monitor current and expected liquidity requirements to ensure it maintains sufficient reserves of cash to meet its liquidity requirements in the short and longer term.
- As at 31st March 2007 and 2008, the contractual maturities of all the Council's financial liabilities, whose carrying amounts are equal to total contracted undiscounted cash flows, are due within one year.

(c) Fair values

All financial assets and liabilities are carried at amounts not materially different from their fair values as at 31st March 2007 and 2008. The fair value is estimated as the present value of future cash flows, discounted at current market interest rate.

8. 經營租約承擔

於年結日，本會根據不可撤銷的土地及樓宇經營租賃而須於未來支付的最低租賃付款總額如下：

(港幣)	(HK\$)	2008 二零零八年	2007 二零零七年
第一年內	Not later than one year	1,282,356	—
第二至第五年內	Later than one year but not later than five years	1,186,856	—
		<u>2,469,212</u>	<u>—</u>

9. 有關連人士交易

在年度內本會與有關連人士所進行的日常商業交易如下：

(港幣)	(HK\$)	2008 二零零八年	2007 二零零七年
主要管理人員的報酬 (即總幹事)	Remuneration for key management personnel (i.e. Executive Director)		
短期員工福利	Short-term employee benefits	1,020,750	1,047,799
離職後福利	Post-employment benefits	12,000	11,581
		<u>1,032,750</u>	<u>1,059,380</u>

8. Commitments under operating leases

At the balance sheet date, the Council had the following future aggregate minimum lease payments under non-cancellable operating leases in respect of land and buildings:

9. Related party transactions

During the year the Council undertook the following transactions with related parties in the normal course of its business:

附錄 APPENDICES

APPENDICES | 附錄

鳴謝 ACKNOWLEDGEMENT

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宋芝齡女士	Ms. SUNG Chih-ling		

政府部門	Government Departments
懲教署	Correctional Services Department
衛生署	Department of Health
教育局	Education Bureau
消防處	Fire Services Department
食物及衛生局	Food and Health Bureau
香港警務處	Hong Kong Police Force
政府新聞處	Information Services Department
香港電台	Radio Television Hong Kong
衛生署控煙辦公室	Tobacco Control Office, Department of Health

組織	Organizations
吸煙或健康行動協會有限公司	Action on Smoking or Health Limited
反吸煙聯盟行動	Alliance on Anti-smoking
美國癌症協會	American Cancer Society
香港亞洲醫學生聯會	Asian Medical Students' Association Hong Kong
亞洲反吸煙諮詢所	Asian Consultancy on Tobacco Control
醫療輔助隊	Auxiliary Medical Services
無煙青少年行動	Campaign for Tobacco-Free Kids
中國控制吸煙協會	Chinese Association on Tobacco Control (CATA)
商業電台	Commercial Radio
香港大學社會醫學系	Department of Community Medicine, The University of Hong Kong
香港大學護理學系	Department of Nursing Studies, The University of Hong Kong
香港牙醫學會	Hong Kong Dental Association
香港醫學會	Hong Kong Medical Association
醫院管理局	Hospital Authority
國際吸煙與健康機構	International Agency on Tobacco and Health (IATH)
國際抗結核病和肺病聯盟	International Union against Tuberculosis and Lung Disease (IUATLD)
董氏基金會	John Tung Foundation
葵涌醫院	Kwai Chung Hospital
香港大學李嘉誠醫學院	Li Ka Shing Faculty of Medicine, The University of Hong Kong
生活教育活動計劃	Life Education Activity Programme (LEAP)
北京大學	Peking University
PIP 兒童劇場	PIP Theatre Kids Ltd.
清新健康人協會	Quit Winners Club
沙田區議會	Shatin District Council
戒煙之友	Smoke Terminators Society Limited
大埔區議會	Tai Po District Council
香港青年協會荃景青年空間	The Hongkong Federation Of Youth Groups Tsuen King Youth S.P.O.T.
香港防癆心臟及胸病協會	The Hong Kong Tuberculosis and Heart Diseases Association
中國疾病預防控制中心控煙辦公室	Tobacco Control Office, China CDC
電視廣播有限公司	Television Broadcasts Limited
清華大學	Tsinghua University
基督教聯合醫院	United Christian Hospital
世界銀行	World Bank
世界衛生組織	World Health Organization (WHO)
世界肺基金會	World Lung Foundation
協青社	Youth Outreach

各常務委員會之職能範圍

TERMS OF REFERENCE OF STANDING COMMITTEES

(甲) 行政委員會

1. 就制定本會各項活動及財政安排提供意見
2. 監督秘書處的運作，尤以人事及財政事宜為首
3. 審議及通過本會之財政預算
4. 就立法事宜向委員會提供意見，以便作出相應之行動

(乙) 教育及宣傳委員會

1. 研究有效之方法以教育公眾有關吸煙之禍害及宣傳無煙生活方式之信息
2. 監督宣傳物品之製作，包括：電視宣傳短片、海報、紀念品、年報以及會訊
3. 策劃及推行防止青少年吸煙之教育活動
4. 策劃及推行大型之宣傳及社區參與運動
5. 策劃及籌備運動以鼓勵及協助吸煙人士戒煙
6. 檢討有關活動之成效，並提出改善之方法

(丙) 資訊及研究委員會

1. 搜集有關吸煙與健康之資料，並透過各種途徑傳遞給公眾
2. 訂定調查研究項目及主題
3. 委託機構進行調查研究，並監察研究之進展
4. 公布調查研究結果，及建議跟進之工作

1. Executive Committee

- (a) To advise the Council on the planning and budgeting of COSH programmes and activities.
- (b) To oversee the functioning of COSH secretariat, in particular staffing and financial matters.
- (c) To consider and endorse COSH's annual budget.
- (d) To review and recommend to the Council appropriate action on legislative matters.

2. Education and Publicity Committee

- (a) To consider ways and means to educate the general public on the harmful effects of smoking and to promote a smoke-free lifestyle in the community.
- (b) To oversee the production of publicity materials such as TV commercials, posters, souvenirs, annual reports and newsletter.
- (c) To plan and implement education projects to prevent youth from taking up the habit of smoking.
- (d) To plan and organize territory-wide publicity campaigns and community involvement projects.
- (e) To plan and organize campaigns to encourage and help smokers to quit smoking.
- (f) To evaluate the education, publicity and community involvement campaigns and to initiate improvements where appropriate.

3. Information and Research Committee

- (a) To plan and organize campaigns to encourage and help smokers to quit smoking and collate all information related to smoking and health and to disseminate such information through appropriate means and networks.
- (b) To identify appropriate themes of research and survey projects.
- (c) To commission out the research and survey projects and monitor the progress of such projects being carried out.
- (d) To publicize the research and survey results and recommend follow-up actions having regard to such results.