

**Bills Committee on
Smoking (Public Health) (Amendment) Bill 2005**

**Administration's response to the issue of graphic health warnings
raised at the Bills Committee meeting on 6 March 2006**

PURPOSE

This paper sets out the Administration's response to Members' request to have more information on graphic health warnings raised by the Bills Committee at its meeting on 6 March.

BACKGROUND

2. At the above meeting, Members requested the Administration to provide a response in writing on the use of graphic health warnings in other overseas jurisdictions together with details of those health warnings.

ADMINISTRATION'S RESPONSE

Australia

3. Starting from 1 March 2006, Australian cigarettes would bear warnings that cover 30% of the front and 90% of the back of each package. The back of the package provides expanded information on the warning, as well as information on the Australian Quitline.

4. Fourteen warnings have been developed. Implementation details and required warnings are at **Annex A**.

Brazil

5. Starting from February 2002, Brazilian cigarettes must have warnings that cover 100% of one side of the package (the one most easily visible to the consumer). There are a total of ten warnings, which are at **Annex B**.

6. According to Article 2 of Resolution - RDC nº 335 of Brazil, the graphic health warnings shall be displayed simultaneously or sequentially, and in the last case they shall be changed every five months at most.

Canada

7. Starting from December 2000, warnings on cigarette packets in Canada must cover 50% of each of the front and back of the package. One side is in English and one side is in French (i.e. the two official languages of Canada).

8. There are 16 health warning messages which must appear in equal numbers in each brand, which are attached at **Annex C**.

Singapore

9. Commencing on 1 August 2004, Singapore requires that each package of cigarettes to include a health warning that is at least 50% of both sides. There are six health warning messages, which are at **Annex D**.

10. Each of the warnings set out shall be printed in rotation on the containers of each kind of tobacco products so that during every 24-month period, each warning appears as far as possible on an equal number of containers of each kind of tobacco product.

Thailand

11. Thailand requires that each package of cigarettes to include a health warning that covers at least 50% of both sides of the package starting from 25 March 2005. There are six health warning messages, which are at **Annex E**.

Venezuela

12. Venezuela provides 10 warnings which must be shown in rotation on 100% of one side of the cigarette package. This came into force on 15 April 2005. The packages must also carry a warning that "there is no safe level of consumption." These warnings are at **Annex F**.

European Union

13. The European Union provides its member states with the option of using some of the 42 picture-based warnings starting from 1 October 2004. However, member states are not mandatorily required to use pictures on cigarette warnings.

14. The minimum size for cigarette warnings in the EU is 30% of the front (32% for bilingual and 35% for trilingual countries) and 40% of the back

(45% for bilingual and 50% for trilingual countries). A border is also required. The full set of warnings approved by the Union is at **Annex G**.

15. Belgium, as a country with three languages for example, would have health warnings that cover 35% of the cigarette package on the front and 50% on the back. Belgium has created three series of warnings, each set containing 14 warnings. The first set will appear during the first year, the second on the second year, and so forth. They could be found at **Annex H**.

ADVICE SOUGHT

16. The Bills Committee is invited to note the above for information.



Trade Practices (Consumer Product Information Standards) (Tobacco) Regulations 2004

Statutory Rules 2004 No. 264¹

I, PHILIP MICHAEL JEFFERY, Governor-General of the Commonwealth of Australia, acting with the advice of the Federal Executive Council, make the following Regulations under the *Trade Practices Act 1974*.

Dated 19 August 2004

P. M. JEFFERY
Governor-General

By His Excellency's Command

ROSS CAMERON
Parliamentary Secretary to the Treasurer

**36 Phase-in, alternation and rotation of messages —
relevant retail packages**



- (1) In the period beginning on the commencement of this regulation and ending on 28 February 2006, and in a period of 8 months beginning on 1 March in a year ending with an even number:
 - (a) a relevant retail package must bear a warning message, corresponding explanatory message and, if required, the corresponding graphic, mentioned in items 201 to 207 of Schedule 2; and
 - (b) each warning message, corresponding explanatory message and, if required, the corresponding graphic, mentioned in items 201 to 207 of Schedule 2 must be printed in rotation on relevant retail packages, so that, during the period, each message appears as nearly as practicable on an equal number of relevant retail packages of each kind of cigarette and of loose or pipe tobacco.
- (2) In a period of 8 months beginning on 1 March in a year ending with an odd number:
 - (a) a relevant retail package must bear a warning message, corresponding explanatory message and, if required, the corresponding graphic, mentioned in items 208 to 214 of Schedule 2; and
 - (b) each warning message, corresponding explanatory message and, if required, the corresponding graphic, mentioned in items 208 to 214 of Schedule 2 must be printed in rotation on relevant retail packages, so that, during the period, each message appears as nearly as practicable on an equal number of relevant retail packages of each kind of cigarette and of loose or pipe tobacco.



**37 Changeover arrangements — relevant retail
packages**



In a period of 4 months beginning on 1 November in a year, a relevant retail package must bear a warning message, corresponding explanatory message and, if required, the corresponding graphic, mentioned in Division 2.2.1 of Schedule 2.



Part 2.2 Warning messages, explanatory messages and graphics




Division 2.2.1 Cigarettes and loose or pipe tobacco — relevant retail packages



Item	Warning message	Explanatory message	Graphic
201	<p>SMOKING CAUSES PERIPHERAL VASCULAR DISEASE</p> <p>Health Authority Warning</p>	<p>Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>GANGRENE</p> 
202	<p>SMOKING CAUSES EMPHYSEMA</p> <p>Health Authority Warning</p>	<p>Emphysema is a disease where the airsacs in the lungs are gradually destroyed, making it hard to breathe. Sufferers describe it as a living, breathing hell. Nearly all emphysema is caused by tobacco smoking.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>EMPHYSEMA</p>  <p>HEALTHY LUNG</p>


Item	Warning message	Explanatory message	Graphic
203	<p>SMOKING CAUSES MOUTH AND THROAT CANCER</p> <p>Health Authority Warning</p>	<p>Smoking is the major cause of cancers affecting the mouth and throat. These cancers can result in extensive surgery, problems in eating and swallowing, speech problems and permanent disfigurement.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	
204	<p>SMOKING CLOGS YOUR ARTERIES</p> <p>Health Authority Warning</p>	<p>Smoking narrows your arteries causing them to become clogged and can lead to heart attack, stroke, peripheral vascular disease, gangrene of the feet and impotence.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	

Item	Warning message	Explanatory message	Graphic
205	DON'T LET CHILDREN BREATHE YOUR SMOKE Health Authority Warning	<p>Children exposed to passive smoking experience more serious illnesses such as pneumonia, middle ear infections and asthma attacks. Babies exposed to passive smoking are at greater risk of SIDS (Sudden Infant Death Syndrome).</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	
206	SMOKING – A LEADING CAUSE OF DEATH Health Authority Warning	<p>Smoking causes more deaths than murder, illegal drugs, motor vehicle accidents and alcohol combined. Smokers not only live shorter lives, they also live more years with disabling health problems.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>* Source: AIHW Quantification of drug caused mortality and morbidity in Australia, 1998 and ABS Causes of Death, 1998.</p>	

Item	Warning message	Explanatory message	Graphic
207	<p>QUITTING WILL IMPROVE YOUR HEALTH</p> <p>Health Authority Warning</p>	<p>Quitting smoking at any age benefits your health and fitness. Quitting reduces your risk of developing diseases such as cancer, heart attack and stroke. In the case of heart attack, the risk is halved one year after quitting.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	
208	<p>SMOKING HARMS UNBORN BABIES</p> <p>Health Authority Warning</p>	<p>Smoking during pregnancy reduces the flow of blood in the placenta and limits the oxygen and nutrients that reach the growing baby. This increases the risk of miscarriage, stillbirth, premature birth, complications during birth or the baby having a smaller brain and body.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	

Item	Warning message	Explanatory message	Graphic
209	SMOKING CAUSES BLINDNESS Health Authority Warning	Smoking causes irreversible damage to the back of the eye. This is known as macular degeneration. Central vision is lost, blindness may follow. You CAN quit smoking. Call Quitline 131 848 , talk to your doctor or pharmacist, or visit www.quitnow.info.au	
210	SMOKING CAUSES LUNG CANCER Health Authority Warning	9 out of 10 lung cancers are caused by smoking. Every cigarette you smoke increases your risk of lung cancer. Most people who get lung cancer, die from it. You CAN quit smoking. Call Quitline 131 848 , talk to your doctor or pharmacist, or visit www.quitnow.info.au	
211	SMOKING CAUSES HEART DISEASE Health Authority Warning	Smoking narrows the arteries to your heart causing them to become blocked. This can cause heart attacks and death. Smoking can double your risk of dying from a heart attack. You CAN quit smoking. Call Quitline 131 848 , talk to your doctor or pharmacist, or visit www.quitnow.info.au	

Item	Warning message	Explanatory message	Graphic
212	<p>SMOKING DOUBLES YOUR RISK OF STROKE</p> <p>Health Authority Warning</p>	<p>Smoking narrows the arteries to your brain causing them to become blocked. This causes a stroke that can result in permanent paralysis, inability to speak, disability or death.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	
213	<p>SMOKING IS ADDICTIVE</p> <p>Health Authority Warning</p>	<p>When you smoke you inhale the drug nicotine. In a short time you can find it difficult to control how much you smoke or to quit smoking. Many people don't realise they are dependent on tobacco until they try to quit. Even lifelong smokers CAN and do quit.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p>Image Source: Health Canada website and Media Photo Gallery.</p>	

Item	Warning message	Explanatory message	Graphic
214	TOBACCO SMOKE IS TOXIC Health Authority Warning	<p>Tobacco smoke is a complex mixture of toxic chemicals such as nitrosamines and benzopyrenes which contribute directly to the formation of cancer in smokers, and carbon monoxide which reduces the ability of blood to carry oxygen. These harmful substances can reach your brain, heart and other organs within 10 seconds of the first puff.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	

Division 2.2.2 Loose or pipe tobacco in retail packages mentioned in items 111, 112 or 113

Item	Warning message	Explanatory message
215	SMOKING DOUBLES YOUR RISK OF STROKE	<p>Smoking narrows the arteries to your brain causing them to become blocked. This causes a stroke that can result in permanent paralysis, inability to speak, disability or death.</p> <p>You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>

Set #2



**1. Esta necrose
foi causada pelo
consumo do
tabaco**

**[This necrosis
was caused by
tobacco
consumption];**



**2. Fumar causa
impotência
sexual**

**[Smoking causes
sexual
impotence];**



**3. Crianças que
convivem com
fumantes têm
mais asma,
pneumonia,
sinusite e alergia**

**[Children in live
in close contact
with smokers
have more
asthma,
pneumonia,
sinusitis and
allergy];**

**4. Ele é uma
vítima do tabaco.
Fumar causa
doença vascular
e pode levar a
amputação**

**[He is a victim of
tobacco.
Smoking causes
vascular disease
that may lead to
amputation]**





**5. Fumar causa
aborto
espontâneo**

**[Smoking
causes
spontaneous
abortion]**



**6. Ao fumar você
inala arsênico e
naftalina,
também usados
contra ratos e
baratas**

**[When smoking,
you inhale
arsenic and
naphthalene,
also used
against rats and
cockroaches]**

**7. Fumar causa
câncer de laringe**

**[Smoking
causes cancer in
the larynge]**





**8. Fumar causa
câncer de boca e
perda dos dentes**

**[Smoking
causes mouth
cancer and loss
of teeth]**




**9. Fumar causa
câncer de
pulmão**

**[Smoking
causes lung
cancer];**



**10. Em
gestantes, fumar
provoca partos
prematureiros e o
nascimento de
crianças com
peso abaixo do
normal [Smoking
during
pregnancy
causes
premature births
and the birth of
babies with low
birth weight];**





WARNING:
**CIGARETTES ARE
HIGHLY ADDICTIVE**

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

Health Canada



WARNING:
**CHILDREN SEE
CHILDREN DO**

Your children are twice as likely to smoke if you do. Half of all premature deaths among life-long smokers result from tobacco use.

Health Canada



WARNING:
**CIGARETTES HURT
BABIES**

Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.

Health Canada



WARNING:
**TOBACCO USE
CAN MAKE YOU
IMPOTENT**

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada



**DON'T
POISON US**

WARNING: Second-hand smoke contains carbon monoxide, ammonia, formaldehyde, benz[a]pyrene and nitrosamines. These chemicals can harm your children.

Health Canada



WARNING:
**TOBACCO SMOKE
HURTS BABIES**

Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.

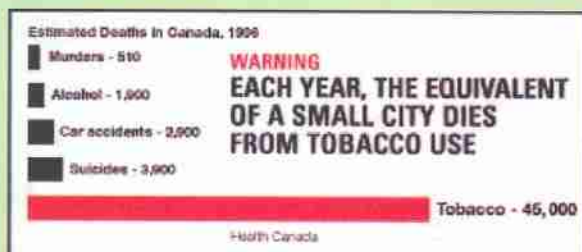
Health Canada



WARNING:
**CIGARETTES
CAUSE STROKES**

Tobacco smoke can cause the arteries in your brain to clog. This can block the blood vessels and cause a stroke. A stroke can cause disability and death.

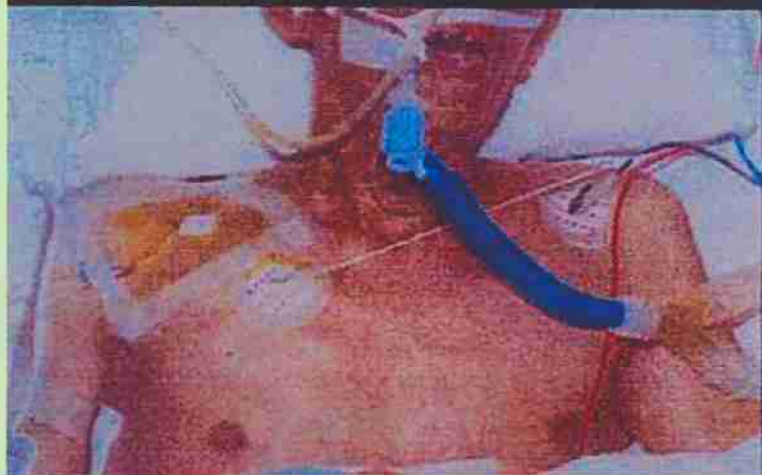
Health Canada







สูบแล้วถูกลมพองกาย



Cigarettes harm your larynx

สูบแล้วจะเหม็นกลิ่นปาก



Cigarettes cause bad breath



Cigarettes accelerate old age



Cigarettes cause lung cancer

ควันบุหรี่ จะทำร้ายลูก



Cigarette smoke harms your children

ควันบุหรี่ ฆ่าคนตายได้



Cigarette smoke can kill you.

El Ministerio de Salud y Desarrollo Social
ADVIERTE

**FUMAR CAUSA MAL ALIENTO,
PERDIDAS DE MUELAS Y
CÁNCER DE BOCA**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**DEJAR DE FUMAR MEJORA
TU SALUD Y PROLONGA LA
VIDA**



El Ministerio de Salud y Desarrollo Social
ADVIERTE
**EL HUMO DEL CIGARRILLO
AFECTA TAMBIÉN A QUIEN
NO FUMA**



El Ministerio de Salud y Desarrollo Social
ADVIERTE
**FUMAR DURANTE EL
EMBARAZO DAÑA LA SALUD
DE TU BEBÉ**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**FUMAR CIGARRILLOS DURANTE
EL USO DE ANTICONCEPTIVOS
ORALES AUMENTA EL RIESGO
DE TROMBOSIS**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**LOS NIÑOS Y NIÑAS
COMIENZAN A FUMAR AL VER
ADULTOS FUMANDO**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**FUMAR CAUSA INFARTO
AL CORAZÓN**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**FUMAR CAUSA IMPOTENCIA
EN LOS HOMBRES**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

**ESTE PRODUCTO ES DAÑINO
PARA LA SALUD Y PRODUCE
ADICCIÓN**



El Ministerio de Salud y Desarrollo Social
ADVIERTE

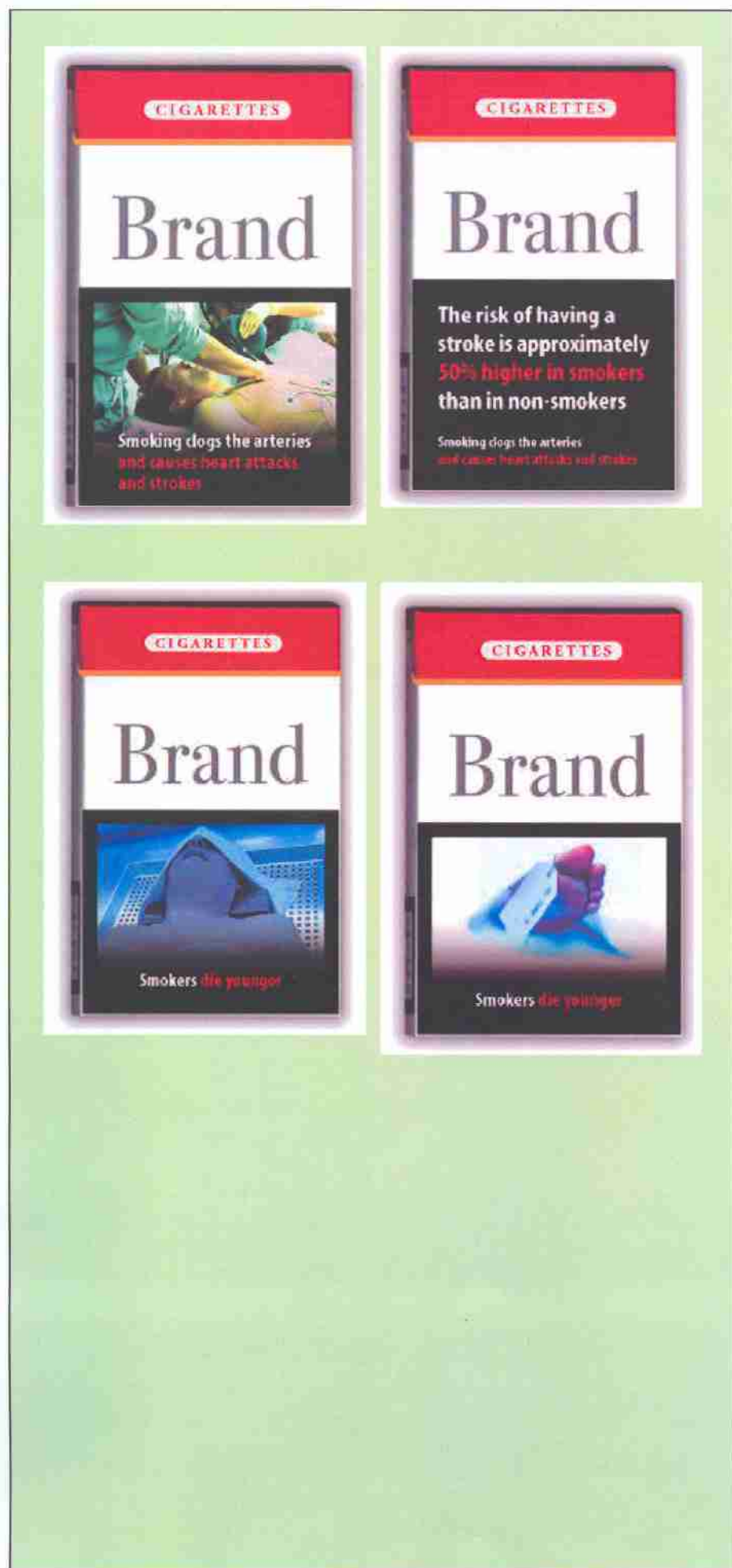
**FUMAR CAUSA CÁNCER DE
PULMÓN, TOS, ENFISEMA
PULMONAR Y BRONQUITIS
CRÓNICA**

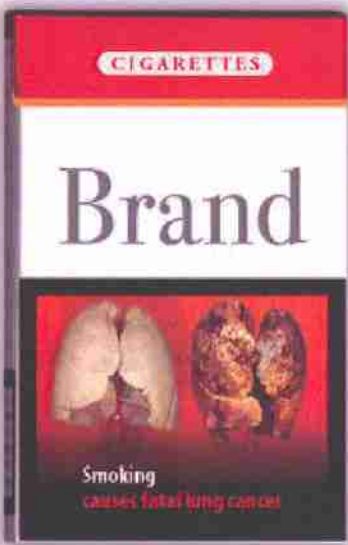
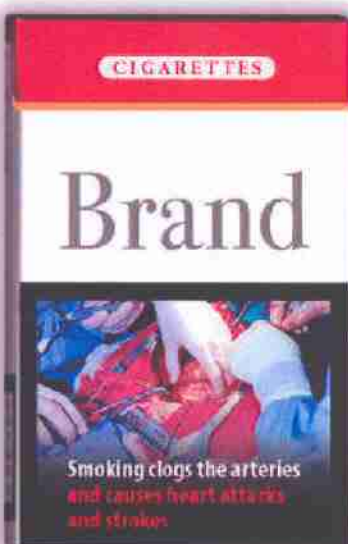
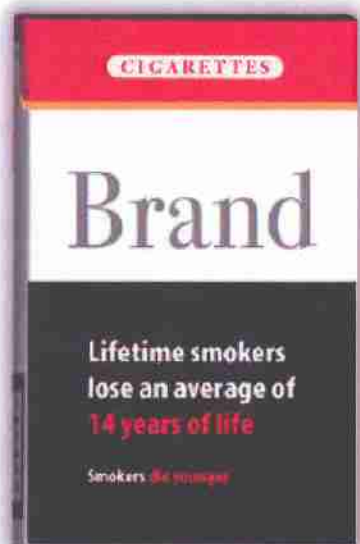
PULMÓN SANO

**PULMÓN
DE
FUMADOR**

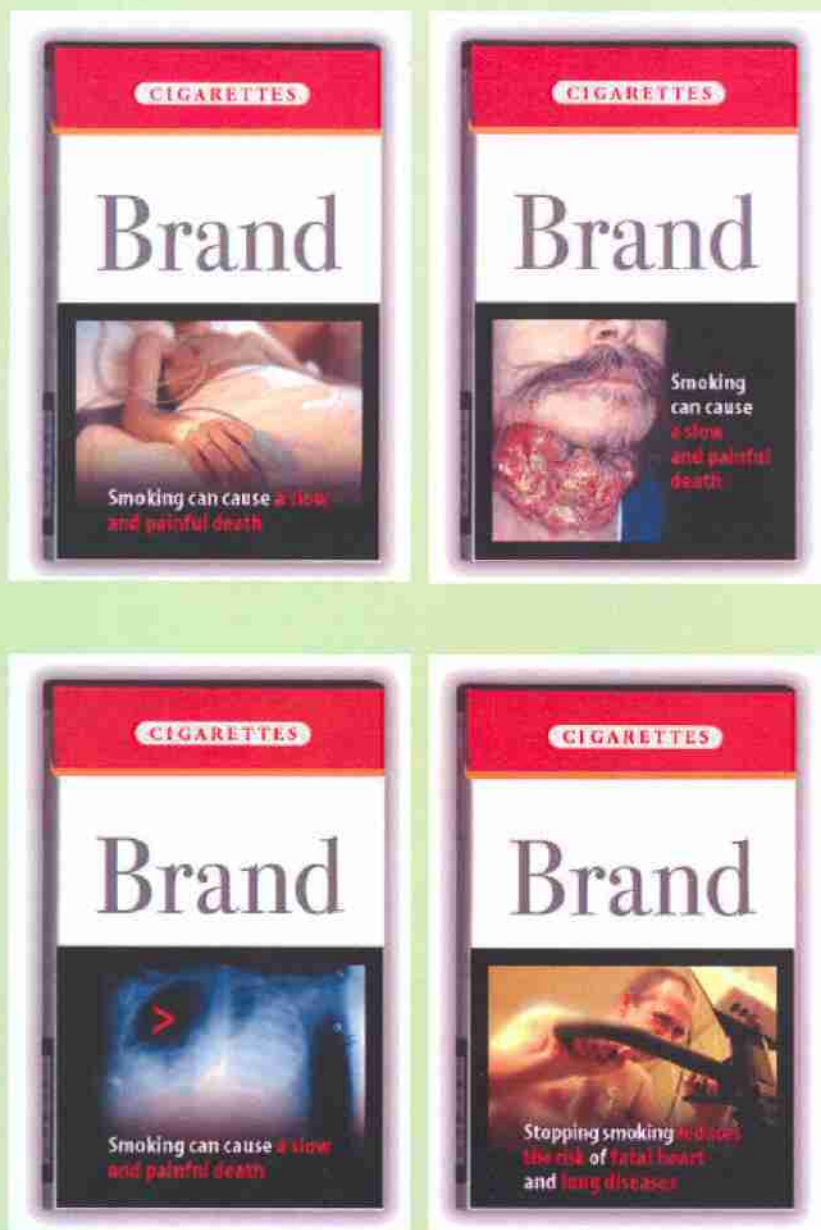


TU DECIDES

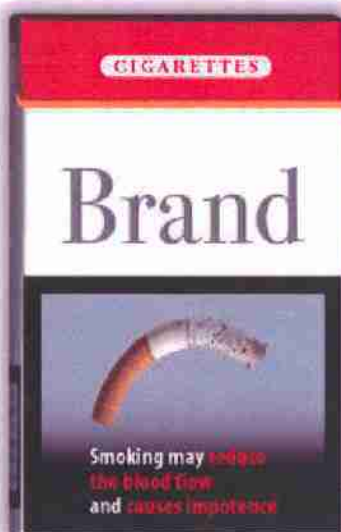
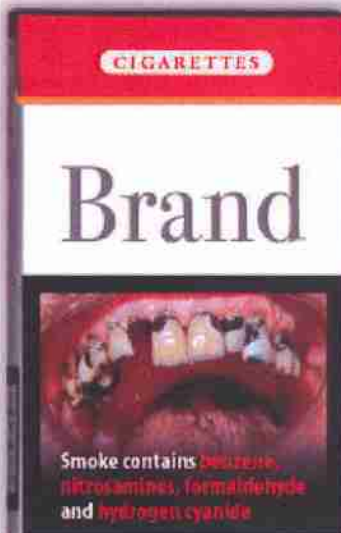
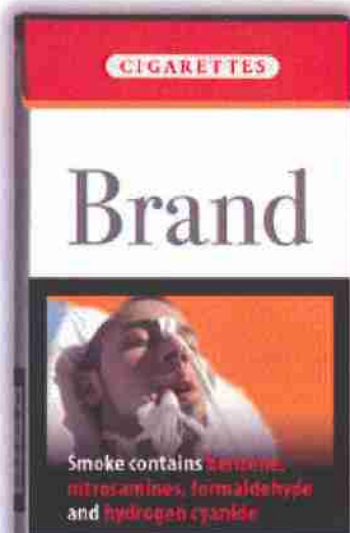
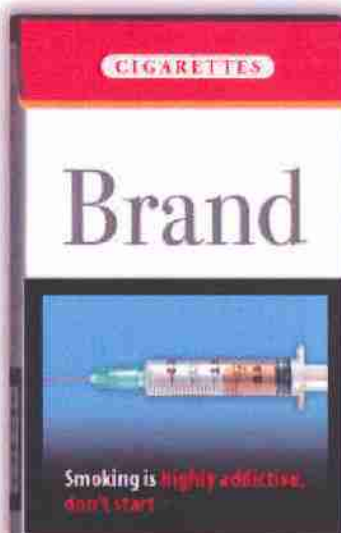
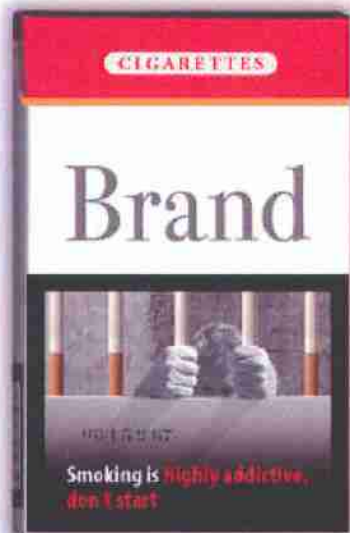




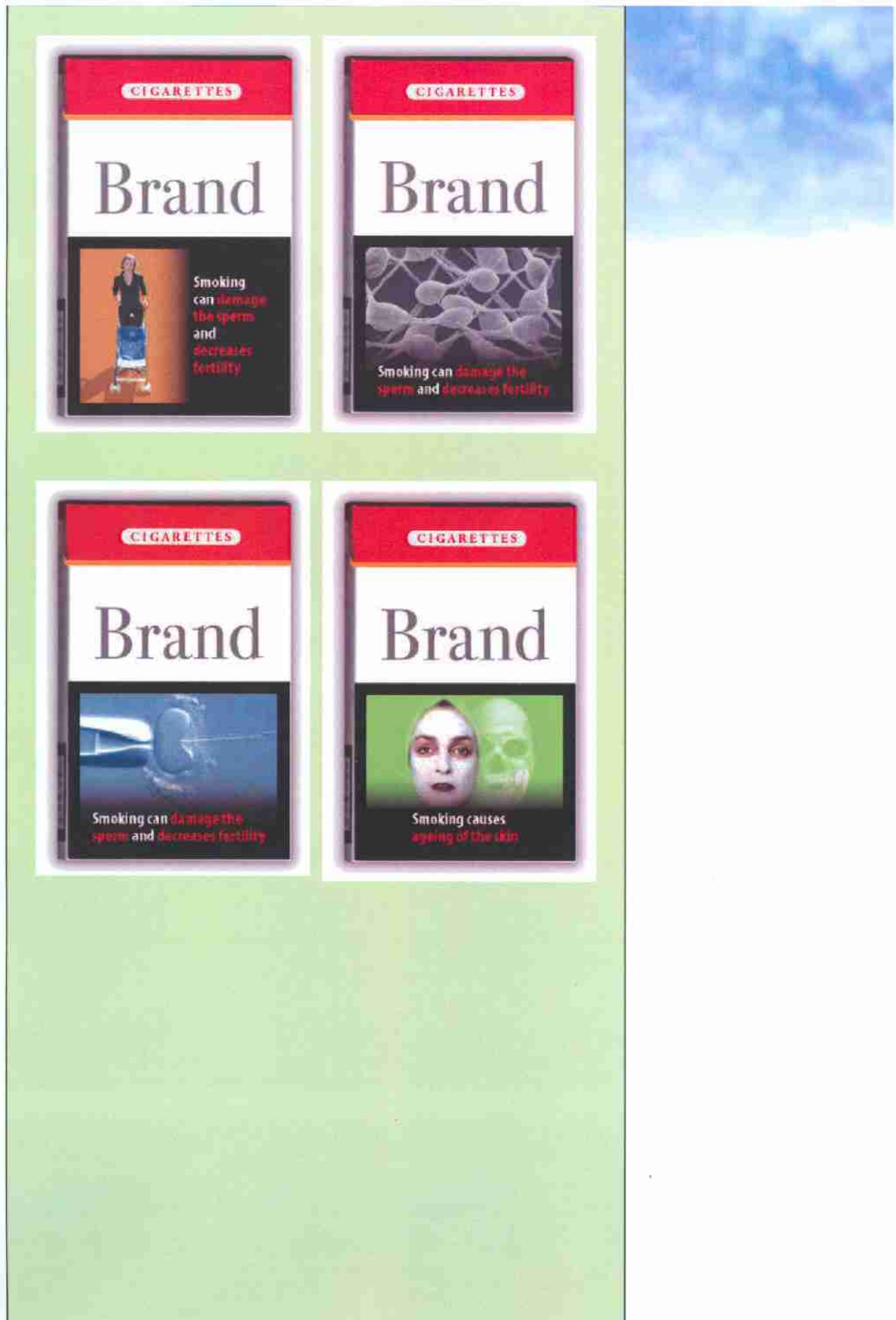






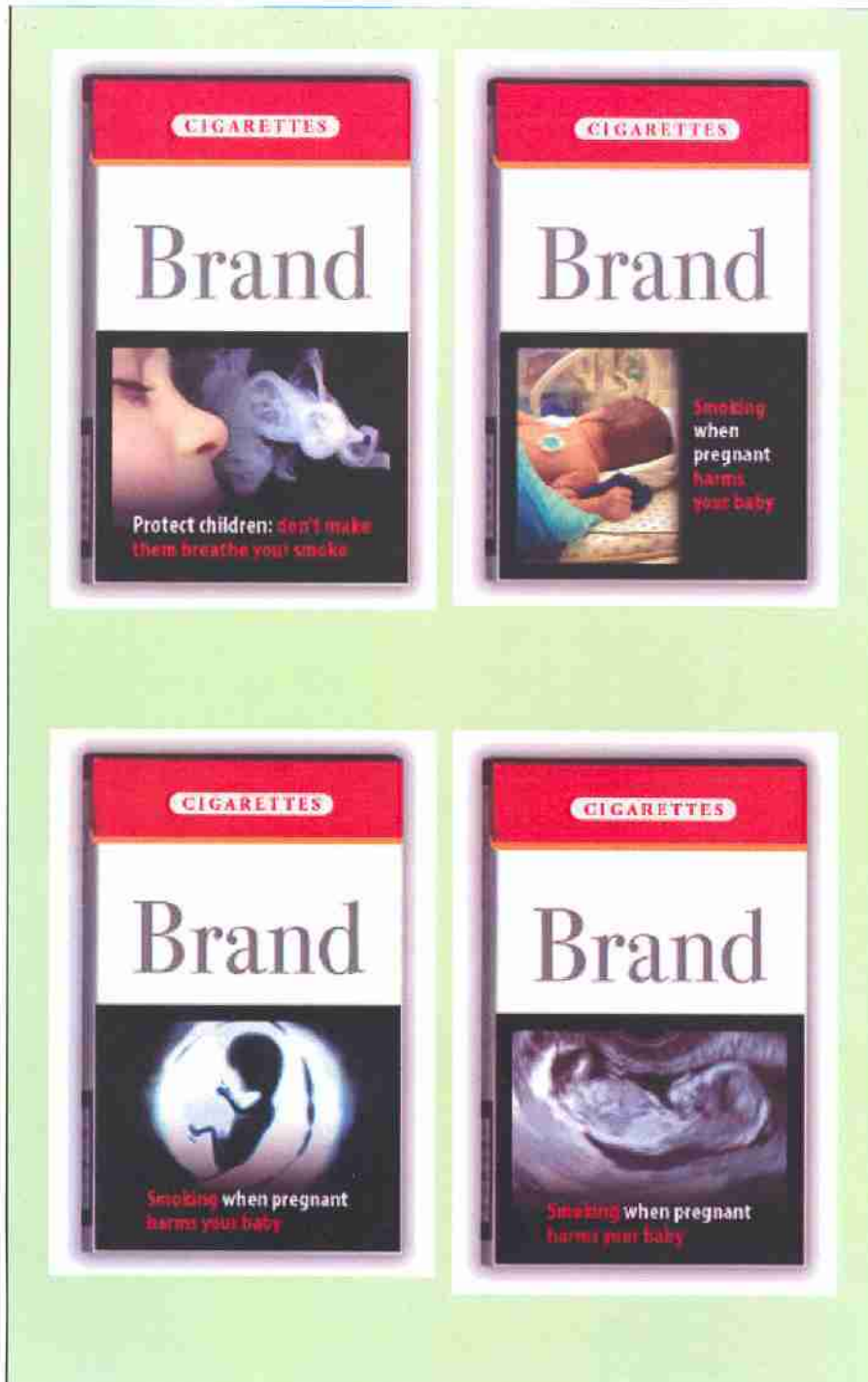












ANNEXE

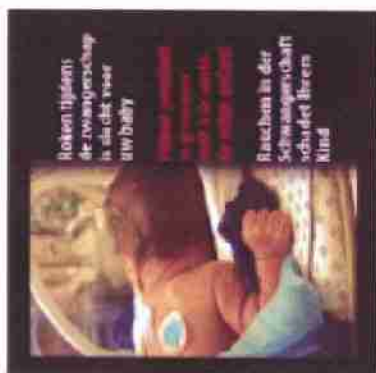
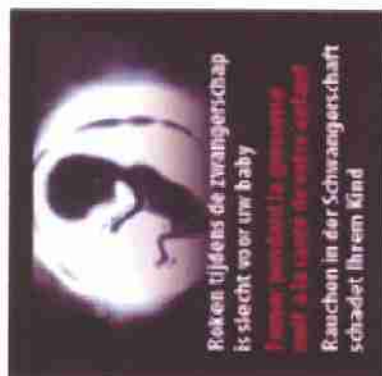
Liste de trois séries d'avertissements combinés qui doivent figurer sur chaque conditionnement de cigarettes

BIJLAGE

Lijst met drie series van gecombineerde waarschuwingen, die op elke verpakkingseenheid van sigaretten moeten voorkomen

Série/Serie 1	Série/Serie 2	Série/Serie 3
 <p>Rokers sterven jonger Les fumeurs meurent prématurément Raucher sterben früher</p>	 <p>Rokers sterven jonger Les fumeurs meurent prématurément Raucher sterben früher</p>	<p>Lerenlange rokers verliezen gemiddeld 14 jaar van hun leven Dokeen rokers jonger</p> <p>Continuez à fumer, et vous risquez de perdre 14 années de vie Les fumeurs meurent prématurément</p> <p>Lebenslange Raucher verlieren im Durchschnitt 14 Jahre ihres Lebens Raucher sterben früher</p>






Je kan het ! Wij kunnen helpen
The addict can recover. We can help him or her to get back on his feet. We can help him or her to get back on his feet.

Vous pouvez y arriver.
Nous vous aiderons
You can overcome your addiction. We can help you to get back on your feet. We can help you to get back on your feet.

Sie können es schaffen.
wir können helfen
You can overcome your addiction. We can help you to get back on your feet. We can help you to get back on your feet.




Roken werkt zeer verslavend:
 begin er niet mee
Smoking is very addictive. Do not start.

Rauschen macht sehr schnell abhängig:
 Fangen Sie gar nicht erst an!
Drinking is very addictive. Do not start.

Roken is een ernstige verslaving aan nicotine.
 Wees niet bang om hulp te vragen
Smoking is a serious addiction to nicotine. Do not be afraid to ask for help.

Vous avez une dépendance au tabac.
 Il n'y a pas de honte à demander de l'aide
You have a nicotine addiction. It is not shameful to ask for help.

Rauschen ist eine ernste Nikotin-Abhängigkeit:
 haben Sie keine Angst, um Hilfe zu bitten
Drinking is a serious nicotine addiction. Do not be afraid to ask for help.




Roken werkt zeer verslavend:
 begin er niet mee
Smoking is very addictive. Do not start.

Rauschen macht sehr schnell abhängig:
 Fangen Sie gar nicht erst an!
Drinking is very addictive. Do not start.




The addict can recover.
 We can help him or her to get back on his feet.
The addict can recover. We can help him or her to get back on his feet.

Sie können es schaffen.
 wir können helfen
You can overcome your addiction. We can help you to get back on your feet.



Roken werkt zeer verslavend:
 begin er niet mee
Smoking is very addictive. Do not start.

Rauschen macht sehr schnell abhängig:
 Fangen Sie gar nicht erst an!
Drinking is very addictive. Do not start.



Stoppen met roken
vermindert het risico
op doedelijke hart- en
longziekten

Na 10 jaar roken
daalt het risico op
doedelijke hart- en
longziekten al
merkbaar.

Bier dat roken
afgibt, vermindert
het risico doedelijke
hart- en longziekten
merkbaar.



Roken kan
leiden tot
een langzame,
pijnlijke dood

Rooken kan
leiden tot
een langzame,
pijnlijke dood

Roken kan
leiden tot
een langzame,
pijnlijke dood

Indien men een jaar met roken stopt, vermindert het risico op coronair hart ziekten met 50%.

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.



Roken kan leiden tot
een langzame, pijnlijke dood

Roken kan leiden tot
een langzame, pijnlijke dood

Roken kan leiden tot
een langzame, pijnlijke dood



Stoppen met roken vermindert het risico
op doedelijke hart- en longziekten

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.

Na 10 jaar roken daalt het risico op doedelijke hart- en longziekten al merkbaar.



Roken kan leiden tot
een langzame, pijnlijke dood

Roken kan leiden tot
een langzame, pijnlijke dood

Roken kan leiden tot
een langzame, pijnlijke dood



Zoek hulp om te stoppen met roken:
0800 111 00
Hier vinden Sie Hilfe, wenn Sie
das Rauchen aufgeben möchten:
0800 111 00



Roken kan de bloedsnelheid verminderen
en veroorzaakt impotentie
Rauchen kann zu Durchblutungsstörungen
führen und verursacht Impotenz

0800 111 00
Kies voor vrijheid, wij zullen je helpen
Choisissez la liberté, nous vous aiderons
0800 111 00
Wählen Sie die Freiheit,
wir helfen Ihnen
0800 111 00



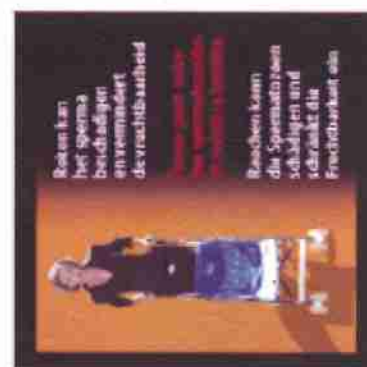
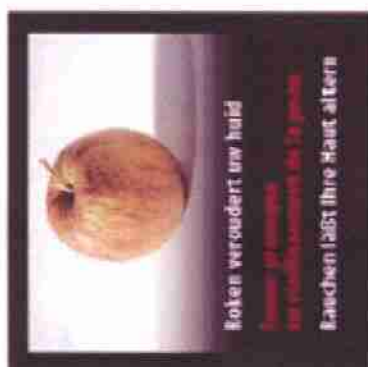
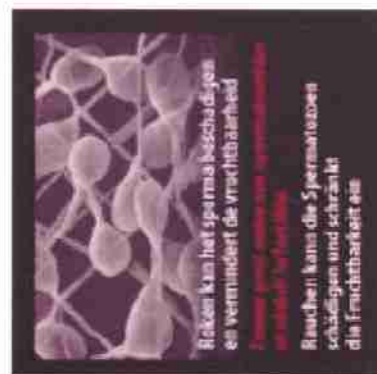
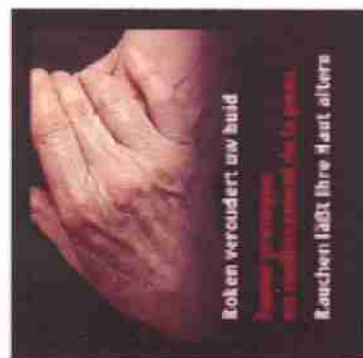
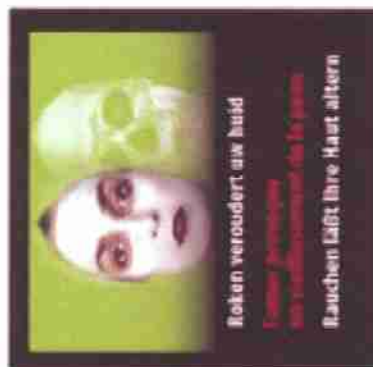
Roken kan de bloedsnelheid verminderen
en veroorzaakt impotentie
Rauchen kann zu Durchblutungsstörungen
führen und verursacht Impotenz



Zoek hulp om te stoppen met roken:
0800 111 00
Hier finden Sie Hilfe, wenn Sie
das Rauchen aufgeben möchten:
0800 111 00



Roken kan de bloedsnelheid verminderen
en veroorzaakt impotentie
Rauchen kann zu Durchblutungsstörungen
führen und verursacht Impotenz





Vu pour être annexé à l'arrêté ministériel du 27 octobre 2005.

R. DEMOTTE

Gezien om te worden bijgevoegd bij het ministerieel besluit van 27 oktober 2005.

R. DEMOTTE