



香港社會醫學學院
HONG KONG COLLEGE OF COMMUNITY MEDICINE
founder College of the Hong Kong Academy of Medicine
Incorporated with limited liability



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COUNCIL 2017-18

Clerk to Subcommittee on Smoking (Public Health) (Notices) (Amendment)
Order 2017

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Prof Samuel Wong
黃仰山

16 May 2017

Dear Sir/Madam,

Submission of views from the Hong Kong College of Community Medicine

**Proposal to Amend Health Warnings on Tobacco Product Packets and
Retail Containers**

On behalf of the Hong Kong College of Community Medicine (the “College”), I would like to submit our views on the captioned subject to be deliberated under the LegCo Subcommittee on Smoking (Public Health) (Notices) (Amendment) order 2017 on 23 May 2017.

The College supports Government’s proposal to amend health warnings on tobacco product packets and retail containers. Notwithstanding progress made in tobacco control during the past decades, there are still thousands of lives to be saved from tobacco every year, as smoking is still the foremost preventable cause of disease and mortality in Hong Kong.

The World Health Organization (WHO) Guidelines on tobacco advertising are clear and explicit. They provide robust public health and scientific basis for the current proposals. Many countries have adopted the WHO recommendations and the measures are proven to be effective. Claims about illicit tobacco trade are not substantiated based on international experience.

We are concerned that existing pictorial warnings have been stagnant for quite a number of years and their effect is wearing off. In particular, larger warnings are needed to maintain effectiveness over time and communicate health effects of smoking to children and young people.

The proposals are much needed steps to upgrade protection against the harms of tobacco. If they are not implemented in good time, Hong Kong will be in danger of losing its hard earned achievements in tobacco control.



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The College is happy to attend the meeting on 23 May 2017 to elaborate our views.

President

Prof Fung Hong
馮康

Yours sincerely,

Vice-President

Dr Thomas Tsang
曾浩輝

Chief Censor

Dr Y Y Ho
何玉賢

Dr TSANG Ho-fai, Thomas
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