



SCHOOL OF PUBLIC HEALTH
THE UNIVERSITY OF HONG KONG
香港大學公共衛生學院

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The Legislative Council of the HKSAR
Panel on Health Services
Legislative Council Secretariat
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Sir/Madam,

I would like to strongly reiterate my support for the FHB's proposed measures to strengthen tobacco control. As the Director of the School of Public Health of The University of Hong Kong, as a former Assistant Director General of the World Health Organization, and as a medical doctor who has taken care of patients who have suffered, and died, from smoking related diseases, I believe cigarettes are a life-limiting toxin for people, and especially the young. The FHB's proposal to enlarge the size of pictorial health warnings to at least 85% of the cigarette package and to increase the number of pictures which show severe consequences is in line with international efforts to reduce, and ultimately stop, smoking. This measure is likely to help eliminate the branding effects of cigarettes packs and will, hopefully, discourage more youngsters from smoking.

To help protect the general public, and particularly young people, from the many adverse consequences of smoking, I urge the Legislative Council to take prompt actions to implement the new proposed measures without delay, and to make all possible effort to reduce premature deaths and chronic health problems associated with smoking.

Sincerely,

Professor Keiji Fukuda
Director and Clinical Professor
School of Public Health
LKS Faculty of Medicine
The University of Hong Kong