



● 家庭醫生  
Family Medicine

● 健康檢查  
Health Maintenance Programme

● 牙醫  
Dental

● 社區營養服務  
Community Nutrition

● 物理治療  
Physiotherapy

● 外展醫療  
Medical Outreach

● 中醫全科  
Chinese Medicine

● 長者社區支援服務  
Elderly Community Support Service

● 倡健學校計劃 (健康校園)  
Health Promoting Schools Project

● 愛鄰網絡  
Good Neighbour Network (Rehabilitation Service)

● 健康教育及推廣  
Health Education & Promotion

● 病理檢驗  
Pathology Laboratory

● 臨床心理服務  
Clinical Psychology

● 診斷影像  
Diagnostic Imaging

Clerk to Panel on Health Services  
Legislative Council Secretariat  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong

17<sup>th</sup> May 2017

Dear Sir/Madam,

The United Christian Nethersole Community Health Service has the mission of promoting the health of the community. We strongly support the enactment of the amendment of the Smoking (Public Health) (Notices) Order (Cap. 371 sub. leg. B) of enlarging the pictorial health warning to 85% for ALL types of tobacco product packaging, and increasing the number of forms of health warning from six to twelve, and adding the quitline 1833 183. We support the proposal of adding new health warnings and more frequent rotation of health warnings to raise the deterring effect to smokers. The amendments line up with WHO's call for countries to adopt plain packaging or pictorial warnings covering more than 85% by 2018. We advocate for at least 85% health warning coverage, with view to plain paper packaging.

There is sufficient evidence that this will reduce smoking rates:

1. In Australia consumption fell 2.9% in a quarter and 12.2% over the year, two years after plain-packaging legislation came into effect.
2. Research studies that support pictorial warnings, reviewed in greater depth by the International Tobacco Control (ITC) Policy Evaluation Project. The research on pictorial warnings showed that they are: (i) more likely to be noticed than text-only warning label (ii) more effective for educating smokers about the health risks of smoking and for increasing smokers' thoughts about the health risks and (iii) is associated with increased motivation to quit smoking.
3. Moreover, evidence for the greater potential impact of pictorial warnings have come from focus groups and interview studies, experimental exposure studies and population-based surveys among Canadian smokers, Australian youth, Dutch smokers.



4. The use of graphic pictures is an important means of replacing those positive associations of commercial advertising with negative associations, which is far more appropriate given the devastating impact of tobacco products on global health. And the bigger the better. Evidence from Australia (Post implementation review – Tobacco plain packaging 2016, Department of Health, Australia) shows that standardised “plain” packaging encourages more people to try to quit smoking, and makes cigarette packs much less appealing to children.
5. Tobacco product comes in different types of packages, this 85% of pictorial warning should apply to all packaging regardless of packaged shape.
6. The impact of the enactment of this order will be more smokers motivated to quit and fewer youth taking up the habit, which is increased household savings and better off especially for low income households.

Thus we urge the government to put forward policies that are substantiated by scientific evidence and outcomes that promote a fair and healthy population. Thank you for your attention. For any questions, please kindly contact myself at 2357 4008

Yours faithfully,



Joyce Tang

Medical Director

United Christian Netherosle Community Health Service