Horrifying new cigarette graphic warnings revealed

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ROB STOCK

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GRAPHIC WARNING: Health warnings on cigarettes are set to become more horrific to prevent Kiwis from smoking danger complacency.

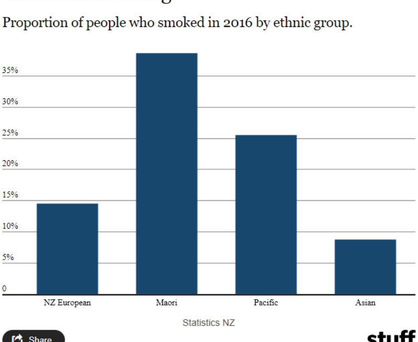
The new graphic health warnings that will have to be printed on cigarette packets have been released.

They will start appearing on packets from March next year.

Australia was the first country in the world to switch to plain-packaging of cigarettes.

Who's still smoking?

Proportion of people who smoked in 2016 by ethnic group.



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New Zealand is following its example, and needed a new set of graphic images to replace those which currently appear on cigarette packs.

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New Zealand cigarette packs will closely resemble the Australian pack designs, including being coloured the same nasty shade of green- Pantone 448C- now widely dubbed the world's ugliest colour.

Smoking remains a habit for around 17 per cent of New Zealanders.

Though the term plain-packaging is widely used, the packs smokers will end up with are anything but plain.

What smokers are going to get is an enhanced version of the horror packaging they are already faced with, only with cigarette branding almost entirely removed.

The new set of graphic images include dissected blackened lungs, open-heart surgery, rotting toes, a baby on oxygen, a dying man in a hospital, and a little girl with an oxygen mask over her face.

The government has now released its plain packaging regulations showing it's decided against some measures the tobacco industry lobbied against.

Cigarette sticks will not be required to be a nasty green, or mustard colour, which some in the anti-smoking lobby wanted.

Nor will each cigarette have text printed on it telling the smoker how many minutes of their life they are puffing away by smoking it.

The government also dropped its plans to have the silver foil, which keeps cigarettes fresh, replaced with a nasty-coloured version, removing the Willy Wonka's golden ticket effect of flipping up the lid of a pack of cigarettes to reveal a flash of shiny silver.

The tobacco industry argued that dying the foil could end up contaminating cigarettes.

Some in the smoke-free lobby had hoped that the regulations would require leaflets on how to quit to be inserted in every packet.

Nick Wilson from Otago University's Department of Public Health said switching to new graphic warnings was long overdue as some of the current ones were not very effective.

"A smart system would change the pictures every couple of years," he said.

Fellow Otago University academic Janet Hoek said a system was needed to bring in new images from time to time to prevent people from becoming "inured" to the current set.

Research showed some kinds of pictures were more effective than others for different groups, she said.

Young people, for example, were more affected by images showing the impact on innocent third parties like children and babies, and less worried by personal damage to their health, as many believed they would have given up before their health was damaged.

Eric Crampton from the New Zealand Initiative think-tank, which is funded by big business including British American Tobacco and Imperial Tobacco, said evidence from Australia showed plain packaging was not having a big effect.

The Chipty report in Australia published last year concluded plain packaging had had an impact on smoking rates.

Crampton said the Ministry of Health had been slow to get its regulations out, and questioned the cost to government for the benefit that plain-packaging would bring.

He also called on the government to move more quickly to legalise e-cigarettes and heat-not-burn devices that are less harmful alternatives to cigarettes.

In a blog in May, Wilson and other health academics said there were other measures New Zealand could adopt to hurry cigarettes into the ashtray of history, including:

* Setting a sinking lid on commercial sales of tobacco, effectively lowering supply each year.
* Every year reducing the number of shops allowed to sell them, particularly in areas with high-risk populations.
* Creating a "smokefree generation" allowing no-one born after a particular year to buy cigarettes.

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Rtap 59 minutes ago
The added chemicals in tobacco to keep it burning are the biggest problem - e.g. saltpetre used to sterilize & tan leather.
Reply +1

Harpagomis 1 hour ago
What difference will that make ? its a highly addictive drug & more importantly its a legal one so tobacco companies will cling on for grim death to rinse every last dollar out of people until it eventually disappears (which it will one day).

I wonder about the fairness of people making money (huge sums of money) out of things in life with addictive properties , anything that operates on the brain & hits endorphins like smoking or pokie machines , alcohol and sugar to lesser extents , is that fair on people?

Some will say everybody has the ability to choose but that ability must be massively impeded with cigarettes or why else would they be so hard to quit.
Reply 0

Rtap 2 hours ago
UK had gory photos for anti smoking adverts 40 years ago - packets & billboards.
Reply +1

MaX Power 2 hours ago
ha ha they doubled the price and people still smoke. i dont think a couple of pictures is going to do a thing
Reply +4

Router 2 hours ago
How do "they" know who smokes ? Nothing on the census about smoking ? Auzzie plain packs are a gold colour . Not green. Just ban them already. Problem solved! Booze next . . .
Reply +2

Timfee 2 hours ago
The thing that gets me about this isn't so much the smoking as it is the government taking away our freedoms. Smoking. Food. How we raise our children live our lives. There supposed to run the country are we no longer free to live how we choose. I saw a drunk man on a sat night abuse a smoker. And tell him that it's bad for him and he will die. 10 meters down the road he was kneeling on the footpath throwing up in the gutter....ironic I thought. When will the control end. Everything we do affects other for good and bad. Live and let live. We are heading for a robot society. Freedom is a dying dream.
Reply +2

JR JR JR 3 hours ago
For goodness sake, leave the damn smokers alone! Makes no difference stupid pictures, didnt stop me smoking and it wont stop others.
Reply +1

Too_much 3 hours ago
Meanwhile Meth is a bigger problem ,but lets just focus on cigarettes.
Reply +3

BobbyM 3 hours ago
The prophecy of George Orwells 1984 is becoming more of a reality for the mind control of the masse's with this behaviour modification programmes and is a precursor of things to come.
Reply +3

speedie 3 hours ago
I have been smoke free for two months. After smoking for 15 years. The only thing that feels better in my life is my bank account. Live and let live, try to be concerned about yourself if you want to, just let people make their own choices.
Reply +4

Avon 3 hours ago
How about a few warnings on alcohol, which in my opinion is just a poison which should be drunk rarely like Christmas.
Reply +4

MiffyofMapua 3 hours ago
Oh phew is that all? I thought they were going to print the price on the packet for a while there.
Reply +6

Scorpion 4 hours ago
Why can't we get rid of smoking all together. by law u must wear a helmet on a bike or wear a seatbelt in the car because it keeps people safe .I'm sorry to the many who smoke but it only has a negative effect on society
Reply -1

jomoa 4 hours ago
Just for all u cig smokers out there you know the whole your body repairs itself once you stop smoking? Thats an absolute lie the cardiologist told us its a lie once the damage is done its done and your body does not repair it hes not the only doctor who knows this so you really should stop because truly it doesnt repair itself whatsoever so the damage u have caused now from smoking you can stop today and 30 years later that damage is still as bad as it was 30 years ago!
Reply · 1 reply -2

> **LindsayGough** 60 minutes ago
> I do not believe a cardiologist told you that. Because it is wrong. Scientifically wrong. And been demonstrated so.
>
> While you can't go back to the status quo ante in all cases, you can improve outlook and outcomes. The lungs recover over a number of years, after around 20 your chances of getting lung cancer are the same as a non-smoker. Not nil. The same.
>
> Likewise, heart function will improve over time, particularly if you exercise. You are not poisoning your heart with carbon monoxide, thus your oxygen levels will rise.
> Reply +2

DiDi 4 hours ago
I see the graphics as "cartoons". I can rapidly name all the other issues that could have caused the end result of the graphics that are not from smoking.If I owned the advertising agency that tried to pull this off, whoever designed them would be fired for dishonesty.
Reply -5

Ian G Williams 4 hours ago
I quit 8 years ago , I have two older brothers who now are on those ridiculous looking vape things , personally I'd rather smoke Marlboro again than suck on a vape stick
Reply +7

TwoCents 4 hours ago
It will be interesting to see the longterm health impacts of e-cigarettes...something tells me the news wont be good.
Reply · 1 reply +9

> **1977** 54 minutes ago
> What are you backing this up with?
> Reply -1

AKL anon. 4 hours ago
If they want to use scare tactics, based on scientific research, why not include that teenage boys whom smoke are stunting their growth. So many short short men puffing outside workplaces.
Reply -2

Turing Test 4 hours ago
"The tobacco industry argued that dying the foil could end up *contaminating* cigarettes."

Oh the irony!
Reply · 2 replies +11

> **HMhmhm** 3 hours ago
> Yes, because most of the nasty chemicals the smoking police go on about are actually in the ink logo and the filter itself, not the tobacco leaf. Yes smoke is bad for you, like car fumes, coal fire fumes etc. As a recent Listener article shows. So smoking may end and people will still be ill from that. Going t ban coal and the internal combustion engine next?
> Reply · 1 reply 0
>
> > **Turing Test** 54 minutes ago
> > So, your happy to ignore the the 400+ other chemicals in cigarettes and go on about car fumes etc?? Give us a break..
> > -1

Stout1 5 hours ago
Pity they can't start curbing the alcohol sales
It's causing more problems than smoking
Reply · 1 reply +10

> **waynewhoever .** 3 hours ago
> Yes Stout1 the main problem with alcohol is its inflated price caused by the excessive tax foisted upon it and the huge profits made by the sellers of alcohol..
> Reply +2

corogold 5 hours ago
we should stop people buying fruit and veges as they are also covered in pesticides and herbicides
Reply +7

Yunca 5 hours ago
It's not about the health hazards govt - you just look so cool when you smoke!
Reply · 1 reply -5

> **opinion** 4 hours ago
> In this day and age, I would say it looks disgusting to most people that don't smoke! Knowing that it is an expensive way of putting toxins into ones body.
> Reply +3

Central 5 hours ago
The government seems to have become the worst kind of dealer, get em hooked then jack up the price, Just stop selling them alltogether and put the addicts on prescription, oh no cant do that, how will we make enough money from tax?
Reply · 1 reply +15

> **Amazilia** 5 hours ago
> I agree that cigarettes should only be available with a doctors prescription, but it would then make pharmacies targets for robberies. Maybe rather than getting the already smokers to quit, major effort should be put in to preventing young people from starting in the first place.
> Reply +6

Silas80221 5 hours ago
Cool! Something new to look at. The pictures don't do it, what truly does stop people from smoking is affordability.
Reply +3

Dominic 6 hours ago
Even as a non smoker I find this war on cigarettes ludicrous. Once they are done with smokes what will be their next target? Sugar, salt, fat, alcohol?

Then of course there is the current discussion on legalising marijuana that many politicians support, don't people smoke that? How can a war be waged on one thing that's smoked while regulations might become more laxed on another?!

Educate people on the risks and leave them to it.
Reply · 1 reply +23

> **Wunth** 5 hours ago
> And so vape must be as bad as cigarettes because they're both smoked or maybe it's hypocrisy that they still sell smoked salmon. Are cigarettes on par with P in your view?
>
> And yes why not start on sugar, salt fat?
>
> And putting graphic images on packaging but not prohibiting it's sale is exactly a case of educating people of the risk and leaving them to it.
> Reply -7

bobby 6 hours ago
I don't know what all the fuss is about, government just need to ban it and problems solved. Simple.
Reply -3

Dan Daniels 7 hours ago
nicotine stops ion from rusting that's why light smokers live so much longer than non smokers , enjoy your rusting red blood cells you non smokers, During the great wars if the medic managed to get that first puff into the wounded mostly they would survive. people have been using tobacco for tens of thousands of years all the clams about how bad smoking is is to get money from taxes and to take away your freedom to think. nearly all the great physics in history were smokers
Reply · 2 replies -6

> **Amazilia** 5 hours ago
> Pretty sure that blood cells don' rust... and considering the body replaces red blood cells every 30 days, your logic makes little sense.
> Reply +8

> **Wunth** 4 hours ago
> "light smokers", the ones who could quit any time if they wanted to.
>
> The past, where life expectancy was less than 35.
>
> Smoking is clearly not a causal factor in smarts.
> Reply -1

NostalgicNZer 9 hours ago
Not all of them were that graphic, and images like bad teeth, lungs,feet etc, these have been used before.
Reply +8

Fry Bread 11 hours ago
Given that the taxes on cigarettes are three times what the actual health costs are, where will the extra money come from if people stop? Smokers actually subsidise healthcare for others.
Reply · 3 replies +12

> **zyofeng** 6 hours ago
> By your logic it is OK to sell cocaine as long as adequate tax is added on top?
>
> It's not just about the money. Smoking also generates air pollution which harms the persons around you.
> Reply · 1 reply -12
>
> > **serenity** 2 hours ago
> > Yes, lets ban cars and make everyone cycle.
> > 0

> **Silas80221** 5 hours ago
> Don't worry - I'm sure that alcohol will be next.
> Reply +13

Patme 11 hours ago
Let's start a coo and stop discriminating against those who chose to smoke! What's next...attacking all the unhealthy food chains? As my mum says there's way more old smokers than old fat people!
Reply · 3 replies +11

> **zyofeng** 6 hours ago
> Must be dellutional if you think non smokers should put up with people who don't respect other's health by causing air pollution.
> Reply · 2 replies -7
>
> > **speedie** 3 hours ago
> > air pollution, grow up. I hope you don't drive a car, or have never lit a fire..
> > 0
>
> > **serenity** 2 hours ago
> > I take it you do not own a car.
> > 0

Kitwritten 11 hours ago
Plain packaging is a stall tactic, it does not cost the government any real loss in tax dollars but nicotine based vapes would see a big drop and thats why the government does not want them made legal....

If the government was serious, the first thing that they would not do, is look at ways to tax things but ways to help smokers move away from smoking.....and be more proactive about it .... even the smokers have asked for the products so they can not funding the cash cow for the government
Reply +5

Pap 12 hours ago
still sold at the corner dairy defies belief, our dairy sells them singularly $2 each as well
Reply · 2 replies +1

> **bananarama** 5 hours ago
> woah really? I thought that was illegal
> Reply +5

> **Turing Test** 4 hours ago
> You should report them.
> Reply -2

peterjamieson 15 hours ago
where has the peoples choice gone
Reply · 1 reply +14

> **Max Power** 10 hours ago
> Nowhere. They can still choose to smoke.
> Reply +6

James86876876 15 hours ago
Watching my father die from osteoporosis (2broken hips in 3 years) I don't know why they don't just tell ppl about the research into it.
Reply -3

Fireflash 16 hours ago
I remember overhearing a conversation between two schoolboys buying cigarettes just after the horror pictures were first put on cigarette packets.
"Hey, which one you got?"
"I got the eye." (proudly)
"Cool!"
Even back then, the pictures weren't having the desired effect.
Reply · 1 reply +27

> **Lotus_light** 48 minutes ago
> Haha too funny.
> Reply 0

Paul Jordan 17 hours ago
Back in 2005 when I went over to Brisbane for my nephews 21st birthday my brother, who was a smoker at the time, said that the packets became collectibles. For a time anyway. Reckoned the pictures were useless as they essentially just became background and nobody really noticed them.

I reckon the Govt should have mandated that the cigarette companies add in a foul tasting chemical to try and wean people off cancer sticks.
Reply · 1 reply -7

> **Uriel** 4 hours ago
> I suggest the same for sugar, sugar in drinks, coffee, eggs, meat, fish and chips, hamburgers, packaged foods from suspect countries and all of the other myriad of consumable's which have all been touted by the ardent as being bad for you as well
> Reply +1

Cinn 17 hours ago
Friend collects the gruesome pictures hahaha
Reply +11

Elmtree 18 hours ago
Yes, we know it already!!! Even so, nobody went home and beat their kids after a cigarette and we absolutely fund our own healthcare with taxes (don't care if you disagree!!), just let us die of natural attrition please, can assure you that none of us are promoting the benefits of smoking ,,,,
Reply · 2 replies +26

> **Max Power** 10 hours ago
> Would be nice if it was as simole as that but you are forgetting about the millions upon millions of cigarette butts that litter the streets the billions in damage caused by fires like the boxing day fire in Marlborough all those years back and the conscious poisoning of children by way of second hand smoke and chemical laden fabrics in clothing and vehicles. If smokers would simply die without causing others or the environment harm I would encourage them to smoke more.
> Reply · 1 reply -14
>
> > **corogold** 5 hours ago
> > so we should ban kids as they caused the NSW fires and ban protein bars because I see them all over the road, and by the way there is just as many toxins coming out the back of your car as cigarettes for your kids to breathe in so we will ban them as well. we should also ban all processed food as they are full of chemicals oh by the way hope you only buy organic fruit and vegetables as the stuff they spray on your fruit you buy is also covered in pesticides and herbisides.
> > +10

kendall16 18 hours ago
Just buy one of those cool metal cigarette cases online and put them in there. Problem solved.
Reply · 3 replies +11

> **Amazilia** 5 hours ago
> There's nothing 'cool' about smoking
> Reply · 2 replies -3
>
> > **Uriel** 4 hours ago
> > Non smokers are not cool either, they make boring self centred conversationalists
> > -1
>
> > **Colin Grigson** 59 minutes ago
> > I think she was referring to the metal case being cool, not the cigarettes
> > 0

Trump 18 hours ago
Come on get off their case........what next government packaging ciggies with a turd next
Reply +13

Professor Plum 18 hours ago
People know the risks. Either make it illegal or just leave it alone. There is enough education and restrictions on it. Either make it illegal or leave it as it is.
Reply · 1 reply +24

> **loose.unit8** 7 hours ago
> Making it illegal would just drive it underground and we would lose control of it - usage rates would rise substantially and we would have zero tax take to pay for healthcare. At the moment it's regulated enough to have usage rates at a minimum and yet not drive it into the hands of organised crime too much.
> Reply +9

Coastalgirl 18 hours ago
Good. I especially like the rotting toes and teeth. Smoke Choke Croak..Roll on smokefree NZ.
Reply · 1 reply -13

> **loose.unit8** 7 hours ago
> Being shortsighted and making it illegal or keeping it legal, "smokefree NZ" will never be a reality.
> Reply +9

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United Nations E/2017/L.21

Economic and Social Council

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2017 session
28 July 2016-27 July 2017
Agenda item 12 (f)
Coordination, programme and other questions: prevention and control of non-communicable diseases

Russian Federation: draft resolution

United Nations Inter-Agency Task Force on the Prevention and Control of Non-communicable Diseases

The Economic and Social Council,

Recalling its resolutions 2013/12 of 22 July 2013, 2014/10 of 13 June 2014, 2015/8 of 9 June 2015 and 2016/5 of 2 June 2016 on the United Nations Inter-Agency Task Force on the Prevention and Control of Non-communicable Diseases,

Recalling also the commitments included in the 2011 political declaration of the high-level meeting of the General Assembly on the prevention and control of non-communicable diseases,[1] the 2014 outcome document of the high-level meeting of the Assembly on the comprehensive review and assessment of the progress achieved in the prevention and control of non-communicable diseases,[2] and the proposed actions set out in the World Health Organization Global Action Plan for the Prevention and Control of Non-communicable Diseases 2013-2020,[3]

Reaffirming General Assembly resolution 70/1 of 25 September 2015, entitled "Transforming our world: the 2030 Agenda for Sustainable Development", which includes non-communicable disease-related targets,

Acknowledging that the global burden and threat of non-communicable diseases, principally cardiovascular diseases, cancer, chronic respiratory diseases and diabetes, which are linked to one or more of the four main risk factors, namely, tobacco use, harmful use of alcohol, unhealthy diet and physical inactivity, constitutes one of the major challenges for development in the twenty-first century, which undermines social and economic development throughout the world and threatens the achievement of internationally agreed development goals,

[1] General Assembly resolution 66/2, annex.
[2] General Assembly resolution 68/300.
[3] See World Health Organization, document WHA66/2013/REC/1.

17-08730 (E) 010617

Recognizing that pollution, including air pollution, may exacerbate the risk of non-communicable chronic diseases,

Taking note of the progress made by the Task Force in the execution of its mandate, including the undertaking of joint programming missions to a number of countries, and in the development of four global joint programmes to support national efforts to address cervical cancer; enhance the capacity, mechanisms and mandates of relevant authorities in facilitating and ensuring action across governmental sectors; increase access to cost-effective cancer screening programmes; and promote the use of information and communication technologies to prevent and control non-communicable diseases,

Noting with concern that the four global joint programmes developed by the Task Force remain unfunded to date,

Recalling the model policy for agencies of the United Nations system on preventing tobacco industry interference, which was developed in the context of the World Health Organization Framework Convention on Tobacco Control,

Recalling also that the Addis Ababa Action Agenda[4] recognizes that, as part of a comprehensive strategy of prevention and control, price and tax measures on tobacco can be an effective and important means to reduce tobacco consumption and health-care costs and represent a revenue stream for financing for development in many countries,

Recalling further that the Addis Ababa Action Agenda reiterates that each country has primary responsibility for its own economic and social development,

1. *Takes note* of the report of the Director General of the World Health Organization on the United Nations Inter-Agency Task Force on the Prevention and Control of Non-communicable Diseases[5] and the recommendations contained therein, including to report to the Economic and Social Council in 2018 on progress made in implementing Council resolution 2013/12;

2. *Takes note with appreciation* of the support provided by Member States with regard to the work of the Task Force, including through the activities of an informal group of States working to assist the Task Force in the execution of its mandate;

3. *Takes note of* the initiative to hold, in Montevideo in October 2017, a global conference on non-communicable diseases on the theme “Enhancing policy coherence between different spheres of policymaking that have a bearing on attaining target 3.4 of the Sustainable Development Goals on non-communicable diseases by 2030”;

4. *Welcomes* the financial or in-kind support provided by Member States[6] and international development partners for the work of the Task Force;

5. *Recognizes* that the requests in its resolution 2016/5 for members of the Task Force to provide support to Member States to reflect the non-communicable disease-related targets included in the 2030 Agenda for Sustainable Development[7] in national development plans and policies cannot be fulfilled with the current resources;

6. *Urges* national Governments, the private sector as appropriate, bilateral and multilateral donors, including the World Bank and regional development banks,

[4] General Assembly resolution 69/313, annex.
[5] E/2017/54.
[6] Japan, the Russian Federation and the United States of America.
[7] General Assembly resolution 70/1.

to explore financing for the prevention and control of non-communicable diseases and mobilizing the provision of adequate, predictable and sustained resources for the programmatic work of the Task Force, including the four global joint programmes, in order to scale up Task Force support to Member States;

7. *Urges* bilateral and multilateral donors to strengthen international cooperation and development assistance to support efforts to build sufficient capacity in developing countries, in particular with regard to legal, fiscal and regulatory systems, including for evidence-based strategies such as taxation and/or innovative financing options, with the objective of developing and implementing multisectoral responses for the prevention and control of non-communicable diseases;

8. *Calls upon* the members of the Task Force to raise awareness about the burden of non-communicable diseases and the links with poverty and sustainable development, in its economic, social and environmental dimensions, and about opportunities to accelerate progress in reducing their burden, including through enhancing cooperation with existing goodwill ambassadors, envoys, global advocates, eminent persons and local champions;

9. *Encourages* the thematic working groups to place greater emphasis on, and make further progress towards, addressing additional contributing factors to the rising incidence and prevalence of non-communicable diseases, including economic, social, environmental and behavioural determinants of health and, where relevant, to coordinate this work among their respective institutions, in particular with regard to addressing the impacts on health of air pollution;

10. *Encourages* members of the Task Force, as appropriate and in line with their respective mandates, to develop and implement their own policies on preventing tobacco industry interference, bearing in mind the model policy for agencies of the United Nations system on preventing tobacco industry interference, in order to ensure a consistent and effective separation between the activities of the United Nations system and those of the tobacco industry;

11. *Requests* the Secretary-General to report to the Council at its 2018 session on progress achieved in implementing resolution 2013/12, under the sub-item entitled “Prevention and control of non-communicable diseases” of the item entitled “Coordination, programme and other questions”, in preparation for a comprehensive review by the General Assembly, in 2018, of the progress achieved in the prevention and control of non-communicable diseases.

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Call for 85pc pictorial health warnings on cigarette packs

Islamabad Karachi JUNE 4, 2017 BY APP

ISLAMABAD: The Coalition for Tobacco Control Pakistan (CTC-Pak) on Sunday urged for implementation of 85 per cent pictorial health warning on cigarette packs.

CTC-Pakistan National Coordinator Khurram Hashmi, talking to APP, said that Pakistan had ratified the WHO Framework Convention on Tobacco Control (FCTC) and became a party in 2004.

The government took a major step to protect the youth of Pakistan by enhancing the warning size from 40 per cent to 85 per cent, he added.

He urged for the fulfilment of two years old commitment to implement 85 per cent enhanced Pictorial Health Warning (PHW) on cigarette packs which was announced in January 2015.

Hashmi said that tobacco industry always targets new smoker which is youth and productive force of the nation.

“There is a grave need to inform our coming generation how the industry is playing with their lives.”

He said that around the world, proven measures to reduce tobacco use have greatly reduced the health and economic costs associated with tobacco.

These measures included increased tobacco taxes, large pictorial warning labels on tobacco products, restrictions on tobacco advertising and bans on smoking in indoor public places, he added.

He said that these measures are called for by the world’s first public health treaty, the FCTC, which obligates its 180 parties to implement these proven policies to reduce tobacco use.

He said that tobacco use is the single most preventable cause of death globally.

Tobacco was currently responsible for 10 per cent of adult deaths worldwide and the global tobacco epidemic kills nearly 6 million people each year of which more than 600,000 are non-smokers dying from breathing second-hand smoke, he added.

He said that tobacco use disproportionately harms some of the world’s most vulnerable populations.

More than 80 per cent of the world’s smokers reside in low and middle-income countries, where the harms of tobacco use are further exacerbated by a lack of access to health care.

Tobacco use also creates an economic burden, costing countries a staggering $1 trillion a year in healthcare costs and lost productivity, he concluded.

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“Dedicated to the legacy of the late Hameed Nizami”
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85% Pictorial warnings on tobacco packs work: govt survey

Close to 10 lakh poeple die in India each year due to tobacco-related illnesses, including various types of cancers.

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Rhythma Kaul

1, 2016.(AP File)

The verdict is out on whether bigger graphic warnings on cigarette packets work or not. They do. In a government survey, 62% of cigarette smokers confessed to having thought of quitting smoking after looking at graphic warning labels.

From April 1, last year, government implemented 85% pictorial warnings on packets of tobacco products including cigarettes and bidis, amidst apprehensions from several quarters about whether the move will actually deter people from consuming tobacco products or not.

The second chapter of Global Adult Tobacco Survey (GATS) that Union health ministry released last week put all apprehensions to rest with a section on impact of large tobacco pack warnings showing 62% of cigarette smokers and 54% of bidi smokers thought of quitting because of warning label on the packets.

Also, 46% of smokeless tobacco users thought of quitting because of the warning label on smokeless tobacco products, which are encouraging figures.

Thanks to these images, there has been a change in perception, which is reason why 92% of adults surveyed believed smoking caused serious illness, and 96% said use of smokeless tobacco causes serious illness.

There is a growing demand for cessation centres as 55% of smokers and 50% of smokeless tobacco users were planning or thinking of quitting tobacco use.

“Health warnings on tobacco products are the most cost-effective tool for educating on the health risks of tobacco use,” said a senior specialist from the pulmonary department of All India Institute of Medical Sciences (AIIMS).

“In a country like India, where people use several languages and dialects, the pictorial warning transcends the language barrier.”

According to Package Health Warnings International Status Report that was released last year, India has moved to 3rd position out of 205 countries that has pictorial health warnings on tobacco packages. India’s earlier ranking was 136 in 2014 and 123 in 2012.

Awareness of ill-effects of tobacco use is also growing, with the percentage of adults who believed second-hand smoke causes serious illness among non-smokers having increased from 83% to 92%.

Percentage of adults who believed that use of smokeless tobacco causes serious illness has also increased from 89% to 96 percent.

GATS is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators that is representative of national scenario.

Tobacco: Facts and Figures

Prevalence of tobacco use in India (% of adults)

* Tobacco users: 28.6

*Smokers: 10.7

*Smokeless tobacco users: 21.4

*Adults using tobacco in any form: 26.7 crore

*Adult users in rural areas: 19.9 crore

*Adult users in urban areas: 6.8 crore

*Adults smoking tobacco: 10.0 crore

*Adults using smokeless tobacco: 19.9 crore

*Khaini is the most commonly used tobacco product: 10.4 crore adults

*Followed by bidi: 7.2 crore adults

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