

For discussion on
19 December 2016

LC Paper No. CB(2)386/16-17(05)

Legislative Council Panel on Health Services

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

PURPOSE

This paper briefs Members on the progress made in amending the health warnings on tobacco product packets and retail containers.

BACKGROUND

Government Policy

2. The Government's tobacco control policy seeks to safeguard public health by discouraging smoking, containing the proliferation of tobacco use and minimising the impact of passive smoking on the public. Our multi-pronged approach, comprising legislation, enforcement, publicity, education, smoking cessation services and taxation, has gradually reduced the smoking prevalence rate from 14.0% in 2005 to 10.5% in 2015.

DETAILS OF THE PROPOSAL

The Proposal

3. At present, the Smoking (Public Health) (Notices) Order (Cap. 371B) stipulates that the health warning should cover at least 50% of the two largest surfaces of the packet or retail container of cigarette, cigar, pipe tobacco and cigarette tobacco in accordance with the prescribed forms and pictures. The existing batch of health warning pictures has been in use since 2007. The Government now proposes to change the prescribed forms of health warnings

and the indication of tar and nicotine yields on the packet and retail container of cigarette and relevant tobacco products.

4. We propose to amend the prescribed forms (including specifications) of the health warnings, the size and number of the health warnings and messages for the packet or retail container of cigarettes and tobacco products under the Smoking (Public Health) (Notices) Order as follows –

- (a) the area of the graphic health warning shall be of a size that covers at least 85% of two largest surfaces of the packet or the retail container;
- (b) the number of forms of health warning will increase from six to twelve;
- (c) the following health warning message is to be included in the existing statement “HKSAR GOVERNMENT WARNING” / “香港特區政府忠告市民” –
 - “QUIT SMOKING FOR FUTURE GENERATIONS” /
 - “請為你的下一代戒煙”; and
 - “QUITLINE: 1833 183” / “戒煙熱線：1833 183”;
- (d) the indication of tar and nicotine yields should be printed on a side adjacent to a typical flip-top lid of a cigarette packet, excluding the portion which forms part of the lid and the two largest surfaces, presented in a conspicuous place of such side of the packet.

Collection of Stakeholders' Views

5. We reported our plan to amend the health warnings to the Panel on Health Services (HS Panel) of the Legislative Council (LegCo) in May 2015. The HS Panel held a Special Meeting on 6 July 2015 which was attended by around 100 deputations with more than 100 public submissions received. We have studied the submissions received in detail. Majority of the views supported the proposal of increasing the size of the health warnings to cover 85% of two largest surfaces of the packet or retail container of cigarettes and tobacco products.

6. To facilitate the tobacco trade's understanding and preparation for the implementation of the proposal, the Government issued a letter to the trade setting out the detailed specifications of the proposal in May 2016. A total of 42 submissions were received, including the submissions from the tobacco trade, retailing sector and healthcare professionals' organisations. In addition, a briefing on the technical issues relating to the implementation of the Government's proposal was held on 23 November 2016. A total of 45 representatives from the trade, including tobacco companies and relevant associations, attended the briefing. The major concerns raised at the briefing are summarised at **Annex A**.

Adjustments to the proposal

7. We have duly considered the views expressed by the trade and would consider adjusting our earlier proposal as follows:

- (a) relaxing the technical requirement (such as the use of colour, etc.) in relation to the tar and nicotine yield indication; and
- (b) exempting the expanded health warning requirement on the lid of a drum shape container (i.e., the area of health warning to remain covering 50% of the lid of the drum shape container)

8. The orientation and size specification of the pictorial health warning would be suitably adjusted for retail container of cigar, pipe tobacco or cigarette tobacco. To facilitate compliance with the amended laws by the trade, a set of guidelines will be provided to the trade. We have also learnt that the trade is concerned about handling of the graphical files. The Tobacco Control Office of the Department of Health will provide soft copy of the graphical files of the new health warnings to the trade. With reference to the overseas experience, we have proposed to provide an adaptation period of six months (counting from gazettal of the legislative amendment) for the trade to implement the new requirements. In light of the concerns raised by the trade, we would consider suitably extending the adaptation period. The existing and proposed requirements are set out at **Annex B**.

EFFECTIVENESS OF HEALTH WARNINGS

9. The WHO Guidelines¹ indicate that graphic health warnings, when compared with text-only health warnings are more likely to be noticed, communicate the health risks of tobacco use more effectively, increase motivation to quit and are associated with more attempts to quit.

10. The WHO Guidelines recommend that two or more sets of health warnings and messages, specified from the outset, should be established to alternate after a specified period, such as every twelve to thirty six months, as rotation of health warnings and messages and changes in their layout and design are important to maintain saliency and enhance impact. Also, the size of the health warnings and messages should cover 50% or more of the principal display areas and aim to cover as much of the principal display areas as possible.

11. According to the WHO Guidelines, the provision of specific sources for cessation help on tobacco packaging, such as a toll-free telephone “quitline” number, can be important in helping tobacco users change their behaviour. Evidence also supports that the inclusion of a quitline number in health warning leads to increase in call volume to the quitline.

12. Researches from overseas studies have shown that graphic health warnings could reduce the attractiveness of smoking, increase quit intention and attempts, and deter the youth from smoking. Large graphic warnings are correlated with smokers smoking fewer cigarettes and smoking less at home. Health warnings serve to educate the public and smokers on the health risk of smoking as well. Smokers also reported that they received more information about the risk of smoking from the package of tobacco products than from any other source. Further details are at [Annex C](#).

13. The tobacco trade expressed concern that the increase in the health warning size would lead to intensification of illicit cigarette trade. We however notice that there is no solid evidence suggesting that increasing the

¹ World Health Organization Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control on “Packaging and Labelling of Tobacco Products”.
http://www.who.int/fctc/treaty_instruments/adopted/article_11/en/ (accessed on 25 November 2016)

size of the graphic health warnings would lead to intensification of illicit cigarette trade. The relevant studies are set out in **Annex D**.

14. The existing six graphic health warnings have been in use since 2007 without any enhancement. A local study conducted by the Hong Kong Council on Smoking and Health (COSH)² suggested that around one-third of current smokers thought of the risks of smoking when they noticed the health warnings. The study found strong public support for renewing the health warnings on cigarette packaging, such as increasing the coverage of the health warnings, displaying more frightening messages about the health risks of smoking, and regular rotation of the health warnings. In general, the study revealed that the existing health warnings were not strong enough to educate the public and promote smoking cessation.

INTERNATIONAL TREND IN REGULATION OF TOBACCO PRODUCT PACKAGING AND DISPLAY

15. Plain packaging³ has been advocated by the WHO and supported by various overseas jurisdictions in recent years. The theme of the WHO's World No Tobacco Day 2016 featured the practice of plain packaging. The WHO has also taken the lead in encouraging countries to adopt such practice with a view to saving lives by reducing demand for tobacco products. Actions have been taken in various countries. For example, Australia, the pioneer of plain packaging, started to implement plain packaging in 2012 and withstood various legal challenges by the trade; some countries of the European Union, such as the United Kingdom and France, have passed the relevant law in 2016. More countries are considering and preparing for adopting such practice, such as Ireland and New Zealand.

16. Apart from the more stringent measures such as plain packaging, some countries have enlarged the size of the health warning on cigarette and

² Public Support for Strengthening the Health Warnings on Cigarette Packaging. Tobacco Control Policy-related Survey 2015, COSH Report No.19 (June 2016), (http://smokefree.hk/UserFiles/resources/about_us/cosh_reports/COSHRN_E19.pdf, accessed on 1 December 2016)

³ According to Article 11 of WHO Framework Convention on Tobacco Control, "plain packaging" is defined as "measures to restrict or prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style".

tobacco products, e.g., Thailand increased the size of the health warnings to 85% of both sides of a cigarette package in 2014, while Canada increased the size of the health warnings on the front and back of a package from 50% to 75% in 2012.

17. Some overseas jurisdictions have introduced complementary measures to regulate display of tobacco products, such as introducing a ban of point-of-sale tobacco display, which prohibits retailers from displaying cigarette packets in retail shops, with shopkeepers only taking out the required cigarette packs from a covered area upon request of customers. A summary table of practices adopted by advanced economies are set out in **Annex E**.

WAY FORWARD

18. The Government aims at tabling the proposed amendment order at LegCo in the first quarter of 2017.

Food and Health Bureau
Department of Health
December 2016

Summary of Concerns Raised by the Tobacco Trade
at the Technical Briefing on Proposal to Amend Health Warnings on
Tobacco Product Packets and Retail Containers held on
23 November 2016[#]

1. Relaxing the 85% size requirement of the health warnings on the two largest surfaces

The government was asked to reduce the size requirement of the health warnings and difficulty was expressed as to how the health warnings could be accommodated on different types of containers and packets of cigarettes and cigars.

2. Illicit trade and counterfeit tobacco products

There was concern that the increase in the size of the health warnings would intensify illicit trade of tobacco products and the influx of counterfeit tobacco products.

3. Tar and nicotine yield

It was suggested that the requirement to indicate tar and nicotine yield of the tobacco product should be removed.

4. Adaptation period

The 6-month adaptation period was considered not adequate.

5. Guidance from the Government

The Government was requested to provide technical advice and / or the graphical files to assist the trade to comply with the amendment proposals.

The PowerPoint slides presented at the briefing is appended to this annex.

Briefing on Technical Issues related to the Proposal to Amend Health Warnings on Tobacco Products Packets and Retail Containers

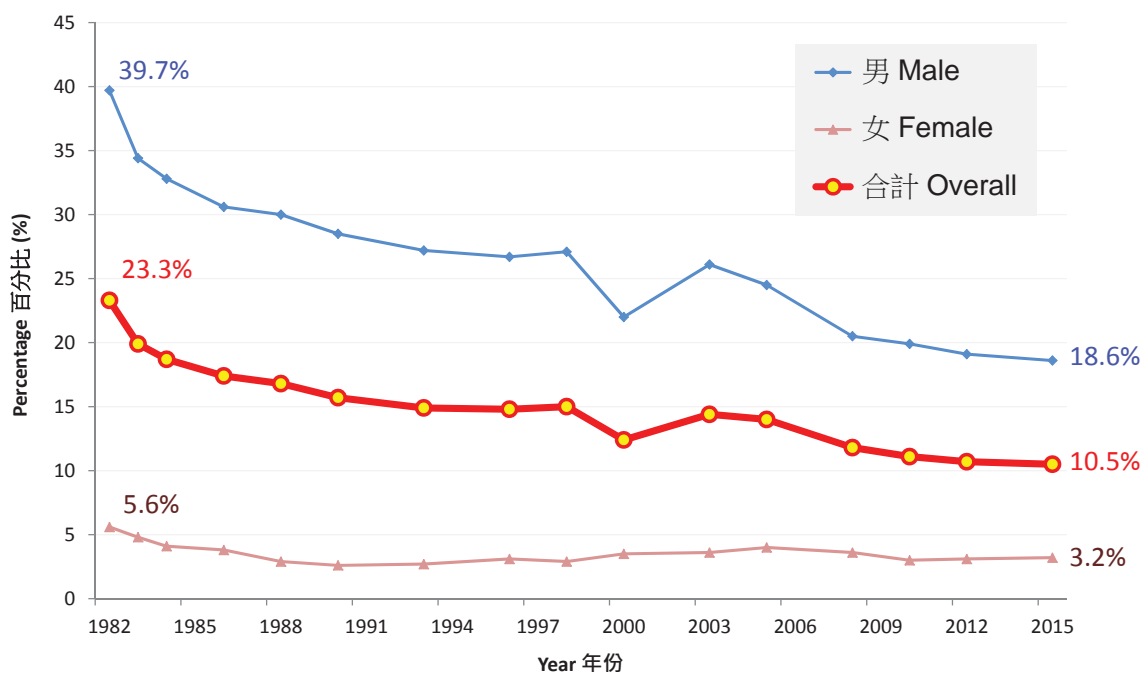
就建議更改煙草產品的封包及零售盛器上的 健康忠告的技術性事項簡介會

23 November 2016 (Wednesday)
2016年11月23日（星期三）

Outline 大綱

- Smoking prevalence in Hong Kong
香港吸煙狀況
- Overseas practice and experience
外國做法及經驗
 - WHO recommendation and international trend
世衛建議及國際趨勢
 - Plain Packaging
平裝設計
- Effectiveness of Health Warnings
健康忠告的有效性
- Health Warnings and Illicit Trade
健康忠告與非法貿易
- Proposed Amendments
建議修訂
 - Model of New Health Warning on Cigarette Pack
煙包上新健康忠告的樣式
 - Model of New Health Warning on Retail Container of Cigar, Pipe Tobacco or Cigarette Tobacco
雪茄、煙斗煙草或香煙煙草的零售盛器上新健康忠告的樣式
 - Model of New Health Warning on Retail Container Containing One Cigar
載有一支雪茄的零售盛器上新健康忠告的樣式
 - Adaptation Period
適應期

Prevalence of daily cigarette smokers (aged 15 and over) 每日吸煙人士（15歲及以上）人口比例 (1982 – 2015)



3

WHO's Recommendation 世衛建議

- Size of the health warnings and messages should cover more than 50% of the principal display areas and aim to cover as much of the principal display areas as possible
健康忠告和訊息應覆蓋煙包上多於50%的主要展示範圍，而且應盡量覆蓋煙包的主要展示範圍
- Parties to WHO FCTC consider adoption of plain packaging
世衛煙草控制框架公約的締約方考慮採納平裝

4

Overseas Practices 外國做法

Regions / 地區	Package front 包裝正面	Package back 包裝背面	Year of Implementation 實施年份	Point-of-Sale Tobacco Display Ban 零售點禁止 展示煙草產品
Thailand 泰國	85%	85%	2014	✓
Australia 澳洲	75%	90%	2012	✓
Canada 加拿大	75%	75%	2012	✓
European Union 歐盟	65%	65%	2016	Finland, Ireland 芬蘭、愛爾蘭
UK 英國	65%	65%	2016	✓
France 法國	65%	65%	2016	
Germany 德國	65%	65%	2016	
New Zealand 新西蘭	30%	90%	2008	✓
Singapore 新加坡	50%	50%	2004	✓
Korea 韓國	50%	50%	2016	
Japan 日本	30% (Text 文字)	30% (Text 文字)	-	
USA 美國	30% (Text and side 文字及旁邊)	30% (Text and side 文字及旁邊)	-	

 Plain packaging has been implemented / is going to be implemented
已在 / 將會在煙包實施平裝

5

Plain Packaging 平裝

- WHO is promulgating plain packaging of tobacco products
世衛提倡煙草產品實施平裝
- Plain packaging restricts or prohibits the use of logos, colours, brand images and promotional information on packaging other than brand and product names displayed in a standard colour and font style
平裝是指除以標準顏色和字體顯示品牌名稱和產品名稱外，限制或禁止在包裝上使用其他標識、顏色、品牌形象或推銷文字的措施
- The Australian Government has already introduced plain packaging, in conjunction with new and enlarged health warnings, in 2012
澳洲政府已於2012年實施平裝，同時亦更新健康忠告及增大其面積

Cancer Council,
Australia



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Effectiveness of Enlarged Health Warnings 擴大健康忠告的有效性

Reduce smoking prevalence 降低吸煙率	Australia, Canada 澳洲、加拿大
Increase in thinking about risks of smoking 多想吸煙的害處	Canada, Uruguay 加拿大、烏拉圭
Increase in thinking about quitting 增加戒煙的意欲	Australia, Canada, Thailand, Uruguay 澳洲、加拿大、泰國、烏拉圭
Increase quit attempts 增加嘗試戒煙的次數	Australia 澳洲
Increase confidence in not using/not smoking cigarettes 增強不吸煙的信心	Thailand 泰國

7

Health Warnings and Illicit Trade 健康忠告與非法貿易

- WHO states that pictorial health warnings do not increase illicit trade
世衛表示圖像健康忠告並不會助長私煙販賣活動
- UK : illicit cigarette share of the cigarette market dropped
英國：私煙市場佔有率下跌
- Belgium : no significant purchases of cheap cigarettes
比利時：購買平價煙的情況不顯著
- Australia : no evidence of increased use, before versus after the introduction of plain packaging, of contraband cigarettes
澳洲：沒有證據顯示推行平裝前後私煙販賣活動增加

8

Health Warnings on Packet or Retail Container of Cigarettes

煙包或零售盛器上的健康忠告

Current Situation 現時情況

- The health warning should occupy at least 50% of surface area of the 2 largest sides of cigarette packets or retail containers

健康忠告須至少覆蓋煙包或零售盛器表面面積的50%

- There are 6 forms of graphic health warning

圖像健康忠告的式樣共有六款



Examples 例子



11

Current Practice of Drum-shaped Container 零售盛器呈圓柱體的現行做法

- If a packet or retail container is in the form of a drum, the Chinese version of the health warning and indication of tar and nicotine yields shall appear on the curved surface of the drum and the English version of the same health warning and indication of tar and nicotine yields shall appear on the lid

如封包或零售盛器呈圓柱體形，健康忠告及焦油量和尼古丁量說明的中文版本須展示於該圓柱體的弧形表面上，而同一健康忠告和焦油量和尼古丁量說明的英文版本須展示於其蓋子上

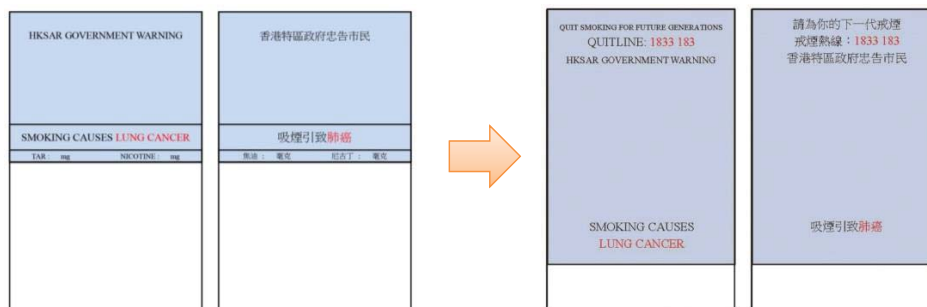


Source : Internet
來源：互聯網

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Major Proposed Amendments 主要建議修訂

1. To increase the size of health warning to cover 85% of surface area of the two largest sides of cigarette packets
增加健康忠告的面積至覆蓋煙包最大兩個表面的85%



13

Major Proposed Amendments 主要建議修訂

2. To increase the number of forms of health warning from 6 to 12
把健康忠告的式樣數目由六個增加至十二個

■ Relevant proposed amendment 相關建議修訂

- Current Requirement 現時規定
 - Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 12 months
須在任何一段連續12個月的期間內，將每種如此列出的式樣以相同的頻密程度展示於載有該等產品的零售盛器上
- Proposed Requirement 建議規定
 - Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 24 months
須在任何一段連續24個月的期間內，將每種如此列出的式樣以相同的頻密程度展示於載有該等產品的零售盛器上

14

Major Proposed Amendments 主要建議修訂

3. To include “QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙” and Department of Health’s Quitline (1833 183) in the health warning
於健康忠告加入 “QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙” 及衛生署戒煙熱線 (1833 183)

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Model of New Health Warning on Cigarette Pack 煙包上新健康忠告的樣式



Health warning
健康忠告

Space for trade mark and
brand name

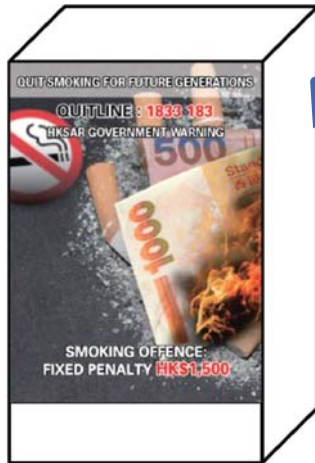
給予商標及品牌名稱的
空間

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Model of New Health Warning on Cigarette Pack

煙包上新健康忠告的樣式

Space for trade mark and brand name
給予商標及品牌名稱的空間



Front 正面



Back 背面

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Overseas example: Cigarette Packets in Thailand

海外例子: 泰國煙包



18

Model of New Health Warning on Drum-shaped Container 零售盛器呈圓柱體的新健康忠告的樣式

- If a packet or retail container is in the form of a drum, the Chinese version of the health warning shall appear on the curved surface of the drum and the English version of the same health warning shall appear on the lid

如封包或零售盛器呈圓柱體形，健康忠告的中文版本須展示於該圓柱體的弧形表面上，而同一健康忠告的英文版本須展示於其蓋子上



Space for trade mark and brand name
給予商標及品牌名稱的空間

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Relevant Proposed Amendment 相關建議修訂

➤ Current Requirement 現時規定

- The top side of the area containing the Chinese or English version of the health warning and indication of tar and nicotine yields shall be no more than 12 millimetres from the top of the surface on which that version appears

載有健康忠告及焦油量和尼古丁量說明的中文或英文版本範圍的頂端與展示該版本表面的頂端之間的距離，不得超過12毫米

➤ Proposed Requirement 建議規定

- The indication of tar and nicotine yields must appear on a surface of the packet and of the retail container other than the lid, the portion of a surface that forms part of / covered by the lid or the 2 largest surfaces
焦油量和尼古丁量說明須展示於封包及零售盛器的表面，但不包括蓋子、構成蓋子或被蓋子遮蔽的表面部分或最大的2個表面

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Model of New Health Warning on Soft Pack

軟包包裝上新健康忠告的樣式



Space for trade mark and brand name

給予商標及品牌名稱的空間

Health warning
健康忠告

21

Suggested Position of Indication of Tar and Nicotine Yields

焦油量和尼古丁量說明的建議位置



TAR :	mg	NICOTINE :	mg
焦油 :	毫克	尼古丁 :	毫克



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Suggested Position of Indication of Tar and Nicotine Yields 焦油量和尼古丁量說明的建議位置

- If the packet or retail container is in the form of a drum, the indication of tar and nicotine yield shall appear on the surface other than the curved side and the lid

如封包或零售盛器呈圓柱體形，焦油量和尼古丁量說明須展示於弧形表面及蓋子以外的其他表面

TAR :	mg	NICOTINE :	mg
焦油 :	毫克	尼古丁 :	毫克



Health Warning on Retail Container of Cigar, Pipe Tobacco or Cigarette Tobacco 雪茄、煙斗煙草或香煙煙草的零售盛器上 的健康忠告

Current Situation 現時情況

- The health warning should occupy at least 50% of surface area of the 2 largest sides of retail containers
健康忠告須至少覆蓋零售盛器表面面積的50%
- There are 6 forms of graphic health warning
圖像健康忠告的式樣共有六款



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Current Practice of Retail Container of Cigar 雪茄零售盛器的現行做法



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Major Proposed Amendments 主要建議修訂

1. To increase the size of health warning to cover 85% of surface area of the two largest sides of retail containers
增加健康忠告的面積至覆蓋零售盛器最大兩個表面的85%
2. To increase the number of forms of health warning from 6 to 12
把健康忠告的式樣數目由六個增加至十二個
3. To include “QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙” and Department of Health’s Quitline (1833 183) in the health warning
於健康忠告加入“QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙”及衛生署戒煙熱線 (1833 183)

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Model of New Health Warning on Retail Container of Cigar 雪茄零售盛器上新健康忠告的樣式



Space for trade mark and brand name
給予商標及品牌名稱的空間

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Other Proposed Amendments 其他建議修訂

- **Current Requirement 現時規定**
 - Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 12 months
須在任何一段連續12個月的期間內，將每種如此列出的式樣以相同的頻密程度展示於載有該等產品的零售盛器上
- **Proposed Requirement 建議規定**
 - Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 24 months
須在任何一段連續24個月的期間內，將每種如此列出的式樣以相同的頻密程度展示於載有該等產品的零售盛器上

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Overseas Practice of Retail Container of Cigar 雪茄零售盛器的海外做法

- **Australia 澳洲**
- **Cigar boxes, tins or bags 雪茄盒、罐或袋**
 - Graphic and warning statement must cover 75% of the front surface, while warning statement and explanatory message must cover 75% of the back surface
圖像及警語須覆蓋包裝正面75%的範圍，警語及註釋須覆蓋包裝背面75%的範圍
 - Should be purpose-made to comply with the tobacco plain packaging requirement
包裝須符合平裝的規定

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Overseas Practice of Retail Container of Cigar 雪茄零售盛器的海外做法

Cigar Box – Front 雪茄盒 - 正面



Cigar Box – Back 雪茄盒 - 背面



Retail Container Containing One Cigar - front
一支雪茄的零售盛器 - 正面



Retail Container Containing One Cigar - back
一支雪茄的零售盛器 - 背面



Department of Health, Australia

<http://health.gov.au/internet/main/publishing.nsf/Content/tppbook>

<http://health.gov.au/internet/main/publishing.nsf/Content/tpp-non-cig-guide>

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Overseas Practice of Retail Container of Cigar 雪茄零售盛器的海外做法

➤ Australia 澳洲



Source : TCO
來源：控煙辦

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Health Warning on Retail Container
Containing One Cigar
載有一支雪茄的零售盛器上的健康忠告

Current Practice
現行做法



Proposed Amendments 建議修訂

1. To increase the number of forms of health warning from 6 to 12
把健康忠告的式樣數目由六個增加至十二個
 2. To include “QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙” and Department of Health’s Quitline (1833 183) in the health warning
於健康忠告加入“QUIT SMOKING FOR FUTURE GENERATIONS 請為你的下一代戒煙”及衛生署戒煙熱線 (1833 183)
 3. Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 24 months
須在任何一段連續24個月的期間內，將每種如此列出的式樣以相同的頻密程度展示於載有該等產品的零售盛器上
- * The dimensions (width: 7 cm and length: 3 cm) of health warning remain unchanged
健康忠告的尺寸（闊度: 7厘米及長度: 3厘米）維持不變

Example
例子



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Adaptation Period 適應期

- An adaptation period of six months from the date of publication of the Amendment Order is suggested
建議給予業界自《修訂令》刊憲當日起計6個月的適應期

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Q&A session

問答環節

Indication of Tar and Nicotine Yields

焦油量和尼古丁量說明

- Rectangular in shape and surrounded by a black line as demarcation
須呈長方形，並以黑線圍邊
- Background colour is white
底色須為白色
- Chinese characters and numbers on the same line are printed in “中黑體” typeface. English letters and numbers on the same line are printed in Univers Bold typeface
在同一行的中文文字及數字須以中黑體字型印出。在同一行的英文字母及數字須以“Univers Bold”字型印出
- The characters, letters and numbers are printed in –
文字、字母及數字 –
 - not less than 8 point font size; and
須以不少於第8級的字體印出；及
 - 100% black for black
須以100%的黑色印出

TAR :	mg	NICOTINE :	mg
焦油 :	毫克	尼古丁 :	毫克

Suggested Position of Indication of Tar and Nicotine Yields 焦油量 and 尼古丁量說明的建議位置



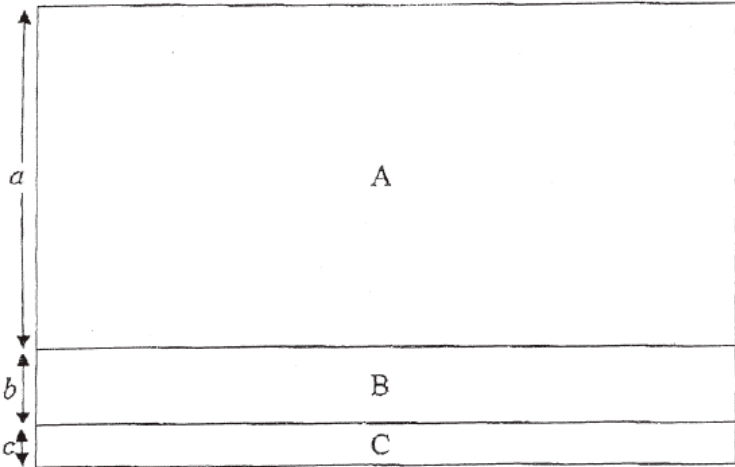

**Summary of Existing and Proposed Requirements on
Format of Health Warning on Retail Package of Tobacco Products**

[The requirements to be relaxed are marked in blue]

Aspect	Existing Requirements	Proposed Requirements
General principles		
Size of the health warning	The Chinese and English version of the health warnings shall be of a size that covers at least 50% of the area of the two largest surfaces on which that version appears [^] .	The coverage of the health warning, excluding the tar and nicotine yield, will be 85% of the area of the two largest surfaces on which the health warning appears. [Exempting the expanded health warning requirement on the lid of a drum shape container (i.e., the area of health warning to remain covering 50% of the lid of the drum shape container).]
Forms of health warning	Six	Twelve
Health warning message	“香港特區政府忠告市民”/ “HKSAR GOVERNMENT WARNING”	Incorporate the following health warning message together with the existing statement “HKSAR GOVERNMENT WARNING” / “香港特區政府忠告市民” - “QUIT SMOKING FOR FUTURE GENERATIONS” / “請為你的下一代戒煙”； and “QUITLINE: 1833 183” / “戒煙熱線：1833 183”

Aspect	Existing Requirements	Proposed Requirements
Frequency	Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 12 months.	Each of the forms so set out shall be borne on the retail containers containing that products with equal frequency during any continuous period of 24 months.
Layout of the health warning	Each form is rectangular in shape and surrounded by a black line as demarcation.	Remains rectangular in shape but different orientation and surrounded by a black line as demarcation.
Characters / letters and numbers of the health warning message	中黑體 typeface for the Chinese version and Univers Bold typeface for the English version.	No change

Aspect	Existing Requirements	Proposed Requirements
Packet or retail container of cigarettes* and retail container of cigar, pipe tobacco or cigarettes tobacco (Other than retail container containing one cigar)		
Position of the health warning	The health warning shall appear on the two largest surfaces of the packet and of the retail container.	No change
Language use and position	One of those surfaces shall bear the Chinese version of the health warning and indication of tar and nicotine yields and the other surface shall bear the English version of the same health warning and indication of tar and nicotine yields.	One of the surfaces must bear the Chinese version of the health warning and the other surface must bear the English version of the same health warning.
Indication of tar and nicotine yields [#]	The top side of the area containing the Chinese or English version of the health warning and indication of tar and nicotine yields shall be no more than 12 millimetres from the top of the surface on which that version appears.	The indication of tar and nicotine yields must appear on a surface of the packet and of the retail container other than the lid, the portion of a surface that forms part of / covered by the lid or the two largest surfaces.
Drum container (for packet or retail container of cigarette only)	If a packet or retail container is in the form of a drum, the Chinese version of the health warning and indication of tar and nicotine yields shall appear on the curved surface of the drum and the English version of the same health warning and indication of tar and nicotine shall appear on the lid.	If the packet or retail container is in the form of a drum, the indication of tar and nicotine yield shall appear on the surface other than the curved side and the lid.

Aspect	Existing Requirements	Proposed Requirements
<p>Specifications of printing of health warning for <u>packet or retail container of cigarettes</u></p>	<p>In relation to Area A</p> <ul style="list-style-type: none"> ● The characters and letters are printed in white ● The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi <p>In relation to Areas B and C</p> <ul style="list-style-type: none"> ● The background colour is white ● The characters, letters and number are printed in <ul style="list-style-type: none"> ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red. 	<ul style="list-style-type: none"> ● The health warning form is no longer required to be divided into three areas (i.e. Areas A, B, C); ● The characters, letters and numbers are printed in – <ul style="list-style-type: none"> ■ White; ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red ● The characters, letters and numbers should be surrounded by either a black line or white line; ● The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi. <p>Example:</p> 
<p>Specifications of <u>indication of tar and nicotine yields</u></p>	<p>Please refer to the specifications in “Specifications of printing of health warning for packet or retail container of cigarettes” above.</p>	<ul style="list-style-type: none"> ■ The characters, letters and numbers are printed in – <ul style="list-style-type: none"> ■ Not less than 8 point font size; ■ 100% black for black

Aspect	Existing Requirements	Proposed Requirements
<p>Specifications of printing of health warnings for <u>retail container of cigar, pipe tobacco or cigarettes tobacco (Other than retail container containing one cigar)</u></p>	<p>In relation to Area A -</p> <ul style="list-style-type: none"> ● The characters and letters are printed in white ● The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi <p>In relation to Area B -</p> <ul style="list-style-type: none"> ● The background colour is white ● The characters, letters and number are printed in <ul style="list-style-type: none"> ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red. <div data-bbox="488 683 1205 1161" data-label="Diagram"> </div>	<ul style="list-style-type: none"> ■ The health warning form is no longer required to be divided into two areas (i.e. Areas A and B); ■ The characters, letters and numbers are printed in – <ul style="list-style-type: none"> ■ White; ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red; ■ The characters, letters and numbers should be surrounded by either a black line or white line; ■ The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi. <p>Example:</p> <div data-bbox="1323 708 1742 1283" data-label="Image"> </div>

Aspect	Existing Requirements	Proposed Requirements
Retail container containing one cigar		
Language use and position	Both the Chinese and English versions of the health warnings shall appear on the largest surface of the retail container.	No change
Specifications of health warnings on <u>retail container containing one cigar</u>	<p>The width and the length are 7 cm and 3 cm respectively</p> <ul style="list-style-type: none"> ■ Each form is divided into 2 rectangular areas (marked "A" and "B" in that diagram). The lengths of Area A and area B (marked "a" and "b" respectively in that diagram) are 2.25 cm and 0.75 cm respectively. <p>In relation to Area A -</p> <ul style="list-style-type: none"> ■ The characters and letters are printed in white ■ The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi. <p>In relation to Area B -</p> <ul style="list-style-type: none"> ■ The background colour is white ■ The characters, letters and number are printed in ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red. <div data-bbox="533 1082 1164 1327" style="text-align: center;"> </div>	<ul style="list-style-type: none"> ● The health warning form is no longer required to be divided into two areas. ● The width and the length are 7 cm and 3 cm respectively; ● The characters, letters and numbers are printed in – <ul style="list-style-type: none"> ■ White; ■ 100% black for black; and ■ 100% yellow plus 100% magenta for red; ● The characters, letters and numbers should be surrounded by either a black line or white line; ● The graphic is printed by 4-colour printing with a minimum resolution of 300 dpi. <p>Example:</p> <div data-bbox="1272 922 1809 1155" style="text-align: center;"> </div>

^ Indication of tar and nicotine yields included in determining the size of the health warning

* Applies to any packet of cigarettes containing 20 or more cigarettes and any retail container of cigarette packets containing any number of cigarettes

Applies to packet or retail container of cigarettes only

Effectiveness of Health Warnings on Tobacco Products

Country	Evidence	Source
Australia	The daily smoking prevalence of people aged 14 years or older in Australia decreased from 15.1% in 2010 to 12.8% in 2013 after implementation of plain packaging (while the size of health warnings was also increased) in December 2012.	Department of Health, Australia ¹ .
	Introduction of plain packaging together with larger and new health warnings reduced the smoking prevalence of around 0.55 percentage points between December 2012 and September 2015, amounting to 108 228 fewer smokers.	Department of Health, Australia. ²
	Plain packaging with larger graphic health warnings increased rates of quit intentions, pack avoidance and quit attempts during transition period, as well as increased levels of pack avoidance and quit attempts in the first year of the packaging changes.	Durkin S, et al. Short-term Changes in Quitting-related Cognitions and Behaviours after the Implementation of Plain Packaging with Larger Health Warnings: Findings from a National Cohort Study with Australian Adult Smokers. <i>Tob Control</i> 2015; 24 :ii26-ii32.

¹ Department of Health, Australia. <http://www.health.gov.au/internet/main/publishing.nsf/Content/tobacco> (accessed on 28 November 2016).

² Department of Health, Australia. <http://www.health.gov.au/internet/main/publishing.nsf/Content/tobacco-plain-packaging-evaluation> (accessed on 28 November 2016).

Country	Evidence	Source
Brazil	Following the requirement that a graphic health warning should cover 100% of either the front or the back of a cigarette pack, 54% of smokers changed their opinion on health consequences of smoking because of the warnings.	World Health Organization. World No Tobacco Day 2009 brochure.
	67% of smokers said that the warnings made them want to quit.	
	Calls to quitline number increased nearly nine-fold in 6 months following implementation of health warnings.	
Canada	Increasing the size of graphic health warning from 50% of the major surfaces to up to 100% will have a greater add-on impact as it is more efficient in communicating with the public about the risks of smoking; convincing various styles of smokers to stay away from smoking; connecting with their emotions and shocking them; and making cigarette packages less attractive.	Les Études de Marché Créatec ³
	With an increase in the size of health warning since June 2012 from 50% to 75% of the front and back	Government of Canada. ⁴

³ Les Études de Marché Créatec +. Quantitative Study of Canadian Adult Smokers: Effects of Modified Packaging Through Increasing the Size of Warnings on Cigarette Packages. Prepared for Health Canada, April 2008. <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/254-07a-e/report.pdf> (accessed on 28 November 2016).

⁴ Government of Canada.

<http://healthycanadians.gc.ca/publications/healthy-living-vie-saine/tobacco-monitoring-survey-historical-data-2012-enquete-surveillance-tabac-donnees-historique/index-eng.php> and <http://healthycanadians.gc.ca/science-research-sciences-recherches/data-donnees/ctads-ectad/summary-sommaire-2013-eng.php> (accessed on 28 November 2016).

Country	Evidence	Source
	surfaces of a cigarette packet, the daily smoking prevalence of people aged 15 years and older reduced from 13.7% in 2011 to 11.9% in 2012, and further to 10.9% in 2013.	
Singapore	Following the introduction of graphic health warning covering 50% of both front and back surfaces of a cigarette pack, 71% of smokers said they knew more about health effects of smoking.	World Health Organization. World No Tobacco Day 2009 brochure.
Thailand	<p>Among non-smoking students aged 13-18, enlargement of graphical health warning to 85% increased confidence in not smoking cigarettes more than graphical health warning with 55% coverage.</p> <p>Among smoking students aged 13-18, the picture of sexual impotence with regular 85% graphical health warning and picture of mouth cancer on packs with plain packaging had most influence on confidence not to smoke/use tobacco than any other graphical health warning pictures combined with any cigarette packaging formats.</p>	Information provided by the Action on Smoking and Health Foundation Thailand.
Uruguay	The size of health warning was increased from 50% to 80% of the front and back surfaces of a cigarette packet and six new graphic health warnings were introduced in 2010 respectively. A study shows that these changes were associated with significant	Gravely S, et al. The impact of the 2009/2010 enhancement of cigarette health warning labels in Uruguay: longitudinal findings from the International Tobacco Control (ITC) Uruguay Survey. <i>Tob Control</i> 2016; 25 :89-95.

Country	Evidence	Source
	increases in thinking about risks of smoking, thinking about quitting and avoiding looking at the health warnings.	

Health Warnings and Illicit Tobacco Trade

Country	Evidence	Source
Australia	No evidence in Australia of increased use, before versus after the introduction of plain packaging, of two important categories of contraband cigarettes.	Scollo M, et al. Use of illicit tobacco following introduction of standardised packaging of tobacco products in Australia: results from a national cross-sectional survey. <i>Tob Control</i> 2015; 24 :ii76-ii81.
	Prevalence of any level of use of unbranded tobacco did not change and purchasing unbranded tobacco in the past month declined following the implementation of plain packaging.	
Belgium	A survey revealed no significant purchases of cheap cigarettes from friends and street vendors (illicit cigarettes) after the country's implementation of graphic health warnings in 2007.	European Parliament ¹ .

¹ European Parliament. Proceedings of the Workshop on “Cigarette Smuggling”, 2014.
[http://www.europarl.europa.eu/RegData/etudes/workshop/join/2014/490681/IPOL-JOIN_AT\(2014\)490681_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/workshop/join/2014/490681/IPOL-JOIN_AT(2014)490681_EN.pdf) (accessed on 28 November 2016).

Country	Evidence	Source
United Kingdom	Illicit cigarette share of the cigarette market dropped from 12% in 2008/2009 to 9% in 2012/2013 after implementation of graphic health warnings in 2008.	European Parliament.
	Plain cigarette packets will always have large graphic health warnings and such packs will therefore be as difficult to counterfeit as any other pack.	Cancer Research UK. ²

² Cancer Research UK. Smuggling the Tobacco Industry and Plain Packs, 2012. https://www.cancerresearchuk.org/sites/default/files/smuggling_fullreport.pdf (accessed on 28 November 2016).

Measures for Regulating Packaging of Tobacco Products Adopted by Advanced Economies

Jurisdictions	Size of Health Warning	Year of Implementation	Ban of Display at Point-of-Sale	Smoking prevalence trend
Australia	Plain packaging	2012	Yes	2010: 15.1% 2013: 12.8% (Daily smokers aged 14 or over)
Canada	75%	2012	Yes	2011: 13.7% 2012: 11.9% 2013: 10.9% 2015: 9.3% (Daily cigarette smokers aged 15 or over)
United Kingdom (Great Britain)	Plain packaging	2016	Yes	2010: 20% 2011: 20% 2012: 20% 2013: 19% 2014: 19% (Current cigarette smokers aged 16 and over)

Jurisdictions	Size of Health Warning	Year of Implementation	Ban of Display at Point-of-Sale	Smoking prevalence trend
European Union	65%	2016	-	-
France	Plain packaging	2016	-	2010: 29.1% 2014: 28.2% (Daily smokers aged 15-75)
Ireland	Plain packaging	Laws passed	Yes	2012: 21.9% (Current cigarette smokers aged 15 and over)
Hungary	Plain packaging	Laws passed	-	2003: 32.8% 2012: 27.6% 2013: 18.5% (Daily smokers aged 18 and over)
Singapore	50%	2004	Yes (in 2017)	2004: 12.6% 2007: 13.6% 2010: 14.3% 2013: 13.3% (Daily cigarette smokers aged 18-69)

Jurisdictions	Size of Health Warning	Year of Implementation	Ban of Display at Point-of-Sale	Smoking prevalence trend
Thailand	85%	2014	Yes	2009: 20.7% 2013: 19.9% 2015: 19.8% (Current cigarette smokers aged 15 and over) <i>2009: 18.1%</i> <i>2013: 16.6%</i> <i>2015: 17.0%</i> (Regular cigarette smokers aged 15 and over)
New Zealand	Plain packaging	Laws passed	Yes	2006/07: 18.3% 2011/12: 16.3% 2012/13: 15.5% 2013/14: 15.5% 2014/15: 15.0% (Daily smokers aged 15 and over)
Uruguay	80%	2010	-	2009/10: 20.1% (Daily cigarette smokers aged 15 and over)