



少數族裔及新移民戒煙計劃
Smoking Cessation Project for Ethnic Minorities and New Immigrants

Panel on Health Services
Legislative Council Secretariat

16th March 2017

Dear Sir/ Madam,

Re: Further urge for immediate enactment of large pictorial health warnings at 85%

The United Christian Nethersole Community Health Service has the mission of promoting the health of the community. We feel disappointed that the enactment of large pictorial health warnings at 85% of the cigarette pack area has still not yet approved after the Government briefed the legislative proposals nearly two years ago. Evidences demonstrated impact of larger pictorial health warning such that it can motivate smokers to think about quitting and increase in 80% of callers to seek help from smoking cessation service after the inclusion of quitline number on tobacco packaging. From a public health perspective, the Government and Legislative Councilors should prioritize well-being of citizens and is responsible to take initiating role to develop a better environment for raising both smokers' and non-smokers' awareness on smoking cessation and smoke-free lifestyle. It does not only bring benefit for smokers but also reduces financial burden of medical service provision by preventing the development of non-communicable diseases within the population and deterring youth from trying the first cigarette.

Further to our letter dated 7th January 2017, I reiterate the following measures and urge the Government and Legislative Councilors to approve the enactment immediately and conduct comprehensive tobacco control policies as soon as possible.

- Lining up with WHO's call for countries to adopt plain packaging or pictorial warnings covering more than 85% by 2018 and standardizing whole cigarette pack.
- Increasing the number of forms of health warning from six to twelve, and adding the quitline 1833183.
- Prioritizing further raise of tobacco tax.

Thank you for your attention. For any questions, please kindly contact myself at 2357-4008, joycesf.tang@ucn.org.hk.

Yours faithfully,

Joyce S.F.Tang
Medical Director

References:

- 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," Tobacco Control, published online December 15, 2014.
- Baskerville, B, et al. Impact of Canadian tobacco packaging policy on quitline reach and reach equity. Preventive Medicine (81): 243-250, 2015.