



The Union

International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor

Best practices: pictorial health warning

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Our future is not written,
we have to write our future where everyone
can enjoy a healthy and prosperous life

Best Practices Pictorial Health Warnings

First round of 6 pictorial warning labels for factory-made cigarette packs



Second round of 9 pictorial warning labels for factory-made cigarette packs



Pictorial Health Warnings are effective

- Educate people on danger of tobacco use
- Motivate smokers/tobacco users to quit
- Convince youth not to start smoking/tobacco use
- Re-convince ex-tobacco users to remain quitter

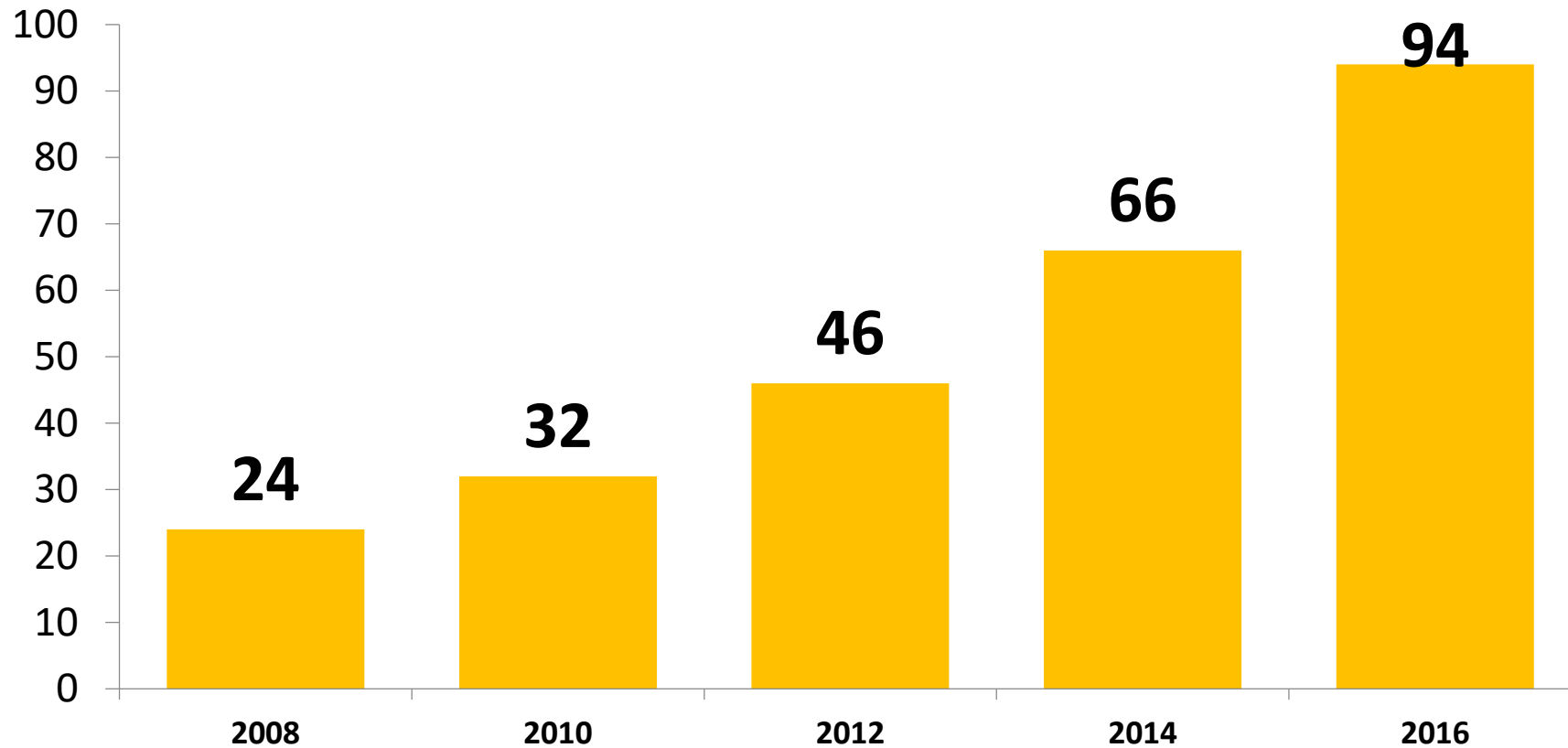
Countries requiring picture warnings on cigarette packages- 2017



Source: Cigarette packaging health warnings. International Status Report 2016, Canadian Cancer Society
Global Tobacco Epidemic 2015. World Health Organization

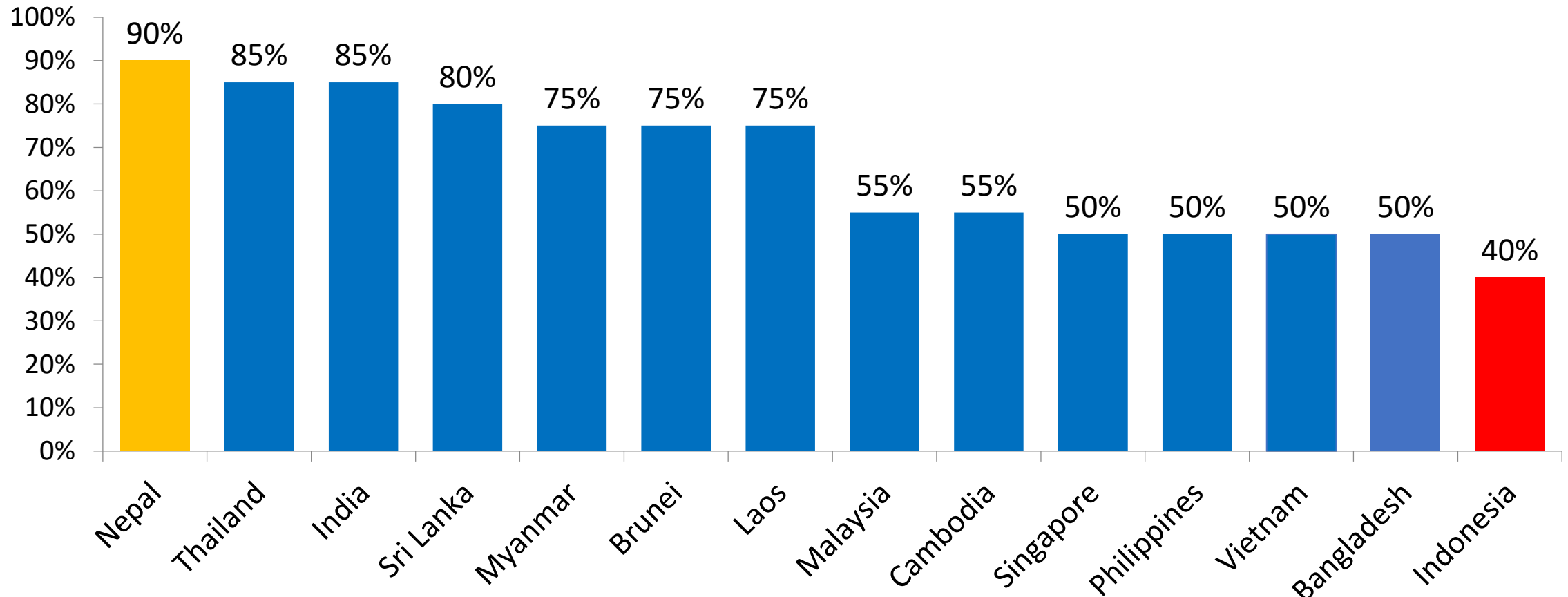
50%+

Countries/jurisdictions requiring warnings of at least 50% of package (on average)



Source: Cigarette packaging health warnings. International Status Report 2016, Canadian Cancer Society
Global Tobacco Epidemic 2015. World Health Organization

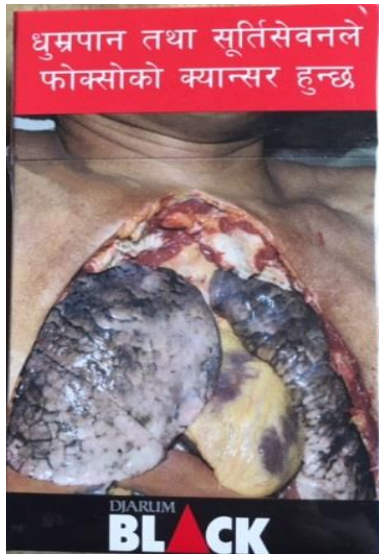
Pictorial Health Warning in South and South East Asian Countries



Source: Cigarette packaging health warnings. International Status Report 2016, Canadian Cancer Society
Global Tobacco Epidemic 2015. World Health Organization

Evidences

Larger Pictorial Health Warning



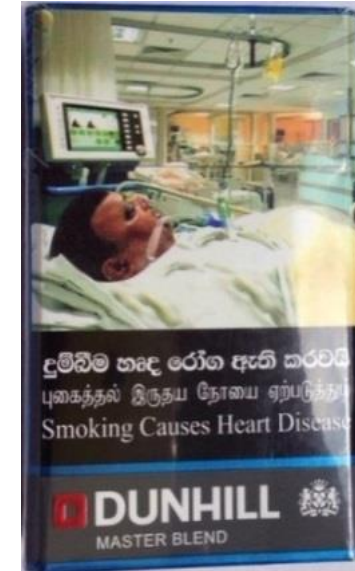
Nepal 90%



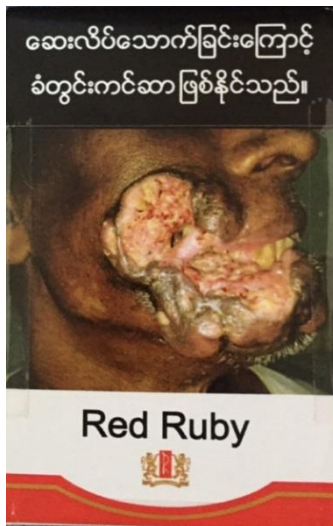
Thailand 85%



India 85%



Sri Lanka 80%



Myanmar 75%



Brunei 75%



Lao PDR

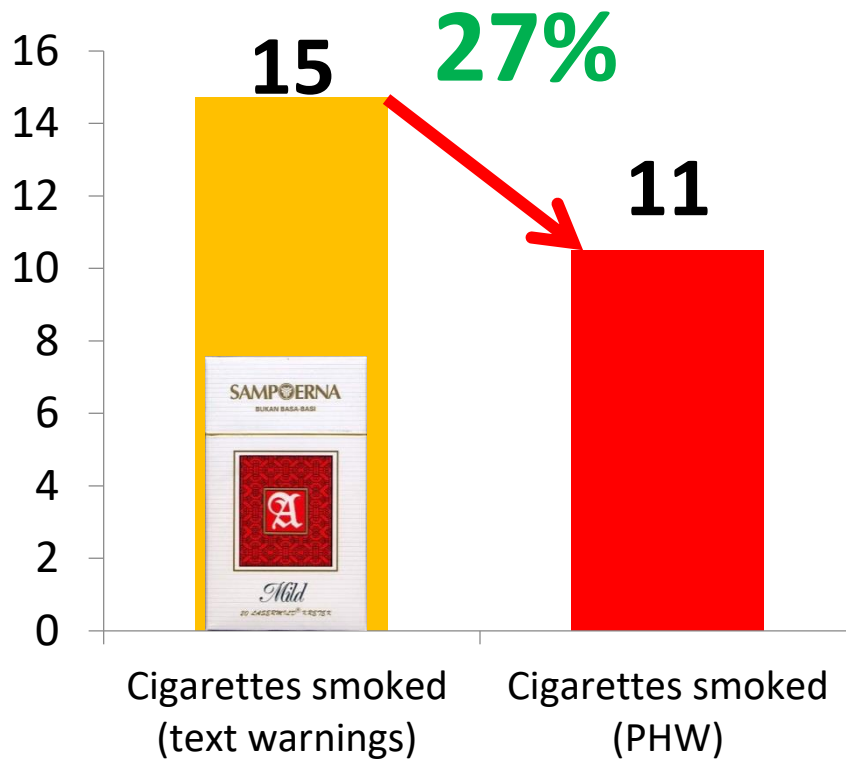


Malaysia 55%

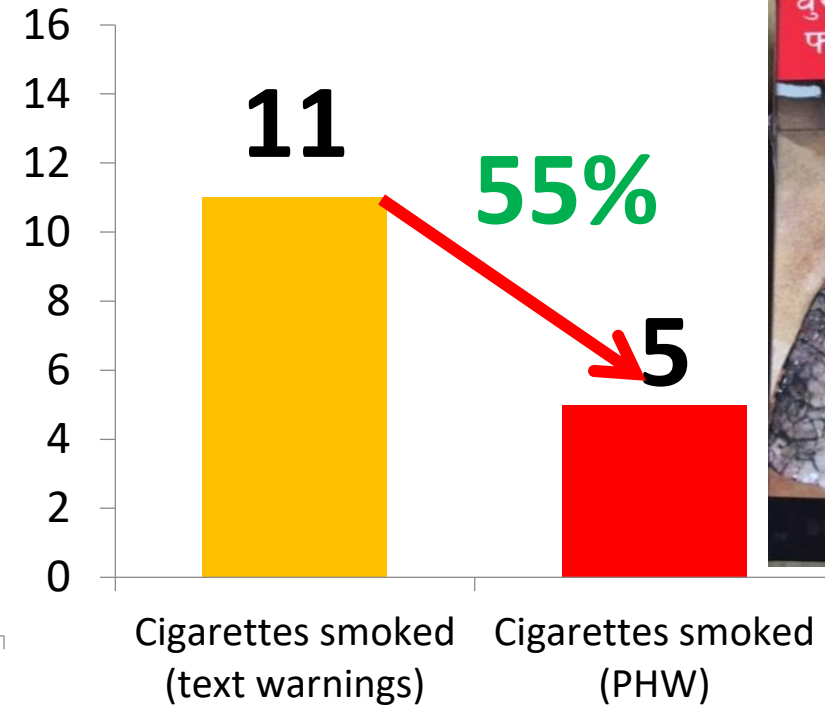
Larger pictorial health warnings are effective

PHW made the smokers to reduce cigarettes smoked/day

Indonesia



Nepal



Source: Indonesian Public Health Association, 2015 (N=5355, current smokers – 1901)
Action Nepal and Nepal Health Research Council, 2015 (N = 2250, current smokers - 670)

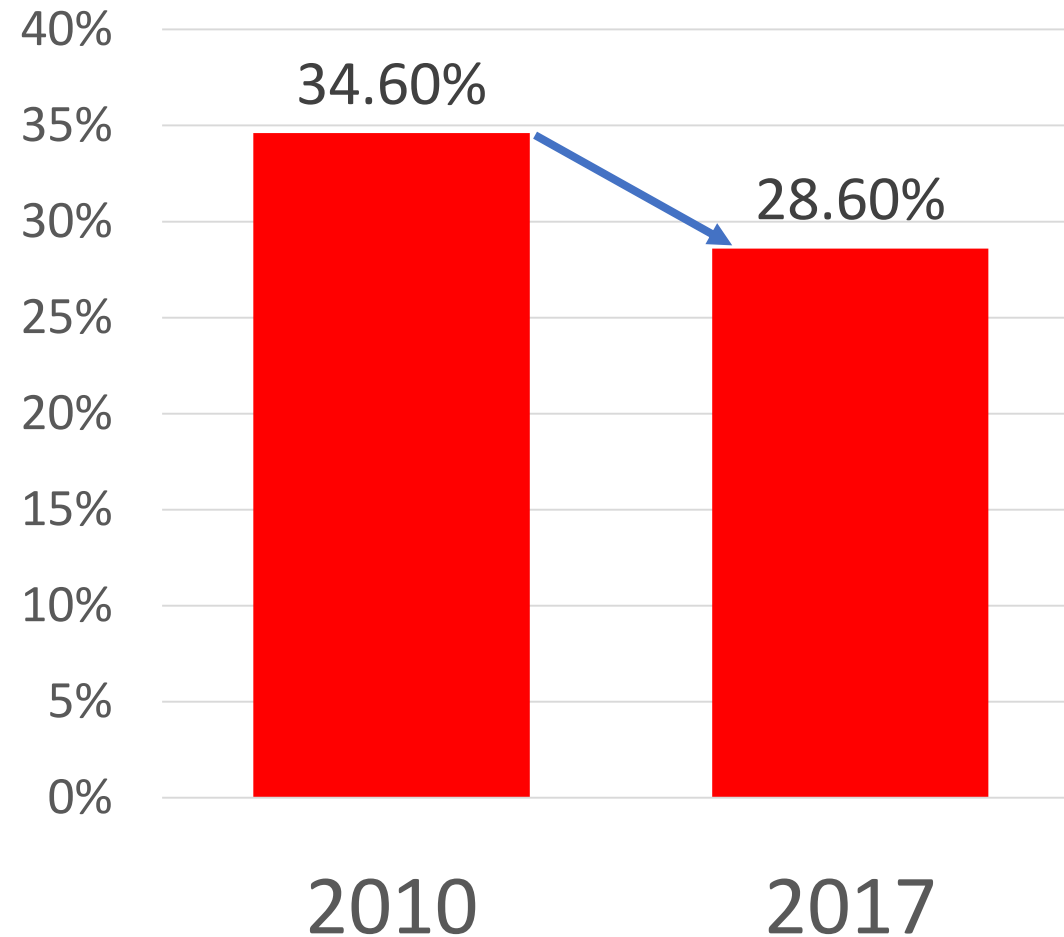
India Evidences



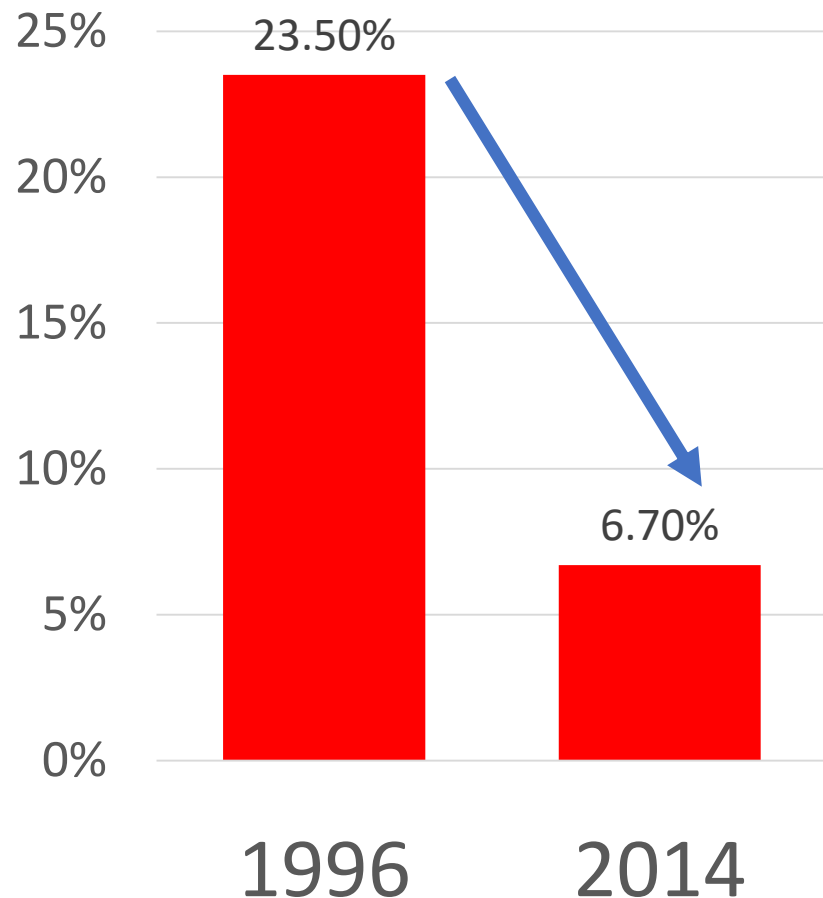
- There is remarkable decline of 54 %, 33 % in the tobacco use among 15-17, 15-24 age groups respectively.

Source: Global Adults Survey 2017

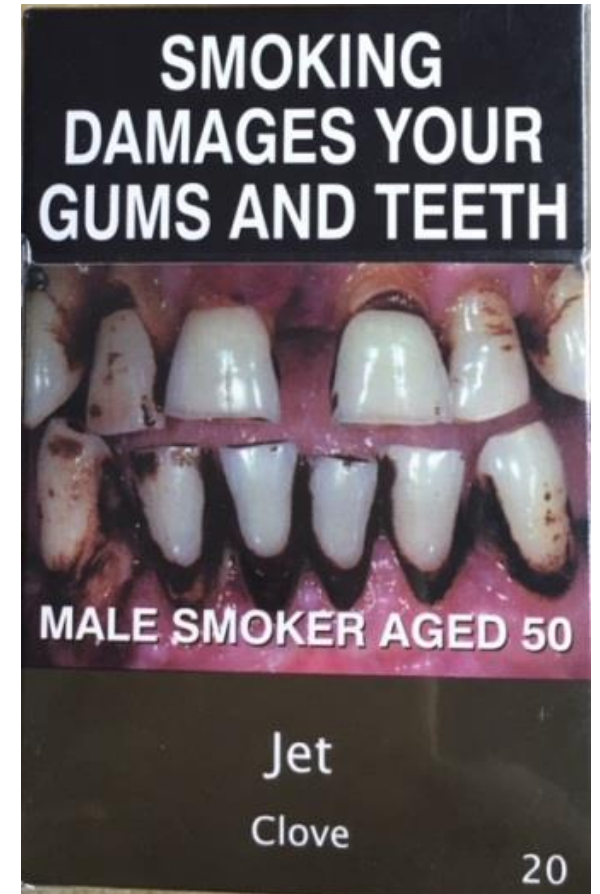
Remarkable decline of tobacco use



Australia: Evidences proved that PHWs are effective

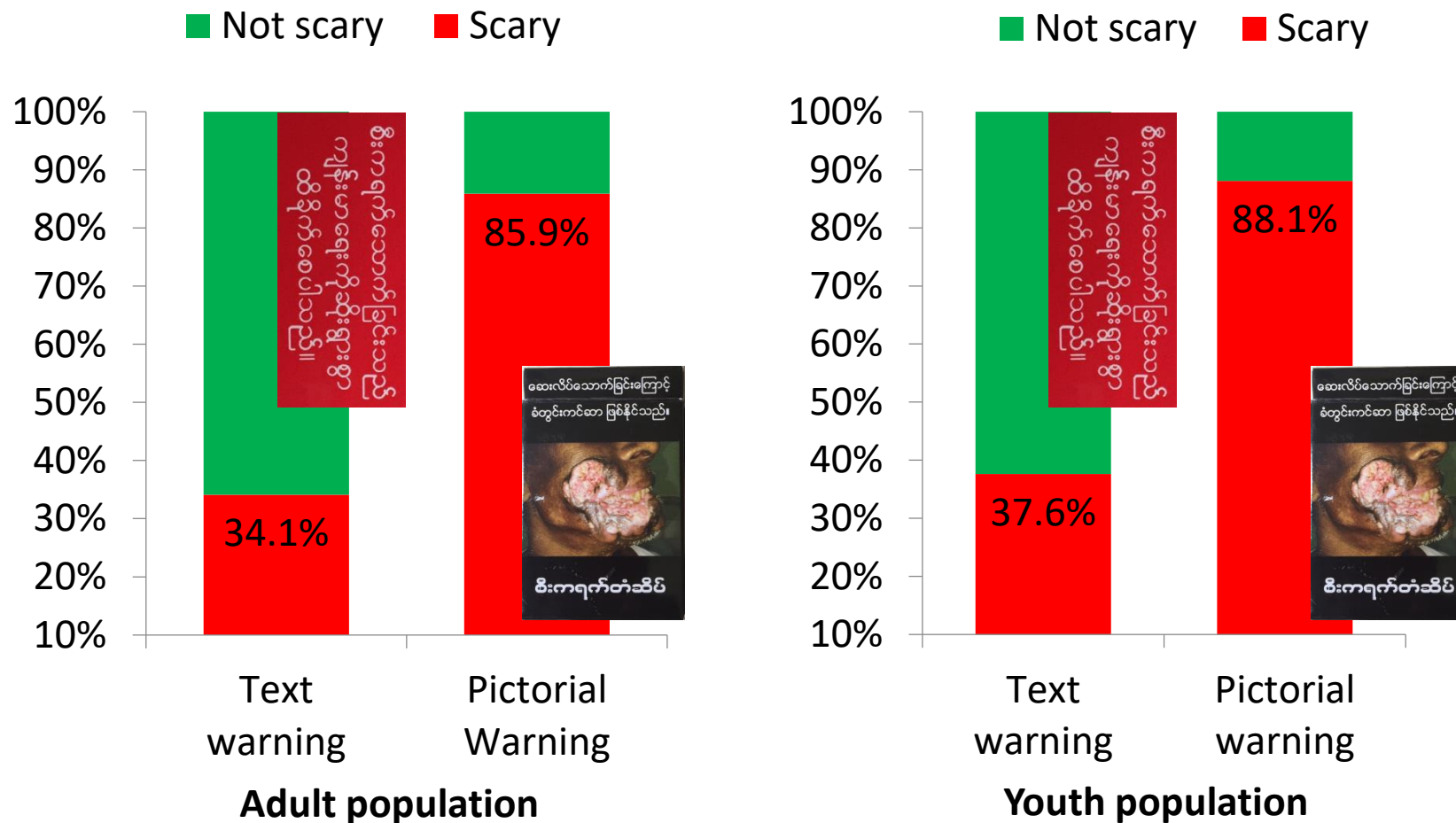


In Australia, PHW and plain packaging was found effective. Number of adolescents currently smoking reduced by more than 70 per cent, from 23.5% in 1996 to 6.7% in 2014



Source: Dessaix A et al Public Health Res Pract. 2016

Myanmar- Comparison between text and pictorial health warning in building public awareness on danger of tobacco use



Source- Ministry of Health, Myanmar 2014

Retailers support Pictorial health warnings policies and implementation

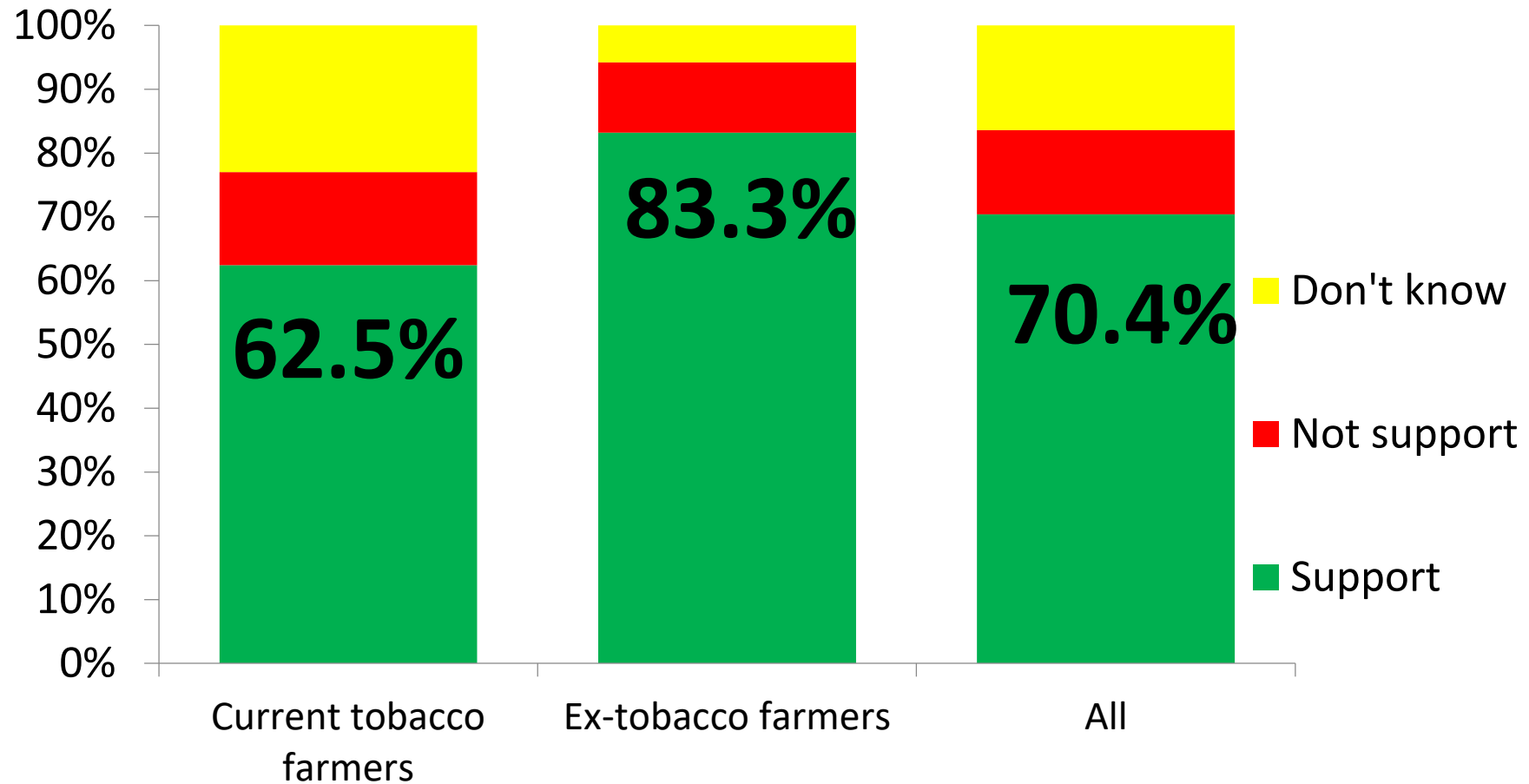
Indonesia (N = 1425)

- **84.6%** of the retailers support government policy on pictorial health warnings
- **90%** of the retailers were found selling cigarettes with pictorial health warning

Nepal (N = 270)

- **92.6%** of the retailers support government policy on pictorial health warnings
- **99.3%** of the retailers were found selling cigarettes with pictorial health warnings

Indonesia: RI farmers support tougher tobacco control, study says -



Source: <http://www.thejakartapost.com/news/2015/10/28/ri-farmers-support-tougher-tobacco-control-study-says.html#sthash.GYBfj6fJ.dpuf>

Muhammadiyah University Yogyakarta, October 2015



Summary

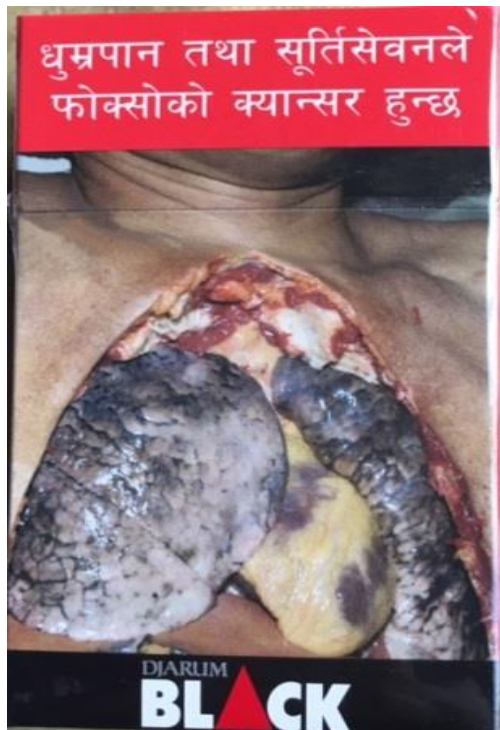
- Larger PHWs are more effective
- All segments of community support PHW; public, youth, retailers and tobacco farmers
- PHW is the most cost effective strategy – No cost to government, easy to implement and monitor –
Government commitments

What do we need to do?

? Why not for Indonesia



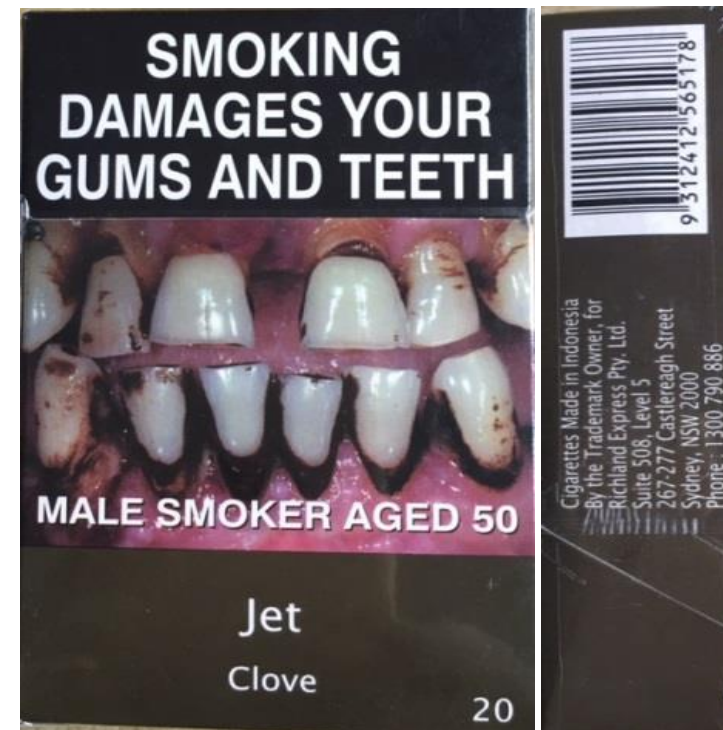
Indonesia 40%



Nepal 90%



Brunei 75%



Australia Plain Packaging

Cigarettes produced in Indonesia carry a 90% pictorial health warning on packaging for Nepal, 75% PHW for Brunei and plain packaging for Australia

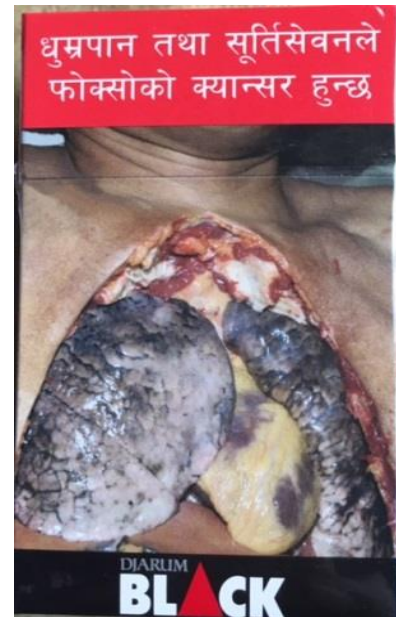
Indonesia: Let's join hands together to increase a size pictorial health warning to at least 75%

40% PHW



Indonesia

90% PHW



Nepal

Plain packaging



Australia