OCTOBER 2012

CIGARETTE PACKAGE HEALTH WARNINGS

INTERNATIONAL STATUS REPORT

Canadian Cancer Society / Société canadienne du cancer

THIRD EDITION

LARGER, PICTURE HEALTH WARNINGS: THE GROWING WORLDWIDE TREND

This report – *Cigarette Package Health Warnings: International Status Report* – provides an international overview ranking 198 countries/jurisdictions based on warning size, and lists those that have finalized requirements for picture warnings. Regional breakdowns are also provided. This report is in its third edition, with the second edition dated October 2010.

There has been tremendous progress internationally in implementing package warnings, with many countries increasing warning size, more countries requiring picture warnings, and an increasing number of countries on their second, third or even fourth round of picture warnings. The worldwide trend for larger, picture health warnings is growing and unstoppable, with many more countries in the process of developing such requirements.

Report highlights include:

- Fully 63 countries/jurisdictions have now finalized picture warnings, an increase of 29 from the 34 that had implemented by 2010. Canada was the first country to implement picture warnings in 2001.
- More than 40% of the world's population is covered by the 63 countries/jurisdictions that have finalized picture warning requirements.
- Australia now has the largest warnings in the world at 82.5% of the package front and back (75% front, 90% back), surpassing Uruguay that had led at 80%. Australia has also implemented plain packaging to prohibit tobacco company colours, logos, and design elements on the brand part of the package. (New Australian plain packages, including the full set of 7 warnings on the package front, are featured on the front and back cover of this report.)
- Progress since the last report includes Brunei and Canada increasing warning size from 50% to 75%, Sri Lanka adopting a new regulation (not in effect at press time) for 80% warnings, and Ecuador improving warnings from 40% text to 60% pictures.
- Fully 47 countries/jurisdictions have warnings covering at least 50% of the package front and back, up from 32 in 2010 and 24 in 2008.
- 18 countries/jurisdictions have warnings covering more than 50% of the package front and back. Here are the top countries in terms of warning size as an average of the front and back:

    1. 82.5% Australia (75% of front, 90% of back)
    2. 80% Uruguay (80%, 80%)
    2. 80% Sri Lanka (80%, 80%)
    4. 75% Brunei (75%, 75%)
    4. 75% Canada (75%, 75%)
    6. 65% Mauritius (60%, 70%)
    7. 65% Mexico (30%, 100%)
    8. 60% Ecuador (60%, 60%)
    9. 60% New Zealand (30%, 90%)
    9. 60% Cook Islands (30%, 90%)

Well-designed package warnings are a highly cost-effective means to increase awareness of the health effects and to reduce tobacco use, as recognized by guidelines to implement Article 11 (packaging and labelling) adopted in 2008 under the WHO Framework Convention on Tobacco Control. A picture says a thousand words. Pictures can convey a message with far more impact than can a text-only message. For size, the effectiveness of warnings increases with size. A larger size allows for bigger and better pictures, a larger font size, and/or additional information, including cessation information.

INFORMATION COLLECTION

Considerable effort was made to ensure the accuracy of the information contained in this report. Information obtained as of October 22, 2012 has been included to ensure that the report was as up-to-date as possible before publication. However, for a few countries, it was not possible to confirm national requirements prior to press time. Moreover, national requirements for package warnings are constantly evolving and, as such, it may be that for some countries listed in this report further progress may have been made but is not reflected in this report.

Country information was only included in this report once legal requirements (such as an Act, regulation, or decree) were finalized, and no further approval steps were needed. For some countries, the transition period for warning implementation on packages has not been completed; however if no further approval steps were needed, these new requirements were included in the report. Where new information for a country could not be confirmed prior to publication, this new information was not included.

This report provides information only for packages of cigarettes, not other tobacco products. Information for cigarette cartons has not been compiled.

COUNTRIES REQUIRING PICTURE WARNINGS

At least 63 countries/jurisdictions have finalized requirements for picture warnings. The listing below includes the year of implementation, including different years where there have been two or more rounds of picture warnings.

1. Canada (2001; 2012)
2. Brazil (2002; 2004; 2009)
3. Singapore (2004; 2006; 2013)
4. Thailand (2005; 2007; 2010)
5. Venezuela (2005; 2009)
6. Jordan (2006; 2013)
7. Australia (2006; rotation of sets A, B every 12 months; 2012, rotation of two sets every 12 months)
8. Uruguay (2006; 2008; 2009; 2010; 2012)
9. Panama (2006; 2009; 2010; 2012)
10. Belgium (2006; rotation of sets 2, 3, 1 every 12 months starting 2011)
11. Chile (2006; 2007; 2008; 2009; 2010; 2011; 2012)
12. Hong Kong (S.A.R., China) (2007)
13. New Zealand (2008; rotation of sets A, B every 12 months)
14. Romania (2008)
15. United Kingdom (2008)
16. Egypt (2008; 2010; 2012)
17. Brunei (2008; 2012)
18. Cook Islands (2008)[4]
19. Iran (2009)
20. Malaysia (2009)
21. Taiwan,China (2009)
22. Peru (2009; 2011)
23. Djibouti (2009)
24. Mauritius (2009)
25. India (2009; 2011; 2013)
26. Cayman Islands (UK) (2009)
27. Latvia (2010)
28. Pakistan (2010)
29. Switzerland (2010; rotation of sets 1,2,3 every 24 months)
30. Liechtenstein (2010; rotation of sets 1, 2, 3 every 24 months)
31. Mongolia (2010)
32. Colombia (2010; 2011; 2012)
33. Turkey (2010)
34. Mexico (2010; 2011; 2012)
35. Norway (2011)
36. Malta (2011)
37. France (2011)
38. Guernsey (2011)
39. Spain (2011)
40. Bolivia (2011)
41. Jersey (2012)
42. Ukraine (2012)
43. Honduras (2012)
44. Madagascar (2012; 2013)
45. Denmark (2012)
46. Ecuador (2012)
47. Argentina (2012)
48. Bahrain (2012)
49. Kuwait (2012)
50. Oman (2012)
51. Qatar (2012)
52. Saudi Arabia (2012)
53. United Arab Emirates (2012)
54. United States (2012)[13]
55. Hungary (2012)
56. Niger (2012)
57. Sri Lanka (2013)
58. Macau (S.A.R., China) (2013)
59. Iceland (2013)
60. Ireland (2013)
61. Russia (2013)
62. Kazakhstan (2013)
63. Seychelles (2013)

URUGUAY (FRONT)

CANADA (FRONT)

BOLIVIA (FRONT)

BRUNEI (BACK)

REGIONAL BREAKDOWN FOR PICTURE-BASED HEALTH WARNINGS

4 AFRICAN REGION (AFRO)
Madagascar, Mauritius, Niger, Seychelles

15 AMERICAS REGION (AMRO)
Argentina, Bolivia, Brazil, Canada, Cayman Islands (UK), Chile, Colombia, Ecuador, Honduras, Mexico, Panama, Peru, United States of America, Uruguay, Venezuela

11 EASTERN MEDITERRANEAN REGION (EMRO)
Bahrain, Djibouti, Egypt, Iran, Jordan, Kuwait, Oman, Pakistan, Qatar, Saudi Arabia, United Arab Emirates

20 EUROPEAN REGION (EURO)
Belgium, Denmark, France, Guernsey, Hungary, Iceland, Ireland, Jersey, Kazakhstan, Latvia, Liechtenstein, Malta, Norway, Romania, Russia, Spain, Switzerland, Turkey, Ukraine, United Kingdom

3 SOUTH EAST ASIAN REGION (SEARO)
India, Sri Lanka, Thailand

10 WESTERN PACIFIC REGION (WPRO)
Australia, Brunei, Cook Islands, Hong Kong (S.A.R., China), Macau (S.A.R., China), Malaysia, Mongolia, New Zealand, Singapore, Taiwan,China

SIZE RANKINGS — AVERAGE OF PACKAGE FRONT AND BACK

This listing indicates the world leaders in terms of size as an average of the package front and back – only those countries exceeding 50% on average are listed here (a full table begins on page 8). For each country there is indicated in parentheses the size (including a border, if required) on the front, followed by the back. For example (60%, 70%) means 60% of front and 70% of back.

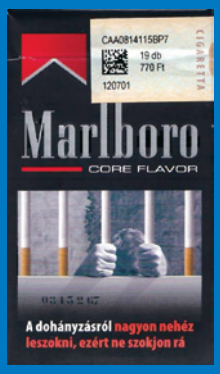
82.5% Australia (75%, 90%)
80% Uruguay (80%, 80%)
80% Sri Lanka (80%, 80%) [2]
75% Brunei (75%, 75%)
75% Canada (75%, 75%)
65% Mauritius (60%,70%)
65% Mexico (30%, 100%)
60% Ecuador (60%, 60%)
60% New Zealand (30%, 90%)
60% Cook Islands (30%, 90%) [4]
56% Belgium (48%, 63%)
56% Liechtenstein (48%, 63%)
56% Switzerland (48%, 63%)
55% Thailand (55%, 55%)
54% Turkey (65%, 43%)
52% Kyrgyz Republic (52%, 52%)
52% Finland (45%, 58%)
52% Ireland (45%, 58%)
50% 30 Countries/Jurisdictions

BOLIVIA (FRONT)

SPAIN (BACK)

DJIBOUTI (FRONT)

ARMENIA (FRONT)



HUNGARY (BACK)

REGIONAL BREAKDOWN — LARGEST SIZES BY REGION (AVERAGE OF FRONT/BACK)

For each country there is indicated in parentheses the size (including a border, if required) on the front, followed by the back. For example (30%, 90%) means 30% of front and 90% of back.

Western Pacific Region (WPRO)
82.5% Australia (75%, 90%)
75% Brunei (75%, 75%)
60% New Zealand (30%, 90%)
60% Cook Islands (30%, 90%) [4]
50% four countries/jurisdictions

African Region (AFRO)
65% Mauritius (60%, 70%)
50% Cameroon (50%, 50%)
50% Ghana (50%, 50%)
50% Madagascar (50%, 50%)
50% Niger (50%, 50%) [12]
50% Seychelles (50%, 50%)

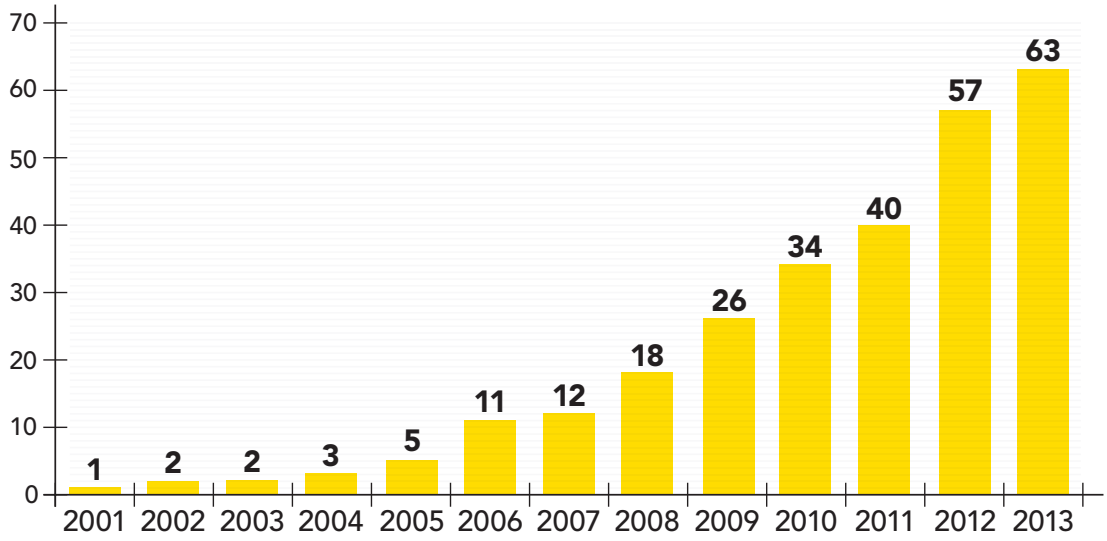
Americas Region (AMRO)
80% Uruguay (80%, 80%)
75% Canada (75%, 75%)
65% Mexico (30%, 100%)
60% Ecuador (60%, 60%)
50% nine countries/jurisdictions

European Region (EURO)
56% Belgium (48%, 63%)
56% Liechtenstein (48%, 63%)
56% Switzerland (48%, 63%)
54% Turkey (65%, 43%)
52% Kyrgyz Republic (52%, 52%)
52% Finland (45%, 58%)
52% Ireland (45%, 58%)

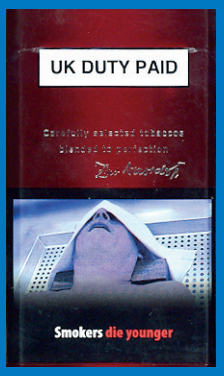
Eastern Mediterranean Region (EMRO)
50% Bahrain (50%, 50%)
50% Djibouti (50%, 50%)
50% Egypt (50%, 50%)
50% Iran (50%, 50%)
50% Kuwait (50%, 50%)
50% Oman (50%, 50%)
50% Qatar (50%, 50%)
50% Saudi Arabia (50%, 50%)
50% U.A.E. (50%, 50%)

South East Asian Region (SEARO) [33]
80% Sri Lanka (80%, 80%) [2]
55% Thailand (55%, 55%)
30% Bangladesh (30%, 30%)
30% Maldives (30%, 30%)

COUNTRIES/JURISDICTIONS REQUIRING PICTURE WARNINGS ON CIGARETTE PACKAGES



BRAZIL (BACK)



UK (BACK)

JAPAN (FRONT)

THAILAND

HONDURAS (FRONT)

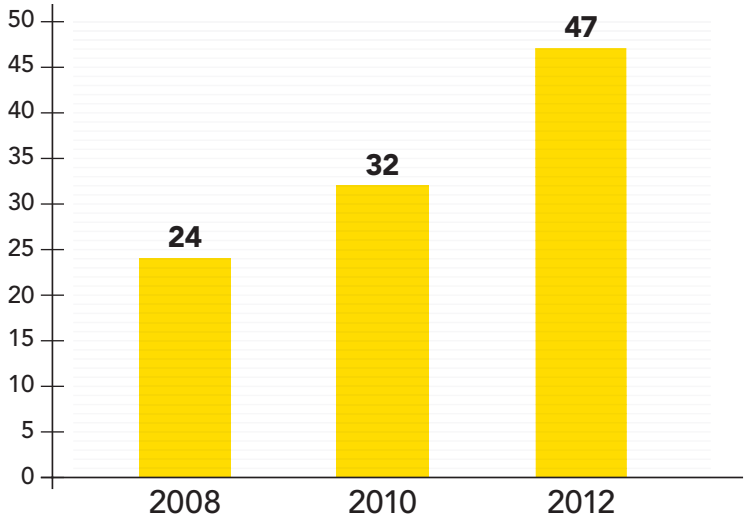
SIZE RANKINGS — FRONT OF PACKAGE

This listing indicates the world leaders in terms of the largest size for the front of the package. Warnings located on the front of the package are more visible than on the back.

80% Uruguay
80% Sri Lanka[2]
75% Australia
75% Brunei
75% Canada
65% Turkey
60% Mauritius
60% Ecuador
55% Thailand
52% Kyrgyz Republic
50% Albania
50% Argentina
50% Bahrain
50% Bolivia
50% Cameroon
50% Chile
50% Djibouti
50% Egypt
50% Ghana
50% Honduras
50% Hong Kong (S.A.R., China)
50% Iran
50% Kuwait
50% Libya
50% Macau (S.A.R., China)
50% Madagascar
50% Niger[12]
50% Oman
50% Panama
50% Peru
50% Qatar
50% Saudi Arabia
50% Seychelles
50% Singapore
50% Ukraine
50% United Arab Emirates
50% United States[13]
48% Belgium
48% Liechtenstein
48% Switzerland

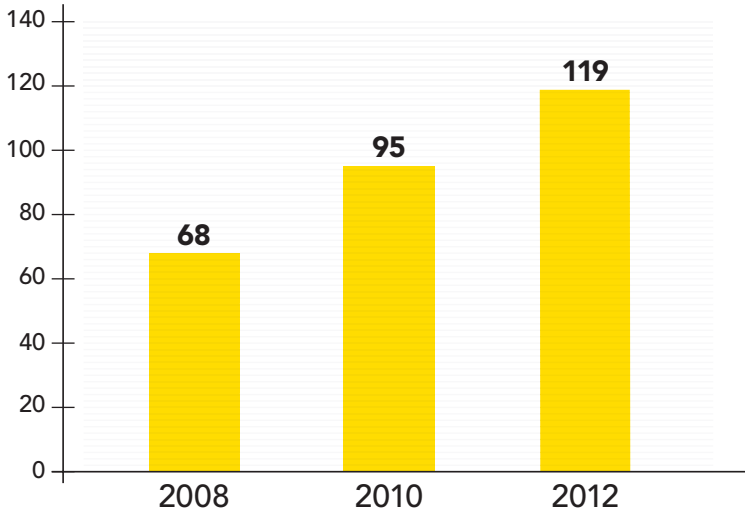
50%+

COUNTRIES/JURISDICTIONS REQUIRING WARNINGS OF AT LEAST 50% OF PACKAGE FRONT/BACK (ON AVERAGE)



30%+

COUNTRIES/JURISDICTIONS REQUIRING WARNINGS ON AT LEAST 30% OF PACKAGE FRONT/BACK (ON AVERAGE)



OBLIGATIONS UNDER THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

Pursuant to Article 11 of the WHO Framework Convention on Tobacco Control (FCTC), the international tobacco treaty, Parties to the Convention must require that all packages of tobacco products carry health warnings describing the harmful effects of tobacco use or other appropriate messages which "should be 50% or more of the principal display areas but shall be no less than 30% of the display areas" and may be in the form of or include picture warnings. For most cigarette packages, the "principal display areas" are the front and back of the package. Warnings must be in the national language or languages, must be rotated (a single warning is insufficient), must apply to cartons and other outer packages sold to consumers, and must be applied to all categories of tobacco products. Non-health messages (e.g. "Quit, save money") may be included. Under the FCTC, no exceptions are allowed for duty-free stores, or for small volume brands. Each Party must implement warning requirements pursuant to Article 11 within three years after the FCTC comes into force for that Party.

Article 11 also has a provision regarding emission information elsewhere on the package, with the Article 11 Guidelines† providing that qualitative information should be used without tar and nicotine ISO yield numbers. Further, Article 11 requires Parties to ensure that the industry's use of the package is not "false, misleading, deceptive or likely to create an erroneous impression" – accordingly a growing number of countries have prohibited "light", "mild" and other misleading descriptors.

FCTC
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

EFFECTIVENESS OF WARNINGS INCREASES WITH LARGER SIZE, USE OF PICTURES

Health warnings on packages of tobacco products are a highly cost-effective means of health communication. Package warnings reach every smoker (and consumers of other tobacco products) every day. Warnings are always working — 24 hours per day, 7 days per week. A pack a day smoker would take his or her pack out 20 times per day, 7300 times per year. Warnings are also seen by those around the consumers, such as family, friends and co-workers.

Effective package warnings increase awareness of the health effects and reduce tobacco use. As a result of health warnings, consumers receive more information, not less. Consumers are entitled to be fully informed of the many health effects of tobacco products, and the package is the best way to do that. Studies show that consumers, including children, underestimate the health effects, in low, middle and high income countries.

Health departments determine the content of warnings, but the tobacco industry pays the cost. With such an extraordinary reach, it is not surprising that so many governments are improving package warning requirements. The tobacco industry opposes larger, picture warnings as a way to protect sales volumes — if such warnings would not work, then why is the industry so often opposed? An abundance of research studies* as well as country experience provide overwhelming evidence about the beneficial impact of larger, picture warnings.

LARGER SIZE IS MORE EFFECTIVE

The FCTC Article 11 guidelines† recognize that the effectiveness of health warnings increases with size, and that "Parties should consider […] more than 50%" and "aim to cover as much of the principal display areas as possible".

A larger size means that warnings are more visible, more important, and have more impact. A larger size allows for bigger and better pictures, a larger font size and/or additional information, including cessation information. Further, a larger size makes it more difficult for the branded promotional part of the package to distract the consumer's attention away from the warning. That larger sizes are more effective is confirmed by the considered decisions of governments worldwide where the trend is very much to increase warning size.

A PICTURE SAYS A THOUSAND WORDS

Pictures can convey a message with far more impact than can a text-only message. A picture really does say a thousand words. Pictures are especially important for individuals who are illiterate or who have low literacy, an aspect especially important in many countries. Pictures are also important to immigrants, temporary workers as well as individuals from minority language groups who may not yet be able to read the national language(s).

Where tobacco advertising is not yet banned, tobacco companies use colour pictures in tobacco advertising. Further, the tobacco industry has often printed colour pictures on packages. If tobacco companies have used pictures to promote tobacco products, then governments should be able to use pictures to discourage tobacco use.

The feasibility of implementing picture warnings has been demonstrated in more than 60 countries/jurisdictions. If these countries can do it, then all countries can. It is notable that often in the very same cigarette factory some packages have picture warnings and some do not, depending on the country of destination.

To ensure better visibility and impact, picture warnings should be placed on both the front and back of the package (not just one of these), and should be placed at the top of the front/back, not the bottom, as provided in the Article 11 guidelines.[2] The table on pages 8–11 lists sizes for both the package front and back, recognizing that the front is more important due to greater visibility.

PLAIN PACKAGING

Plain packaging would prohibit brand colours, logos and design elements on packages, and would require that packages only come in a standard shape and format. Under plain packaging, health warnings would continue to appear, but the brand portion of the package would have the same colour (e.g. brown) for all brands. The brand name would be allowed on packages, but only in a standard location, colour (e.g. black), font style and size.

Plain packaging would curb the industry's use of the package as a promotional vehicle, would increase the effectiveness of package warnings, would curb package deception, and would decrease tobacco use. Both the Article 11[2] and the Article 13†† guidelines under the FCTC recommend that Parties consider implementing plain packaging. Australia's world precedent setting plain packaging has a full implementation date at the retail level of December 1, 2012.

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* See Tobacco Labelling Resource Centre, **www.tobaccolabels.ca/healthwarningsinfo**

† FCTC Guidelines for Article 11 (packaging and labelling) **www.who.int/fctc/guidelines/article_11/en/index.html**

†† FCTC Guidelines for Article 13 (advertising, promotion and sponsorship) **www.who.int/fctc/implementation/news/news_germ/en/index.html**

INTERNATIONAL RANKINGS

	RANK	COUNTRY/ JURISDICTION	PICTURE WARNINGS	AVERAGE FRONT/BACK	FRONT	BACK	EC MEMBER STATES	NON-COMPLIANT (MINIMUM SIZE)	ARTICLE 11 FCTC DEADLINE	PICTURES YEAR
1	1	Australia (1)	√	82.5	75	90				2006, 2012
2	2	Uruguay	√	80	80	80				2006, 2008, 2009, 2010, 2012
3	2	Sri Lanka (2)	√	80	80	80				2013
4	4	Brunei	√	75	75	75				2008, 2012
5	4	Canada	√	75	75	75				2001, 2012
6	6	Mauritius	√	65	60	70				2009
7	7	Mexico	√	65	30	100				2010, 2011, 2012
8	8	Ecuador	√	60	60	60				2012
9	9	New Zealand (3)	√	60	30	90				2008
10	9	Cook Islands (4)	√	60	30	90				2008
11	11	Belgium (5)	√	56	48	63	√			2006, 2011
12	11	Liechtenstein (6)	√	56	48	63	*			2010
13	11	Switzerland (7)	√	56	48	63	*		#	2010
14	14	Thailand	√	55	55	55				2005, 2007, 2010
15	15	Turkey (8)	√	54	65	43				2010
16	16	Kyrgyz Republic (9)		52	52	52				
17	17	Finland		52	45	58	√			
18	17	Ireland	√	52	45	58	√			2013
19	19	Albania		50	50	50				
20	19	Argentina	√	50	50	50			#	2012
21	19	Bahrain	√	50	50	50				2012
22	19	Bolivia	√	50	50	50				2011
23	19	Cameroon		50	50	50				
24	19	Chile (10)	√	50	50	50				2006, 2007, 2008, 2009, 2010, 2011, 2012
25	19	Djibouti	√	50	50	50				2009
26	19	Egypt	√	50	50	50				2008, 2010, 2012
27	19	Ghana (11)		50	50	50				
28	19	Honduras	√	50	50	50				2012
29	19	Hong Kong (S.A.R., China)	√	50	50	50			#	2007
30	19	Iran	√	50	50	50				2009
31	19	Kuwait	√	50	50	50				2012
32	19	Macau (S.A.R., China)	√	50	50	50			#	2013
33	19	Madagascar	√	50	50	50				2012, 2013
34	19	Niger (12)	√	50	50	50				2012
35	19	Oman	√	50	50	50				2012
36	19	Panama	√	50	50	50				2006, 2009, 2010, 2012
37	19	Peru	√	50	50	50				2009, 2011
38	19	Qatar	√	50	50	50				2012
39	19	Saudi Arabia	√	50	50	50				2012
40	19	Seychelles	√	50	50	50				2013
41	19	Singapore	√	50	50	50				2004, 2006, 2013
42	19	Ukraine	√	50	50	50				2012
43	19	United Arab Emirates	√	50	50	50				2012
44	19	United States of America (13)	√	50	50	50			#	2012
45	45	Malaysia	√	50	40	60				2009
46	46	Brazil (14)	√	50	0	100				2002, 2004, 2009
47	46	Venezuela (15)	√	50	0	100				2005, 2009
48	48	Estonia		48	43	53	√			

Countries/jurisdictions that are not Parties to the FCTC
* Countries/juridisctions that follow the EC

	RANK	COUNTRY/ JURISDICTION	PICTURE WARNINGS	AVERAGE FRONT/BACK	FRONT	BACK	EC MEMBER STATES	NON-COMPLIANT (MINIMUM SIZE)	ARTICLE 11 FCTC DEADLINE	PICTURES YEAR
49	48	France	√	48	43	53	√			2011
50	48	Guernsey (16)	√	48	43	53	*			2011
51	48	Hungary	√	48	43	53	√			2012
52	48	Iceland	√	48	43	53	*			2013
53	48	Jersey (16)	√	48	43	53	*			2012
54	48	Norway	√	48	43	53	*			2011
55	48	Latvia	√	48	43	53	√			2010
56	48	Portugal		48	43	53	√			
57	48	Romania	√	48	43	53	√			2008
58	48	Slovenia		48	43	53	√			
59	48	Spain	√	48	43	53	√			2011
60	48	Sweden		48	43	53	√			
61	48	United Kingdom	√	48	43	53	√			2008
62	62	Jordan	√	43	43	43				2006, 2013
63	62	Nigeria (17)		43	43	43				
64	64	Bosnia and Herzegovina		43	35	50	*			
65	65	Lebanon (18)		40	40	40				
66	65	Kazakhstan	√	40	40	40				2013
67	65	Pakistan	√	40	40	40				2010
68	65	Uzbekistan		40	40	40				
69	69	Kenya		40	30	50				
70	69	Russia	√	40	30	50				2013
71	69	Turkmenistan		40	30	50			#	
72	72	Cyprus		39	32	45	√			
73	72	Greenland (Denmark)		39	32	45			#	
74	72	Luxembourg		39	32	45	√			
75	72	Malta	√	39	32	45	√			2011
76	76	Taiwan, China	√	35	35	35			#	2009
77	77	Austria		35	30	40	√			
78	77	Bulgaria		35	30	40	√			
79	77	Croatia		35	30	40	*			
80	77	Czech Republic		35	30	40	√			
81	77	Denmark	√	35	30	40	√			2012
82	77	Faroe Islands (Denmark)		35	30	40	*		#	
83	77	Germany		35	30	40	√			
84	77	Greece		35	30	40	√			
85	77	Italy		35	30	40	√			
86	77	Lithuania		35	30	40	√			
87	77	Moldova, Republic of		35	30	40	*			
88	77	Montenegro		35	30	40	*			
89	77	Netherlands		35	30	40	√			
90	77	Poland		35	30	40	√			
91	77	San Marino (19)		35	30	40	*			
92	77	Serbia		35	30	40	*			
93	77	Slovakia		35	30	40	√			
94	77	The F.Y.R. Macedonia		35	30	40	*			
95	95	Jamaica		33	33	33				
96	95	Mongolia	√	33	33	33				2010

	RANK	COUNTRY/ JURISDICTION	PICTURE WARNINGS	AVERAGE FRONT/BACK	FRONT	BACK	EC MEMBER STATES NON-COMPLIANT (MINIMUM SIZE)	ARTICLE 11 FCTC DEADLINE	PICTURES YEAR
97	97	Armenia		30	30	30			
98	97	Bangladesh		30	30	30			
99	97	Belarus		30	30	30			
100	97	Benin		30	30	30			
101	97	Cambodia		30	30	30			
102	97	China		30	30	30			
103	97	Colombia	√	30	30	30			2010, 2011, 2012
104	97	Congo		30	30	30			
105	97	D.R. Congo		30	30	30			
106	97	Eritrea (20)		30	30	30		#	
107	97	Gambia		30	30	30			
108	97	Georgia		30	30	30			
109	97	Israel		30	30	30			
110	97	Japan		30	30	30			
111	97	Lao P.D.R.		30	30	30			
112	97	Maldives		30	30	30			
113	97	Mali		30	30	30			
114	97	Nauru		30	30	30			
115	97	South Korea (21)		30	30	30			
116	97	Tonga		30	30	30			
117	97	Uganda		30	30	30			
118	97	Viet Nam		30	30	30			
119	119	Cuba (22)		30	0	60		#	
120	120	Mozambique		28	30	25		#	
121	121	Libyan Arab Jamahiriya		25	50	0	X	Sep. 5, 2008	
122	122	South Africa (23)		21	16	26	X	Jul. 18, 2008	
123	123	India	√	20	40	0	X	Feb. 27, 2008	2009, 2011, 2013
124	124	Fiji (24)		20	20	20	X	Feb. 27, 2008	
125	125	Zimbabwe		20	15	25		#	
126	126	Philippines (25)		15	30	0	X	Sep. 4, 2008	
127	127	Algeria		15	15	15	X	Sep. 28, 2009	
128	128	Cayman Islands (UK) (26)	√	15	0	30		#	2009
129	129	Guatemala		13	25	0	X	Feb. 14, 2009	
130	130	West Bank and Gaza Strip		10	20	0		#	
131	131	Indonesia (27)		10	0	19		#	
132	132	Morocco (28)		5	0	10		#	
133	133	Zambia (29)		3	3	3	X	Aug. 21, 2011	
134	134	Afghanistan		0	0	0		Nov. 11, 2013	
135	134	Andorra (30)		0	0	0		#	
136	134	Angola		0	0	0	X	Dec. 19, 2010	
137	134	Antigua and Barbuda		0	0	0	X	Sep. 3, 2009	
138	134	Bahamas		0	0	0		Feb. 1, 2013	
139	134	Barbados		0	0	0	X	Feb. 1, 2009	
140	134	Belize		0	0	0	X	Mar. 15, 2009	
141	134	Bermuda		0	0	0		#	
142	134	Botswana		0	0	0	X	May. 1, 2008	
143	134	Burkina Faso (31)		0	0	0	X	Oct. 29, 2009	
144	134	Burundi		0	0	0	X	Feb. 20, 2009	
145	134	Cape Verde		0	0	0	X	Jan. 2, 2009	
146	134	Central African Republic		0	0	0	X	Feb. 5, 2009	
147	134	Chad		0	0	0	X	Apr. 30, 2009	
148	134	Comoros		0	0	0	X	Apr. 24, 2009	
149	134	Costa Rica		0	0	0	X	Nov. 19, 2011	

	RANK	COUNTRY/ JURISDICTION	PICTURE WARNINGS	AVERAGE FRONT/BACK	FRONT	BACK	EC MEMBER STATES	NON-COMPLIANT (MINIMUM SIZE)	ARTICLE 11 FCTC DEADLINE	PICTURES YEAR
150	134	Côte d'Ivoire		0	0	0			Nov. 11, 2013	
151	134	D.P.R. Korea		0	0	0		X	Aug. 14, 2008	
152	134	Dominica		0	0	0		X	Oct. 22, 2009	
153	134	Dominican Republic		0	0	0			#	
154	134	El Salvador		0	0	0			#	
155	134	Equatorial Guinea		0	0	0		X	Dec. 16, 2008	
156	134	Ethiopia		0	0	0			#	
157	134	Gabon		0	0	0		X	May. 21, 2012	
158	134	Grenada		0	0	0		X	Nov. 12, 2010	
159	134	Guinea		0	0	0		X	Feb. 5, 2011	
160	134	Guinea-Bissau		0	0	0		X	Feb. 5, 2012	
161	134	Guyana		0	0	0		X	Dec. 14, 2008	
162	134	Haiti		0	0	0			#	
163	134	Iraq		0	0	0		X	Jun. 15, 2011	
164	134	Kiribati		0	0	0		X	Dec. 14, 2008	
165	134	Lesotho		0	0	0		X	Apr. 14, 2008	
166	134	Liberia		0	0	0			Dec. 14, 2012	
167	134	Malawi		0	0	0			#	
168	134	Marshall Islands		0	0	0		X	Mar. 8, 2008	
169	134	Mauritania		0	0	0		X	Jan. 26, 2009	
170	134	Micronesia		0	0	0		X	Jun. 16, 2008	
171	134	Monaco (32)		0	0	0			#	
172	134	Myanmar		0	0	0		X	Feb. 27, 2008	
173	134	Namibia		0	0	0		X	Feb. 5, 2009	
174	134	Nepal (33)		0	0	0		X	Feb. 5, 2010	
175	134	Nicaragua		0	0	0		X	Jul. 8, 2011	
176	134	Niue		0	0	0		X	Sep. 1, 2008	
177	134	Palau		0	0	0		X	Feb. 27, 2008	
178	134	Papua New Guinea		0	0	0		X	Aug. 23, 2009	
179	134	Paraguay		0	0	0			#	
180	134	Rwanda		0	0	0		X	Jan. 17, 2009	
181	134	Saint Lucia		0	0	0		X	Feb. 5, 2009	
182	134	Samoa		0	0	0		X	Feb. 1, 2009	
183	134	Sao Tome and Principe		0	0	0		X	Jul. 11, 2009	
184	134	Senegal		0	0	0		X	Apr. 27, 2008	
185	134	Sierra Leone		0	0	0		X	Aug. 20, 2012	
186	134	Solomon Islands		0	0	0		X	Feb. 27, 2008	
187	134	Somalia		0	0	0			#	
188	134	St. Kitts and Nevis		0	0	0			Sep. 19, 2014	
189	134	St. Vincent and the Grenadines		0	0	0			Jan. 27, 2014	
190	134	Suriname		0	0	0		X	Mar. 16, 2012	
191	134	Swaziland		0	0	0		X	Apr. 13, 2009	
192	134	Tanzania		0	0	0		X	Jul. 29, 2010	
193	134	Togo (34)		0	0	0		X	Feb. 13, 2009	
194	134	Trinidad and Tobago		0	0	0		X	Feb. 27, 2008	
195	134	Tunisia		0	0	0			Sep. 5, 2013	
196	134	Tuvalu		0	0	0		X	Dec. 25, 2008	
197	134	Vanuatu		0	0	0		X	Dec. 15, 2007	
198	n/a	Bhutan (35)		n/a	n/a	n/a			Feb. 27, 2008	

In the table, the indicated average size for the front and back has been rounded; for example 17.5% appears as 18%. In the case of Australia, the average size has not been rounded.

THE EUROPEAN COMMUNITY DIRECTIVE — EXPLANATORY COMMENT

The European Community specifies that the warning size is to be as follows, plus a border (3-4mm in width) that is to be in addition to the space for the warnings:

35% (30% front, 40% back) unilingual countries
39% (32% front, 45% back) bilingual countries[36]
43% (35% front, 50% back) trilingual countries[37]

Once the required border is factored in, the required size in effect increases to the following:[38]

48% (43% front, 53% back), unilingual countries
52% (45% front, 58% back), bilingual countries
56% (48% front, 63% back), trilingual countries

Many EC Member States are not compliant with the EC Directive that requires the border to be in addition to the warning. Packages were able to be collected from all 27 EC Member States to assess compliance. Based on this review, 12 of these 27 EC Member States appear to be in compliance with the Directive in this respect,[39] while 15 of 27 are not in compliance because packages indicate that the warning has been included in the space for the warning, instead of in addition to the warning.[40] A limitation of this is that the assessment is based on the packaging material received, and not a comprehensive examination of all brands sold on the market in each country.

In the EC, 10 of 27 Member States have finalized requirements for picture warnings.

DENMARK, NON-COMPLIANT WITH EC BORDER/SIZE

PORTUGAL, COMPLIANT WITH EC BORDER/SIZE

ROMANIA (BACK) UNILINGUAL

BELGIUM (BACK) TRILINGUAL

OTHER COUNTRIES

The following countries are not listed in this report (7): Azerbaijan, South Sudan, Sudan, Syrian Arab Republic, Tajikistan, Timor-Leste, Yemen.

FOR MORE INFORMATION

Tobacco Labelling Resource Centre
www.tobaccolabels.org

Physicians for a Smoke-free Canada
www.smoke-free.ca/warnings

Tobacco Control Laws
www.tobaccocontrollaws.org

WHO warnings database
www.who.int/tobacco/healthwarningsdatabase/en/index.html

Campaign for Tobacco-Free Kids
http://global.tobaccofreekids.org/en/solutions/international_issues/warning_labels/

World Lung Foundation
http://67.199.72.89/packwarning/pw_index.html

Campaign for Effective Health Warnings on Cigarette Packs
http://blogsofbainbridge.typepad.com/warnings/

FCTC Guidelines for Article 11 (packaging and labelling)
www.who.int/fctc/guidelines/article_11/en/index.html

WHO Framework Convention on Tobacco Control
http://www.who.int/fctc

NOTES

1. **Australia:** Rotation of two sets of 7 warnings every 12 months, for both 2006 and 2012 rounds.
2. **Sri Lanka:** The *Tobacco Products (Labelling and Packaging) Regulations*, No. 01 of 2012, were initially published in the official gazette on August 8, 2012.
3. **New Zealand:** Rotation of two sets every 12 months.
4. **Cook Islands:** Warnings are to either comply with the Australian or New Zealand requirements (which include pictures), or to require 50% text warnings with specified messages in English and in Cook Islands Maori. In practice, packages contain pictures as required in Australia/New Zealand.
5. **Belgium:** Rotation of one of three sets every 12 months starting 2011.
6. **Liechtenstein:** Rotation of one of three sets every 24 months. Liechtenstein is in a customs union with Switzerland. Liechtenstein law requires that tobacco packages depict Switzerland's health warnings.
7. **Switzerland:** Rotation of one of three sets every 24 months.
8. **Turkey:** Law No 6354, published in the official gazette on July 12, 2012, amends Law No 4207, *The Law on Prevention and Control of Hazards of Tobacco Products.* One amendment increases warning size to 65% of the package front and back, but the content of these warnings has not yet been specified.
9. **Kyrgyz Republic:** size includes a black border.
10. **Chile:** Chile requires only one picture warning to appear at a time on all packages, with the warning changed every 12 months.
11. **Ghana:** Warnings are in place through mandatory contractual arrangements between Ghana's Food and Drug Board and tobacco importers/distributors.
12. **Niger:** *Decision No. 261 MSP/DHP/ES of 28 June 2012 regulating the composition, packaging and labeling of tobacco products in Niger* requires a series of two picture warnings effective December 28, 2012, one depicting lung cancer, the other depicting mouth cancer.
13. **United States:** A Food and Drug Administration Rule published June 22, 2011 requires picture warnings to cover 50% of the package front and back, effective September 22, 2012. However, Rule implementation has been placed on hold pending the outcome of legal proceedings.
14. **Brazil:** 100% of either front or back. A series of 30% text warnings is to be added to the package front effective January 1, 2016, but the content of these front warnings has not yet been specified.
15. **Venezuela:** 100% of either front or back.
16. **Guernsey, Jersey:** Guernsey and Jersey are Crown dependencies located in the English Channel that are neither part of the U.K. nor part of the EC.
17. **Nigeria:** Size includes a border as illustrated in the national standard.
18. **Lebanon:** When implemented the size will be larger including a border. The Decree provides for a maximum border width of 3mm, provides no minimum, and provides a mockup with a 3mm width.
19. **San Marino:** Cigarettes are imported from Italy and follow Italian package warning requirements.
20. **Eritrea:** *The Proclamation to Provide for Tobacco Control* provides that warnings shall be 30% or more, and should be 50% or more, of the package front and back. Packages obtained indicate that at least some brands have warnings larger than 30%.
21. **South Korea:** In August, 2012 the South Korean Government announced its intention to require picture warnings on 50% of the package front and back, but requirements had not been finalized.
22. **Cuba:** Warnings may appear on either 30% of both the front and back, or 60% of one of the front or back. Packages obtained depict warnings on 60% of the back.
23. **South Africa:** 15% front, 25% back plus a border of unspecified width.
24. **Fiji:** The *Tobacco Control Decree 2010*, Decree No. 63 of 2010, published in the official gazette December 13, 2010, provides that warnings required by regulations are to cover 30% of the front and 90% of the back of the package. In 2012, the Fiji Government announced its intention to require picture warnings effective July 1, 2013 in the 30%/90% sizes, but at press time the *Tobacco Control Regulations* had not been finalized.
25. **Philippines:** The Philippines Government is not currently enforcing picture warning requirements as outlined in Administrative Order 2010-0013 dated May 12, 2010. This Administrative Order would result in warnings covering 60% of the package front and back. Meanwhile, text warnings covering 30% of the front and 0% of the back continue to appear.
26. **Cayman Islands:** Regulations require a graphic health warning to appear on either front or back. The size shall be at least 30%, and no less than the size required by the country of origin.
27. **Indonesia:** Size estimated, and varies by package size. Letter height is fixed at 3mm, with a 1mm border to surround the warning area.
28. **Morocco:** Size estimated based on available packs. Legislation requires a warning on the back, but does not specify a minimum size.
29. **Zambia:** Size estimated based on available packs. Legislation requires a warning on the front and back, but does not specify a minimum size.
30. **Andorra:** In practice, packages tend to depict picture warnings from France or Spain.
31. **Burkina Faso:** *Decree No. 2011-1051/PRES/PM/MS/MEF on packaging and labelling of tobacco products in Burkina Faso,* approved December 30, 2011, contemplates picture warnings covering 60% of the package front and back, but the content of warnings has not yet been specified.
32. **Monaco:** In practice, packs follow France requirements.
33. **Nepal:** *The Tobacco Product (Control and Regulation) Act, 2010, the Directives for Printing and Labeling of Warning Message and Graphics in the Boxes, Packets, Wrappers, Carton, Parcels and packaging of Tobacco Products - 2068 [2011], and the Tobacco Products (Control and Regulation) Regulation - 2068* [published in the official gazette May 7, 2012] require picture warnings covering 75% of the package front and back. However, implementation has been placed on hold pending the outcome of legal proceedings.
34. **Togo:** A pending Decree to require text warnings covering 65% of the package front and back was not finalized at press time.
35. **Bhutan** has banned the sale of tobacco products.
36. **EC:** Bilingual EC Member States are Cyprus, Finland, Ireland, Luxembourg, Malta.
37. **EC:** Belgium is a trilingual EC Member State. Switzerland, Bosnia and Herzegovina, and Liechtenstein are non-EC countries that require trilingual warnings with EC size requirements.
38. **EC:** The overall size including the border may vary depending on the package format, such as by 1%-2%.
39. **EC, proper implementation of border/size requirement (13):** Belgium, Estonia, Finland, France, Hungary, Ireland, Latvia, Portugal, Romania, Slovenia, Spain, Sweden, United Kingdom. The following non-EC countries/jurisdictions have also implemented the EC Directive, and have done so properly in terms of the border: Guernsey, Iceland, Jersey, Liechtenstein, Norway, Switzerland.
40. **EC, non-compliant with border/size requirement (14):** Austria, Bulgaria, Cyprus, Czech Republic, Denmark, Germany, Greece, Italy, Lithuania, Luxembourg, Malta, Netherlands, Poland, Slovakia. The following non-EC countries/jurisdictions have also implemented the EC Directive, but are non-compliant in terms of the border: Bosnia and Herzegovina, Croatia, Faroe Islands, Moldova, Montenegro, San Marino, Serbia, The F.Y.R. of Macedonia.

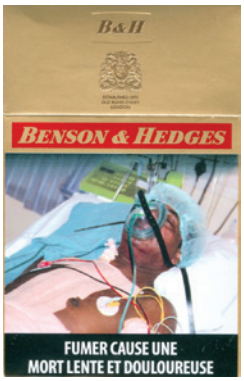
URUGUAY (FRONT)

HONG KONG (FRONT)

DENMARK (BACK)

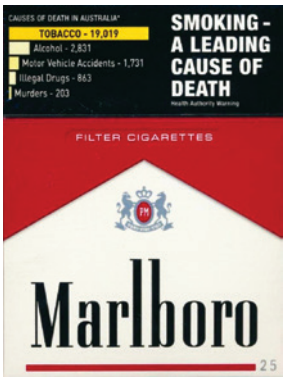
FRANCE (BACK)

OMAN/GCC (FRONT)

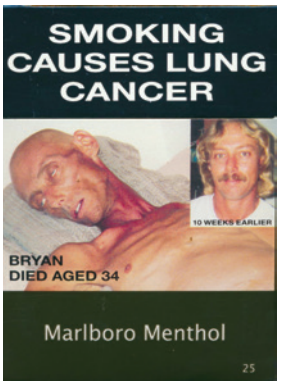


MAURITIUS (FRONT)

SLOVENIA (FRONT)



AUSTRALIA (FRONT) BEFORE PLAIN PACKS

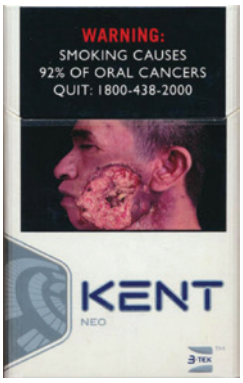


AUSTRALIA (FRONT)

AUSTRALIA (BACK)

DJIBOUTI (FRONT)

OMAN/GCC
WATERPIPE TOBACCO



SINGAPORE (FRONT)

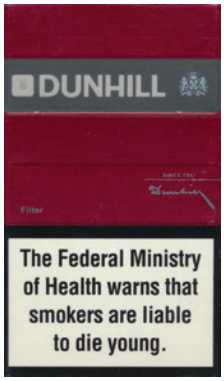
IRAN (FRONT)

CHINA (FRONT)

HONDURAS (FRONT)

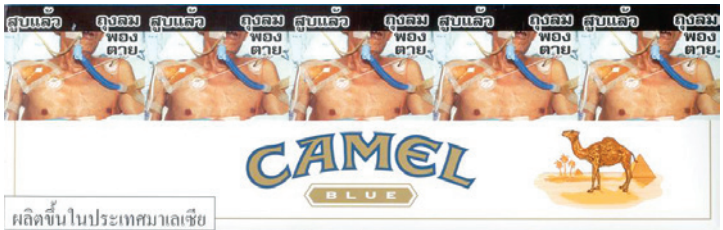
MEXICO (FRONT)

NORWAY (BACK)

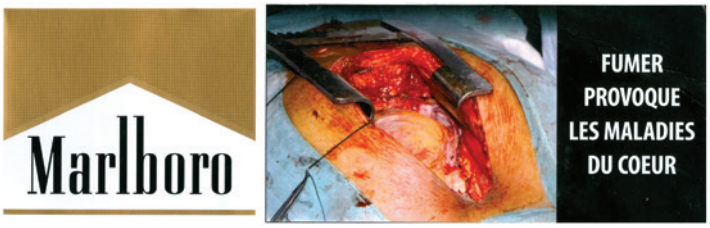


NIGERIA (FRONT)

SWITZERLAND (BACK)

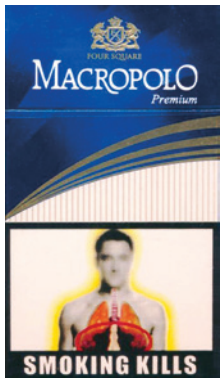


THAILAND CARTON



MAURITIUS CARTON

BELGIUM (BACK)



INDIA (FRONT)

SRI LANKA (FRONT)

UGANDA

PERU (FRONT)

CANADA (FRONT)

ECUADOR (FRONT)

PAKISTAN (FRONT)

MALAYSIA (BACK)

TURKEY (FRONT)

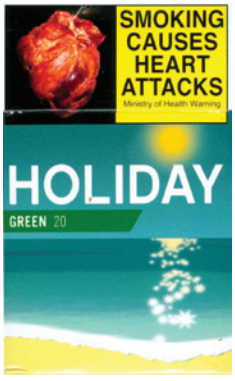
UKRAINE (BACK)

EGYPT (FRONT)

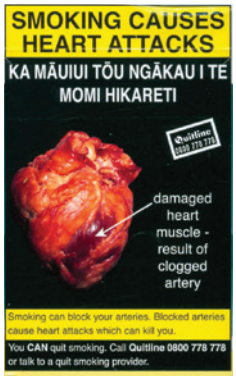
GHANA (FRONT)

CANADA (FRONT)

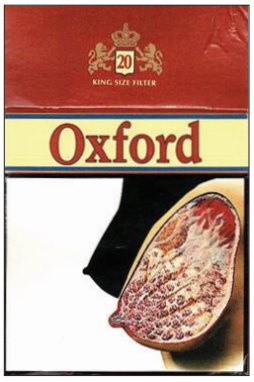
ROMANIA (BACK)



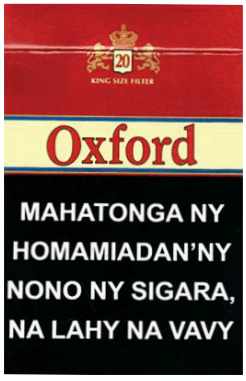
NEW ZEALAND (FRONT)



NEW ZEALAND (BACK)



MADAGASCAR (FRONT)



MADAGASCAR (BACK)

PANAMA (FRONT)

MACAU

UNITED STATES

JORDAN (2013)

ARGENTINA

CHILE

SUGGESTED CITATION

Canadian Cancer Society, *Cigarette Package Health Warnings: International Status Report*, 3rd. ed., October 2012.

ACKNOWLEDGEMENT

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FRAMEWORK CONVENTION ALLIANCE
WWW.FCTC.ORG