

# **WARN PEOPLE ABOUT THE DANGER OF TOBACCO**

## **ARTICLE 11: Packaging and Labeling of Tobacco Product**

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**MINI SYMPOSIUM AND MARKETPLACE: TRANSLATING EVIDENCE TOWARDS  
TOBACCO CONTROL POLICY IN MALAYSIA**

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**Presented by**  
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# The Importance of Package Warnings/Labelling

- ❖ Package warnings: an excellent method for informing people about the harms of tobacco use and of smoke constituents

- ❖ Package warnings = a health information intervention:

If a smoker who smokes an average of 20 cigarettes/day:

1. Potentially exposed 7,300 times to the warnings

2. In times and situations that are relevant to the behavior:

- When buying cigarettes

- When getting a cigarette out of the pack

**There are probably NO other interventions in health that are delivered so often and in such an appropriate way.**

**Governments should make the most of this tremendous, cost-effective opportunity to inform their people of the hazards of tobacco use and to motivate tobacco users to quit**

# Pictorial Health Warning Labels Can...

- ◆ Dramatically increase the salience of health warnings
- ◆ Increase knowledge of the health effects of smoking
- ◆ Encourage tobacco users to think about health risks
- ◆ Increase thoughts about quitting

## Article 11 guidelines determine a new regulation that each label:

✓ Should be at the top of the front and back of each package;

✓ Should be as large as possible (more than 50%);

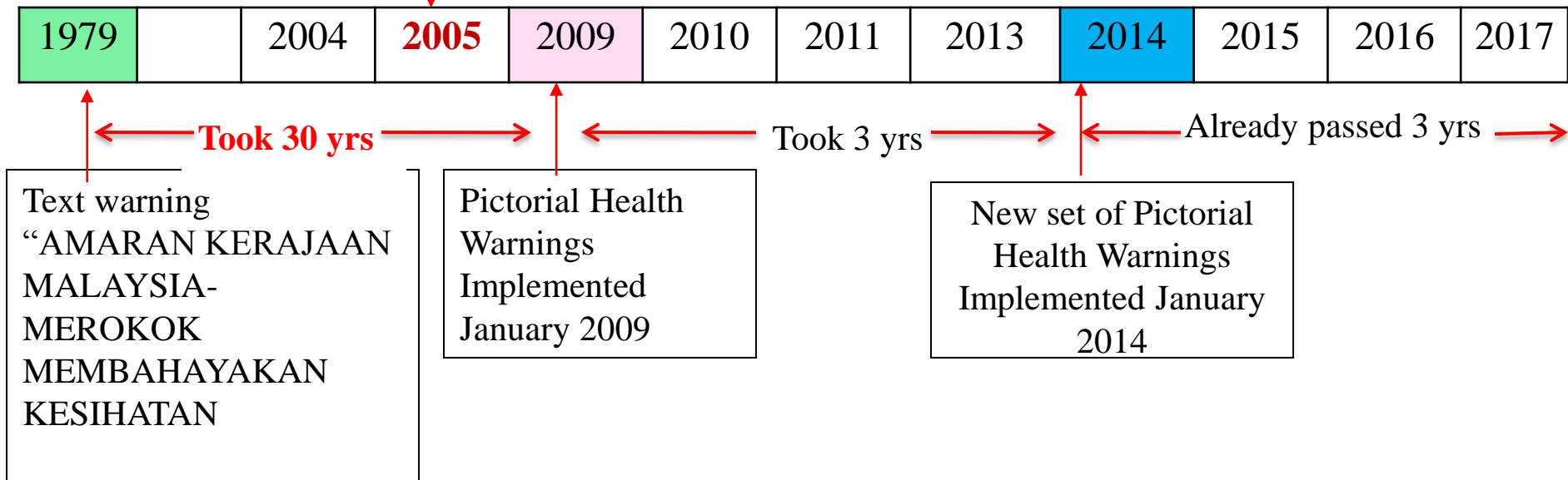
✓ Should include full color pictures;

✓ Should include two or more sets of rotating warnings with a range of messages;

✓ Should prohibit the display of figures for emission yields

# Timeline Malaysia progress in implementing Article 11

Malaysia ratified  
WHO-FCTC

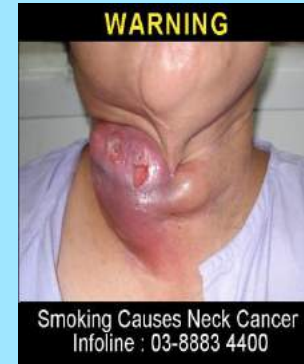


# Text to Pictorial Health Warning in Malaysia

1979

January 2009

January 2014





# Pictorial Health Warnings (PHWs)

## Front of Pack



Cigarette  
Brand

Size PHWs ( 40% in  
2009) and (50% in  
2014)

Malay  
Text  
Warning

## Back of Pack



Size PHWs  
(60%)

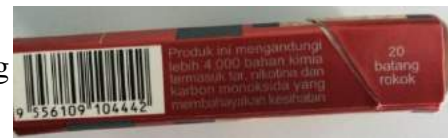
English  
Text  
Warning

Infoline



Address & name of  
manufacturer

Prohibit Selling  
to minor



Warning that cigarette smoke  
contains 4000 types of  
chemicals

Pack  
size



Date of manufactured

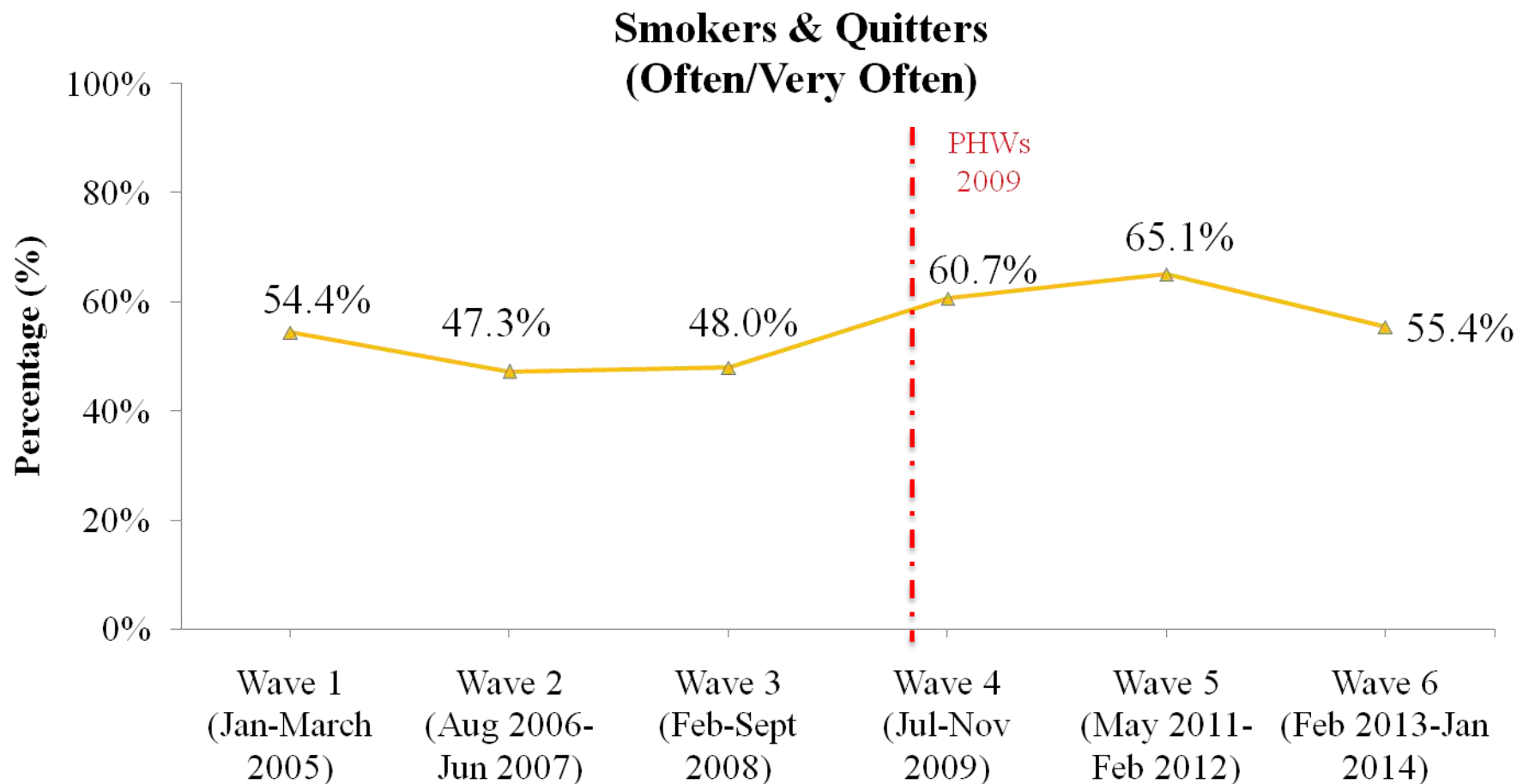
Security Ink

# Measures of Effectiveness for Health Warnings

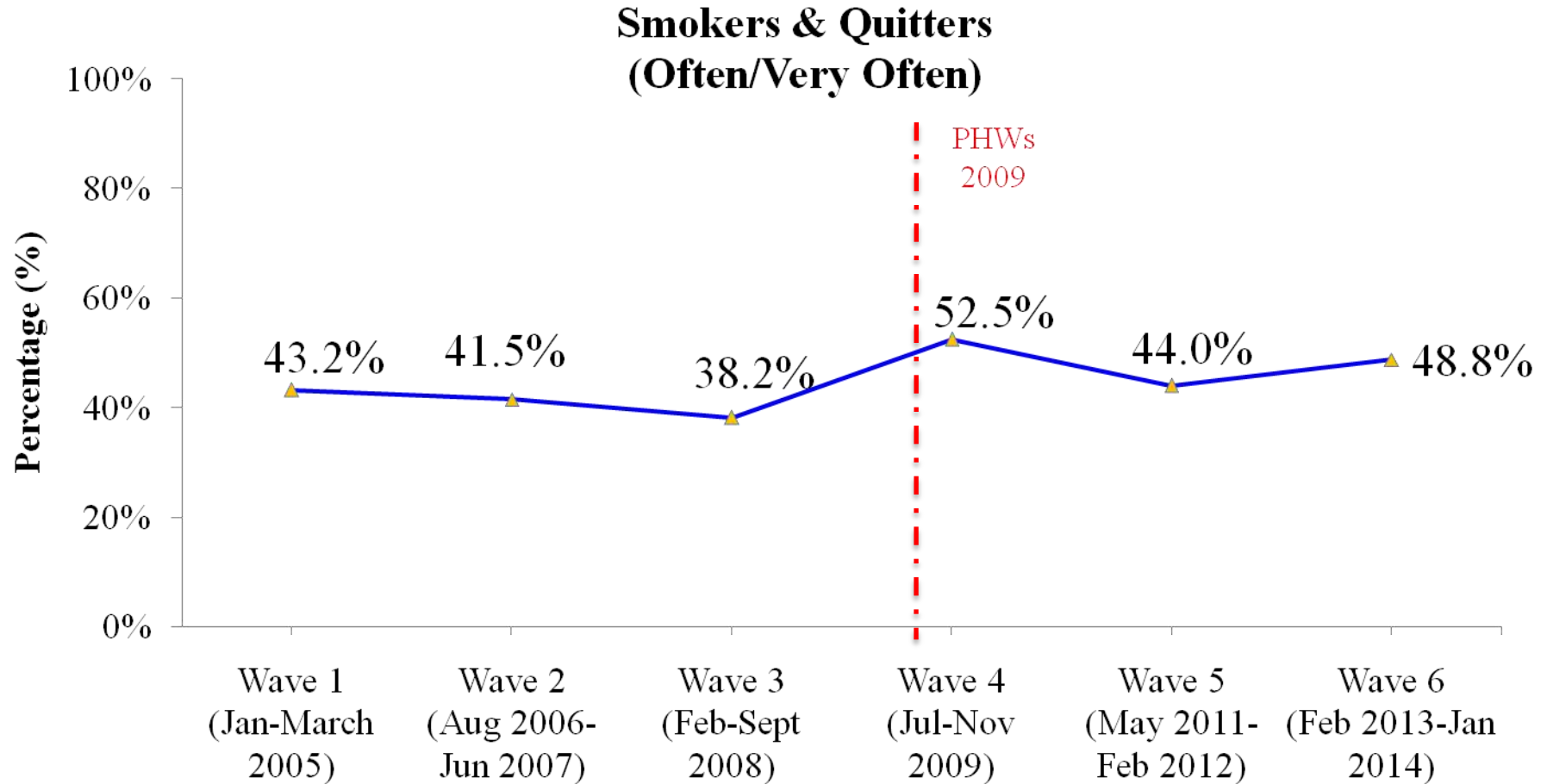
Measure	Survey Question	Response Option
<b>Noticing Labels</b>	In the last month, how often, if at all, have you noticed the warning labels on cigarette (smokeless tobacco) packages?	Scale of 1-5, from “never” to “very often”
<b>Reading Closely</b>	In the last month, how often, if at all, have you looked at or read closely the warning labels on cigarette (smokeless tobacco) packages?	Scale of 1-5, from “never” to “very often”
<b>Thinking About Health Risks</b>	To what extent, if at all, do the warning labels make you think about the health risks of smoking (using smokeless tobacco)?	Scale of 1-4, from “not at all” to “a lot”
<b>More Likely to Quit</b>	To what extent if at all, do the warning labels on cigarette packs (smokeless tobacco packages) make you more likely to quit smoking?	Scale of 1-4, from “not at all” to “a lot”
<b>Avoiding Labels</b>	In the last month, have you made any effort to avoid looking at or thinking about the warning labels (smokeless tobacco warning labels) – such as covering them up, keeping them out of sight, using a cigarette case, avoiding certain warnings, or any other means?	“Yes” or “No”
<b>Gave Up a Cigarette</b>	In the last month, have the warning labels stopped you from having a cigarette (using smokeless tobacco) when you were about to smoke one (use one)?	Scale of 1-4, from “never” to “many times”
<b>Amount of Health Information Desired on Package</b>	Do you think that cigarette (smokeless tobacco) packages should have more health information than they do now, less information, or about the same amount as they do now?	“Less”, “the same”, or “more”



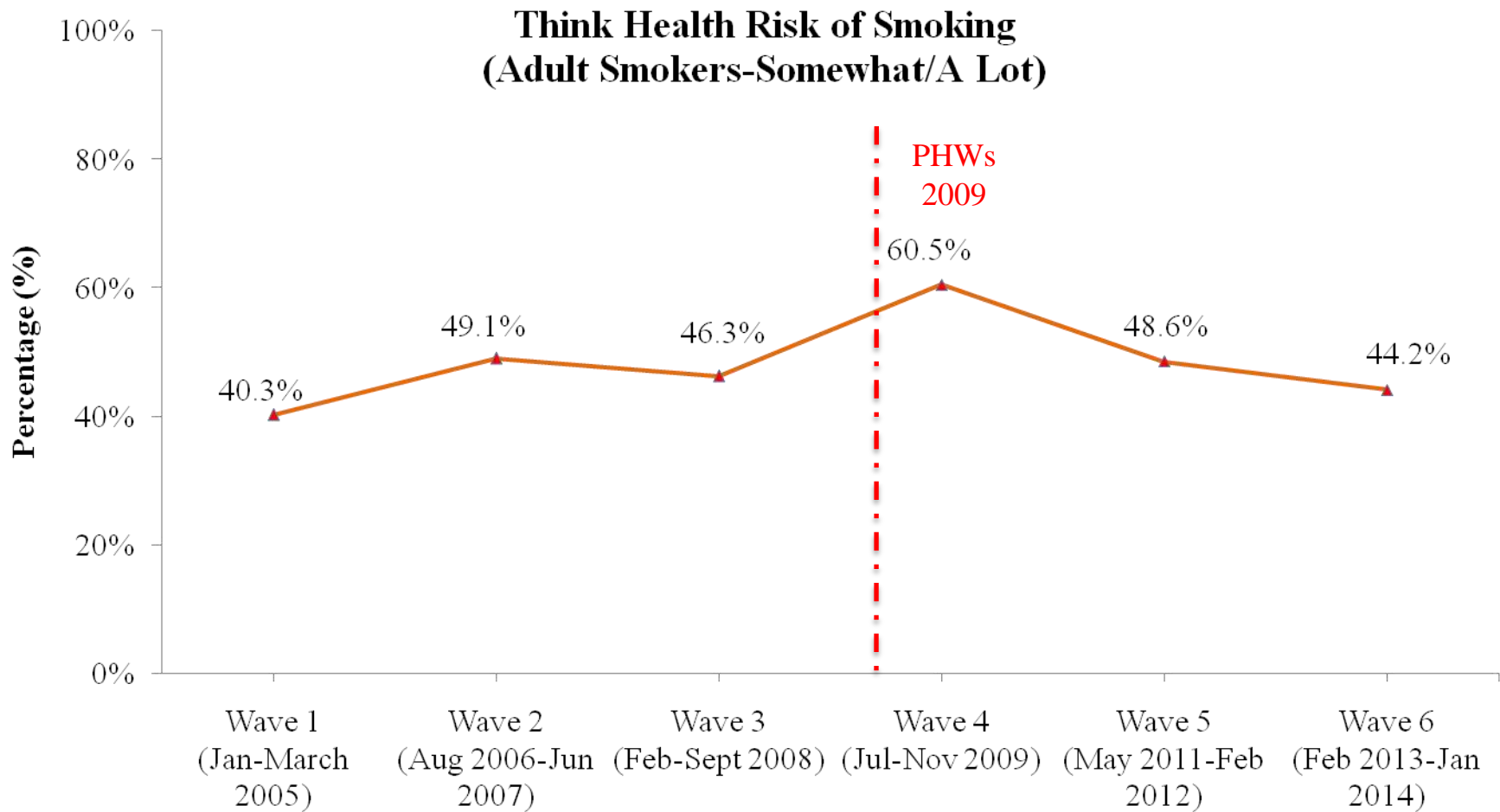
# Salience-Noticing to PHWs



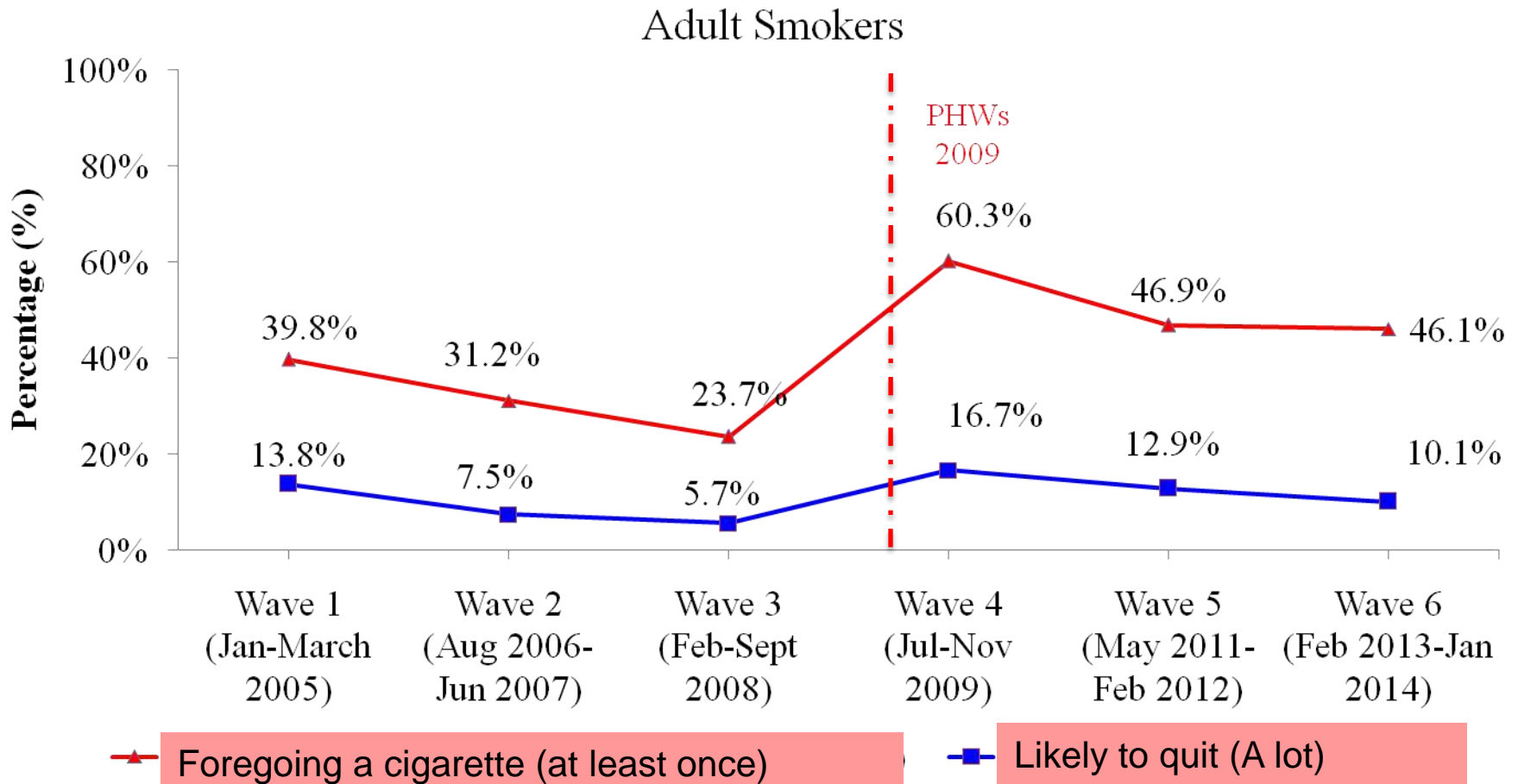
# Read and look closely



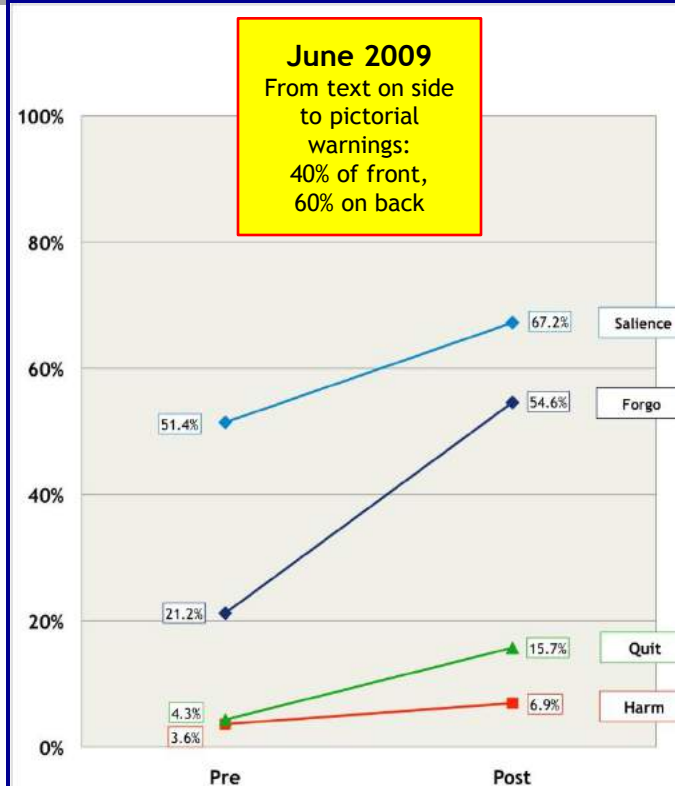
# Thinking and Wear-out effects overtime



# Impact of PHWs on Smoking Behaviour



# Malaysia: June 2009



Noticing pre = 51.4%  
Noticing post = 67.2%  
**Increase of 15.8%**

Forgoing cig pre = 21.2%  
Forgoing cig post = 54.6%  
**Increase of 33.4%**

**3.6 million smokers in Malaysia**  
**After the introduction of pictorial warnings:**

- 569,000 more smokers noticed the warnings
- 1,202,400 more smokers reported forgoing a cigarette because of the warnings

# New Content



**WARNING**

**Cigarettes cause bladder cancer.**

Toxic chemicals in tobacco smoke damage the lining of the bladder causing cancer. The most common sign is blood in the urine.

You have the will. There is a way.

1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada



**WARNING**

**Smoking in the car hurts more than just you.**

Having the windows open does not protect passengers from the over 70 cancer causing chemicals in tobacco smoke.

You have the will. There is a way.

1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada



**WARNING**

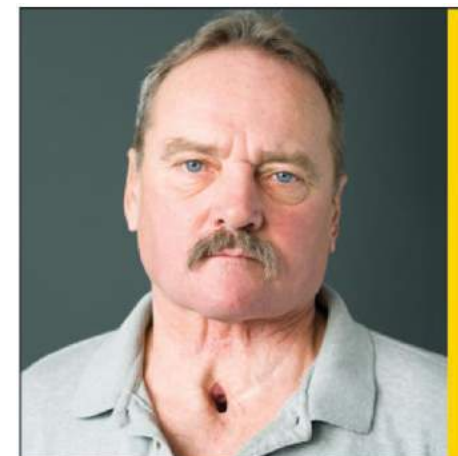
**Tobacco smoke hurts everyone.**

Infants who are exposed to tobacco smoke are at greater risk of dying from Sudden Infant Death Syndrome (SIDS).

Need help to quit?

1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada



**"I wish I had never started smoking."**

"I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat."  
– Leroy

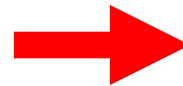
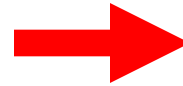
Need help to quit?

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[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

Health Canada



# Different way of presenting the harm (Canada)



**Focusing on the human tragedy of cigarette use**

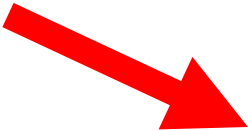
# Focusing on the human tragedy of cigarette use



**WARNING**  
**CIGARETTES ARE  
HIGHLY ADDICTIVE**

Studies have shown that tobacco can be harder to quit than heroin or cocaine.

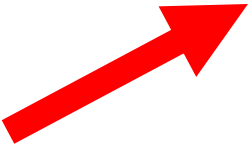
Health Canada



**WARNING**  
**CIGARETTES CAUSE  
LUNG CANCER**

85% of lung cancers are caused by smoking. 80% of lung cancer victims die within 3 years.

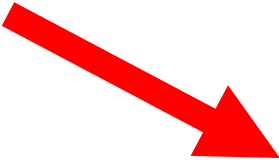
Health Canada



**WARNING**  
**CIGARETTES  
CAUSE LUNG  
CANCER**

Every cigarette you smoke increases your chance of getting lung cancer.

Health Canada



**"Look at the power of the cigarette... Remember this face and that smoking killed me."**

Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.  
1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

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Health Canada



**WARNING**

**This is what dying of lung cancer looks like.**

Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.  
1-866-366-3667  
[gosmokefree.gc.ca/quit](http://gosmokefree.gc.ca/quit)

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# Inclusion of a toll-free line- Quitline



**Important addition to the warnings.  
Likely to lead to (much) higher levels of use of quitlines.**



# Introduction of Plain Packaging

“Plain packaging is an important **demand reduction** measure that **reduces the attractiveness** of tobacco products, **restricts use** of tobacco packaging as a form of tobacco advertising and promotion, **limits misleading** packaging and labeling, and **increases the effectiveness** of health warnings”

World Health Organization, 2016

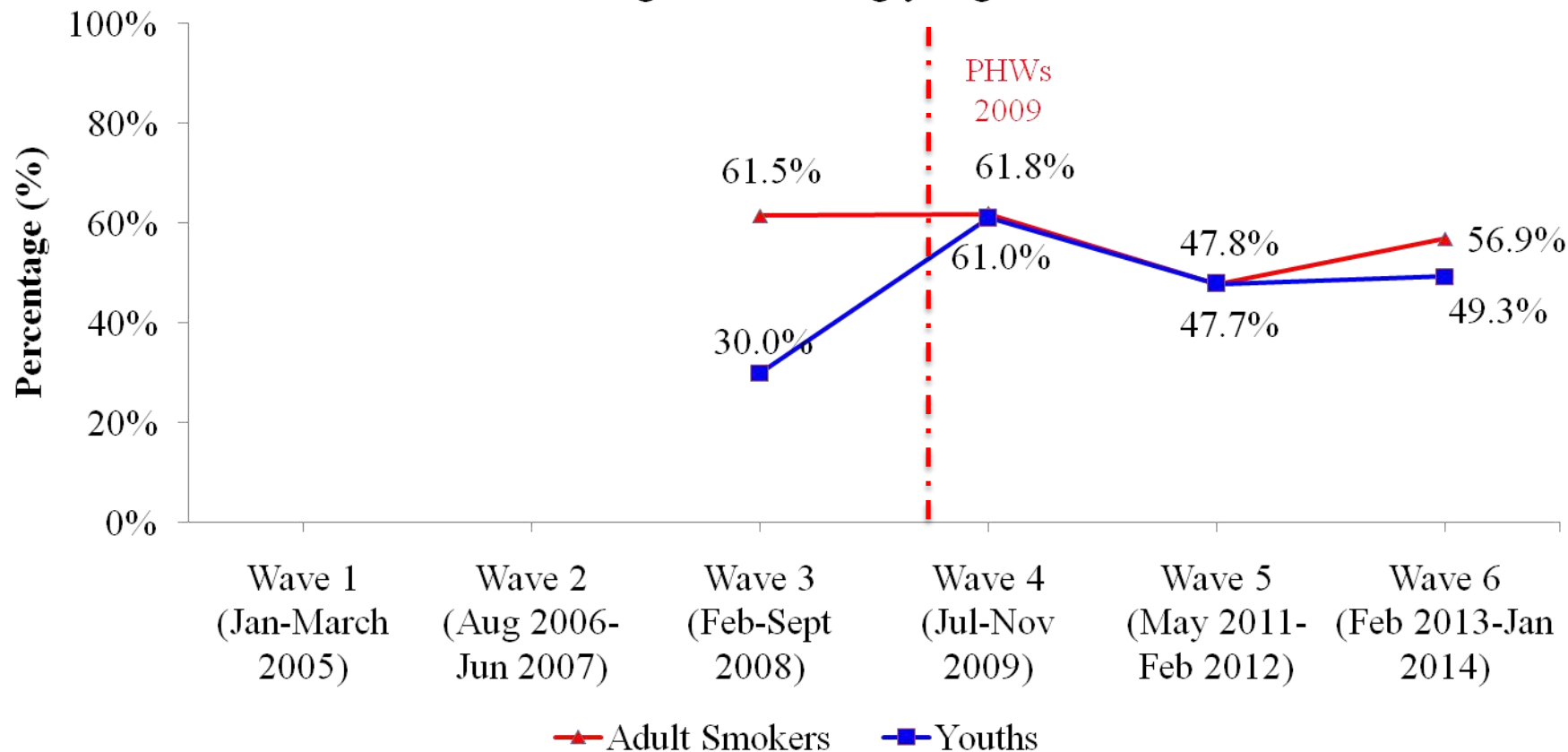


# Plain Packaging at Point-of-sale



# Support for Plain Packaging

Agree & Strongly Agree





# Policy Recommendations

- ❖ Increase the size of PHWs;
- ❖ Consider research on plain packaging leading to its implementation.
- ❖ Implement rotation after 2 years;
- ❖ Allocate support for longitudinal research on the effectiveness of PHWs. This also includes efficacy and testing of prototype of PHWs;

# Thank you