

Government of Pakistan
Ministry of Health

Islamabad, the October 27 , 2003.

NOTIFICATION

SRO 1001 (1) / 2003. - In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non- Smokers Health ordinance, 2002 (LXXIV of 2002), the Committee on Tobacco Advertisement Guidelines notified under SRO 655 Guidelines for the tobacco abs tobacco product advertisements which will come into force on the dates specified below.

Guidelines for Tobacco Advertisements on electronic media:

1. Advertising on television and radio will be allowed only between 12.00 midnight to 6AM.
2. No Tobacco advertising will be presented in theaters, cinemas in which persons under 18 are allowed.
3. No incidental advertising of tobacco such as smoking in TV programs/ dramas, showing banners, billboards, and other paraphernalia that advertise tobacco products during sports and in sports coverage will be allowed.
4. Health warning will be required on tobacco advertisements on all channels/ electronic media. The size and the time of this healthy warning will be proportionate to the as but not less than 1/5th of the total ad and / or time. It will be conspicuous and easily readable/ audible.
5. Tobacco products will not be presented as prizes or gifts for the television and radio contests.

Guidelines for Tobacco Advertisements on bill boards, wall murals, transport:

6. No advertisement shall be placed on any bill board, wall murals, or transport stop or station that either individually or in deliberate combination with other such advertisements exceeds 35 square meters in total size.
7. Health Warning will be required on tobacco advertisements on all channels/ media i.e. news papers, electronic media, magazines, cinemas, billboards, handbills. The size of this health warning will be proportionate to the ad but not less than 1/5th of the total ad. It will be conspicuous and easily readable.

Guidelines to protect children from the tobacco promotion:

8. No reference to children will be made and the advertising must not be addressed to them.
9. Tobacco will not be advertised in or within 50 meters of the registered schools, on buses, in sports centers, or in comic books.
10. Tobacco advertising is prohibited in publication intended for young people.
11. Advertising directed at young people is prohibited.

Guidelines for promotion of Tobacco through samples:

12. No promotion of tobacco products through the distribution of free samples at public events.
13. The distribution of samples of cigarettes to minors will be prohibited.
14. Distribution and promotion of samples of cigarettes at colleges, universities and education institutions will be prohibited.

Guidelines on use of celebrities for tobacco promotion:

15. Sports stars and young artists will not be depicted using or smoking cigarettes in posters, films or on records albums. A similar ban applies to the use of historical figures and members of the learned professions.
16. Young people (under 40 years of age) may not be used as models in advertisements for tobacco.

General Guidelines

17. Health Warning will be required on tobacco advertisements on all other channels / media i.e. news papers, magazines, cinemas, handbills, and give away materials. The size of the health warning will be proportionate to the ad but not less than 1/5th of the total ad. It will be conspicuous and easily readable.
18. Association of tobacco advertising with sports, adventure, sex and success in life will be prohibited.
19. Encouraging smoking as a means of improving concentration or performance will be prohibited.
20. Sponsorship of any type of events whereby tobacco is promoted will not be permitted.

The Guidelines for Tobacco Advertisements will be implemented as per schedule given below:

S. No.	Type of advertisements	Date when the New Guidelines will come into force
1	All ads on electronic and print media	One month after the notification of the Guidelines by MOH
2	All ads on Bill boards, neon signs on shops, hangings, on the counter materials and give away materials	No bill boards, neon signs on the shops, hangings, on the counter advertisement materials and give away materials without new Health Warning after 7 months of the notification of the Guidelines by the Ministry of Health

(F.13-5/2003 HE)

Muhammad Din
Deputy Secretary (Admn)