

Tobacco Legislation -Pakistan

Pakistan has made significant achievements in Tobacco Control Program. Three Ordinances have been promulgated to curb smoking. These ordinances require writing of Health Warnings, prohibit smoking in public places, put restrictions on advertisements and prohibits sale of cigarettes to minors. The government has notified several Statutory Regulation Orders (SROs) for the effective implementation of the promulgated Ordinances.

S.No	Ordinance/legislation	Year	Major covenants
01	Cigarettes (Printing of Warning) Ordinance 1979	1979	All cigarette packs and tobacco ads should have a health warning
02	"Prohibition of Smoking and Protection of Non- smokers Health Ordinance No. LXXIV" 2002.	2002	The Ordinance prohibits smoking in public places, public transport and puts restrictions on advertisements and prohibits sale of cigarettes to minors.
03	"The Cigarette (Printing of Warning) (Amendment) Ordinance No.LXXV " was also promulgated in 2002	2002	The law allows the government to replace the current health warning with stricter and specific health
04	SRO 01. KE/2010	Jan 2010	The Statutory Regulatory Order (SRO) requires Pictorial Health Warnings on all cigarette packs w.e.f. 31 st May, 2010.
05	S.R.O. 51 (KE)/2009	2009	The notification declares all public places to be completely smoke-free.
06	S.R.O. 53 (KE)/2009	2009	The SRO bans free distribution of samples, gifts and cash rebates to generate sales or promote smoking
07	S.R.O. 1219 (1)/2008	2008	The statutory notification requires printing of rotational health warnings every six months
08	S.R.O. 882 (1)/2007	2007	*The SRO imposes comprehensive restrictions on tobacco advertisements as explained in Introduction.

* Significant results have been achieved through these restrictions on tobacco advertisements. The Tobacco Industry has stopped use of electronic media. News papers and magazines are no more used for tobacco advertisements as the one square inch add in the inner pages will not be noticeable to the readers. Similarly, the ship sized billboards of tobacco advertisements on road sides are no more there.

However, the tobacco industry spares no opportunity for its indirect advertisements. Smoking scenes in the dramas and movies are on the increase. The industry also runs big trailers which are stationed in remote villages and towns. They attract visitors with free gifts and sometimes movies. The industry has also started sponsoring health camps on the name of corporate social responsibility. However, they were forced to stop such activities owing to enormous pressure from the civil society organizations.