

Show the truth

Picture warnings

Save lives

**WORLD
NO TOBACCO
DAY
31 MAY 2009**

www.emro.who.int/tfi/tfi.htm



EGYPT



DJIBOUTI



JORDAN



IRAN



Showing the truth, saving lives:

EMRO FACT SHEET ON TOBACCO HEALTH WARNINGS

PICTORIAL HEALTH WARNINGS

'Each Party shall, within a period of three years of entry into force of this Convention for that Party, adopt and implement,.....measures to ensure that,..... each unit packet and package of tobacco products and any outside packaging and labelling of such products also carry health warnings describing the harmful effects of tobacco use.....'

Article 11 of the WHO Framework Convention on Tobacco Control; 2003

'..Health warnings on tobacco packages increase smokers' awareness of their risk. Use of pictures with graphic depictions of disease and other negative images has greater impact than words alone, and is critical in reaching the large number of people worldwide who cannot read'.

WHO; Report on Global Tobacco Epidemic; The MPOWER package. 2008

'Parties should consider using health warnings and messages that cover more than 50% of the principal display areas and aim to cover as much of the principal display areas as possible.....' &

'Parties should mandate culturally appropriate pictures or pictograms, in full colour, in their packaging and labelling requirements. Parties should consider the use of pictorial health warnings on both principal display areas (or on all main faces if there are more than two) of the tobacco products packaging'.

Guidelines for implementation of Article 11 of the WHO FCTC (Packaging and labeling of tobacco products)

THE FACTS

- **Health warnings on tobacco packages that combine text and pictures are one of the most cost-effective ways to increase public awareness of the serious health risks of tobacco use and to reduce tobacco consumption**
- Warnings that include images of the harm that tobacco causes are particularly effective at communicating risk and motivating behavioural changes, such as quitting or reducing tobacco consumption.
- Research indicates that health warnings and messages are more visible at the top rather than the bottom of the front and back of packages.
- Evidence demonstrates that the effectiveness of health warnings and messages increases with their prominence. In comparison with small, text only health warnings, larger warnings with pictures are more likely to be noticed, better communicate health risks, provoke a greater emotional response and increase the motivation of tobacco users to quit and to decrease their tobacco consumption.
- Picture warnings convey a clear and immediate message, even to people who cannot read.

THE WHO FCTC AND HEALTH WARNINGS

FCTC ARTICLE 11 requirements for Health Warnings on packs:

- Health Warnings describing harmful effects of tobacco use should be visible on all unit packets and packages of tobacco products.
- Any outside packing and labelling of such products also carry health warnings.
- The health warnings should be rotating, large, clear, visible and legible.
- The size of health warnings should be 50% or more of principal display areas.
- The packaging and labelling of tobacco products should not promote false, misleading or deceptive impression about its characteristics.
- The terms such as 'low tar', 'light' 'ultralight' or 'mild' should not be allowed.

Guidelines on Article 11 adopted by the Conference of Parties to the FCTC

- Health warnings should appear on both front and back of package
- Health Warnings should be placed at the TOP most portion of the package
- The size of Health Warnings should be at least 50% or more
- The images should include full colour pictures
- There should be multiple rotating messages.
- Health Warnings messages should include information on harms of tobacco.
- Health Warning Labels should provide advice about cessation



STATUS OF HEALTH WARNINGS IN THE EASTERN MEDITERRANEAN REGION:

More than 25 countries across the world have already mandated pictorial health warnings. **Four countries from the Eastern Mediterranean Region have implemented pictograms on cigarette packs.** Seven member states of the Gulf Council of the Arab States (GCC) are in the process of finalizing pictorial health warnings.

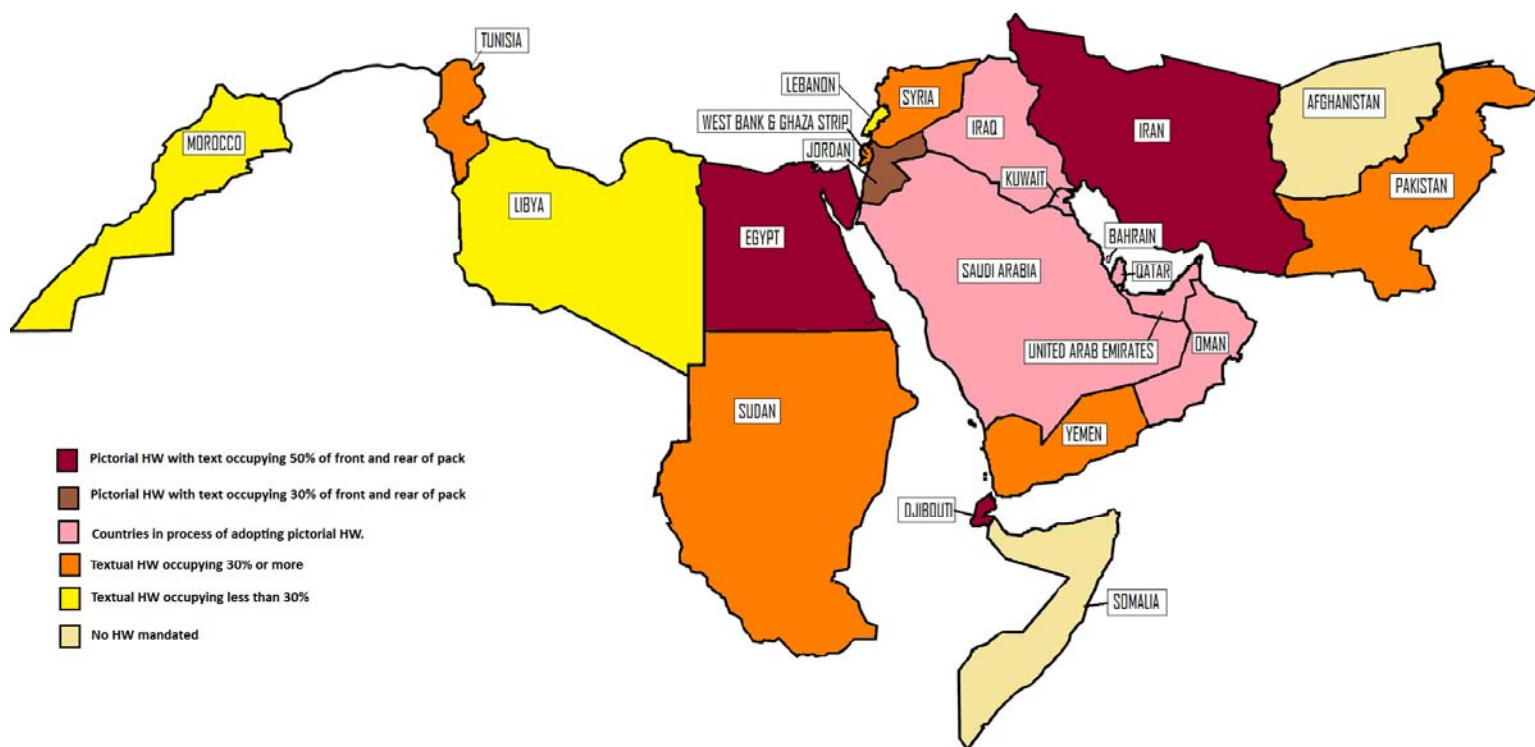
The table below shows the status of health warnings on cigarette packs in the countries of the Eastern Mediterranean Region.

Country	Health warnings mandated on the packs*
Afghanistan	None
Bahrain	None
Djibouti	50% front and 50% rear
Egypt	50% front and 50% rear
Iran (Islamic Republic of)	50% front and 50% rear
Iraq**	None
Jordan	30% front and 30% rear
Kuwait**	None
Lebanon	15% front and 15% rear
Libyan Arab Jamahiriya	25%
Morocco	1
Oman**	None
Pakistan	30% front and 30% rear
Qatar**	None
Saudi Arabia**	None
Sudan	30%
Syrian Arab Republic	30%
Tunisia	30% front and 30% rear
United Arab Emirates**	None
West Bank and Gaza Strip	20% (2007)
Yemen**	33% (2007)

**Based on information received from Member States.(2009)*

***GCC member states in the process of adopting pictorial health warnings.*

Health Warnings in the Eastern Mediterranean Region*



*Based on most updated information received from member states.(2009)

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