Warn about the dangers of tobacco: Packaging and labelling of tobacco products

Facilitators’ Guide
WHO Library Cataloguing-in-Publication Data

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Warn about the dangers of tobacco: Packaging and labelling of tobacco products

Facilitators’ Guide
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INTRODUCTION AND BACKGROUND

Packaging and labelling requirements are a key component of the WHO’s Framework Convention on Tobacco Control (WHO FCTC). Under the obligations of Article 11 of the WHO FCTC, Parties to the Convention are required to implement very specific measures within three years of the Convention’s entry into force. In November 2009, the Third Session of the WHO FCTC Conference of the Parties (COP3) adopted strong guidelines to further assist Parties in implementing their obligations under Article 11.

Parallel to the WHO FCTC process, numerous jurisdictions have already implemented strong policies on tobacco packaging and labelling, including graphic warnings and the elimination of misleading labelling. As of August 2010, over 30 countries in all WHO regions require image-based warnings on tobacco packaging.

This two-day workshop draws on the WHO FCTC implementation guidelines, country experiences, and other research evidence. Presentations and interactive, task-focused discussions are used to communicate information.

The workshop may be shortened if some components are eliminated (e.g. training might focus only on health warnings and not on misleading labelling, or only on design of labels and not on the development of legislation). The workshop timetable can also be lengthened to permit more detailed discussions, as necessary, to address topics of most relevance to individual country situations.

The workshop is led by facilitators and technical experts who are familiar with packaging and labelling issues, and who are well-briefed on the status of policies on packaging and labelling within the region or country where the workshop is held.

Technical experts will be chosen on the basis of the interests and needs of the host country, and could include specialists in design, evaluation, legislative development, and communications campaigns. Host country needs will be discussed in advance between WHO TFI, the Union, and the host country (see Preparing for the Workshop, and 3.2. Working Sessions, below).

PURPOSE AND GOALS

Purpose
To increase the technical capacity of governments to implement effective policies for the packaging and labelling of tobacco products, consistent with WHO FCTC Article 11 guidelines on implementation and with international best practices.

Goals
1. To provide workshop participants with a basic understanding of:
   - the evidence to support requirements for warning labels on tobacco packaging and the elimination of misleading terminology from such packaging;
   - the packaging and labelling requirements and recommendations of the WHO FCTC;
   - the technical and legislative considerations in implementing tobacco packaging and labelling policies.

2. To provide tailored technical consultations relevant to the specific country situation, including:
   - promoting the need for graphic warnings and related packaging measures;
   - developing and evaluating warnings;
   - developing and assessing legislative proposals;
   - implementing enforcement strategies and evaluating policies;
   - developing and implementing communication campaigns to promote policies on packaging and labelling.
OUTCOMES

Workshop participants will learn to:
− argue more effectively for strong health warning labels and for the elimination of misleading labelling;
− counter arguments and tactics used by tobacco companies to weaken regulatory efforts;
− design legislation that will effectively achieve the packaging and labelling goals set by governments;
− guide the development and implementation of effective warnings;
− quickly find additional resources and expertise when needed.

The workshop will also deliver specific task outcomes identified for the working sessions (see 3.2. Working Sessions).

TARGET AUDIENCE AND PARTICIPANTS

The workshop works best with 15 or fewer participants. Participants should be chosen according to the aims of the training.

The workshop is primarily targeted at government officials responsible for regulating tobacco labelling. A secondary audience includes public health officials and advocates or consumer affairs advocates who are interested in promoting packaging and labelling policies. Participants should be:
− officials of the Ministry of Health and/or Bureau of Standards;
− other officials charged with developing regulations or with supporting the regulatory implementation process.

Portions of the workshop may also serve as awareness-raising sessions that generate interest among a broader audience and that build political will for regulation of tobacco packaging and labelling. This type of workshop could include the above participants as well as:
− members of consumer advocacy groups;
− members of public health NGOs;
− media representatives.

Under no circumstances should representatives of the tobacco industry be invited to attend. WHO-sponsored meetings require each participant to sign a statement of conflict of interest declaring that he or she has no connection, direct or indirect, with the tobacco industry. [Government officials who are required to meet with industry representatives from time to time as part of their work would not be considered to have a conflict of interest for this reason alone.]

CONTENT

The workshop content covers:
− overall evidence concerning the importance of packaging as a marketing tool and as a vehicle to communicate health information;
− the packaging and labelling requirements of the WHO FCTC and the recommendations of the Article 11 implementation guidelines;
− the experience of other countries in implementing packaging and labelling regulations;
− evidence on the impact of health warnings and what makes health warnings most effective;
− evidence on the impact of misleading labelling and issues related to package-based information on ingredients;
− evidence to support plain packaging of tobacco products as an effective tobacco control measure;
− how to counter arguments raised by tobacco companies against effective package warnings;
− considerations for implementation of packaging and labelling policies, including the development of legislation.
The content is divided into three sessions:

**Session 1: Evidence overview** (presentations, Question & Answer period)
- Welcome and introductions and workshop overview
- Recommendations and best practice:
  - health warnings
  - misleading labelling
  - plain packaging

**Session 2: Implementation issues** (presentations, Question & Answer period)
- Tobacco industry challenges and arguments
- Overview of implementation issues

**Session 3: Application of evidence to country action**
- Presentation of country situation: current status, goals, issues
- Working sessions (focus depends on country needs) on:
  - development and drafting of legislation
  - design of warnings
  - enforcement and evaluation of policies
  - communications campaigns to promote policies

A sample agenda for the workshop is provided below.

**Sample workshop agenda** [times should be adjusted to conform with local customs]

<table>
<thead>
<tr>
<th>Day 1</th>
<th></th>
<th>Suggested presenter</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Session 1: Evidence overview</strong></td>
<td></td>
</tr>
<tr>
<td>8:30 – 9:00</td>
<td>Welcome &amp; workshop overview (10 minutes)</td>
<td>Workshop host or facilitator All</td>
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<tr>
<td></td>
<td>Participant introductions (15 minutes)</td>
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<tr>
<td></td>
<td>Question &amp; Answer period (5 minutes)</td>
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<tr>
<td>9:00 – 10:45</td>
<td>Presentations: Recommendations and Best Practice</td>
<td>Technical experts</td>
</tr>
<tr>
<td></td>
<td>1. Health warnings (30 minutes)</td>
<td></td>
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<td></td>
<td>2. Misleading labelling (30 minutes)</td>
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<td>3. Plain packaging (25 minutes)</td>
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<td></td>
<td>Question &amp; Answer period (20 minutes)</td>
<td></td>
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<tr>
<td>10:45 – 11:15</td>
<td>Break</td>
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<tr>
<td></td>
<td><strong>Session 2: Implementation issues</strong></td>
<td></td>
</tr>
<tr>
<td>11:15 – 12:30</td>
<td>Tobacco industry tactics and arguments (30 minutes)</td>
<td>Technical experts</td>
</tr>
<tr>
<td></td>
<td>Implementation overview (25 minutes)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question &amp; Answer period (20 minutes)</td>
<td></td>
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<tr>
<td>12:30 – 13:30</td>
<td>Lunch</td>
<td></td>
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<tr>
<td></td>
<td><strong>Session 3: Application of evidence to country action</strong></td>
<td>Representative of host government</td>
</tr>
<tr>
<td>13:30 – 14:30</td>
<td>Presentation of country situation: current status, goals, technical issues (45 minutes)</td>
<td>Technical experts, facilitators and participants</td>
</tr>
<tr>
<td></td>
<td>Question &amp; Answer period (15 minutes)</td>
<td></td>
</tr>
<tr>
<td>14:30 – 17:00</td>
<td>Working session. Design and development of warnings and ingredient labelling (have break before or incorporate into the session)</td>
<td>Technical experts, facilitators and participants</td>
</tr>
</tbody>
</table>
PREPARING FOR THE WORKSHOP AND INCORPORATING FLEXIBILITY

This workshop package provides basic coverage of the key issues related to development and implementation of effective policies on tobacco packaging and labelling. The sample agenda and template presentations assume a mix of participants with varying levels of knowledge of experience, and with different interests and responsibilities.

However, presentations, the agenda, and working methods should be modified to meet the needs of the participants and the goals of the workshop.

For instance, a country at an advanced stage of implementing warnings, and with the political will to do so, may have little interest in most of the presentations. It may make sense to spend more time in strategic sessions, reviewing legislation and planning implementation strategies in consultation with experts.

On the other hand, if a primary goal of the workshop is to raise awareness of the evidence to support measures on packaging and labelling, the presentations may be particularly valuable.

Workshop organizers and potential facilitators should consult closely with in-country counterparts to adapt the workshop content and working methods to address the goals of the host country. The Pre-Workshop Questionnaire provides a starting point for this consultation, but this should be supplemented by additional dialogue through telephone, e-mail and, if feasible, face-to-face conversations.

In short, this workshop package should be seen as a foundation that can be built upon to develop training that is more tailored to the specific needs of the country and the participants.
1.1 Welcome and workshop overview (30 minutes)
The workshop facilitator or host:
- welcomes participants to the meeting;
- provides an overview of the workshop, using P1 Workshop Overview as needed;
- asks participants to introduce themselves [name, professional title, institution they represent];
- invites brief questions about the workshop, saving detailed questions until after the presentations.

1.2 Presentations: Recommendations and best practice (1.5 hours)
Experts making presentations at the workshop should use the presentations linked below, or should develop their own presentations that incorporate the same basic themes and evidence.

- P2 Health warnings: WHO FCTC Obligations, Evidence and Best Practices
- P3 Misleading labelling: WHO FCTC Obligations, Evidence and Best Practices
- P4 Plain packaging of tobacco products: WHO FCTC Obligations, Evidence and Best Practices

1.2.1. Health warnings: WHO FCTC Obligations, Evidence and Best Practices (30 minutes)
This presentation reviews:
- the importance of the package as a marketing tool for tobacco companies and as a communication vehicle for public health;
- WHO FCTC requirements and guidelines for package health warnings;
- the functions of package warnings;
- evidence of the impact of warnings on smokers’ knowledge and behaviour;
- elements of effective package warnings [content, size, location, images];
- picture-based package warning systems that are currently in place around the world.

Save detailed questions for the Question & Answer period at the end of the session.

1.2.2. Misleading labelling: WHO FCTC Obligations, Evidence and Best Practices (30 minutes)
This presentation reviews:
- WHO FCTC requirements and guidelines on misleading labelling and the related issues of ingredient testing and disclosure;
- scientific, health and regulatory issues related to misleading labelling [particularly “low-tar” and similarly labelled products], flawed ingredient testing methods, and the impact on consumers;
- the impact and challenges of ineffective elimination of misleading labelling.

Save detailed questions for the Question & Answer period at the end of the session.

1.2.3. Plain packaging of tobacco products (20 minutes)
This presentation reviews the:
- WHO FCTC guidelines on plain packaging;
- the rationale for and potential benefits of plain packaging;
- challenges to the implementation of plain packaging.

1.3. Questions and Answers (20 minutes)
Presenters should sit as a panel to take questions from the floor relevant to any of the three presentations. The discussion should be moderated by the facilitator.
SESSION 2
Implementation issues

2.1. Presentations: Implementation (1 hour 20 minutes)
Experts making presentations at the workshop should use the presentations linked below, or should develop their own presentations that incorporate the same basic themes and evidence.

− P5 Anticipating and countering tobacco industry tactics and arguments
− P6 Overview of implementation issues

2.1.1. Anticipating and countering tobacco industry tactics and arguments (20 minutes)
This presentation reviews the common arguments and tactics used by tobacco companies to weaken, delay or avoid effective health warnings, and shows how to counter them. These include:
− graphic warnings don’t work, and scare smokers;
− companies cannot implement warnings in such a short time frame;
− packaging and labelling requirements infringe trademarks and other rights;
− graphic warnings cost too much to implement;
− legal challenges;
− voluntary warnings;
− threats to withdraw from the market.

2.1.2. Overview of implementation issues (25 minutes)
In this session a person with experience in the implementation of graphic warnings or other relevant policies can present a case study and lessons learned. A case study presentation is the ideal option because it will make the issues seem much more tangible and will bring the story to life.

Alternatively, if it is not possible for someone with the relevant experience to present a case study, the presentation P6 Overview of Implementation Issues can be used.

This presentation provides a brief overview of the stages of implementation and the issues it involves, including:
− WHO FCTC guidelines on implementation;
− how to develop evidence-based warnings;
− the importance of legislative and regulatory drafting/content;
− preparing for introduction of warnings;
− enforcement;
− public and political awareness campaigns;
− evaluation of policies.

The presentation does not go into details of how to implement. Details should be addressed in the working sessions based on the needs and situation of the participants.

The session should be followed by a Question & Answer period of about 20 minutes.
SESSION 3
Application of evidence to country action

3.1. Presentation and discussion on the country situation (total time: 1 hour)
One or more representatives of the host country should present the country situation with regard to packaging and labelling policies, including:
− an overview of current and planned packaging and labelling regulatory policies;
− any technical issues or implementation challenges that the country would like to focus on during the workshop.

The presentation should be followed by a Question & Answer period, moderated by the facilitator.

3.2. Working sessions
The working sessions should be developed specifically for each workshop by the WHO and/or Union focal point, the local focal point and invited technical experts, on the basis of discussions between the WHO/Union focal points and the host country (see Pre-Workshop Questionnaire). The outcome of the sessions should be agreed prior to the workshop [e.g. “Identify draft amendments to regulations”].

Working sessions should be treated as detailed technical consultations in which experts respond to specific issues raised by participants and provide guidance as needed.

General guidelines for issues and discussions to be included in each session are as follows (please note that these are not exhaustive):

3.2.1. Design and development of warnings and ingredient labelling
• How to access warnings used in other countries
• General guidelines on effective design of warnings and ingredient labels
• Issues and design considerations for different tobacco products
• Specific comments on design proposals
• How to pre-test warnings and other required information
• Guidance for working with design agencies

3.2.2. Development and drafting of legislation
• How to access legislation from other countries
• Specific comments on existing or draft legislation and regulations
• Detailed examples of legislative language preferred by the tobacco industry
• Discussion of specific examples of legislative language from other countries
• Guidance on legislative strategies

3.2.3. Enforcement and evaluation
• Common concerns and responses with regard to enforcement
• Discussion of enforcement challenges in the context of package displays, and how enforcement priorities may change when package displays are prohibited
• How to write effective enforcement provisions into legislation

3.2.4. Communications campaigns to promote policies
• Advocacy for legislation, if legislation and regulations do not represent best practice
• Identifying goals for a communication campaign
• How to maximize earned media
• How to work with an advertising agency
• Determining best-value communication strategies and media within given budget
• How to draw on experience from other countries in developing communication campaigns
ACKNOWLEDGEMENTS

This workshop was developed by Heather Selin, Luminita Sanda and Tuija Tengvall under the coordination and direction of Sinéad Jones, Ehsan Latifi and Armando Peruga. In particular, the “Technical Guide” as a key training material for the workshop was developed by David Hammond and Heather Selin. Miriamjoy Aryee-Quansah, Anca Pintilii and Catalina Voroneanu provided support to the production of the guide. Penny Marshall provided very helpful early feedback about useful information to include in the guide. Many people provided assistance in determining which images of health warnings are available for use, and in the process for requesting permission to use them.

WHO and the Union would like to thank the following peer reviewers of the training materials for this workshop: Fouad Aslam, Rob Cunningham, Burke Fishburn, Lara Garrido Herrero, Fiona Godfrey, Mirta Molinari, Gihan El-Nahas, Francis Thompson, Barbara Zolty.

WHO and The Union would also like to acknowledge the many organizations and individuals who granted permission for use of their materials as part of the workshop, with particular thanks to the Campaign for Tobacco-Free Kids, the World Lung Foundation and the Framework Convention Alliance, as well as to Action on Tobacco and Health (ASH) Australia, the Canadian Cancer Society, the Centre for Health Promotion University of Toronto, the Department of Health United Kingdom, the European Union, the Government of Brunei, the Government of China Hong Kong SAR, Health Canada the Government of Canada, the International Tobacco Control Policy Evaluation Project, the Ministry of Health Brazil – ANVISA Health Surveillance Agency and INCA National Cancer Institute, the Ministry of Health and Quality of Life Mauritius, the Ministry of Health New Zealand, the Ministry of Public Health Uruguay, the Southeast Asia Tobacco Control Alliance, the University of California San Francisco, The University of Sydney.

WHO and The Union wish to acknowledge the researchers who have contributed to the evidence base for warning people about the dangers of tobacco products as well as the governments and NGOs that have achieved strong tobacco packaging and labelling regulations, and in doing so have provided the evidence and experience that informs this training course.

The production of this training package was made possible by funding from Bloomberg Philanthropies.

The primary resource for this workshop is Tobacco packaging and labelling: a technical guide.

The technical guide contains a detailed review of evidence and detailed guidance on the implementation issues addressed during the workshop. The local organizers should provide a copy of the technical guide (electronic or printed, as convenient) to all participants prior to the workshop and should ask participants to review the guide before they come to the workshop.

In addition, this section provides a non-exhaustive list of resources related to tobacco packaging and labelling, with links to the resources.

These resources, with table of contents and links, should be provided to participants in electronic format (either on a CD-Rom or memory stick).

Prior to the workshop, facilitators should consult with the host country organizers to identify relevant resources that should be provided to participants in print form and, if necessary, translated into the language of the host country.

These resources should be supplemented with any relevant local resources, also identified by the facilitators and host country organizers.
Warn about the dangers of tobacco: Packaging and labelling of tobacco products ● Background materials and resources

Internet resources

University of Waterloo
www.tobaccolabels.org

Physicians for a Smoke-Free Canada:
http://www.smoke-free.ca/warnings/default.htm

Fact sheets and overviews

Cigarette package health warnings: International status report. Canadian Cancer Society. October 2010


http://www.who.int/bulletin/volumes/87/8/09-069575.pdf

http://www.tobaccofreeunion.org/content/en/11/4.-Tobacco-labelling-and-packaging - English; and
http://www.tobaccofreeunion.org/content/ar/116/- Arabic;
- Chinese;
http://www.tobaccofreeunion.org/content/fr/76/- French;
http://www.tobaccofreeunion.org/assets/Technical%20Resources/Factsheets/Rus%202010%20factsheet%204%20WEB.pdf
- Russian;
http://www.tobaccofreeunion.org/content/es/98/- Spanish)


Framework Convention on Tobacco Control

WHO Framework Convention on Tobacco Control

WHO FCTC Implementation Guidelines (contained in COP3 decisions)
Article 11 (Packaging and labelling of tobacco products) – see p. 19
http://www.who.int/fctc/guidelines/article_11.pdf

Article 13 (Tobacco advertising, promotion and sponsorship) – see p. 33

Importance of the tobacco package

The cigarette package as image: new evidence from tobacco industry documents. Wakefield et al. Tobacco Control, 2002
[http://tobaccocontrol.bmj.com/content/11/suppl_1/i73.full]

Full article can be viewed with a journal subscription or can be purchased.

Effectiveness of graphic health warnings

Australia

Stage One, September 2002

Stage Two, August 2003

Appendix, August 2003

Brazil

Abstract available at:
[http://tobaccocontrol.bmj.com/cgi/content/abstract/17/6/405?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=nascimento&searchid=1&FIRSTINDEX=0&sortspec=relevance&resourcetype=HWCIT]

Full article can be viewed with a journal subscription or can be purchased.
Canada


China


New Zealand


Singapore


Thailand


Misleading labelling and disclosure of constituents

Guiding principles for the development of tobacco product research and testing capacity and proposed protocols for the initiation of tobacco product testing. WHO Study Group on Tobacco Product Regulation: [http://www.who.int/tobacco/global_interaction/tobreg/TobReg1finalfortfiweb.pdf]


The fallacy of “light” cigarettes. Rigotti et al. British Medical Journal USA, 2004 [http://www.bmj.com/content/328/7440/E278.full]

World Health Organization technical report series:

The scientific basis of tobacco product regulation:

Plain packaging

Effects of plain packaging on the image of tobacco products among youth. Centre for Health Promotion, University of Toronto. November 1993 [http://tobaccodocuments.org/fm/2504106502-6535.html#images].


Economic issues (including cost–benefit analyses)


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Tobacco industry

Avoid health warnings on all tobacco products for just as long as we can”: a history of Australian tobacco industry efforts to avoid, delay and dilute health warnings on cigarettes. Chapman et al. Tobacco Control, 2003
(http://tobaccocontrol.bmj.com/content/12/suppl_3/iii13.full)


Litigation


Journal. European Court of Justice, December 2002

Legislation and regulations for picture warnings

Australia

Belgium


Brazil
Resolução - RDC nº 46, de 28 de março de 2001 [Board Resolution no 46 of 28 March 2001]
(http://www.anvisa.gov.br/legis/resol/resol46_01rdc.htm - in Portuguese)

Resolução - RDC No 335, de 21 novembro de 2003 [Board Resolution no 335 of Nov 2003]
(http://www.inca.gov.br/tabagismo/economia/resolucao335.doc - in Portuguese)

Resolução RDC nº 54, de 6 de agosto de 2008 [Board Resolution no 54 of 6 August 2008]

Resolução - RDC nº 17, de 30 de abril de 2009 [Board Resolution no 17 of 30 April 2009]
(http://www.brasilsus.com.br/legislacoes/rdc/16742-17.html - in Portuguese)

Brunei
Tobacco Order 2005 (S 49/05) Tobacco (Labelling) Regulations 2007
(http://www.smoke-free.ca/warnings/Brunei-warnings.htm, unofficial version. The reproduction is a copy of an official work that is published by the Government of Canada and it has not been produced in affiliation with, or with the endorsement of the Government of Canada. Refer to official government source for official version)

Canada
Tobacco Products Information Regulations 2000

The reproduction is a copy of an official work that is published by the Government of Canada and it has not been produced in affiliation with, or with the endorsement of the Government of Canada.)
Chile
Decretos N° 95 DE 2006 Establece advertencia para envases y acciones publicitarias de productos hechos con tabaco, Republica de Chile, Ministerio De Salud, Dpto. Asesoria Juridica [Decree No 95/2006. Sets the warnings on packaging and advertising for smoking tobacco products] [http://163.247.51.38/desarrollo/juridico/principal.php, select “Normas” on left Menu, then select “Búsqueda General”, and then select from 1st column of table No 137 - Spanish]

China: Hong Kong Special Administrative Region

Djibouti
Arrêté n°2008-491/PR/MS fixant les mises en gardes sanitaires combinées et messages pour tout conditionnement des produits du tabac [Order No 2008-49/PR/MS setting the health warnings and messages for all combined packaging of tobacco products] [http://www.smoke-free.ca/warnings/Djibouti%20Warnings.htm, unofficial version. Refer to official government source for official version]
Décret n°2008-0183/PR/MS fixant les modalités d’inscription des mentions qui doivent être portées sur la couverture extérieure des paquets et emballage contenant des produits de tabac [Decree No. 2008-0183/PR/MS setting the modalities for the warnings that will be printed on the external cover of the packages and packaging of tobacco products] [http://www.presidence.dj/jo/2008/decr0183pr08.php - French, Annexes [http://www.smoke-free.ca/warnings/Djibouti%20Warnings.htm, unofficial version. Refer to official government source for official version]

European Union

Iran
2008 Tobacco Packaging Regulations [http://www.smoke-free.ca/warnings/Iran-Warnings.htm - Persian, unofficial version. The reproduction is a copy of an official work that is published by the Government of Canada and it has not been produced in affiliation with, or with the endorsement of the Government of Canada. Also available at: http://www.tobaccolabels.ca/legislat/iran2008to - unofficial version. Refer to official government source for official version]

Malaysia
Control of Tobacco Product (Amendment) Regulations 2008 (www.tobaccolabels.ca/legislat/malaysia20, unofficial version. Refer to official government source for official version)

Mauritius

New Zealand

Panama
Reglamento mayo 2005 [Regulations May 2005] [http://www.tobaccolabels.ca/legislat/panama20-3 - Spanish, unofficial version. Refer to official government source for official version]

Peru
Warn about the dangers of tobacco: Packaging and labelling of tobacco products ● Background materials and resources

Romania
Ordin Nr 764 din 15 iunie 2004 pentru aprobarea Normelor privind utilizarea fotografiiilor color sau a altor ilustra ii în cadrul avertismentelor de sănătate pe pachetele de tutun (Order No 764 of 15 June 2004 for approving the regulations on the use of colour photographs or other illustrations as health warnings on tobacco packages) ([http://www.ms.ro/?pag=138&id=3259 - Romanian, see document "ORDIN nr 764 din 2004 actualizat.doc"](http://www.ms.ro/?pag=138&id=3259))

Library of warnings, see documents A01..A14, ([http://www.ms.ro/?pag=138&id=3258](http://www.ms.ro/?pag=138&id=3258))

Singapore
Smoking (Control of advertisements and sale of tobacco) (Labelling) Regulations 2003 ([http://statutes.agc.gov.sg/non_version/cgi-bin/cgi_retrieve.pl?&actno=Reved-309&date=latest&method=part](http://statutes.agc.gov.sg/non_version/cgi-bin/cgi_retrieve.pl?&actno=Reved-309&date=latest&method=part))


Thailand

United Kingdom of Great Britain and Northern Ireland
Tobacco Products (Manufacture, Presentation and Sale) (Safety) (Amendment) Regulations 2007 ([http://.opsi.gov.uk/si/si2007/uksi_20072473_en_1](http://opsi.gov.uk/si/si2007/uksi_20072473_en_1))

Uruguay


Venezuela


Implementation case studies and reports
Brazil


Canada

European Union


New Zealand
Smoking Health warnings Stage 3 – Consultation document, May 2006
Singapore

Graphic health warnings: Singapore’s experience. Ministry of Health presentation.  

United Kingdom of Great Britain and Northern Ireland

(http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/@dh/@en/documents/digitalasset/dh_077962.pdf)

Implementation: media (promotional) campaigns

Brazil - television spots: Euclides, Renata  
(http://www.inca.gov.br/tabagismo/frameset.asp?item=multimidia&link=videos.swf)  
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(http://www.seatca.org/index.php?option=com_content&view=category&layout=blog&id=129&Itemid=76 or  

WHO FCTC IMPLEMENTATION DATABASE

Article 21 of the WHO FCTC calls upon Parties to submit to the Conference of the Parties periodic reports on implementation of the Convention. The WHO FCTC Implementation Database contains and provides access to information from the reports submitted by the Parties to the Convention. The database can be searched by individual Parties and by treaty articles and measures. When searching for full reports by Parties, please note that the searchable list contains all Parties that have reported at least once. Within treaty articles, searches can be carried out by individual measures and/or questions of the reporting instrument. It should be noted that some questions are specific to either the two-year or five-year reports. The article overview table, accessible by clicking on the respective article names, contains only the latest available information from Parties. The database is updated regularly as reports arrive from the Parties. The WHO FCTC Implementation Database can be accessed at: http://apps.who.int/fctc/reporting/database/

The reports and their annexes, submitted by the Parties on their implementation of the Convention can be accessed on the website of the Convention Secretariat at: http://www.who.int/fctc/reporting/party_reports
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