

HEALTH WARNINGS



Scientific Studies

- Scientific studies show that large, pictorial health warnings on the front and back of packs are effective deterrents for non smokers¹ and increase cessation amongst current smokers.²
- Their effectiveness depends on the size, location and design. It has been found that:
 - 75% warnings are more effective than 50% in conveying health risk information,³
 - Large warnings placed on both sides and on the top edge of the pack are the most effective.⁴
 - Picture warnings are more effective than text warnings only, in particular for young people.⁵

Empirical evidence

- The introduction of pictorial warnings has been shown to contribute to the reduction of smoking rates in Canada and Brazil.⁶

Size of health warnings in Member States

- Already today the size of warnings on the back of the package (including borders) exceeds 50% in all Member States.

Number of languages	Size	Member State
1	~52-56%	UK, FR, DE etc.
2	~57-62%	IE, MT, FI, LU
3	~63-68%	BE

- Opting for 50% warning size would be a significant step back for EU Member States and would reduce the visibility and effectiveness of the health warnings.
- Warnings on the bottom of the pack would jeopardise their visibility at point of sale, e.g. when presented in a shelf.

International comparison

- Many countries around the world have larger health warnings:
 - Australia: plain packaging (plus 75% and 90% warnings, 2012)
 - Uruguay: 80% on both sides (2010)
 - Canada: 75% on both sides (2012)
 - Brunei: 75% on both sides (2012)
 - Mauritius: 70% and 60% (2009)
 - Mexico: 100% and 30% (2010)
 - Brazil: 100% on one side (2002)

¹ Vardavas CI, Connolly G, Karamanolis K, Kafatos A. Adolescents perceived effectiveness of the proposed European graphic tobacco warning labels. Eur J Public Health 2009; 19:212-7. White V, Webster B, Wakefield M. Do graphic health warning labels have an impact on adolescents' smoking related beliefs and behaviours? Addiction 2008; 103:1562-71; Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3.

² Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3.

³ Createc. Effects of modified packaging through increasing the size of warnings on cigarette packages: quantitative study of Canadian adult smokers and vulnerable non-smokers. HC POR-07-47. Ottawa: Health Canada, 2008. Available from: <http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/por-ef/health/2008/254-07a-e/report.pdf>

⁴ ITC Project (March 2012). Health Warnings on Tobacco Packages: ITC Cross-Country Comparison Report. University of Waterloo, Waterloo, Ontario, Canada. Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3. Hammond D. Tobacco Labelling & Packaging Toolkit – A guide to FCTC Article 11; 2009. Wardle H, Pickup D, Lee L, Hall J, Pickering K, Grieg K, Moodie C, Mackintosh AM. Evaluating the impact of picture health warnings on cigarette packets. London: Public Health Research Consortium; 2010.

⁵ Gagné L. Econometric Evaluation of Tobacco Control Initiatives in Canada, 1999-2009, Final Report. Victoria: University of Victoria; 2010. Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3.

⁶ Health Canada. Canadian Tobacco Use Monitoring Survey (CTUMS). Ottawa: Health Canada; 2008. www.hc-sc.gc.ca/hc-ps/tobac-tabac/research-recherche/stat/ctums-esutc_2011-eng.php (accessed 06 Nov 2012) as referenced in Hammond D. Health warning messages on tobacco products: a review. Tob Control 2011; 20:327-3. Azagba S, Sharaf MF. The Effect of Graphic Cigarette Warning Labels on Smoking Behavior: Evidence from the Canadian Experience. Nicotine Tob Res 2013;15(3):708-17; Levy, D., de Almeida, L. M., & Szklo, A. (2012). The Brazil SimSmoke policy simulation model: the effect of strong tobacco control policies on smoking prevalence and smoking-attributable deaths in a middle income nation. PLoS Med, 9(11).