



CIGARETTE PACKAGE

HEALTH WARNINGS

INTERNATIONAL STATUS REPORT



Canadian Cancer Society
Société canadienne du cancer

OCTOBER 2010

INTRODUCTION

This report summarizes international cigarette package health warning requirements by country/jurisdiction, including both Parties and Non-Parties to the WHO Framework Convention on Tobacco Control (FCTC). The report is an update of a 2008 report which ranked 140 countries based on the size of the warnings on cigarette packages. This updated 2010 version provides an international overview ranking 175 countries/jurisdictions based on warning size, and lists countries/jurisdictions that have finalized requirements for picture-based warnings.

Under Article 11 of the FCTC, Parties to the Convention must require that all packages of tobacco products carry health warnings describing the harmful effects of tobacco use or other appropriate messages which “should be 50% or more of the principal display areas but shall be no less than 30% of the display areas” and may be in the form of or include picture warnings. For most cigarette packages, the “principal display areas” are the front and back of the package. Each Party must implement these Article 11 obligations within three years after the FCTC comes into force for that Party.

Well-designed package health warnings are effective at reducing tobacco consumption, as is recognized in guidelines to implement Article 11 of the FCTC adopted by the Conference of the Parties in 2008.

Since the last report, there have been many developments. Uruguay now has the largest warnings in the world which cover 80% of the front and back of packages. Honduras has also adopted legislation to require picture-based warnings to cover 80% of the package front and back, with implementing regulations required to be adopted by August 21, 2011. Many countries have also improved their warning requirements, often increasing the size and requiring pictures. At least 39 countries/jurisdictions now have picture warning requirements, with many more countries in the process of doing so.

There has been tremendous progress internationally in implementing package warnings, which is very encouraging. The continuing and growing momentum will assist countries seeking to implement improved measures.



MAURITIUS (FRONT)



BRAZIL 2009



KYRGYZ REPUBLIC (FRONT)



PAKISTAN



SWITZERLAND (BACK)

INFORMATION COLLECTION

Considerable effort was made to ensure the accuracy of the information contained in this report. Information obtained as of October 19, 2010 has been included to ensure that the report was as up-to-date as possible before publication. However, for a few countries, it was not possible to confirm national requirements prior to press time. Moreover, national requirements for package warnings are constantly evolving and, as such, it may be that for some countries listed in this report further progress may have been made but is not reflected in this report.

Country information was only included in this report once legal requirements (such as an Act, regulation, or decree)

were finalized, and no further approval steps were needed. For some countries, the transition period for warning implementation on packages has not been completed; however if no further approval steps were needed, these new requirements were included in the report. Where new information for a country could not be confirmed prior to publication, this new information was not included.

This report provides information only for packages of cigarettes, not other tobacco products. Information for cigarette cartons has not been compiled.

COUNTRIES REQUIRING PICTURE WARNINGS

At least 39 countries/jurisdictions have finalized requirements for picture warnings.²⁹ The listing below includes the year of implementation, including different years where there have been two or more rounds of picture warnings.

- | | | | | | |
|----|---|----|---|----|--|
| 1 | Canada (2001) | 13 | New Zealand (2008; rotation of sets A, B every 12 months) | 27 | Latvia (2010) |
| 2 | Brazil (2002; 2004; 2009) | 14 | Romania (2008) | 28 | Pakistan (2010) |
| 3 | Singapore (2004; 2006) | 15 | United Kingdom (2008) | 29 | Switzerland (2010; rotation of sets 1,2,3 every 24 months) |
| 4 | Thailand (2005; 2007; 2010) | 16 | Egypt (2008) | 30 | Mongolia (2010) |
| 5 | Venezuela (2005; 2009) | 17 | Brunei (2008) | 31 | Colombia (2010) |
| 6 | Jordan (2006) | 18 | Cook Islands (2008) ⁴ | 32 | Turkey (2010) |
| 7 | Australia (2006; rotation of sets A, B every 12 months) | 19 | Iran (2009) | 33 | Mexico (2010) |
| 8 | Uruguay (2006; 2008; 2009; 2010) | 20 | Malaysia (2009) | 34 | Philippines (2010) ⁵ |
| 9 | Panama (2006; 2009) | 21 | Taiwan, China (2009) | 35 | Norway (2011) |
| 10 | Belgium (2006; rotation of one of three sets every 12 months starting 2011) | 22 | Peru (2009) | 36 | Malta (2011) |
| 11 | Chile (2006; 2007; 2008; 2009; 2010) | 23 | Djibouti (2009) | 37 | France (2011) |
| 12 | Hong Kong (S.A.R., China) (2007) | 24 | Mauritius (2009) | 38 | Guernsey (2011) |
| | | 25 | India (2009, 2010) | 39 | Spain (2011) |
| | | 26 | Cayman Islands (2009) | | |



URUGUAY 2010 (FRONT)



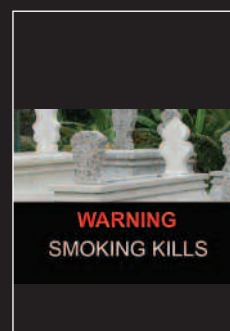
DJIBOUTI (BACK)



THAILAND (2010)



TURKEY (FRONT)



BRUNEI

REGIONAL BREAKDOWN FOR PICTURE-BASED HEALTH WARNINGS

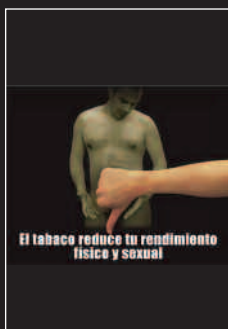
- | | | |
|--|----|---|
| AFRICAN REGION (AFRO) | 1 | Mauritius |
| AMERICAS REGION (AMRO) | 10 | Brazil, Canada, Cayman Islands (UK), Chile, Colombia, Mexico, Panama, Peru, Uruguay, Venezuela |
| EASTERN MEDITERRANEAN REGION (EMRO) | 5 | Djibouti, Egypt, Iran, Jordan, Pakistan |
| EUROPEAN REGION (EURO) | 11 | Belgium, France, Guernsey, Latvia, Malta, Norway, Romania, Spain, Switzerland, Turkey, United Kingdom |
| SOUTH-EAST ASIA REGION (SEARO) | 2 | India, Thailand |
| WESTERN PACIFIC REGION (WPRO) | 10 | Australia, Brunei Darussalam, Cook Islands, Hong Kong (S.A.R., China), Malaysia, Mongolia, New Zealand, Philippines, Singapore, Taiwan, China |

SIZE RANKINGS

AVERAGE OF PACKAGE FRONT AND BACK

This listing indicates the world leaders in terms of size as an average of the package front and back – only those countries exceeding 50% on average are listed here (a full table begins on page 6). For each country there is indicated in parentheses the size (including a border, if required) on the front, followed by the back. For example (60%, 70%) means 60% of front and 70% of back.

| | | | |
|-----|--------------------------------------|-----|----------------------------|
| 80% | Uruguay (80%, 80%) | 56% | Switzerland (48%, 63%) |
| 65% | Mauritius (60%, 70%) | 55% | Thailand (55%, 55%) |
| 65% | Mexico (30%, 100%) | 54% | Turkey (65%, 43%) |
| 60% | Australia (30%, 90%) | 52% | Kyrgyz Republic (52%, 52%) |
| 60% | New Zealand (30%, 90%) | 52% | Finland (45%, 58%) |
| 60% | Cook Islands (30%, 90%) ⁴ | 52% | Ireland (45%, 58%) |
| 60% | Philippines (60%, 60%) ⁵ | 50% | 18 countries/jurisdictions |
| 56% | Belgium (48%, 63%) | | |



CHILE 2010



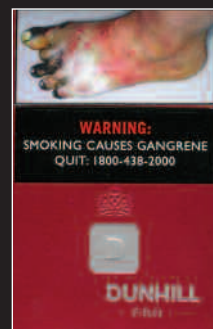
BELGIUM (BACK)



GHANA (FRONT)



AUSTRALIA (BACK)



SINGAPORE (FRONT)

REGIONAL BREAKDOWN LARGEST SIZES BY REGION (AVERAGE OF FRONT/BACK)

For each country in parentheses there is indicated the size (including a border, if required) on the front, followed by the back. For example (30%, 90%) means 30% of front and 90% of back.

African Region (AFRO)

65% Mauritius (60%, 70%)
50% Cameroon (50%, 50%)
50% Eritrea (50%, 50%)
50% Ghana (50%, 50%)
50% Madagascar (50%, 50%)
43% Nigeria (43%, 43%)

Americas Region (AMRO)

80% Uruguay (80%, 80%)
65% Mexico (30%, 100%)
50% Bolivia (50%, 50%)
50% Canada (50%, 50%)
50% Chile (50%, 50%)
50% Panama (50%, 50%)
50% Brazil (0%, 100%)
50% Venezuela (0%, 100%)

Eastern Mediterranean Region (EMRO)

50% Djibouti (50%, 50%)
50% Egypt (50%, 50%)
50% Iran (50%, 50%)
40% Pakistan (40%, 40%)
30% Jordan (30%, 30%)

European Region (EURO)

56% Belgium (48%, 63%)
56% Switzerland (48%, 63%)
54% Turkey (65%, 43%)
52% Kyrgyz Republic (52%, 52%)
52% Finland (45%, 58%)
52% Ireland (45%, 58%)
50% Albania (50%, 50%)

South-East Asia Region (SEARO)

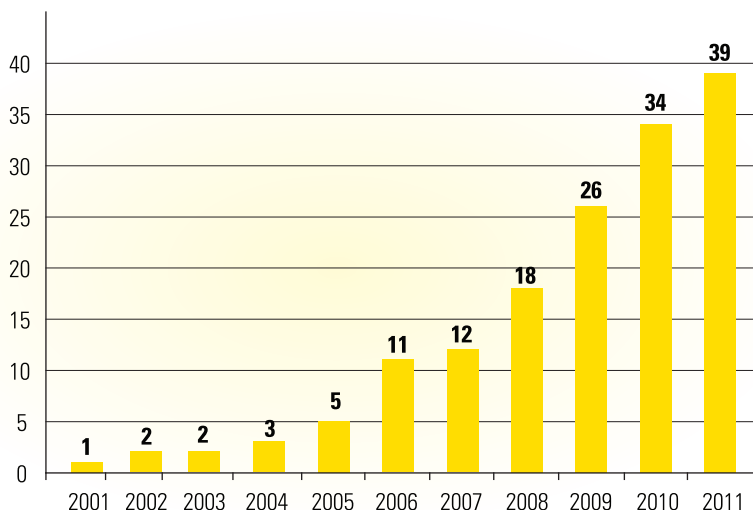
55% Thailand (50%, 50%)
30% Bangladesh (30%, 30%)
30% Maldives (30%, 30%)

Western Pacific Region (WPRO)

60% Australia (30%, 90%)
60% New Zealand (30%, 90%)
60% Cook Islands (30%, 90%)⁴
60% Philippines (60%, 60%)⁵
50% Brunei Darussalam (50%, 50%)
50% Hong Kong (S.A.R., China) (50%, 50%)
50% Singapore (50%, 50%)
50% Malaysia (40%, 60%)

NOTE: The top countries from each WHO region are included, provided the size is at least 30%. The indicated size includes the border if a border is required.

COUNTRIES/JURISDICTIONS REQUIRING PICTURE WARNINGS ON CIGARETTE PACKAGES



EGYPT (BACK)



MONGOLIA (FRONT)



U.K. (BACK)



NEW ZEALAND (BACK)



VENEZUELA 2009

SIZE RANKINGS

FRONT OF PACKAGE

This listing indicates the world leaders in terms of the largest size for the front of the package. Warnings located on the front of the package are more visible than on the back.

| | |
|------------------------------|-------------------------------|
| 80% Uruguay | 50% Chile |
| 65% Turkey | 50% Djibouti |
| 60% Mauritius | 50% Egypt |
| 60% Philippines ⁵ | 50% Eritrea |
| 55% Thailand | 50% Ghana |
| 52% Kyrgyz Republic | 50% Hong Kong (S.A.R., China) |
| 50% Albania | 50% Iran |
| 50% Bolivia | 50% Libya |
| 50% Brunei Darussalam | 50% Madagascar |
| 50% Cameroon | 50% Panama |
| 50% Canada | 50% Singapore |

INTERNATIONAL RANKINGS

Countries/jurisdictions that are not Parties to the FCTC
* Countries/jurisdictions that follow the EC

| RANK | COUNTRY/ JURISDICTION | PICTURE WARNINGS | | | | AVERAGE FRONT/BACK | | EC MEMBER STATES | NON-COMPLIANT (MINIMUM SIZE) | ARTICLE 11 FCTC DEADLINE | PICTURES YEAR |
|------|----------------------------|------------------|---------|-------|------|--------------------|------|------------------|---------------------------------|------------------------------|---------------|
| | | ✓ | AVERAGE | FRONT | BACK | FRONT | BACK | | | | |
| 1 | Uruguay (1) | ✓ | 80 | 80 | 80 | | | | | 2006, 2008, 2009, 2010 | |
| 2 | Mauritius | ✓ | 65 | 60 | 70 | | | | | 2009 | |
| 3 | Mexico | ✓ | 65 | 30 | 100 | | | | | 2010 | |
| 4 | Australia (2) | ✓ | 60 | 30 | 90 | | | | | 2006 | |
| 5 | New Zealand (3) | ✓ | 60 | 30 | 90 | | | | | 2008 | |
| 6 | Cook Islands (4) | ✓ | 60 | 30 | 90 | | | | | 2008 | |
| 7 | Philippines (5) | ✓ | 60 | 60 | 60 | | | | | 2010 | |
| 8 | Belgium (6) | ✓ | 56 | 48 | 63 | ✓ | | | | 2006, 2011 | |
| 9 | Switzerland (7) | ✓ | 56 | 48 | 63 | * | # | | | 2010 | |
| 10 | Thailand | ✓ | 55 | 55 | 55 | | | | | 2005, 2007, 2010 | |
| 11 | Turkey | ✓ | 54 | 65 | 43 | | | | | 2010 | |
| 12 | Kyrgyz Republic (8) | | 52 | 52 | 52 | | | | | | |
| 13 | Finland | | 52 | 45 | 58 | ✓ | | | | | |
| 14 | Ireland | | 52 | 45 | 58 | ✓ | | | | | |
| 15 | Albania | | 50 | 50 | 50 | | | | | | |
| 16 | Bolivia | | 50 | 50 | 50 | | | | | | |
| 17 | Brunei Darussalam | ✓ | 50 | 50 | 50 | | | | | 2008 | |
| 18 | Cameroon | | 50 | 50 | 50 | | | | | | |
| 19 | Canada | ✓ | 50 | 50 | 50 | | | | | 2001 | |
| 20 | Chile (9) | ✓ | 50 | 50 | 50 | | | | | 2006, 2007, 2008, 2009, 2010 | |
| 21 | Djibouti | ✓ | 50 | 50 | 50 | | | | | 2009 | |
| 22 | Egypt | ✓ | 50 | 50 | 50 | | | | | 2008 | |
| 23 | Eritrea | | 50 | 50 | 50 | | # | | | | |
| 24 | Ghana (10) | | 50 | 50 | 50 | | | | | | |
| 25 | Hong Kong (S.A.R., China) | ✓ | 50 | 50 | 50 | | # | | | 2007, 2008, 2009 | |
| 26 | Iran (Islamic Republic of) | ✓ | 50 | 50 | 50 | | | | | 2009 | |
| 27 | Madagascar | | 50 | 50 | 50 | | | | | | |
| 28 | Panama | ✓ | 50 | 50 | 50 | | | | | 2006, 2009 | |
| 29 | Singapore | ✓ | 50 | 50 | 50 | | | | | 2004, 2006 | |
| 30 | Malaysia | ✓ | 50 | 40 | 60 | | | | | 2009 | |
| 31 | Brazil (11) | ✓ | 50 | 0 | 100 | | | | | 2002, 2004, 2009 | |
| 32 | Venezuela (12) | ✓ | 50 | 0 | 100 | | | | | 2005, 2009 | |
| 33 | Estonia | | 48 | 43 | 53 | ✓ | | | | | |
| 34 | France | ✓ | 48 | 43 | 53 | ✓ | | | | 2011 | |
| 35 | Guernsey(13) | ✓ | 48 | 43 | 53 | * | | | | 2011 | |
| 36 | Iceland | | 48 | 43 | 53 | * | | | | | |
| 37 | Latvia | ✓ | 48 | 43 | 53 | ✓ | | | | 2010 | |
| 38 | Norway | ✓ | 48 | 43 | 53 | * | | | | 2011 | |
| 39 | Portugal | | 48 | 43 | 53 | ✓ | | | | | |
| 40 | Romania | ✓ | 48 | 43 | 53 | ✓ | | | | 2008 | |
| 41 | Slovenia | | 48 | 43 | 53 | ✓ | | | | | |
| 42 | Spain | ✓ | 48 | 43 | 53 | ✓ | | | | 2011 | |
| 43 | Sweden | | 48 | 43 | 53 | ✓ | | | | | |
| 44 | United Kingdom | ✓ | 48 | 43 | 53 | ✓ | | | | 2008 | |
| 45 | Nigeria (14) | | 43 | 43 | 43 | | | | | | |
| 46 | Ecuador | | 40 | 40 | 40 | | | | | | |
| 47 | Kazakhstan | | 40 | 40 | 40 | | | | | | |
| 48 | Pakistan | ✓ | 40 | 40 | 40 | | | | | 2010 | |
| 49 | Kenya | | 40 | 30 | 50 | | | | | | |
| 50 | Russia | | 40 | 30 | 50 | | | | | | |
| 51 | Cyprus | | 39 | 32 | 45 | ✓ | | | | | |
| 52 | Greenland (Denmark) | | 39 | 32 | 45 | | # | | | | |
| 53 | Luxembourg | | 39 | 32 | 45 | ✓ | | | | | |
| 54 | Malta | ✓ | 39 | 32 | 45 | ✓ | | | | 2011 | |
| 55 | Taiwan, China | ✓ | 35 | 35 | 35 | | # | | | 2009 | |
| 56 | Austria | | 35 | 30 | 40 | ✓ | | | | | |

| | RANK | COUNTRY/ JURISDICTION | PICTURE WARNINGS | | | AVERAGE FRONT/BACK | | EC MEMBER STATES | NON-COMPLIANT (MINIMUM SIZE) | ARTICLE 11 FCTC DEADLINE | PICTURES YEAR |
|-----|------|----------------------------------|------------------|----|----|--------------------|------|------------------|---------------------------------|-----------------------------|---------------|
| | | | | | | FRONT | BACK | | | | |
| 57 | 55 | Bulgaria | | 35 | 30 | 40 | √ | | | | |
| 58 | 55 | Croatia | | 35 | 30 | 40 | * | | | | |
| 59 | 55 | Czech Republic | | 35 | 30 | 40 | √ | # | | | |
| 60 | 55 | Denmark | | 35 | 30 | 40 | √ | | | | |
| 61 | 55 | Faroe Islands (Denmark) | | 35 | 30 | 40 | * | # | | | |
| 62 | 55 | Germany | | 35 | 30 | 40 | √ | | | | |
| 63 | 55 | Greece | | 35 | 30 | 40 | √ | | | | |
| 64 | 55 | Hungary | | 35 | 30 | 40 | √ | | | | |
| 65 | 55 | Italy | | 35 | 30 | 40 | √ | | | | |
| 66 | 55 | Lithuania | | 35 | 30 | 40 | √ | | | | |
| 67 | 55 | Moldova, Republic of | | 35 | 30 | 40 | * | | | | |
| 68 | 55 | Montenegro | | 35 | 30 | 40 | * | | | | |
| 69 | 55 | Netherlands | | 35 | 30 | 40 | √ | | | | |
| 70 | 55 | Poland | | 35 | 30 | 40 | √ | | | | |
| 71 | 55 | San Marino (15) | | 35 | 30 | 40 | * | | | | |
| 72 | 55 | Serbia | | 35 | 30 | 40 | * | | | | |
| 73 | 55 | Slovakia | | 35 | 30 | 40 | √ | | | | |
| 74 | 55 | The F.Y.R. Macedonia | | 35 | 30 | 40 | | | | | |
| 75 | 75 | Jamaica | | 33 | 33 | 33 | | | | | |
| 76 | 75 | Mongolia | √ | 33 | 33 | 33 | | | | 2010 | |
| 77 | 77 | Armenia | | 30 | 30 | 30 | | | | | |
| 78 | 77 | Bangladesh | | 30 | 30 | 30 | | | | | |
| 79 | 77 | Belarus | | 30 | 30 | 30 | | | | | |
| 80 | 77 | Cambodia | | 30 | 30 | 30 | | | | | |
| 81 | 77 | China | | 30 | 30 | 30 | | | | | |
| 82 | 77 | Colombia | √ | 30 | 30 | 30 | | | | 2010 | |
| 83 | 77 | Democratic Republic of the Congo | | 30 | 30 | 30 | | | | | |
| 84 | 77 | Georgia | | 30 | 30 | 30 | | | | | |
| 85 | 77 | Israel | | 30 | 30 | 30 | | | | | |
| 86 | 77 | Japan | | 30 | 30 | 30 | | | | | |
| 87 | 77 | Jordan | √ | 30 | 30 | 30 | | | | 2006 | |
| 88 | 77 | Maldives | | 30 | 30 | 30 | | | | | |
| 89 | 77 | Nauru | | 30 | 30 | 30 | | | | | |
| 90 | 77 | South Korea | | 30 | 30 | 30 | | | | | |
| 91 | 77 | Uganda | | 30 | 30 | 30 | | | | | |
| 92 | 77 | Ukraine | | 30 | 30 | 30 | | | | | |
| 93 | 77 | Uzbekistan | | 30 | 30 | 30 | | # | | | |
| 94 | 77 | Viet Nam | | 30 | 30 | 30 | | | | | |
| 95 | 77 | Cuba | | 30 | 0 | 60 | | # | | | |
| 96 | 96 | Mozambique | | 28 | 30 | 25 | | # | | | |
| 97 | 97 | Libyan Arab Jamahiriya | | 25 | 50 | 0 | X | Sep 5, 2008 | | | |
| 98 | 97 | Peru (16) | √ | 25 | 0 | 50 | X | Feb 28, 2008 | | 2009 | |
| 99 | 99 | South Africa (17) | | 21 | 16 | 26 | X | Jul 18, 2008 | | | |
| 100 | 100 | India | √ | 20 | 40 | 0 | X | Feb 27, 2008 | | 2009, 2010 | |
| 101 | 100 | Fiji | | 20 | 20 | 20 | X | Feb 27, 2008 | | | |
| 102 | 100 | Zimbabwe | | 20 | 15 | 25 | | # | | | |
| 103 | 103 | Algeria | | 15 | 15 | 15 | X | Sep 28, 2009 | | | |
| 104 | 103 | Cayman Islands (UK) (18) | √ | 15 | 0 | 30 | | # | | 2009 | |
| 105 | 105 | Guatemala | | 13 | 25 | 0 | X | Feb 14, 2009 | | | |
| 106 | 106 | West Bank and Gaza Strip | | 10 | 20 | 0 | | # | | | |
| 107 | 106 | Indonesia (19) | | 10 | 0 | 19 | | # | | | |
| 108 | 108 | Bahrain (20) | | 8 | 16 | 0 | X | Jun 18, 2010 | | | |
| 109 | 108 | Kuwait (20) | | 8 | 16 | 0 | X | Aug 10, 2009 | | | |
| 110 | 108 | United Arab Emirates (20) | | 8 | 16 | 0 | X | Feb 5, 2009 | | | |
| 111 | 108 | Qatar (21) | | 8 | 8 | 8 | X | Feb 27, 2008 | | | |
| 112 | 112 | Zambia (22) | | 3 | 3 | 3 | | Aug 21, 2011 | | | |
| 113 | 113 | Bosnia and Herzegovina (23) | | 1 | 2 | 0 | | Oct 8, 2012 | | | |
| 114 | 114 | Antigua and Barbuda | | 0 | 0 | 0 | X | Sep 3, 2009 | | | |
| 115 | 114 | Argentina | | 0 | 0 | 0 | | # | | | |
| 116 | 114 | Bahamas | | 0 | 0 | 0 | | Feb 1, 2013 | | | |

| | RANK | COUNTRY/ JURISDICTION | PICTURE WARNINGS | | | EC MEMBER STATES | NON-COMPLIANT (MINIMUM SIZE) | ARTICLE 11 FTC DEADLINE | PICTURES YEAR |
|-----|------|----------------------------------|------------------|-------|------|------------------|---------------------------------|----------------------------|---------------|
| | | | AVERAGE | FRONT | BACK | | | | |
| 117 | 114 | Barbados | 0 | 0 | 0 | X | Feb 1, 2009 | | |
| 118 | 114 | Belize | 0 | 0 | 0 | X | Mar 15, 2009 | | |
| 119 | 114 | Benin | 0 | 0 | 0 | X | Feb 1, 2009 | | |
| 120 | 114 | Botswana | 0 | 0 | 0 | X | May 1, 2008 | | |
| 121 | 114 | Burkina Faso | 0 | 0 | 0 | X | Oct 29, 2009 | | |
| 122 | 114 | Burundi | 0 | 0 | 0 | X | Feb 20, 2009 | | |
| 123 | 114 | Cape Verde | 0 | 0 | 0 | X | Jan 2, 2009 | | |
| 124 | 114 | Central African Republic | 0 | 0 | 0 | X | Feb 5, 2009 | | |
| 125 | 114 | Chad | 0 | 0 | 0 | X | Apr 30, 2009 | | |
| 126 | 114 | Comoros | 0 | 0 | 0 | X | Apr 24, 2009 | | |
| 127 | 114 | Congo | 0 | 0 | 0 | X | May 7, 2010 | | |
| 128 | 114 | Costa Rica | 0 | 0 | 0 | | Nov 19, 2011 | | |
| 129 | 114 | Côte d'Ivoire | 0 | 0 | 0 | | Nov 11, 2013 | | |
| 130 | 114 | Dominica | 0 | 0 | 0 | X | Oct 22, 2009 | | |
| 131 | 114 | Dominican Republic | 0 | 0 | 0 | | # | | |
| 132 | 114 | El Salvador | 0 | 0 | 0 | | # | | |
| 133 | 114 | Ethiopia | 0 | 0 | 0 | | # | | |
| 134 | 114 | Gabon | 0 | 0 | 0 | | May 21, 2012 | | |
| 135 | 114 | Grenada | 0 | 0 | 0 | X | Nov 12, 2010 | | |
| 136 | 114 | Guinea | 0 | 0 | 0 | | Feb 5, 2011 | | |
| 137 | 114 | Guinea-Bissau | 0 | 0 | 0 | | Feb 5, 2012 | | |
| 138 | 114 | Guyana | 0 | 0 | 0 | X | Dec 14, 2008 | | |
| 139 | 114 | Haiti | 0 | 0 | 0 | | # | | |
| 140 | 114 | Honduras (24) | 0 | 0 | 0 | X | May 17, 2008 | | |
| 141 | 114 | Iraq | 0 | 0 | 0 | | Jun 15, 2011 | | |
| 142 | 114 | Kiribati | 0 | 0 | 0 | X | Dec 14, 2008 | | |
| 143 | 114 | Lao P.D.R. | 0 | 0 | 0 | X | Dec 5, 2009 | | |
| 144 | 114 | Lebanon | 0 | 0 | 0 | X | Mar 7, 2009 | | |
| 145 | 114 | Liberia | 0 | 0 | 0 | | Dec 14, 2012 | | |
| 146 | 114 | Malawi | 0 | 0 | 0 | | # | | |
| 147 | 114 | Mali | 0 | 0 | 0 | X | Jan 17, 2009 | | |
| 148 | 114 | Marshall Islands | 0 | 0 | 0 | X | Mar 8, 2008 | | |
| 149 | 114 | Micronesia (Federated States of) | 0 | 0 | 0 | X | Jun 16, 2008 | | |
| 150 | 114 | Monaco (25) | 0 | 0 | 0 | | # | | |
| 151 | 114 | Myanmar | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 152 | 114 | Nepal | 0 | 0 | 0 | X | Feb 5, 2010 | | |
| 153 | 114 | Nicaragua (26) | 0 | 0 | 0 | | Jul 8, 2011 | | |
| 154 | 114 | Niger | 0 | 0 | 0 | X | Nov 23, 2008 | | |
| 155 | 114 | Niue | 0 | 0 | 0 | X | Sep 1, 2008 | | |
| 156 | 114 | Palau | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 157 | 114 | Rwanda | 0 | 0 | 0 | X | Jan 17, 2009 | | |
| 158 | 114 | Saint Lucia | 0 | 0 | 0 | X | Feb 5, 2009 | | |
| 159 | 114 | Sao Tome and Principe | 0 | 0 | 0 | X | Jul 11, 2009 | | |
| 160 | 114 | Senegal | 0 | 0 | 0 | X | Apr 27, 2008 | | |
| 161 | 114 | Seychelles | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 162 | 114 | Solomon Islands | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 163 | 114 | Sri Lanka | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 164 | 114 | St. Kitts and Nevis | 0 | 0 | 0 | | # | | |
| 165 | 114 | St. Vincent and the Grenadines | 0 | 0 | 0 | | # | | |
| 166 | 114 | Suriname | 0 | 0 | 0 | | Mar 16, 2012 | | |
| 167 | 114 | Syrian Arab Republic | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 168 | 114 | Tanzania | 0 | 0 | 0 | X | Jul 29, 2010 | | |
| 169 | 114 | Togo | 0 | 0 | 0 | X | Feb 13, 2009 | | |
| 170 | 114 | Trinidad and Tobago | 0 | 0 | 0 | X | Feb 27, 2008 | | |
| 171 | 114 | Tunisia | 0 | 0 | 0 | | Sep 5, 2013 | | |
| 172 | 114 | United States of America (27) | 0 | 0 | 0 | | # | | |
| 173 | 114 | Vanuatu | 0 | 0 | 0 | X | Dec 15, 2007 | | |
| 174 | 114 | Yemen | 0 | 0 | 0 | X | May 23, 2010 | | |
| 175 | n/a | Bhutan (28) | n/a | n/a | n/a | | Feb 27, 2008 | | |

THE EUROPEAN COMMUNITY DIRECTIVE – EXPLANATORY COMMENT

The European Community specifies that the warning size is to be as follows, plus a border (3-4mm in width) that is to be in addition to the space for the warnings:

35% (30% front, 40% back) unilingual countries
39% (32% front, 45% back) bilingual countries³⁰
43% (35% front, 50% back) trilingual countries³¹

Once the required border is factored in, the required size in effect increases to the following:³²

48% (43% front, 53% back), unilingual countries
52%, (45% front, 58% back), bilingual countries
56%, (48% front, 63% back), trilingual countries

Many EC Member States are not compliant with the EC Directive that requires the border to be in addition to the warning. Packages were able to be collected from all 27 EC Member States to assess compliance. Based on this review, 12 of these 27 EC Member States appear to be in compliance with the Directive in this respect,³³ while 15 of 27 are not in compliance because packages indicate that the warning has been included in the space for the warning, instead of in addition to the warning.³⁴ A limitation of this is that the assessment is based on the packaging material received, and not a comprehensive examination of all brands sold on the market in each country.

In the EC, 7 of 27 Member States have finalized requirements for picture warnings.



DENMARK, NON-COMPLIANT WITH EC BORDER/SIZE



PORTUGAL, COMPLIANT WITH EC BORDER/SIZE



ROMANIA (BACK) (UNILINGUAL)



BELGIUM (BACK) (TRILINGUAL)

OTHERCOUNTRIES

The following countries are not listed in this report:

Afghanistan, Andorra, Angola, Azerbaijan, Democratic People's Republic of Korea, Equatorial Guinea, Gambia, Lesotho, Liechtenstein, Mauritania, Morocco, Namibia, Oman, Papua New Guinea, Paraguay,²⁹ Samoa, Saudi Arabia, Sierra Leone, Somalia, Sudan, Swaziland, Tajikistan, Timor-Leste, Tonga, Turkmenistan, Tuvalu.

FOR MORE INFORMATION

Physicians for a Smoke-free Canada
www.smoke-free.ca/warnings

Tobacco Labelling Resource Centre
www.tobaccolabels.org

WHO Warnings Database
www.who.int/tobacco/healthwarningsdatabase/en/index.html

Campaign for Tobacco-Free Kids
http://tobaccofreecenter.org/resources/warning_labels

Campaign for Effective Health Warnings on Cigarette Packs
<http://blogsofbainbridge.typepad.com/warnings>

FCTC Guidelines for Article 11 (packaging and labelling)
www.who.int/fctc/guidelines/article_11/en/index.html

NOTES

In the table, the indicated average size for the front and back has been rounded; for example 17.5% appears as 18%.

- 1 **Uruguay:** Although Uruguay's fourth round of pictures was not required to appear on packages until March, 2010, packages with the fourth round of pictures appeared in an 80% size on packages in stores in December 2009.
- 2 **Australia:** Rotation of Sets A, B every 12 months.
- 3 **New Zealand:** Rotation of Sets A, B every 12 months.
- 4 **Cook Islands:** Warnings are to either comply with the Australian or New Zealand requirements (which include pictures), or to require 50% text warnings with specified messages in English and in Cook Islands Maori. In practice, packages contain pictures as required in Australia/New Zealand.
- 5 **Philippines:** The Philippines government is not currently enforcing picture warning requirements as outlined in Administrative Order 2010-0013 dated May 12, 2010. In practice, picture warnings will not appear on packages in 2010. Meanwhile, text warnings covering 30% of the front and 0% of the back continue to appear.
- 6 **Belgium:** Rotation of one of three sets every 12 months starting 2011.
- 7 **Switzerland:** Rotation of Sets 1, 2, 3 every 24 months.
- 8 **Kyrgyz Republic:** size includes a black border.
- 9 **Chile:** requires only one picture warning to appear at a time on all packages, with the warning changed every 12 months.
- 10 **Ghana:** Warnings are in place through mandatory contractual arrangements between Ghana's Food and Drug Board and tobacco importers/distributors.
- 11 **Brazil:** 100% of either front or back.
- 12 **Venezuela:** 100% of either front or back.
- 13 **Guernsey:** Guernsey is a Crown dependency located in the English Channel that is neither part of the U.K. nor part of the E.C.
- 14 **Nigeria:** Size includes a border as illustrated in the national standard.
- 15 **San Marino:** Cigarettes are imported from Italy and follow Italian package warning requirements.
- 16 **Peru:** Congress adopted a law in 2010 that requires picture-based warnings to appear on 50% of the package front and back, with warning content to be specified. Specifications have not yet been finalized.
- 17 **South Africa:** 15% front, 25% back plus a border of unspecified width.
- 18 **Cayman Islands:** Regulations require a graphic health warning to appear on either front or back. The size shall be at least 30%, and no less than the size required by the country of origin.
- 19 **Indonesia:** 3mm letters + 1mm border.
- 20 **Bahrain, Kuwait and United Arab Emirates:** Size estimated. National requirements follow the Gulf Cooperation Council (GCC) standard which requires a warning in Arabic and English on the front only, in a font size of at least 8.
- 21 **Qatar:** Size estimated and may vary by pack. Legislation requires that the font size of the health warning text be at least one-quarter of the font size of the brand name, on the front and back. Although the warning is only required to appear in Arabic, in practice the warning appears (consistent with GCC standard) in both Arabic and English and covers approximately 16% of the front with no warning on the back.
- 22 **Zambia:** Size estimated. Legislation requires a warning to appear on the front and back, but does not specify a minimum size.
- 23 **Bosnia and Hercegovina:** Bosnia and Hercegovina has two subnational entities: the Federation of Bosnia and Hercegovina, and the Republika Srpska. The Federation requires a warning to appear on the front only, but does not specify a minimum size; the 2% size is estimated. Full information for the Republika Srpska was not available at press time.
- 24 **Honduras:** Decree 92-2010 published August 21, 2010 in the official gazette specifies that picture warnings will be required to cover 80% of the package front and back, with the content of warnings to be specified by regulation. A regulation is required to be approved by August 21, 2011.
- 25 **Monaco:** In practice, packs follow France requirements.
- 26 **Nicaragua:** Law no.727 adopted by the National Assembly, and published August 10, 2010 in the official gazette, will require 50% picture-based warnings to appear on the front and back after the content of warnings has been specified. Such specifications have not yet been finalized.
- 27 **United States:** The Food and Drug Administration must publish by June 22, 2011 the content of picture-based warnings that will cover 50% of the front and back of cigarette packages. The requirement for picture-based warnings will take effect 15 months later, Sept. 22, 2012.
- 28 **Bhutan** has banned the sale of tobacco products.
- 29 **Paraguay:** Decree No. 4106 of May 25, 2010 requires picture warnings, with a minimum size of 50% front and 40% back as of July 6, 2010, 50% of front and back as of July 6, 2011, and 60% of the front and back as of July 6, 2012. However, the implementation of this decree has not yet taken effect and, as of press time, has been put on hold.
- 30 **EC:** Bilingual EC Member States are Cyprus, Finland, Ireland, Luxembourg, Malta.
- 31 **EC:** Belgium is a trilingual EC Member State. Switzerland is a non-EC country that requires trilingual warnings with EC size requirements.
- 32 **EC:** The overall size including the border may vary depending on the package format, such as by 1%-2%.
- 33 **EC, proper implementation of border/size requirement (12):** Belgium, Estonia, Finland, France, Ireland, Latvia, Portugal, Romania, Slovenia, Spain, Sweden, United Kingdom. The following non-EC countries/jurisdictions have also implemented the EC Directive, and have done so properly in terms of the border: Guernsey, Iceland, Norway, Switzerland.
- 34 **EC, non-compliant with border/size requirement (15):** Austria, Bulgaria, Cyprus, Czech Republic, Denmark, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Malta, Netherlands, Poland, Slovakia. The following non-EC countries/jurisdictions have also implemented the EC Directive, but are non-compliant in terms of the border: Croatia, Faroe Islands, Moldova, Montenegro, San Marino, Serbia.



MAURITIUS (FRONT)



HONG KONG (S.A.R., CHINA)



BELGIUM (BACK)



CANADA (FRONT)



NEW ZEALAND (BACK)



BANGLADESH (FRONT)



DJIBOUTI (FRONT)



UNITED ARAB EMIRATES (FRONT)



CHINA (FRONT)



CANADA (FRONT)



GERMANY (WEST WORLD CUP PACK)



NEW ZEALAND (BACK)



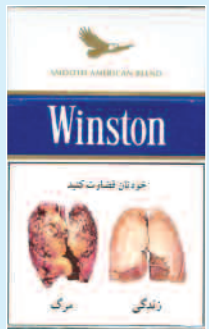
NIGERIA (FRONT)



JAPAN (FRONT)



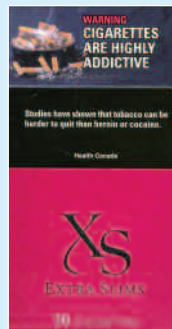
NEW ZEALAND (BACK)



IRAN (FRONT)



RUSSIA (FRONT)



CANADA (FRONT)



GREENLAND (BACK)



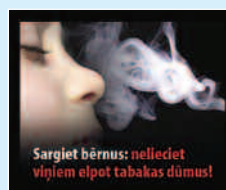
INDIA 2009 (FRONT)



PERU (BACK)



PHILIPPINES (FRONT)



LATVIA (BACK)



CHILE 2006 (FRONT)



SUGGESTED CITATION

Canadian Cancer Society, *Cigarette Package Health Warnings: International Status Report*, October 2010.

ACKNOWLEDGEMENTS

The collaboration of the Framework Convention Alliance in the preparation of this report is much appreciated. The information in this report has primarily been compiled by the Canadian Cancer Society, with further contributions from the World Health Organization Tobacco Free Initiative, Framework Convention Alliance, Campaign for Tobacco-Free Kids, and Allen and Clarke Policy and Regulatory Specialists (NZ) Ltd. Individuals from around the world gave of their time to provide information, assistance which is gratefully acknowledged.

