

# Packaging and Labeling of Tobacco products: *Progress in Implementation of Article 11 of WHO FCTC in context of SLT*

*Webinar Series on SLT Control*

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**FCTC**  
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[www.untobaccocontrol.org/kh/smokeless-tobacco/](http://www.untobaccocontrol.org/kh/smokeless-tobacco/)

# Article 11 WHO FCTC: Packaging & Labeling of Tobacco Products- Recommendations

Health warnings on 'all' tobacco products (including SLT)

Covering at least 30% size, to a desirable 50% or more

“May” include pictures

To be implemented within 3 years of ratification by the Party



# ARTICLE 11- STATUS REPORT

Considering that pictorial health warnings (PHWs) are one of the most cost – effective and impactful tobacco control measures, the Parties should mandate implementation of PHWs on all tobacco products including SLT.

As per the **2018 Global Progress Report on Implementation of the WHO FCTC:**

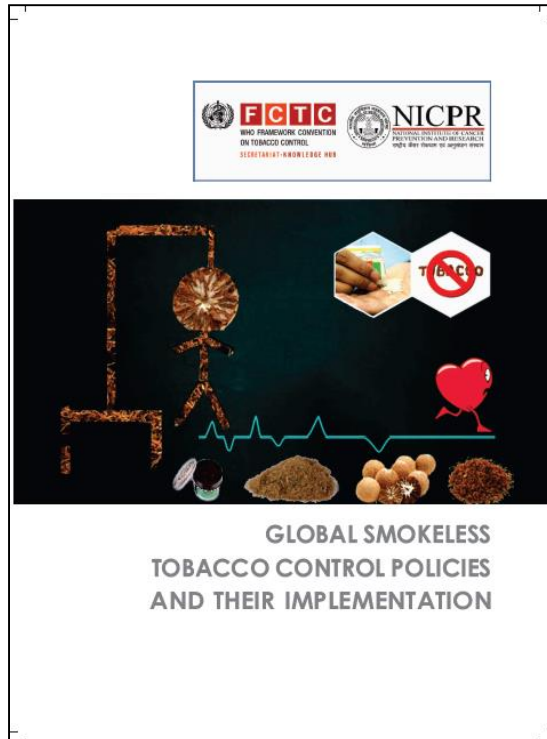
- 88% of the Parties have implemented HWs on tobacco products
- 64% require PHWs

Timor-Leste is the frontrunner in implementing PHWs on all tobacco products covering 92.5% on both sides of the packages, while Nepal requires 90% on both sides.

**India ranks 5<sup>th</sup> with 85% HW size.**

However, the implementation status of these provisions, for SLT products needs much to be desired.

# Report on Global SLT Control Policies

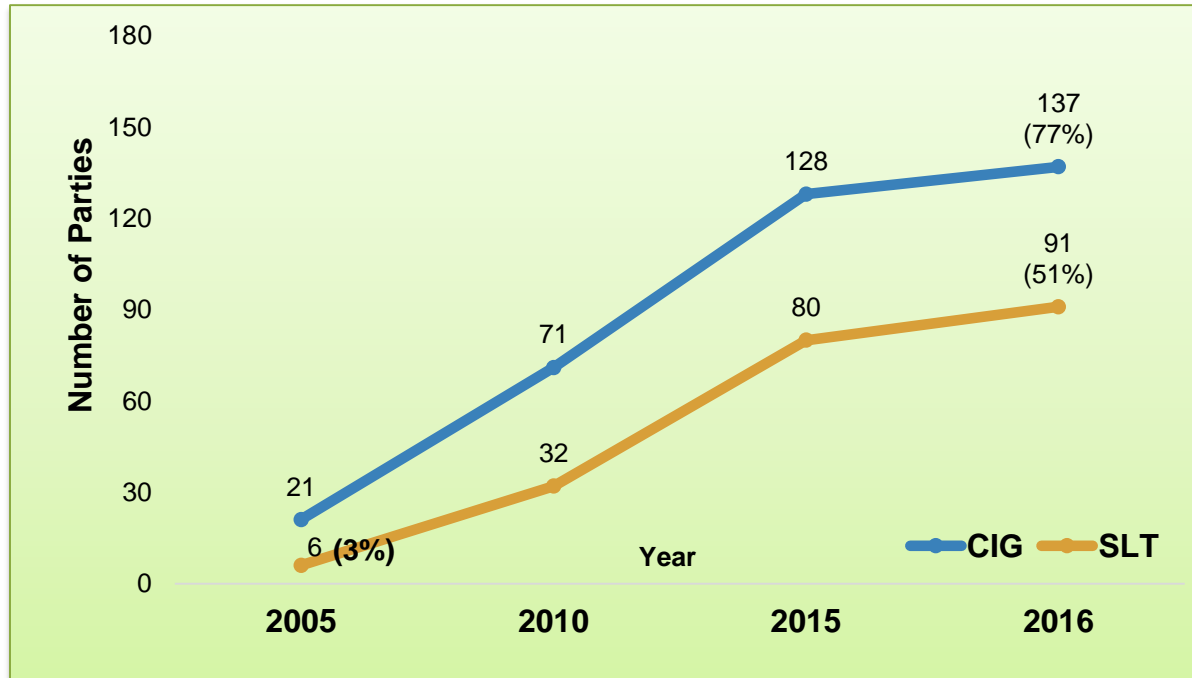


Comprehensive overview of the status of SLT control policies and their implementation by Parties to the Convention (2017)

Compiled by:  
Global Knowledge Hub on SLT at  
ICMR-NICPR & WHO FCTC

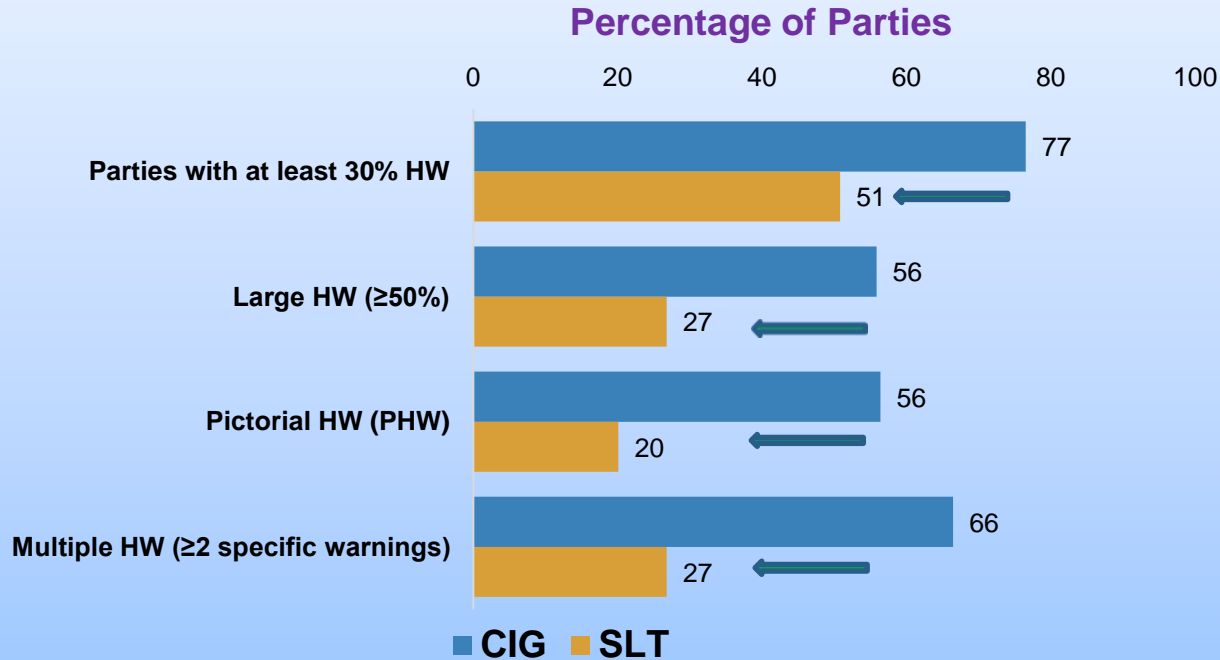
# Key Observations on Global Progress in Implementation of HWs

## Parties' progress in notifying HWs (30%) on cigarettes and SLT



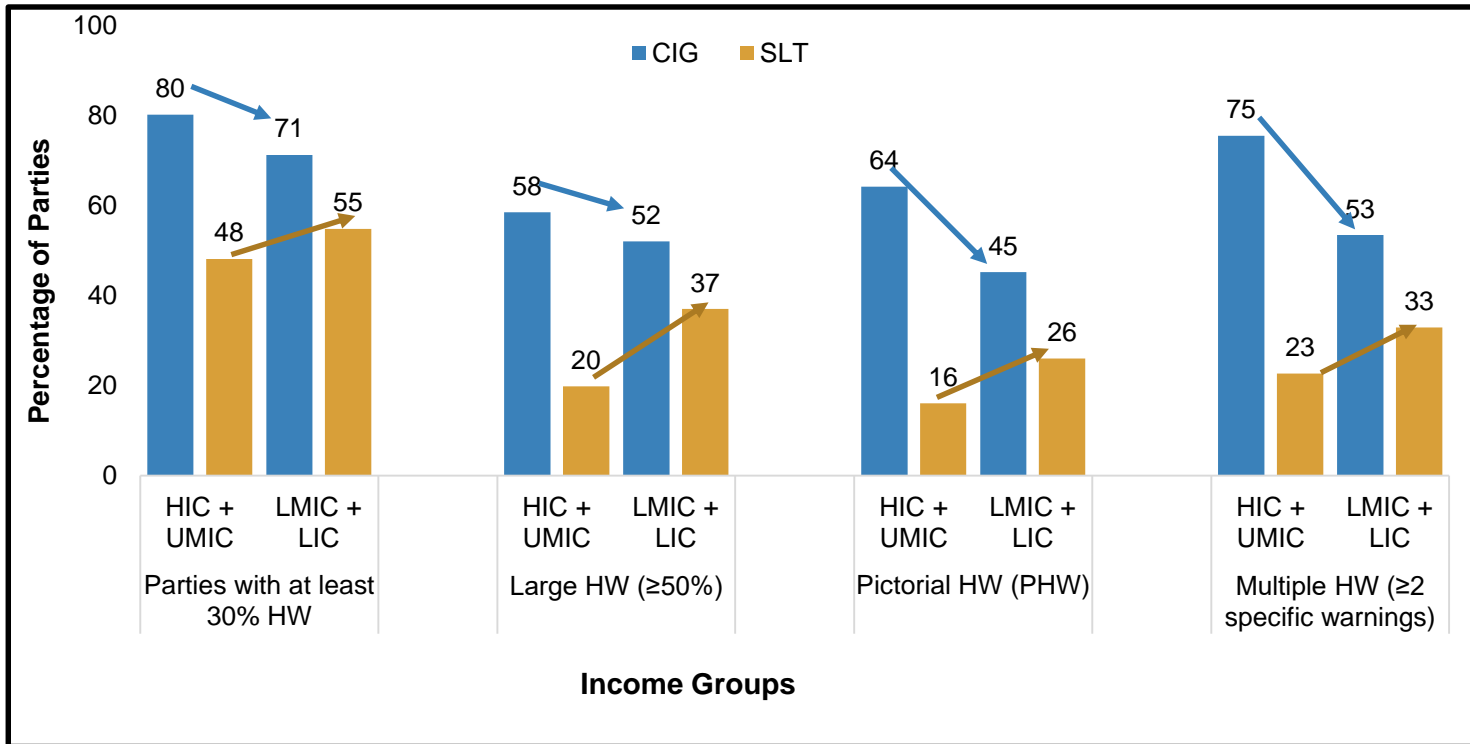
# Percentage of Parties complying with provisions under Article 11 (till 2016)

Provisions under Article 11



Only half of the Parties (51%) implemented HWs on SLT, whilst over three-quarters (77%) had implemented HWs on cigarettes.

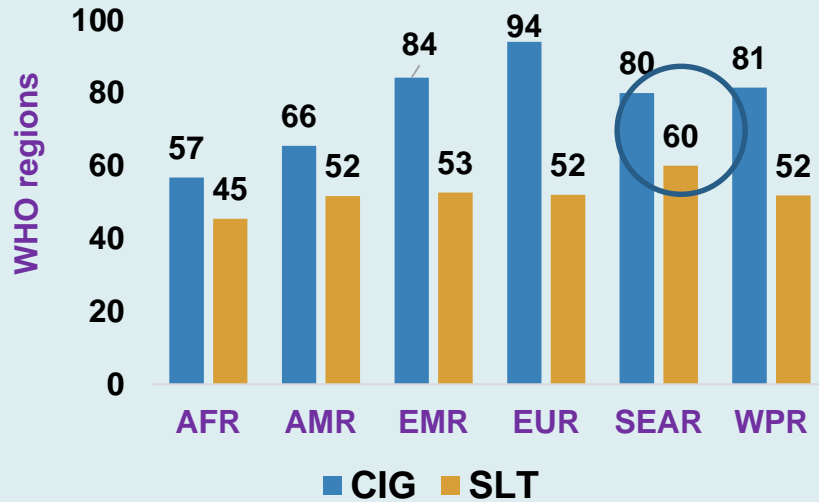
# Percentage of Parties complying with Article 11 provisions (by Income group)



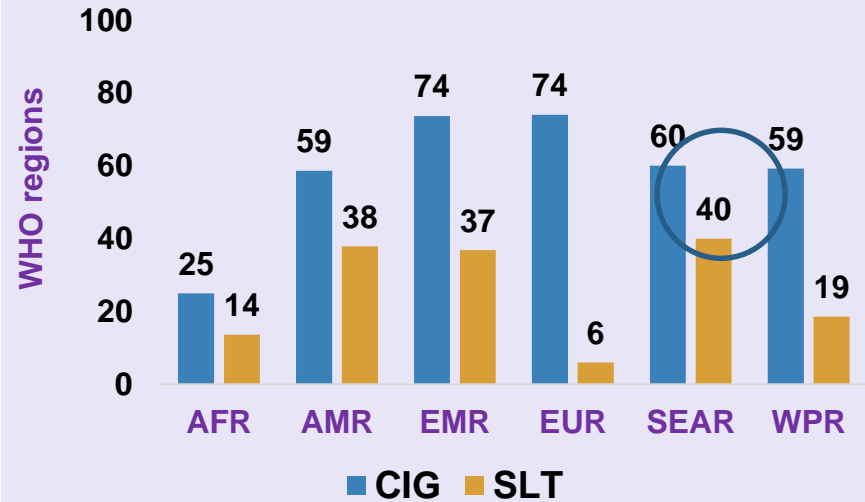
**LMIC+LICs have higher compliance for SLT compared to the HIC+UMIC income group**

# Percentage of Parties complying with Article 11 provisions (by WHO regions)

## Progress in 30% HW



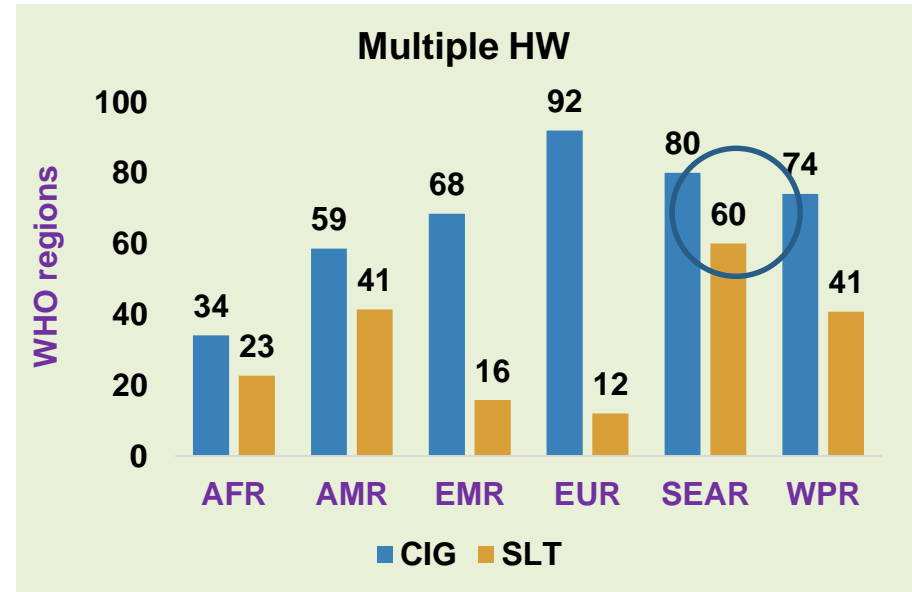
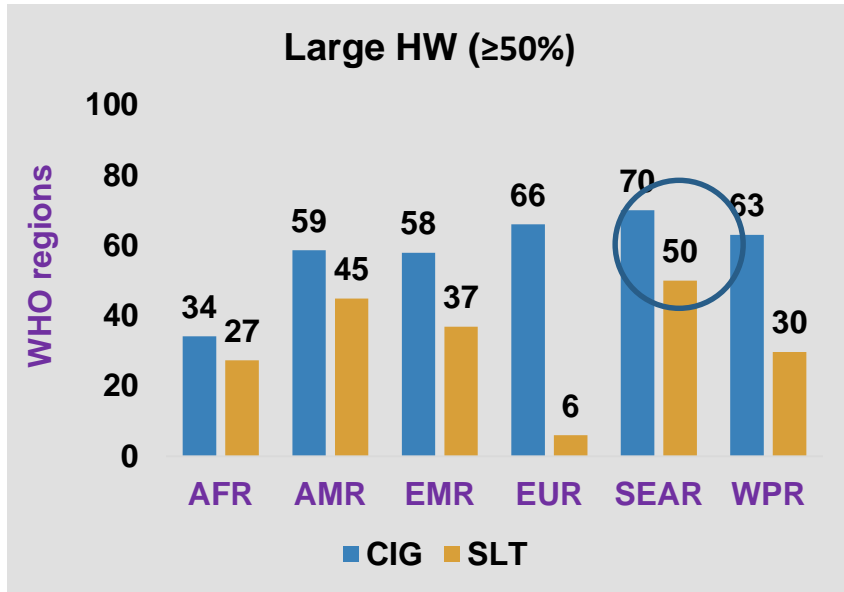
## Pictorial HW



Better compliance in SEAR for Article 11 provisions pertaining to SLT



# Percentage of Parties complying with Article 11 provisions (by WHO regions)



Better compliance in SEAR for Article 11 provisions pertaining to SLT

# Policy progress and implementation status in high SLT burden Parties

| Countries          | Complying / Non-complying | Implementation status |
|--------------------|---------------------------|-----------------------|
| <b>India</b>       | <b>C</b>                  | √                     |
| Bangladesh         | C                         | Not yet               |
| Myanmar            | C                         | Not yet               |
| Pakistan           | X                         | X                     |
| Dem. Rep. of Congo | X                         | X                     |
| China              | X                         | X                     |
| <b>Nepal</b>       | <b>C</b>                  | √                     |
| Colombia           | C                         | Not yet               |
| Malaysia           | X                         | X                     |
| Madagascar         | P                         | X                     |
| Germany            | P                         | X                     |
| Uzbekistan         | P                         | X                     |
| Sri Lanka          | N/A                       | N/A                   |
| Nigeria            | P                         | X                     |
| South Africa       | X                         | X                     |
| Afghanistan        | P                         | X                     |
| Yemen              | P                         | X                     |
| Thailand           | N/A                       | N/A                   |
| <b>Egypt</b>       | <b>C</b>                  | √                     |
| Algeria            | X                         | X                     |
| <b>Philippines</b> | <b>C</b>                  | √                     |
| Sweden             | P                         | X                     |
| <b>Kenya</b>       | <b>C</b>                  | √                     |
| Marshall Islands   | X                         | X                     |
| Palau              | X                         | X                     |
| <b>Uruguay</b>     | <b>C</b>                  | √                     |
| Bhutan             | N/A                       | N/A                   |
| Norway             | X                         | X                     |
| Timor-Leste        | P                         | X                     |
| Iceland            | X                         | X                     |
| <b>Kyrgyzstan</b>  | <b>C</b>                  | √                     |
| Lesotho            | X                         | X                     |
| Botswana           | P                         | X                     |
| Cambodia           | C                         | X                     |
| Burkina Faso       | C                         | X                     |
| Mauritania         | X                         | X                     |

India, Nepal, Philippines, Egypt, Kenya, Uruguay and Kyrgyzstan have complete policy and implementation of Article 11 for SLT products.

**Complete (C)** = PHW covering 30% or more and having multiple rotating HWs

**Partial (P)** = at least one provision of Article 11

**Non-complying (X)**

**Not Applicable (N/A)**

## Status of Article 11 on SLT products in SEAR ratified countries

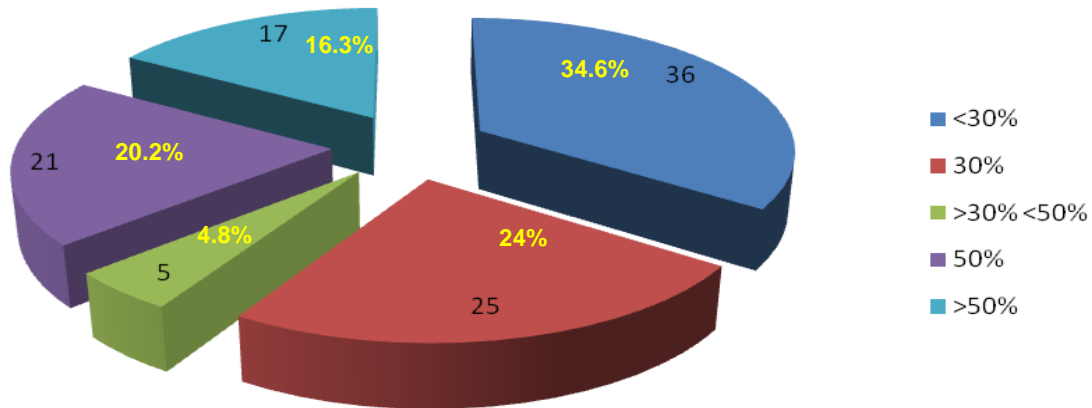
| Ratified countries in SEARO     | Large HW (Yes/ No) | Pictorial HW (Yes/ No) | Multiple HW (Yes/ No) | Complying/ Non-complying | Implementation status |
|---------------------------------|--------------------|------------------------|-----------------------|--------------------------|-----------------------|
| Bangladesh                      | √                  | √                      | √                     | C                        | X                     |
| Dem. People's Republic of Korea | NA                 | NA                     | NA                    | NA                       | NA                    |
| India                           | √                  | √                      | √                     | C                        | √                     |
| Maldives                        | √                  | X                      | √                     | P                        | #                     |
| Myanmar                         | √                  | √                      | √                     | C                        | X                     |
| Nepal                           | √                  | √                      | √                     | C                        | √                     |
| Sri Lanka                       | NA                 | NA                     | NA                    | NA                       | NA                    |
| Thailand                        | NA                 | NA                     | NA                    | NA                       | NA                    |
| Timor-Leste                     | √                  | X                      | √                     | P                        | X                     |

#All tobacco products are imported

India and Nepal have complete compliance as well as implementation of all provisions of Article 11

# Pictorial Health Warnings

Number of countries with different size of health warnings on SLT products



As per the recent PHW data available on <https://www.tobaccocontrolaws.org> 104 countries have required display of health warnings on SLT products.

Only 17 require >50% HWs !

# Impact of implementation of Article 11 on SLT : India (GATS)

In 2009, India became the first country to implement HWLs on SLT products.



The 85% pictorial warnings on all cigarettes, bidis and chewing tobacco packages in India have resulted in 92% responders believing that smoking caused serious illness and 96% saying use of smokeless tobacco causes serious illness.

**Source: GATS 2**

Percentage of SLT users who thought of quitting because of warnings seen on SLT packs:

**34%**

SLT prevalence: 25.9%

**46%**

SLT prevalence: 21.4%

**Source: India Global Adult Tobacco Survey (2009-10 and 2016-17)**

# Health Warnings/Messages Features for SLT: India

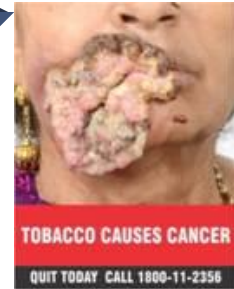
**Type of Warnings/Messages Required:** Pictures (Photos), Text Warnings/Messages

**Location and Size of Warnings/Messages on Unit Packaging:** 85% of front, 85% of back

**Rotation Required:** Required

**Number of Warnings/Messages Authorized to Be Displayed at Any Given Time:** 1

**Length of Rotation Period Specified:** 12 months



## Analysis:

- “Tobacco causes mouth cancer” and “Tobacco causes painful death” required in white font color on a red background
- Pictorial depiction of the ill effects of tobacco use on health above the text mandated
- Textual & pictorial components together cover 85% of the front and back panels, with 25% dedicated to text and 60% dedicated to the picture
- Rotatory pictorial depiction: one picture for 12 month duration followed by second picture for next 12 months. The width of the warning cannot be <3.5 cm, and the height cannot be <4 cm.
- Quit line number to be included.

# New Specified Health Warnings on Tobacco Product Packs: India

The Ministry of Health and Family Welfare, Government of India has notified **new sets of specified health warnings for all tobacco product packs** (amended Rules applicable w.e.f. 1st September 2018).



The same set of warning images shall be on both smoking and smokeless forms of tobacco products.

The new set of specified health warnings include telephone Quit-line number “**QUIT TODAY CALL 1XXX-XX-2356**”. This will help in creating awareness among tobacco users, and give them access to counselling services.

All tobacco products manufactured or imported or packaged on or after 1<sup>st</sup> September, 2018 shall display **Image -1** and those manufactured or imported or packaged on or after 1<sup>st</sup> September, 2019 shall display **Image-2**.

Violation of the above mentioned provision is a punishable offence with imprisonment or fine as prescribed in Section 20 of the Cigarettes and Other Tobacco Products Act, 2003.

# Case of Jamaica (2013)

## Rotatory PHWs

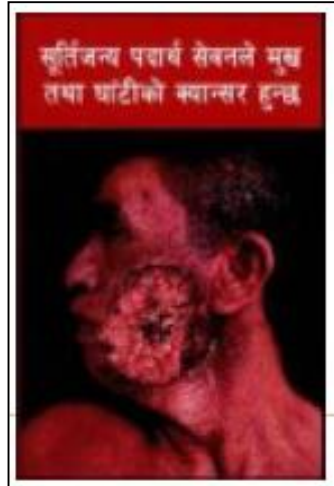


- Warnings are divided into **two sets of 8 warnings** (16 total). The 8 warnings in any given set must appear equally across packs.
- Each set is to **appear exclusively for 8 months**, followed by a **4-month transition period** to the other set.
- Rotation dates are synchronized with World No Tobacco Day – e.g., Set A is to be displayed beginning June 1; Set B will begin transitioning on February 1 of the following year, with Set A phased out by May 31



# Case of Nepal : 90% PHW

## PHWs of 90% size were implemented on SLT in 2015



- HWs are composed of both pictures and text and cover 90% of the upper front, upper back, and two sides of smoked tobacco product packaging and the upper front, upper back, and lids (where appropriate) of SLT packaging.
- With respect to rotation, the law specifies that the Ministry may change the required warnings within a year.
- Misleading packaging and labeling, including terms such as “less tar” and “light” and other signs, is prohibited.

# Plain Packaging of tobacco products

Plain packaging is considered to be an important demand reduction measure that reduces the attractiveness of tobacco products, restricts use of tobacco packaging as a form of tobacco advertising and promotion, limits misleading packaging and labeling, and increases the effectiveness of health warnings.

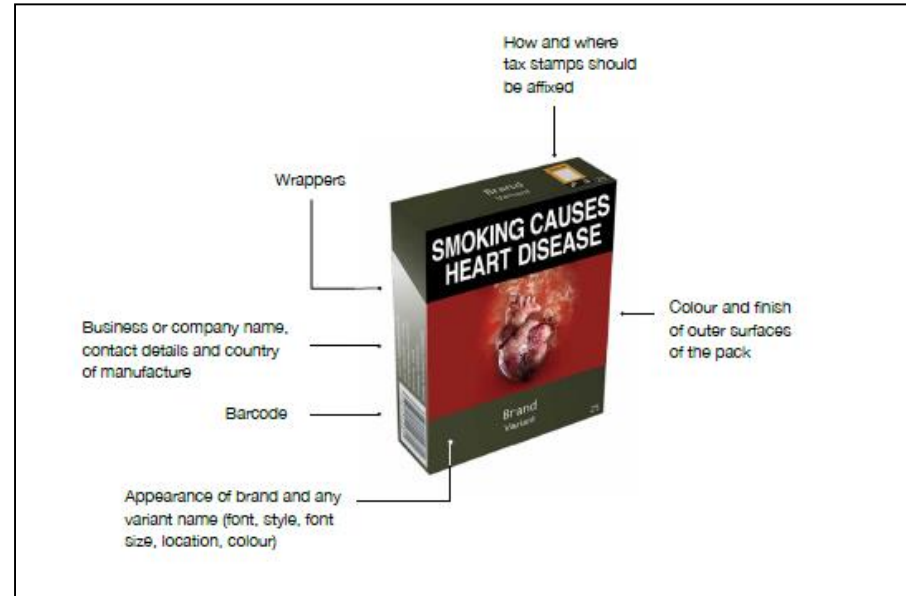
World Health Organization, 2016



# Plain Packaging of tobacco products: What does WHO- FCTC say ?

## ***Standardized or “plain” packaging of tobacco:***

- Uniform plain color and texture.
- Standard shape, size and materials of packs.
- Prohibits any branding, logos or other promotional elements on, inside or attached to the packaging or on individual products.
- Only the brand name, product name, quantity of product and contact details may appear on packaging, in a standard typeface, together with other mandatory information such as health warnings and tax stamps.



# More parties implementing PP ...

- ❑ Australia was the first country to implement plain packaging in 2012.
- ❑ 11 Countries now mandate plain packaging of tobacco products (implemented in 8; to be implemented in 3 by 2020) while 14 others are in the pipeline for implementation.
- ❑ Thailand is the latest (2018) and the first in the SEAR to require plain packaging of tobacco products.



Australia



Thailand



20

# Summary

1.

Globally, only 16 % Parties have comprehensive Article 11 policies for SLT products.

2.

Only half of the Parties have implemented health warnings on smokeless tobacco, whilst over three-quarters have implemented them on cigarettes.

3.

A higher proportion of low-resource Parties have implemented PHWs on SLT compared to high-resource Parties.

4.

Overall, SEAR recorded best compliance in accordance with provisions of Article 11 for SLT.

5.

Among 36 high SLT burden Parties only 7 have complete policy and implementation of Article 11 on SLT products.

# Gaps in Article 11 implementation

There is a **huge variation among Parties in policy formulation and implementation of Article 11** for cigarettes and SLT packages in terms of HW size, type of HW and warning content.

Many Parties have **not been able to formulate policies** on HWs on cigarettes and SLT products.

Most Parties including high SLT burden ones are either **partially complying or non-complying** to provisions of Article 11.

# Recommendations

1.

- Parties should frame **comprehensive HW policies** as per Article 11 of FCTC for all tobacco products, including SLT.

2.

- Parties should **effectively implement the provisions of Article 11** without any exemptions.

3.

- All Parties should **follow the recommended best practices** while implementing HWs.

4.

- The **warnings should be large** i.e. cover  $\geq 50\%$  on the both/all sides, should **include pictures**; there should be **at least two or more specific warnings**, and these should be **rotated at periodic intervals**.

# Recommendations

5.

- Parties should **notify multiple HW messages on various diseases** caused due to SLT use, and where available, require **display of quit-line numbers**.

6.

- Parties should **adopt comprehensive information and communication campaign** for greater impact of the warnings.

7.

- Parties should **mandatorily sell SLT in packaged form** allowing HWs to be clearly printed on the package.

8.

- Parties should make efforts to **move towards plain packaging** for all tobacco products, including SLT.



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