

Tobacco package warmings/labeling

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Packaging and labelling under the WHO FCTC

- Measures under article 11
 - Implementation within a period of 3 years after entering into force
 - No promotion of misleading signs or terms
 - light, low tar, ultra-light, mild, etc
 - Mandatory health warnings
 - May have pictures or pictograms
 - Information on relevant constituents and emissions
 - Each unit packet and package and outside packaging and labelling
 - Appear in its principal language (s)

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- Examples of provisions that can be contemplated under article 11:
 - Article 8 (exposure to tobacco smoke)
 - Article 12 (public awareness)
 - health warnings; non-health warnings; services
 - Article 14 (cessation)
 - Refer the smoker to a quitline or a website
 - Article 20 (research)
- Article 13 (tobacco advertising): an inherent contradiction

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Parties shall:

- (a) require that unit packets and packages of tobacco products for retail and wholesale use that are sold on its domestic market carry the statement: *“Sales only allowed in (insert name of the country, subnational, regional or federal unit)”* or carry any other effective marking indicating the final destination or which would assist authorities in determining whether the product is legally for sale on the domestic market; and
- (b) consider, as appropriate, developing a practical tracking and tracing regime that would further secure the distribution system and assist in the investigation of illicit trade.

Each Party shall require that the packaging information or marking specified in

paragraph 2 of this Article shall be presented in legible form and/or appear in its principal language or languages.

Some considerations on future directions

- Implement article 11 and 15 with attention to:
 - understanding (cultural sensitive)
 - target group, type and number of messages/images (“polluted” pack)
 - Adequate use of pack size (including seals, tracking and tracing devices, etc)
 - vehicle for each message (pack’s front/back or insert)
 - rotation and changes (“old” messages)
 - Opposition of warnings and tobacco products marketing (generic packs)
- Evaluate the impact of every information: health; non-health; services
- Consider applying changes on pack formats, colors and appeal to make them less attractive
- Need new developments to address 11.2