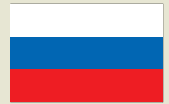




TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



Russian Federation - 2015

As of September 2015, Russia's health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

1. 30 percent coverage of the front and 50 percent coverage, with color pictorial HWLs, on the back of the pack
2. Text warning displayed on contrasting background color
3. Twelve different tobacco use health warning messages, in Russian



Russia's HWL size ranked 28th in the WHO European Region and tied for 84th globally in 2014.¹ However, FCTC guidelines recommend the use of pictorial warnings that cover 50 percent or more of the front and back of the pack, which Russia's HWLs did not fulfill.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In September 2015, TPackSS collected cigarette packs in Moscow, St. Petersburg, and Kazan using a systematic protocol.² Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.³

Article 11 of the World Health Organization's (WHO) FCTC requires that Parties implement effective tobacco packaging and labeling measures to increase public awareness of the negative health impacts of tobacco products.

TPackSS systematically collected a sample of 483 unique cigarette packs that displayed the HWLs mandated by Russia. Packs were assessed for compliance with three key requirements.³

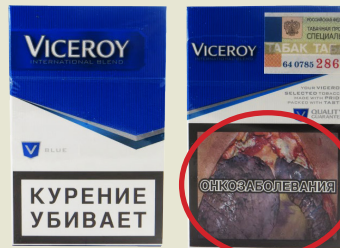
Warning Size

95 percent of packs had a health warning that covered 30 percent of the front and 50 percent of the back of the pack.



Warning Label Elements

100 percent of packs had black health warning text on a white background and text and pictorial health warning framed by a black border.



Warning Text Size

99.8 percent of packs had health warning text printed in all capital letters.



One pack did not have health warning text written in uppercase letters, as required.

95% of the unique cigarette packs assessed were compliant with the three key HWL requirements.

Areas of Concern: Feminine Appeals

There is a vast variety of cigarette packs available in the Russian market: a total of 503 unique cigarette packs were collected, comprising 95 different brand families. The Glamour packs to the right showcase unique and collectible edition packages and demonstrate examples of marketing to women.

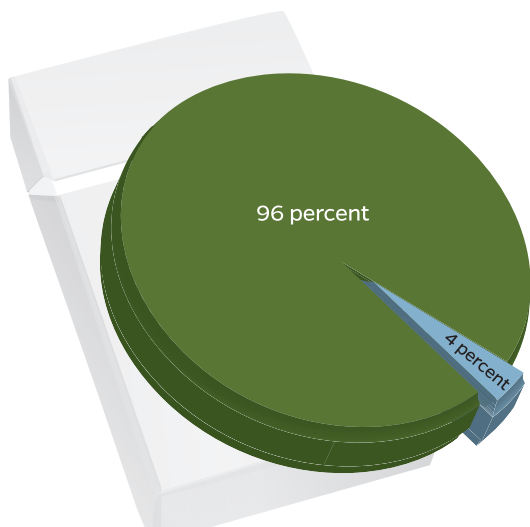


Although compliant with the three key HWL requirements, these packs to the left are using overtly feminine designs and flavor appeals to promote their packs/brands and draw attention away from the HWLs.

Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 502

- **96 percent** of total packs had a current mandated HWL (n=483)
- **4 percent** of total packs had a previous text only Russian HWL (n=19)



The 19 packs with a text only HWL that were collected in Russia are considered legal because they were manufactured under the previous health warning guidance. Russia's health warning label policy should require the recall or removal of all packs with a previous text only HWL, and at a minimum require a pictorial HWL on both the front and the back of the pack. Exposure to best practice HWLs can improve the effectiveness of HWLs in Russia.

¹ Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Fourth Edition. Campaign for Tobacco Free Kids; 2014. http://global.tobaccofreekids.org/files/pdfs/en/WL_status_report_en.pdf. Accessed May 25, 2016.

² Smith K, Washington C, Brown J, Vadnais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. *JMIR Public Health Surveill.* 2015;1(2). doi: 10.2196/publichealth.4616.

³ Technical Regulations for Tobacco Products No. 268-FZ, December 3, 2008, Russian Federation; Order No. 490N of the Ministry of Health Care and Social Development of the Russian Federation of May 5, 2012 "On Approval of Warning Labels on the Danger of Smoking, Accompanied by Illustrations", Russian Federation.

About TPackSS

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health developed the Tobacco Pack Surveillance System (TPackSS) project to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack features and marketing appeals that might violate or detract from country tobacco packaging laws in these countries.