

Health Warning Label Compliance Over Time: A 9-Country Study

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Tobacco Control**

Disclosures

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- Off label medication uses discussed: N/A



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TPackSS Objective

The Tobacco Pack Surveillance System (TPackSS) assesses health warning label (HWL) compliance at a country level



HWL Best Practices

FCTC requirements and recommendations

- Well-designed health warnings and messages as part of a range of effective measures to communicate health risks and reduce tobacco use

Location:

On the top edge of the front and back of the principal display area

Size:

At a minimum: 30% coverage

Recommendation: $\geq 50\%$ coverage

Text/Pictorial:

Pictorial warnings are preferred over text-only warnings

Pictorials should be in color

Language:

Warnings should appear in the principal language(s) of the jurisdiction



TPackSS Data Collection



TPackSS Protocol

The Tobacco Pack Surveillance System (TPackSS) assesses health warning label (HWL) compliance at a country level

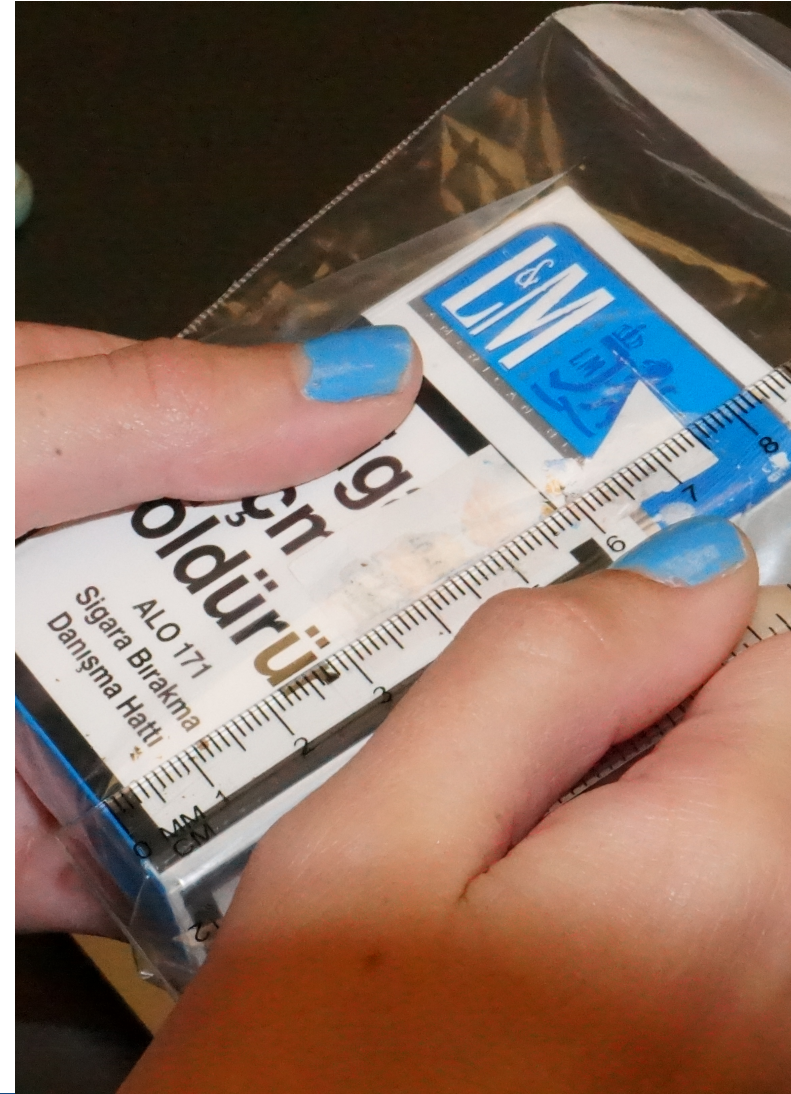
Cigarette packs were collected using a systematic protocol

- 9 countries:
 - Bangladesh, Brazil, China, India, Indonesia, Philippines, Russia, Thailand, Vietnam
- At least 3 cities per country
 - 4 in India
 - 5 in China
- 2,574 unique cigarette packs assessed



Assessing HWL Compliance

- Health warning label and packaging requirements that are presently in effect at the time of data collection
- Country level warning label requirements are reviewed and distilled into the following:
 - Label coverage (size)
 - Label position
 - Text size
 - Label elements (e.g. required colors, borders, etc.)



HWL Compliance Indicators



HWL Elements



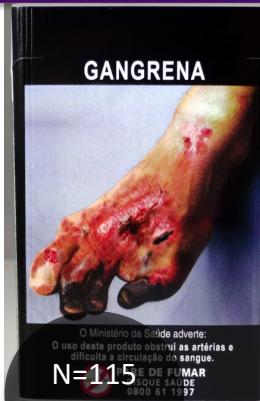
Wave 1 (2013) Overall Compliance

Bangladesh



N=56
45%

Brazil



N=115
70%

China



N=352
90%

India



N=75
80%

Indonesia



N=215
73%

Philippines



N=99
17%

Russia



N=106
90%

Thailand



N=63
63%

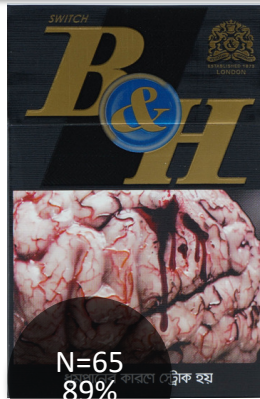
Vietnam



N=83
73%

Wave 2 (2015-2017) Overall Compliance

Bangladesh



Brazil



China



India



Indonesia



Philippines



Russia



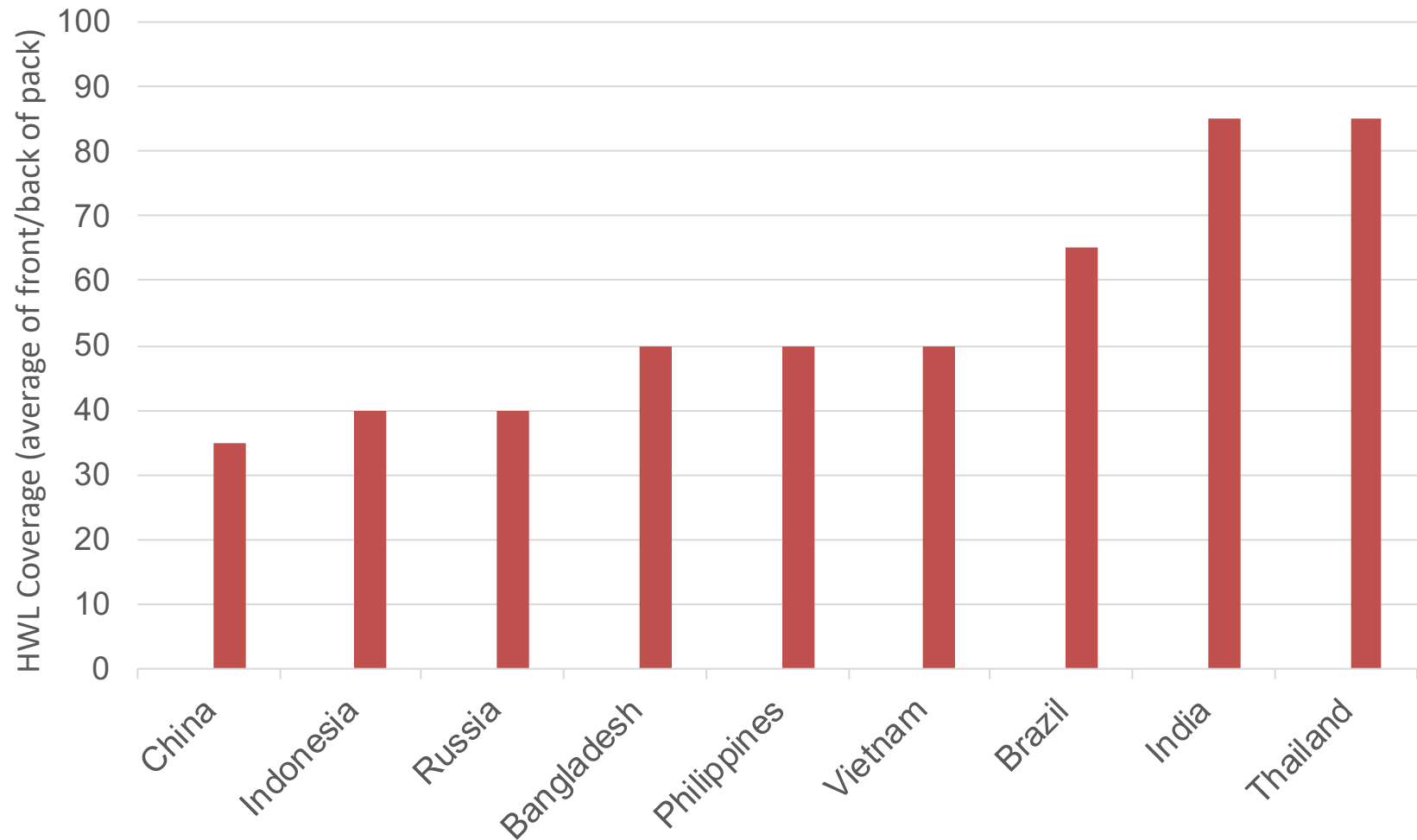
Thailand



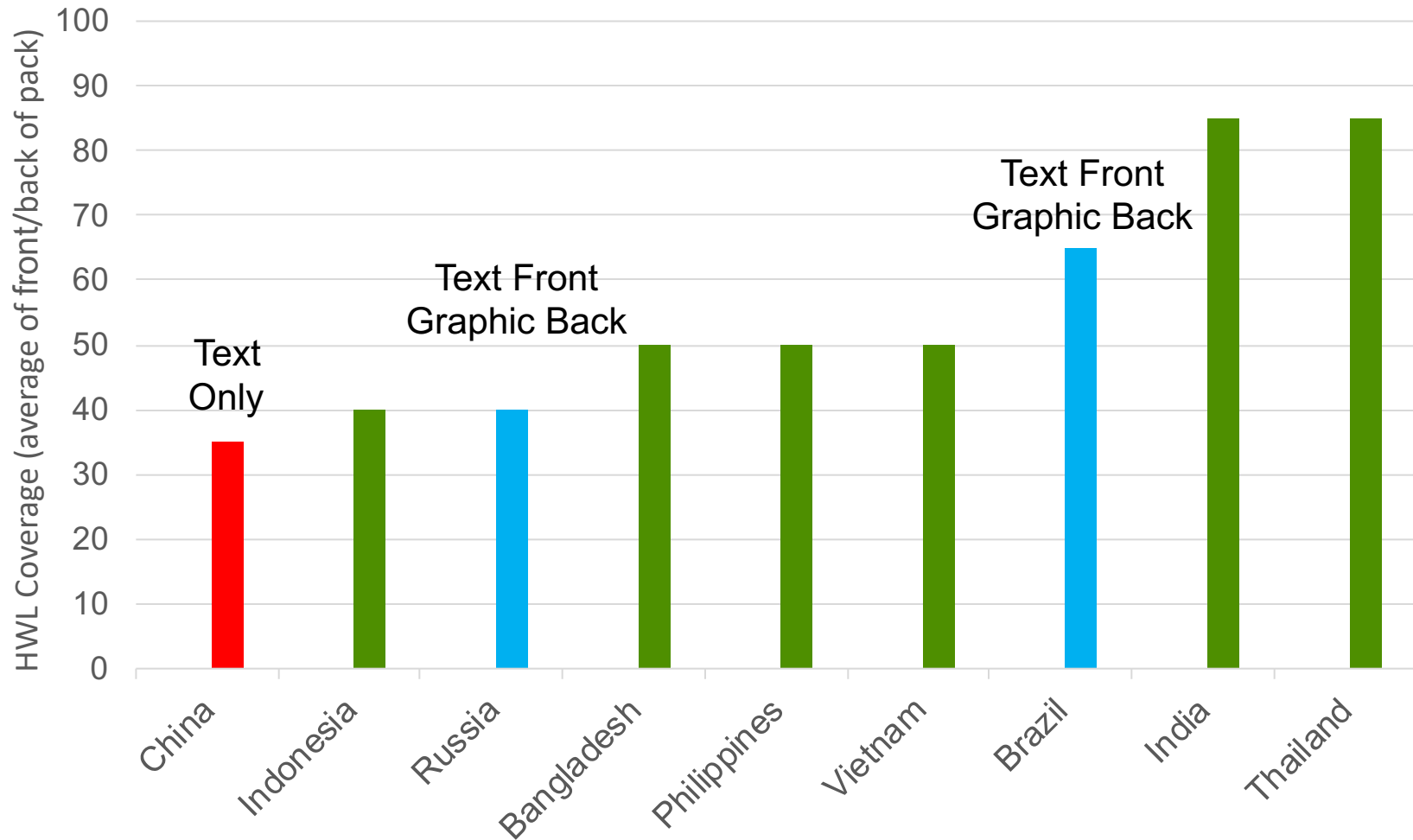
Vietnam



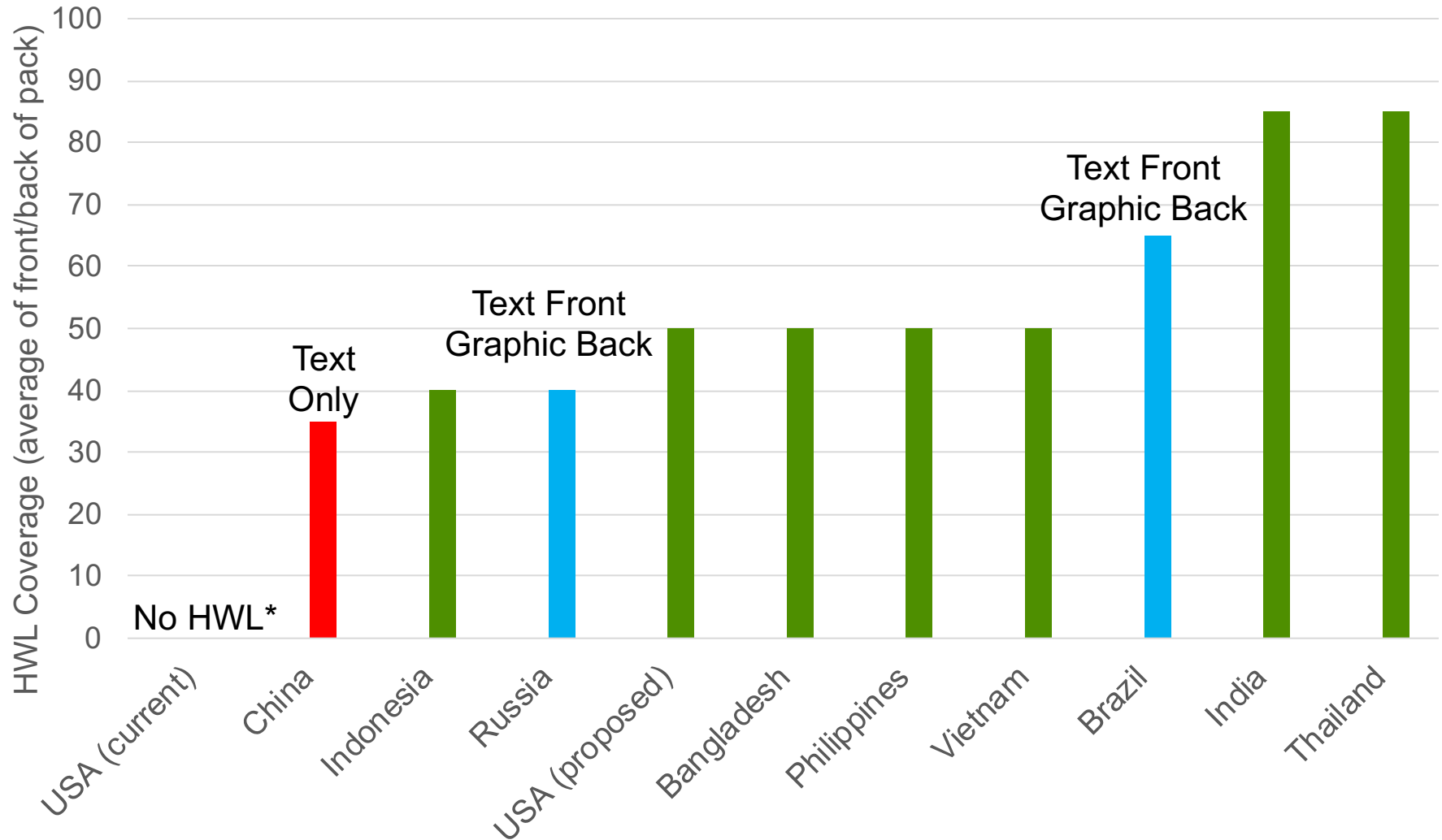
HWL Size Requirement by Country



HWL Size Requirement by Country



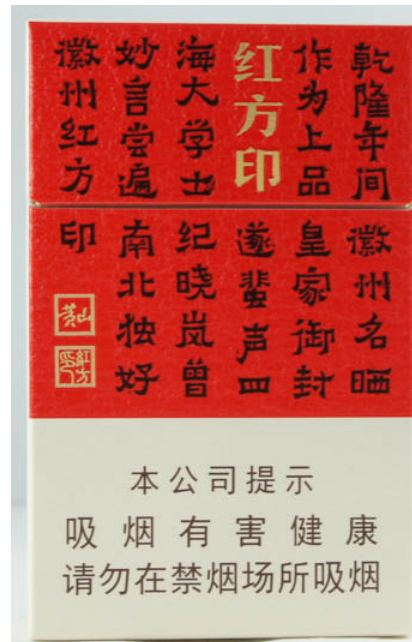
HWL Size Requirement by Country



HWLs Globally



United States



China

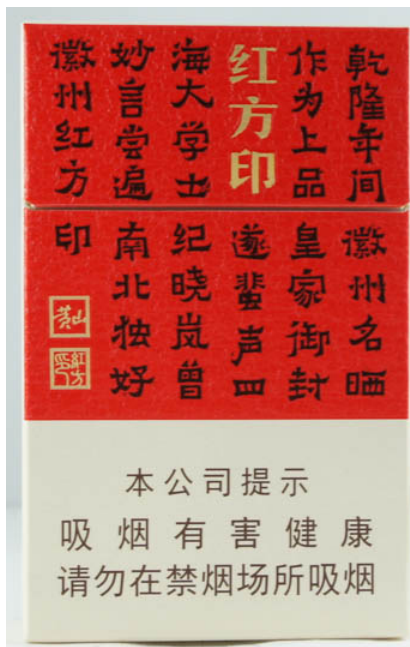


Vietnam



Thailand

HWLs Globally



China



United States



Vietnam



Thailand

Conclusion

- HWL requirements have improved/better aligned with FCTC Article 11 recommendations
- Overall compliance with HWLs improved for many of the countries
 - But many cigarette packs still failed to meet the HWL size requirements
- Evidence suggests that HWL effectiveness increases with their coverage
- FCTC article 11 notes that Parties should monitor the tobacco industry's compliance with HWL requirements



Implications

- Implementing HWLs can be difficult
 - Assessing compliance, even more
- The overall HWL compliance found globally doesn't tell the entire story
- Chinese cigarettes had a greater than 90% compliance for HWL, compared to Thailand and India which had 60% and 51% compliance, respectively



Thank you

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TPackSS: TOBACCO PACK SURVEILLANCE SYSTEM

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