In December 2013, Thailand’s health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

1. 55 percent coverage of the front and back of the pack, with color pictorial HWLs
2. Text warning displayed on contrasting background color
3. Ten different tobacco use health warning messages, in Thai

Thailand’s HWL size ranked 2nd in the WHO South East-Asia Region and ranked 14th globally in 2012. Thailand meets FCTC guidelines for warning size on the front and back of the pack.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In December 2013, TPackSS collected cigarette packs in Bangkok, Chiang Mai, and Hat Yai using a systematic protocol. Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.

TPackSS systematically collected a sample of 63 unique cigarette packs that displayed the HWLs mandated by Thailand. Packs were assessed for compliance with four key requirements.

**Warning Location**

- **98 percent** of packs had a health warning located at the top, left edge of the front and back of the pack.

**Warning Size**

- **68 percent** of packs had a health warning that covered 55 percent of both the front and back of the pack.

**Warning Label Elements**

- **100 percent** of packs had the correct text warning paired with its corresponding pictorial health warning.

**Warning Text Size**

- **95 percent** of packs had health warning text with the correct size and positioning displayed as provided by the Ministry of Public Health.

63% of the unique cigarette packs assessed were compliant with the four key HWL requirements.

[www.globaltobaccocontrol.org/tpackss](http://www.globaltobaccocontrol.org/tpackss)
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.