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

1. 85 percent 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 3rd globally in 2015. 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 September 2015, 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 73 unique cigarette packs that displayed the HWLs mandated by Thailand. Packs were assessed for compliance with four key requirements.

<table>
<thead>
<tr>
<th>Warning Location</th>
<th>Warning Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 percent of packs had a health warning in the upper portion of the front and back of the pack.</td>
<td>60 percent of packs had a health warning that covered 85 percent of both the front and back of the pack.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Warning Label Elements</th>
<th>Warning Text Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 percent of packs had the correct text warning paired with its corresponding pictorial health warning.</td>
<td>100 percent of packs had health warning text with the correct size and positioning displayed as provided by the Ministry of Public Health.</td>
</tr>
</tbody>
</table>

60% of the unique cigarette packs assessed were compliant with the four key HWL requirements.
Area of Concern: Obstruction of Health Warning Label

As a regional leader, Thailand has made impressive strides in having some of the largest HWLs in the world. However, the tax stamp position continues to obstruct the HWL. On hard packs, the tax stamp covers the rear HWL. On soft packs, the HWL covers parts of the front and rear HWL.

Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 111

- **66 percent** of total packs had a current mandated HWL (n=73)
- **28 percent** of total packs had no HWL or a non-Thai HWL (n=31)
- **6 percent** of total packs had a previous Thai HWL (n=7)

More than a quarter of packs collected in Thailand displayed a non-Thai HWL or no HWL. Thailand should take action to reduce the sale of packs that do not bear the mandated Thai HWL. Exposure to best practice HWLs can improve the effectiveness of HWLs in Thailand.

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