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. 55 percent of the front and back of the roll-your-own tobacco pack, with color pictorial HWLs
2. Health warning text displayed on contrasting background color
3. Four different tobacco use health warning messages, in Thai

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.

Thailand’s HWL size ranked 6th in the WHO South-East Asia Region and ranked 54th 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 roll-your-own tobacco products in packs in Bangkok, Chiang Mai, and Hat Yai using a systematic protocol. The roll-your-own packs were assessed for compliance with the current HWL policy in place at the time of data collection.

TPackSS systematically collected a sample of 57 unique roll-your-own packs that displayed the HWLs mandated by Thailand. Packs were assessed for compliance with four key requirements.

### Warning Location

70 percent of the packs had a health warning in the upper portion of the front and back of the pack.

### Warning Size

49 percent of packs had a health warning that covered 55% of the front and back of the pack.

### Warning Label Elements

91 percent of packs had the correct text warning paired with its corresponding pictorial health warning.

### Warning Text Size

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

35% of the unique roll-your-own packs assessed were compliant with all four key HWL requirements.
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.

Area of Success: Health Warning Label Quality

When these are compared with roll-your-own tobacco products from the South-East Asia region, the print quality is high and the HWLs are clearly legible.

Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 68
- 84 percent of total packs had a current mandated HWL (n=57)
- 9 percent of total packs had a cigarette HWL (n=6)
- 6 percent of total packs had no HWL (n=4)
- 1 percent of total packs had a previous Thai HWL (n=1)

Fifteen percent of roll-your-own products in Thailand had either a cigarette warning 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.