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中華人民共和國香港特別行政區政府總部食物及衛生局
Food and Health Bureau, Government Secretariat
The Government of the Hong Kong Special Administrative Region
The People's Republic of China

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16 April 2014

Mr. Derek Lo
Clerk to Bills Committee
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central
Hong Kong

Dear Mr. Lo,

Bills Committee on the Dutiable Commodities (Amendment) Bill 2014
Follow-up of Meeting on 8 April 2014

I refer to your letter dated 8 April 2014 on the captioned matter. The supplementary information requested by Members of the Bills Committee is set out in the **Enclosure**.

Yours sincerely,

A handwritten signature in black ink, appearing to be "CL" or similar initials, written in a cursive style.

(Connie Lau)

for Secretary for Food and Health

Bills Committee on Dutiable Commodities (Amendment) Bill 2014

**List of follow-up actions arising from the discussion
at the meeting on 8 April 2014**

Supplementary Information

(a) Whether the Tobacco Control Office would proactively inspect black spots of illegal smoking

The Tobacco Control Office (TCO) under the Department of Health (DH) conducts inspection in response to each and every complaint received in relation to smoking offences in statutory no smoking areas. In addition, TCO enforcement staff carry out proactive inspection to venues with frequent smoking offences. In 2013, TCO received about 18 000 complaints and conducted over 27 000 inspections. About one-third of the inspections were proactive inspections, while other two-third of the inspections were acting on complaints.

(b) Measures taken by the Administration to tackle the recent increase in the number of female and juvenile smokers, including education, publicity work and relevant collaborations with non-governmental organizations

Female Smokers

2. According to the latest Thematic Household Survey conducted by the Census and Statistics Department in 2012, there was an increase in smoking prevalence among female daily smokers from 3.0% in 2010 to 3.1% in 2012, in particular for the age-groups of 30-39 years (from 5.2% in 2010 to 6.5% in 2012) and 40-49 years from 2.8% in 2010 to 4.2% in 2012). However, there was a decreasing trend of smoking prevalence among young females in the past decade. Percentage of female smokers aged 15-19 dropped from 1.3% in 2010 to 0.8% in 2012, while for those aged 20-29, the smoking prevalence declined from 4.5% in 2010 to 2.6% in 2012.

3. In 2010, TCO launched an Announcement in Public Interest (API) titled "Be Good to Yourself Quit Smoking" to encourage women to quit smoking in our publicity campaign. Another API titled "Do the Best Thing for Yourself Quit Smoking" was launched in 2013.

4. The Hong Kong Council on Smoking and Health (COSH) has been mounting promotional and education programmes targeted at women over the years -

(i) *"Women for A Tobacco Free Hong Kong" (2000-03)*

In response to the call of the World Health Organization for concerted efforts to counteract the rising trend of women smoking in Asia, COSH convened the first women's action group on tobacco control in Hong Kong, namely "Women for A Tobacco Free Hong Kong" and the inauguration ceremony was held on 8 March 2000. Members included representatives from different sectors, including broadcaster, athlete, entrepreneur and the government.

(ii) *"Great Search for Smoke-free OL Competition" (2001)*

COSH jointly organized with the Radio Television Hong Kong (RTHK) a "Great Search for Smoke-free OL" Competition in 2001 which was open to working women in Hong Kong. Participants should be non-smokers or successful quitters who had experienced or who were determined to discourage smoking and promote a smoke-free workplace.

(iii) *"Smoke-free Women Publicity campaign" (2010)*

COSH launched a series of publicity campaigns targeting women in 2010 to align with the theme of World No Tobacco Day 2010, "Gender and tobacco with an emphasis on marketing to women". During the year, COSH produced an API "Smoke-free Women" to bring out the side effects of smoking to women and their loved ones, and thus encourage women smokers to quit smoking and urge young women to refuse the first cigarette.

COSH also partnered with Commercial Radio to produce different special programmes to deliver smoke-free message to audience and encourage more female smokers to quit, including "Doctor Advice – Smoke-free; Worry-free", "Reality of quitting smoking", "Smoke-free Formula" and "A+ smoke-free

Homes”.

5. To tackle the increase in smoking prevalence among middle-aged women, the Administration will work with COSH to conduct publicity and promotional activities on smoking cessation targeting female smokers. For example, COSH is planning to launch district-based promotional programmes in collaboration with local organizations. The Administration will also continue to collaborate with non-governmental organizations (NGOs) to provide community-based smoking cessation services for the smoker population.

Youth Smoking

6. The survey conducted by the University of Hong Kong (HKU) School of Public Health on the proportion of student smokers indicated that the smoking prevalence among Primary 4 to Primary 6 students increased slightly from 0.2% in the school year of 2010/11 to 0.3% in 2012/13. On the other hand, there was a drop in the proportion of smokers among Form 1 to Form 5 students, from 9.6% in 2003/04 to 6.9% in 2007/08, 3.4% in 2010/11, and further to 3.0% in 2012/13 school year.

7. DH continues to enhance smoking cessation service for young smokers. It has collaborated with the HKU School of Nursing to operate a youth-oriented quit-line ‘Youth Quitline’ since June 2011. The Youth Quitline offers smoking cessation telephone counselling services to youth smokers aged 25 or below. In the coming year, the service will be enhanced by outreach activities to schools/institutions to reach out to more youth smokers.

8. To sustain the no-smoking message, encourage smoking cessation and promote the importance of a smoke-free environment, COSH visits primary and secondary schools, as well as kindergartens across all districts to conduct health talks. Interactive education drama performances were conducted in primary schools to disseminate knowledge of smoking hazards, secondhand smoke and third-hand smoke. Youngsters aged 14 to 18 were recruited for its Smoke-free Youth Ambassador Leadership Training Programme to promote smoke-free lifestyle. TCO has recently collaborated with Po Leung Kuk (PLK) to develop a pilot programme for smoking prevention in kindergartens.

(c) The amount of revenue each year from tobacco duty vis-à-vis the amount of resources allocated each year on smoking prevention and cessation services in recent years (in order to demonstrate whether this is a corresponding increase in the latter following the last two occasions of increases of tobacco duty in 2009 and 2011)

9. The amount of revenue from tobacco duty each year in the past five years are set out in the following table –

	2008-09	2009-10	2010-11	2011-12	2012-13
Revenue from tobacco duty (in \$billion)	2.96	3.36	4.22	4.21	5.31

10. Whilst we do not hypothecate a portion of the tobacco duty to fund tobacco control measures, we have allocated additional resources to strengthen smoking prevention and cessation services in the past few years, a three-fold increase from \$35.8 million in 2008-09 to \$102.6 million in 2012-13, mainly to expand the cessation clinic services provided by the Hospital Authority and to support NGOs launching community-based smoking promotion and cessation programmes. The number of patients/smokers who attended smoking cessation clinics has also increased substantially from about 4 100 in 2009 to over 23 000 in 2013. The health education programmes relating to smoking prevention organized by the NGOs are also well-received, attracting an attendance of over 66 500 in 2013.

	2008-09	2009-10	2010-11	2011-12	2012-13
Funding for smoking prevention and cessation services under DH (in \$million)	35.8	44.5	57.8	72.6	102.6

(d) Details on smoking prevention and cessation education and publicity activities conducted by the Administration in recent years, including expenditure on the relevant Announcements of Public Interest.

11. Smoking cessation is an integral and indispensable part of the Government's tobacco control policy. At present, the DH and Hospital Authority provide smoking

cessation services to the general public. In recent years, we have also been strengthening smoking promotion and cessation services through collaboration with NGOs.

12. TCO's health promotion and smoking cessation programmes include general publicity, health education and promotional activities on tobacco control through TV and radio APIs, outdoor billboard advertisements, internet advertisements, enquiry hotline, promotion campaigns, on-line games, health education materials seminars and mobile phone-based application. The aim of these activities is to promote and educate the general public on the harmfulness of smoking, to prevent people, especially younger people, from picking up smoking habit, and to encourage smokers to quit smoking. In the past 3 years, TCO and COSH have launched four and six APIs respectively (see details at **Appendix**). The production cost for one API was about \$450,000.

13. In parallel, the COSH receives annual funding from DH to focus on promoting smoking cessation and a smoke-free living environment. COSH conducts publicity campaigns to encourage smokers to quit smoking and garner public support for a smoke-free Hong Kong. COSH has also continued its education and publicity efforts at kindergartens, primary and secondary schools through health talks and theatre programmes. The aim is to educate students on the hazards of smoking as well as how to resist the temptation of smoking and support a smoke-free environment.

14. The Administration has been funding a number of NGOs, including Tung Wah Group of Hospitals (TWGHs), Pok Oi Hospital (POH), United Christian Nethersole Community Health Service (UCN) and Lok Sin Tong Benevolent Society, Kowloon (LST), to operate free community-based smoking cessation programmes which cover a comprehensive range of services including smoking cessation service, health education/promotion activities and publicity. The school-based smoking prevention activities offered by Life Education Activity Programme (LEAP) and PLK also include health education/promotion activities and publicity.

TWGHs

15. TCO has been funding TWGHs for the provision of a community-based smoking cessation programme since 2009. The programme covers a comprehensive range of activities and services including smoking cessation service through counselling and pharmacotherapy, education for the public and training for health care

professionals. There are currently eight centres operating by TWGHs throughout the territory to provide free smoking cessation services. Since 2009, the programme has served more than 10 000 smokers, of whom 25% are female. The smoking cessation rate (one year after treatment) is about 30%.

POH

16. TCO has been funding POH since April 2010 for the provision of a smoking cessation programme using acupuncture in Chinese Medicine. The programme covers a comprehensive range of activities and services including smoking cessation service, education for the public, publicity and research projects. Free smoking cessation service is provided through 18 mobile clinics, serving 90 locations in different districts. A Chinese Medicine Community Health Care Centre in Kwun Tong has also been established to support these mobile clinics. The POH programme has served over 5 000 smokers since 2010, of whom about 35% are female. Its smoking cessation rate at one year after treatment was 24.0% for clients admitted in 2012.

UCN

17. To address new immigrants and ethnic minorities' needs on smoking cessation service, UCN has been commissioned by TCO to provide outreach and centre-based cessation services. The 24-month programme was started in April 2013. As of end-December 2013, 123 smokers had received the smoking cessation service of whom around 20% are female.

LST

18. TCO has funded LST to develop an outreaching "Smoking Cessation Programme in Workplace" since 2012, which is specially designed to target smokers in the working population. The programme covers a comprehensive range of activities and services including outreach counselling services in workplace, setting-up of internal policies that helped smokers quit and provide free health talks. Since December 2012, the programme has provided outreach services to around 70 companies and reached more than 470 smokers, of whom around 20% are female.

PLK and LEAP

19. TCO has also provided funding support for PLK and LEAP to deliver school-based smoking prevention activities for primary and secondary students since 2011. PLK holds health promotion activities while LEAP delivers smoking prevention programme through mobile classrooms. As of end-December 2013, more

than 139 000 students have received the service provided by PLK and LEAP since the start of the programmes.

Department of Health
Food and Health Bureau
April 2014

Appendix

APIs produced by TCO

	Titles	Launch Date
1.	Breathe easy, it' a smoke-free journey	January 2011
2.	Enjoy a smoke-free environment	October 2011
3.	Do the best thing for family: Quit smoking	May 2013
4.	Do the best thing for yourself: Quit smoking	June 2013

APIs produced by COSH

	Titles	Launch Date
1.	Quit Now	2011
2.	Let's Quit Together	2011
3.	One in two smokers will die early	2012
4.	Hong Kong smokers spend \$8 billion a year on cigarettes	2012
5	Get started! Quit now – Doubt version	2013
6	Get started! Quit now – Guilty version	2013