



Health Warnings in ASEAN

SEATCA provides technical assistance for policy development and implementation in compliance with FCTC Article 11 Guidelines in ASEAN countries. With SEATCA support, pictorial health warnings are now mandated by law in almost all ASEAN countries, most recently Indonesia and the Philippines.

Philippines	Singapore	Thailand	Vietnam	Myanmar
				

World's Largest Cigarette Package Health Warnings – Historical Evolution

Below is a listing of each occasion where a new world precedent was set in terms of the size of cigarette package health warnings. The listing below refers to size as an average of the package front and back. The listing includes the year of implementation.

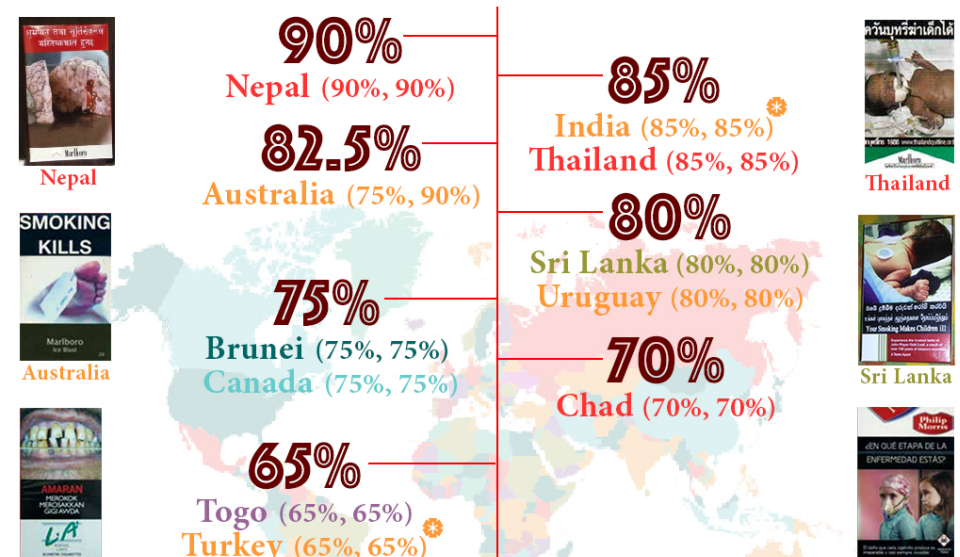
There has been an encouraging, continued progression in terms of increasing the size of package warnings.

Historical Evolution of World's Largest Package Health Warnings

20%	30%	35%	50%	56%	60%
Canada	Poland	Canada ^{1,2}	Canada	Belgium ¹	Australia
1989	1998	1994	2001	2003	2006



List Countries with the Largest Package Health Warnings according to Canadian Cancer Society (CCS)













Source: Canadian Cancer Society (2005). World's Largest Cigarette Package Health Warnings – Historical Evolution

1. The size of the warning including the border may vary somewhat depending on package format.
2. The 1994 Canadian warnings were 25% plus a 3mm border that surrounded the warning. This worked out to be about 35% including the border, although this varied depending on package format. Poland has also been included in the listing because at the time it had the world's largest warning size without a border. (Poland did not require a border at the time.)
3. Australia includes requires a message on fire risk that covers 10% of the back of the package. Including this other mandatory message, the total size required by Australia as of 2012 was (and remains) 87.5% including the front and back.

Country	Warning type	Size on front	Size on back	Date of approval	Date of implementation	Duration of industry compliance
	7 rotating pictorial warnings	upper 75%	upper 75%	13 Mar 2012	1 Sept 2012	less than 6 months
	5 rotating pictorial health	upper	upper	22 Oct		

	pictorial health warnings	upper 55%	upper 55%	22 Oct 2015	July 2016	6 months
	5 rotating pictorial health warnings	upper 40%	upper 40%	24 Dec 2012	24 June 2014	18 months
	6 rotating text warnings	bottom 30%	bottom 30%			
	12 rotating pictorial health warnings	upper 50%	upper 60%	11 Jun 2013	1 Jan 2014	Less than 7 months
	Only 1 non-specific text warning is applied on side of the cigarette pack					
	12 rotating pictorial health warnings (implemented by March 2016)	bottom 50%	bottom 50%	15 Jul 2014	5 Nov 2015	12 months from approval of PHW templates
	6 rotating	upper	upper	12 Jan		

	pictorial health warnings	upper 50%	upper 50%	12 Jan 2012	1 Mar 2013	13 months
	10 rotating pictorial health warnings	upper 85%	upper 85%	5 Apr 2013	2 Oct 2013*	6 months
	6 rotating pictorial health warnings	upper 50%	upper 50%	8 Feb 2013	8 Aug 2013 for soft packs, 8 Dec 2013 for hard packs	6-10 months

**The actual implementation of PHWs was delayed by a court case filed by tobacco companies. The Thai Supreme Administrative Court ruled against the tobacco industry, allowing PHWs to be implemented effective on 23 September 2014, 90 days after the court decision.*

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