
Health Warnings

**FCTC Article 11**

Guidelines call for:
- Large, visible, rotating health warnings
- In the country's principal language(s)
- Full colour pictures
- Covering at least 50% of the principal surface areas of cigarette packages
- Implemented within 3 years of the treaty coming into force

- 2009 for China

105 countries have pictorial warnings

94 countries require warnings covering 50% or more of the package front/back (on avg)

3 BRICS countries (Brazil, Russia, India)

- Brazil 30% front/100% back
- Russia 85% front/back
- India 85% front/back

**China’s current health warnings DO NOT meet WHO FCTC requirements**

- Text only
- 35% of front & back of packs
- Do not describe specific harms of smoking

**Evidence of the weak impact of China’s health warnings**

**Awareness of Warnings**

<table>
<thead>
<tr>
<th>Year</th>
<th>% of smokers who noticed warnings</th>
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<tbody>
<tr>
<td>2006</td>
<td>60%</td>
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<tr>
<td>2015</td>
<td>DECREASED from 51% to 38% between 2006-2015</td>
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**Quit-Related Behaviours**

- <2 in 10 smokers:
  - avoid the warnings;
  - think about the harms; or
  - more likely to quit because of warnings

**Knowledge of Harms**

- Chinese smokers have the LOWEST level of awareness that smoking causes:
  - STROKE among 20 countries
  - CHD among 14 countries

Doubling the text warning font size in 2012 DID NOT improve China’s WL effectiveness

**Support for stronger health warnings in China**

**Importance of Packs**

- Cigarette packs are the MOST FREQUENTLY reported source of anti-tobacco information
- 76% of smokers noticed info on packs at Wave 5

**Support**

- The majority of Chinese people support pictorial warnings in 2013-15
- Smokers: 67%
- Non-Smokers: 76%

**Rural Areas**

- Wave 5:
  - Stronger impact of warnings in rural areas than in cities
- 42% of rural smokers want more health info on packs

ITC evidence from other countries shows that large pictorial warnings:

- Communicate the health risks of smoking
- Increase awareness of the harms
- Reduce tobacco consumption
- Increase behaviours that lead to quitting