



# Graphic Health Warning Labels – Singapore's Experience

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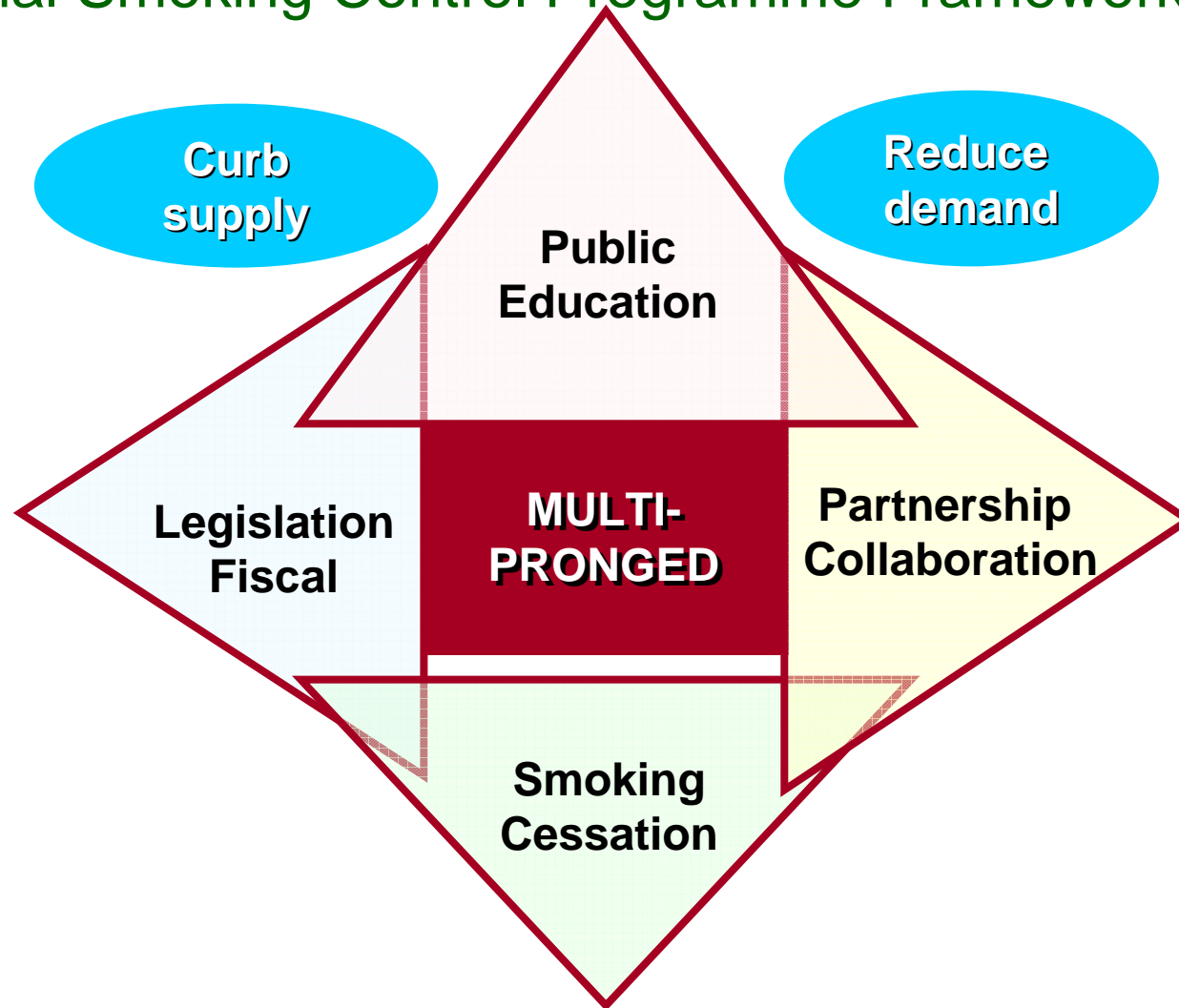
# Overview of presentation

- Smoking Control & Smoking Prevalence in Singapore
- Timeline of Singapore's Health Warning Labels (HWL)
- Graphic HWL implementation process
- Challenges
- Lessons learnt



# Smoking Control & Smoking Prevalence in Singapore

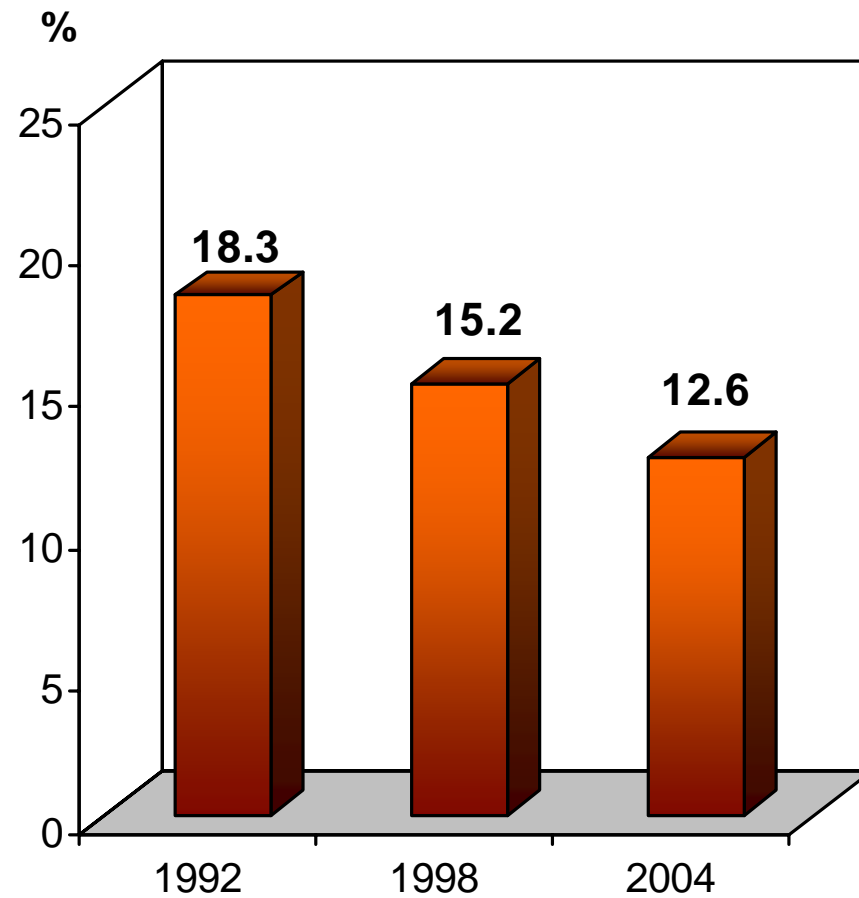
## National Smoking Control Programme Framework





# Smoking Control & Smoking Prevalence in Singapore

## Smoking Prevalence (18-69 years)





# Overview of presentation

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# Timeline of HWLs

- 1980 – Consumer protection (Warning Against Danger of Smoking) Regulations: statutory label
  - Government Warning : Smoking Can Damage Your Health
- 1987 – Consumer protection regulations amended to carry 4 labels in rotation
  - Smoking Causes Heart Disease
  - Smoking Causes Cancer
  - Smoking Damages Your Lungs
  - Smoking Harms Those Around Us

# Timeline of HWLs

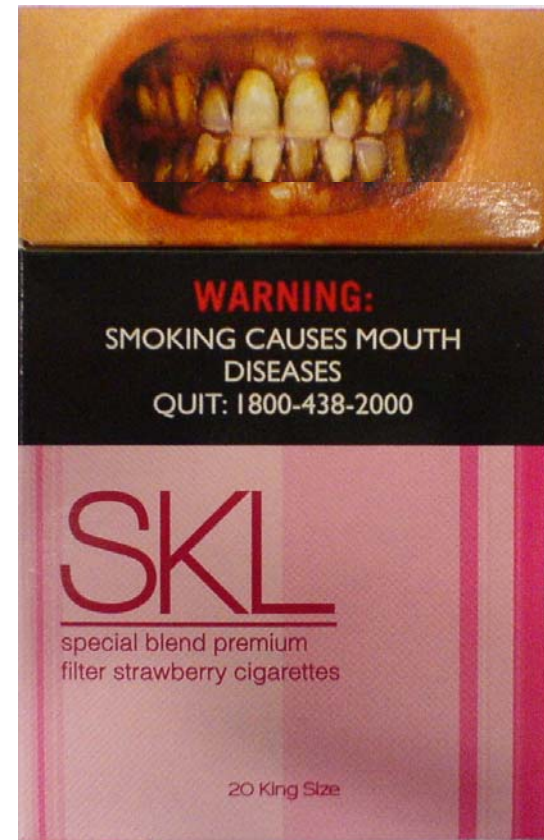
- 1988- HWLs amended to:
  - Smoking Causes Cancer
  - Smoking Causes Heart Disease
  - Smoking Kills
  - Smoking Harms Your Family
- Prescribed layout had to cover the lower 20% of the 2 largest surfaces of the packet



# Timeline of HWLs

## First Set of Graphic Health Warnings 2004

- 2003-implemented 2004
- Revision of Labelling Regulations to depict graphic health warnings
- not less than 50% of the total area:
  - 2 largest external surfaces
  - Largest external surface of cylindrical/conical containers
- 6 rotational images





# First Set of Graphic Health Warnings 2004

Part I {  
Part II {



**WARNING:**  
SMOKING HARMS YOUR FAMILY  
QUIT: 1800-438-2000

Warning 1

Part I {  
Part II {



**WARNING:**  
SMOKING CAN CAUSE A SLOW  
PAINFUL DEATH  
QUIT: 1800-438-2000

Warning 2

Part I {  
Part II {



**WARNING:**  
TOBACCO SMOKE CAN KILL BABIES  
QUIT: 1800-438-2000

Warning 3

Part I {  
Part II {



**WARNING:**  
SMOKING CAUSES MOUTH  
DISEASES  
QUIT: 1800-438-2000

Warning 4

Part I {  
Part II {



**WARNING:**  
SMOKING CAUSES STROKE  
QUIT: 1800-438-2000

Warning 5

Part I {  
Part II {



**WARNING:**  
SMOKING CAUSES LUNG CANCER  
QUIT: 1800-438-2000

Warning 6



# Timeline of HWLs

## Second Set of Graphic Health Warnings 2006

- Implemented 2006
- 6 new rotational images introduced to replace first set of 6 images
- Current set





# Second Set of Graphic Health Warnings 2006



**WARNING:**

SMOKING CAUSES GANGRENE

QUIT: 1800-438-2000



**WARNING:**

SMOKING CAUSES MOUTH DISEASES

QUIT: 1800-438-2000



**WARNING:**

SMOKING INCREASES MISCARRIAGE RISK

QUIT 1800-438-2000



**WARNING:**

SMOKING CAUSES 92% OF ORAL CANCERS

QUIT: 1800-438-2000



**WARNING:**

SMOKING CAUSES 92% OF ORAL CANCERS

QUIT: 1800-438-2000



**WARNING:**

SMOKING CAUSES NECK CANCER

QUIT 1800-438-2000

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- **Graphic HWL implementation process**
- Challenges
- Lessons learnt



# Implementation process

4 step approach:

1. Research & policy agreement
2. Revision of Regulations
3. Timeline & implementation
4. Post implementation evaluation

# Implementation process

## 1. Research & policy agreement

- Pre-test graphics
- Focus groups
  - Age groups
  - Gender
  - Income groups
  - Stages of change (pre-contemplator, contemplator, action)

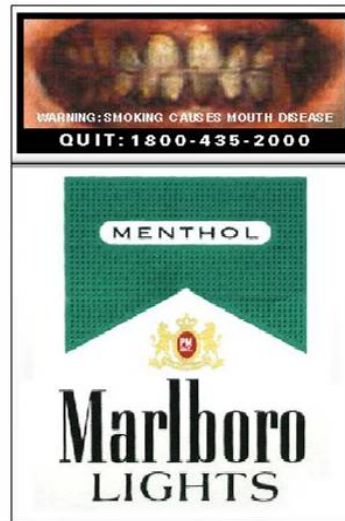


# Implementation process

## 1. Research & policy approval

- Pre-test position of labels
  - Labels at top more attention catching
  - Larger image than words
- Pre-test QuitLine number
- Produce final images

Version 1



Front

Version 2



Front



# Implementation process

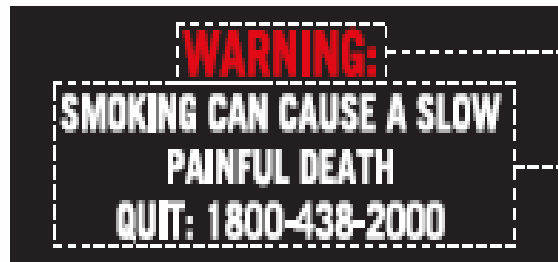
## 2. Revision of Regulations

- Brief trade so they can plan implementation
- Amend regulations with clear specifications to trade
  - Size & colours of graphic image and text
  - Readability – no part can be covered
  - Text style, size, colours
  - Minimum size of product to include graphic image



# Implementation process

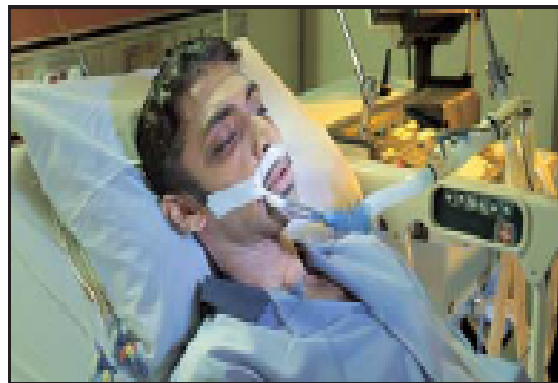
## 2. Revision of Regulations - e.g. of specifications



Fonts Type : TradeGothic Bold  
Colour : 100m100y/Pantone Red 032

Fonts Type : GillSans  
Colour : Reversed white

Colour : 100k black box



Resolution : min. 300dpi for actual size of all images

Colour : Images & warning message must be printed using 4 colour printing

# Implementation process

## 3. Timeline & implementation

- Set realistic implementation timeline – approx 12 months  
Press release and media campaign to maximise public awareness of images  
Health Science Authority allowed trade to submit their draft packages prior to production for clearance





# Implementation process

## 4. Post implementation evaluation

Determine impact of graphic HWLs on smokers & non-smokers

- Cross sectional survey conducted after implementation Nov-Dec 2004
- Face to face surveys, approx 1300
- 18-69
- Smokers & non-smokers

# Implementation process

## 3. Post implementation evaluation

	 <p><b>WARNING:</b> SMOKING HARMS YOUR FAMILY QUIT: 1800-438-2000</p>	 <p><b>WARNING:</b> SMOKING CAN CAUSE A SLOW PAINFUL DEATH QUIT: 1800-438-2000</p>	 <p><b>WARNING:</b> TOBACCO SMOKE CAN KILL BABIES QUIT: 1800-438-2000</p>	 <p><b>WARNING:</b> SMOKING CAUSES MOUTH DISEASES QUIT: 1800-438-2000</p>	 <p><b>WARNING:</b> SMOKING CAUSES STROKE QUIT: 1800-438-2000</p>	 <p><b>WARNING:</b> SMOKING CAUSES LUNG CANCER QUIT: 1800-438-2000</p>
Median score	6	5	3	3	2	2

Ranked from "1" to "6"

"1" being **most effective** and "6" being **least effective**



# Implementation process

## 4. Post implementation evaluation

For smokers:

- 28% smoked fewer cigarettes
- 19% smoked less frequently
- 14% avoided smoking in front of children
- 12% avoided smoking in front of pregnant women
- 25% felt motivated to try to quit smoking
- 21% made efforts to abstain because of HWL
- 9% asked for different pack because they disliked certain HWL



# Implementation process

## 4. Post implementation evaluation

For non-smokers:

- 54% had advised their friends & colleagues to quit
- 17% had advised their spouse to quit
- 10% had advised their siblings to quit
- 4% had tried to pick up smoking but were deterred after seeing HWLs



# Implementation process

## 4. Post implementation evaluation

### QuitLine

- Singapore's dedicated telephone helpline saw a three-fold increase in the number of callers for advice on quitting smoking immediately after the introduction of the HWLs





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# Challenges

- Reaction from trade
  - requested 17 months implementation time for first set of HWLs
  - Argued 50% size infringed on their trademarks & proposed 100% on back of package





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## Lessons learnt

- Lots of valuable experience around the world – **use case studies & contacts to help** with resistance from trade
- **Pre test and post test** – find out which images work best for your country & target groups
- **Rotate images** – have a number of constant images to rotate and update images every 2-3 years
- **Utilise media platform** for public education to raise awareness
- **Share images** internationally & ensure you have copyrights to do so
- **Devolve legislative powers**



***Thank you***

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