



Health
Canada Santé
Canada

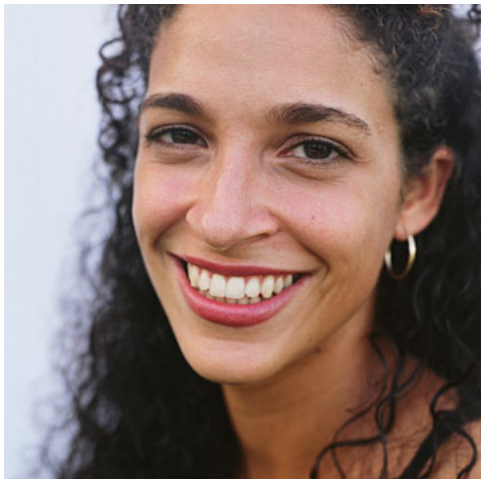
*Your health and
safety... our priority.*

*Votre santé et votre
sécurité... notre priorité.*

Canada's Experience in Renewing its Labelling Requirements

Christine Belle-Isle
Tobacco Control Directorate
Health Canada

14th WCTOH, March 2009, Mumbai, India



Canada 

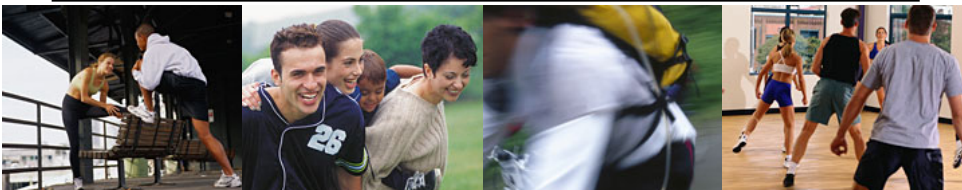
Brief History of Tobacco Product Labelling in Canada

Labelling prior to January 1, 1989 was not mandated by law
Voluntary labelling code was followed by some manufacturers

January 1, 1989 *Tobacco Products Control Act*

First regulations

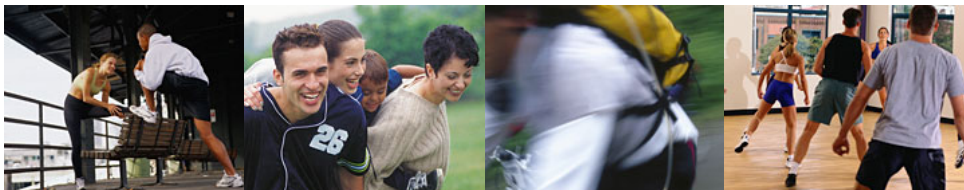
- 4 text-only warnings to be printed in contrasting colour
- Bottom 20% of pack
- Information on tar, nicotine and carbon monoxide required on side panel
- Regulations challenged by the tobacco industry



Brief History of Tobacco Product Labelling in Canada

September 1994 Labelling Regulations Amendment

- 8 text-only warnings (black text on white background or vice versa)
- Top 25% of pack surrounded by 3mm border
- Average levels of tar, nicotine and carbon monoxide (black text on white background)



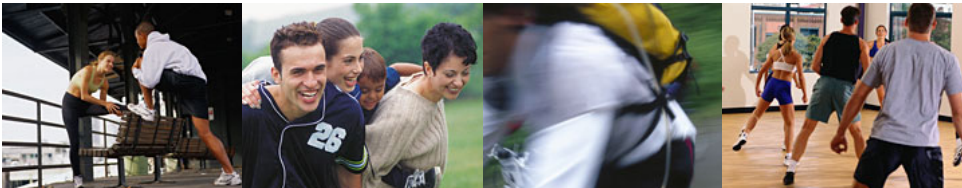
Court Challenge

In September 1995, the Supreme Court of Canada struck down many sections of the *Tobacco Products Control Act*, including sections dealing with labelling

The decision stated that the government had the right to require health warnings on tobacco products, but manufacturers had to have the right to attribute them to the author

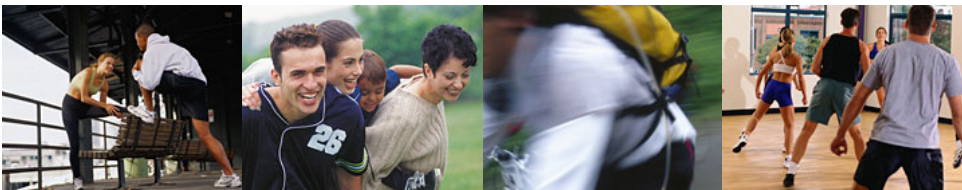
September 1995

Health Canada attribution



Tobacco Act 1997

- New *Tobacco Act* came into force in April 1997
- Initially, the labelling requirements were to continue as found in the 1994 regulations
- However, in light of the vast body of research on the serious health effects of smoking and the need to better inform consumers about the dangers associated with smoking, Health Canada decided to review these requirements for future incorporation by regulations



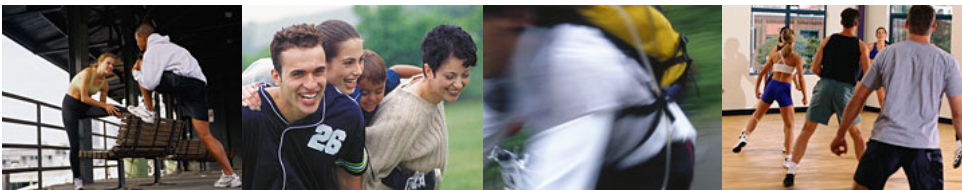
Tobacco Act 1997, Part III - Labelling

PURPOSE

To enhance the public awareness of the health hazards of using tobacco products

Tobacco Act - Part III - Labelling

Manufacturers or retailers may not sell a tobacco product unless the package containing it displays information about the product and its emissions, and about the health hazards and health effects arising from the use of the product or from its emissions



2000 Tobacco Products Information Regulations

Cigarettes, Cigarette Tobacco, Leaf Tobacco, Tobacco Sticks and Kreteks

1. Health Warning Messages

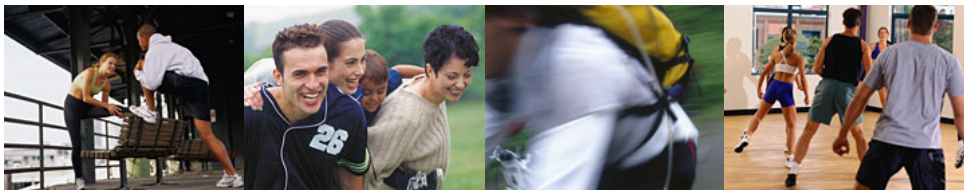
- ◆ 16 pictorial warnings in colour
- ◆ 50% of the principal display surface (top)
- ◆ English on one side, French on the other



2. Toxic Emissions

- ◆ Listing of 6 emissions: tar, nicotine, carbon monoxide, benzene, hydrogen cyanide, and formaldehyde
- ◆ Presented as a range
- ◆ In English and French on the side of the pack

The Tobacco Act requires that certain information be displayed on packages of all tobacco products: 1) Graphic health warnings, 2) Toxic emissions statement, and, 3) Health information messages



2000 Tobacco Products Information Regulations

Cigarettes, Cigarette Tobacco, Leaf Tobacco, Tobacco Sticks and Kreteks

3. Health Information Messages

- ◆ 16 messages
 - cessation information
 - information on tobacco related diseases
- ◆ On “Back” panel of the slide or a leaflet

You CAN quit smoking!

Tobacco products are highly addictive

· Most people don't manage to stay off tobacco the first time they try to quit smoking. You may have to try several times before you succeed.

But each time you try, you can learn more about how to succeed.

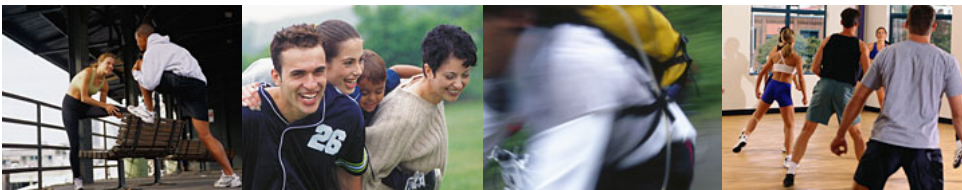
· Don't give up if you slip and have a smoke. Write down why and how you started to smoke again.

Consider talking to a health care professional about cessation therapy options.

For more information on tobacco, its health effects and ways to overcome a tobacco addiction, talk to a doctor, nurse or pharmacist or visit www.infotobacco.com

Health Canada

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2004 Labelling Renewal Process

2004: Regulatory consultation on the renewal of all tobacco product labels

2005: Design contract awarded

2005-06-07-08: Message design and focus-group testing (over 130 labelling elements)

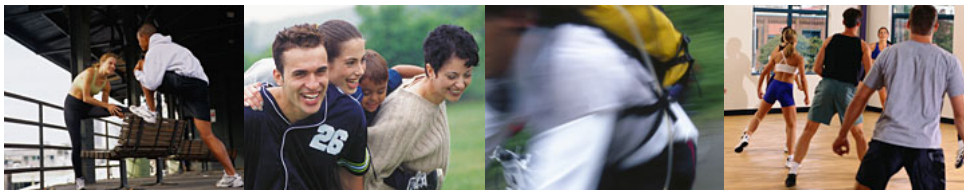
2008-09: Drafting of regulations / Finalizing message design (ongoing)



Tobacco Labels? Issues to Consider

Determine what is the purpose of your pictorial health warnings initiative

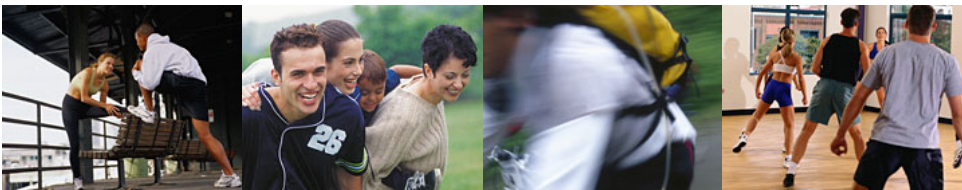
- What is your measure of success?
- How is effectiveness of your warnings defined?
- How does this initiative fit in your overall tobacco control strategy?



Issues to Consider - Tobacco products

Learn about the tobacco products sold in your country

- Are they smoked, chewed, sucked or sniffed?
- Are they manufactured locally? Imported? A few manufacturers only or many?
- What types of packages and formats do they come in?
 - Tins, boxes, flip-top packs?
- How are the packages opened? Used?
- Are the packages large enough to display pictorial health warnings?



Issues to Consider - Target Audience

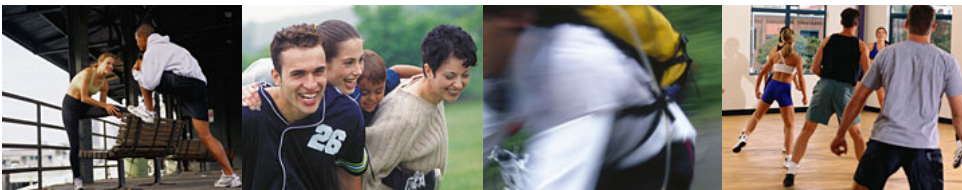
Who is your target audience?

- Smokers only? Both smokers and non-smokers? Pre-contemplators? Contemplators? Young smokers? Older smokers? Ex-smokers (relapse prevention)?

Do you know the people in your target audience?

- What is their knowledge? attitude? behaviour?

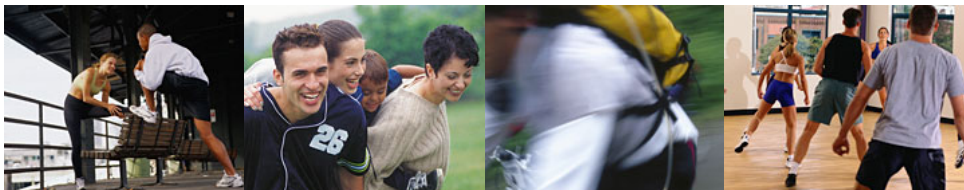
Have you done focus groups? Surveys?



Issues to Consider – Message Themes

Identify theme(s) you want to use

- One theme only -- eg. cessation?
- Variations on one theme
eg. health: cessation, addiction, second-hand smoke, health effects?
- Different themes
eg. health, environment, personal financial impacts?



Issues to Consider – Message Content

Prepare a technical brief on selected theme(s)

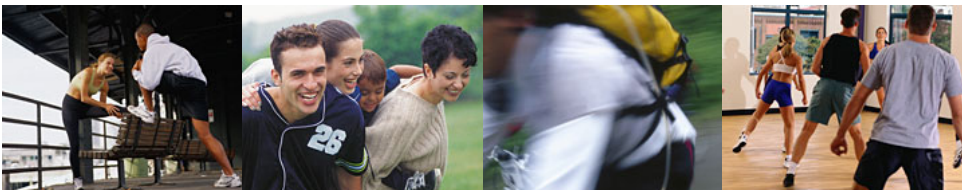
- Do you have research supporting your statements?

Nature of messages

- Short ones better than long ones

Choose the tone of your messages

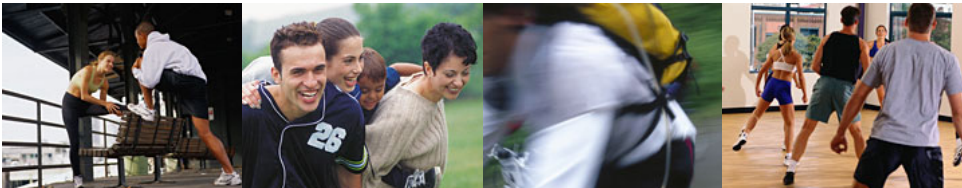
- Shock approach? Educational approach? Positive messaging approach? Humour?



Issues to Consider - Selection criteria

Aim for health warnings that are:

- Noticeable
- Informative
- Credible



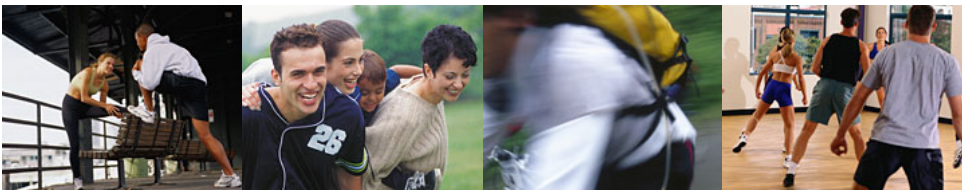
Issues to Consider - Size matters

What percentage of the display panels will your health warnings occupy?

- The larger the space, the better; “must be really bad for you!”

The size of the graphic relative to the text is important

- The bigger the graphic, the better

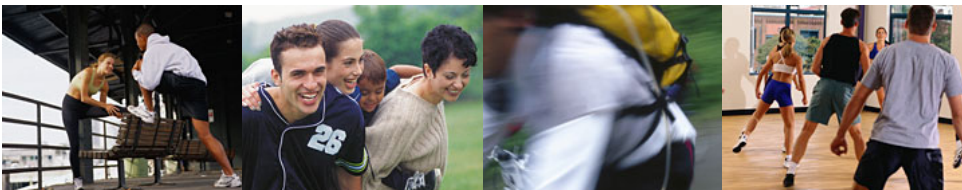


Issues to Consider - Where on the package?

Front panel of pack vs. back panel

- 50% front / 50% back?
- 30% front / 90% back?

**Have you considered using side panels?
Using inserts?**



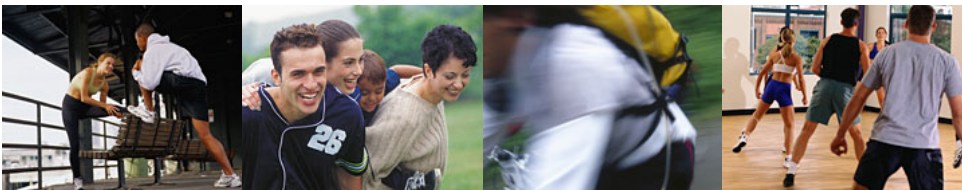
Issues to Consider - Number and Rotation

Determine the number of health warnings to be displayed at the same time

- 4? 8? 16?

Rotation frequency

- Every 2 years? 3 years?
- Will you have overlap?



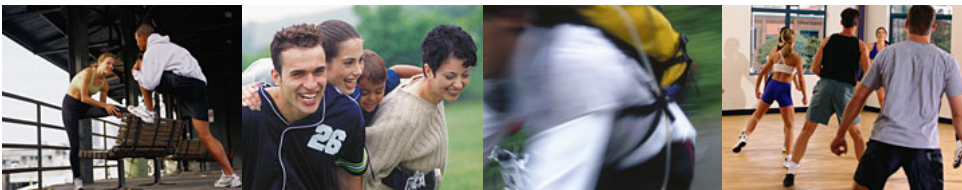
Don't be shy!

Borrow ideas from other countries

- But make sure that the messages you take are culturally relevant to your audience

Improve on the ideas borrowed

- Add your own touch



Evaluate!

Design your evaluation piece as early as possible

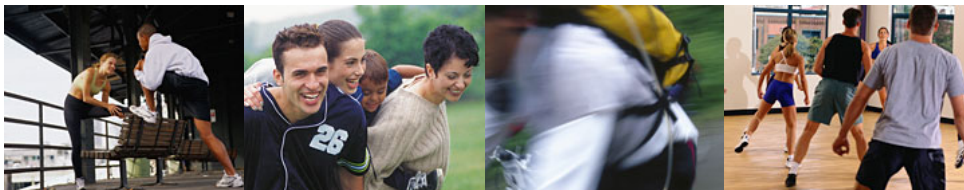
- Perform your baseline measurements before your health warnings go out

How many follow-up measurements will you perform? What will be their frequency?

Analyse your results

- What did you learn?

Are changes to your health warnings necessary?

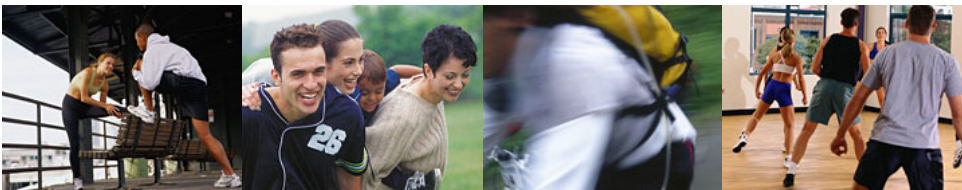


Go ahead

... And try new things

Don't be afraid to make mistakes

- But make sure you can recognize them
- And learn from them!



Rights to Use Canadian Health Warning Messages

Health Canada owns the copyright to 12 of the 16 current health warning messages

To obtain a license to use the health warning messages owned by Health Canada:

- ◆ Contact: Christine Belle-Isle - pregs@hc-sc.gc.ca
- ◆ Manager of Regulations, Tobacco Control Directorate

To view all the health warning messages, please visit:

<http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/legislation/label-etiquette/graph/index-eng.php>

