

What else can be done to make cigarette warnings more effective?

In addition to providing health messages, cigarette warnings could:

- ▶ remind smokers of other harmful effects from smoking in addition to health effects. These include environmental, social and economic costs.
- ▶ encourage smokers to seek help from other people.
- ▶ promote public health measures, like bans on smoking in public place.
- ▶ focus on the concerns of specific population groups (for example, young men or women).
- ▶ increase smokers' confidence in quitting. People are more likely to try to quit if they think they will be successful
- ▶ emphasize the benefits of quitting.

More than 30 countries require that cigarette warnings take up almost half the package.

The percentage of the package used for health warnings is:

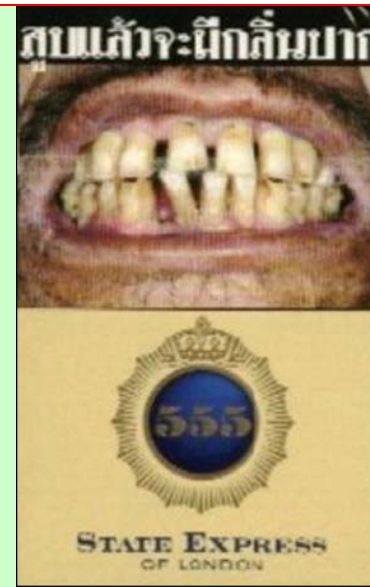
O Ministério da Saúde adverte:
FUMAR CAUSA CÂNCER DE LARINGE



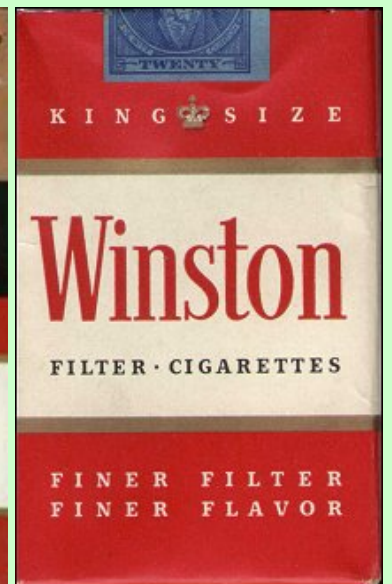
BRAZIL: SMOKING CAUSES CANCER OF THE LARYNX

Large health warnings also reduce the attractiveness of cigarette packages and help create an environment where smoking is less acceptable.

Australia (60%), Belgium 56%*, Brazil (50%), Switzerland 56%*, Finland 52%*, Canada 50%, Singapore 50%, Thailand 50%, Uruguay 50%, Venezuela 50%, European Union 48%*, Norway 48%.
(* including the required border).



TOBACCO COMPANIES DO NOT WANT LARGE, PICTURE BASED HEALTH WARNING MESSAGES ON THEIR PACKAGES. THEY WILL NOT PUT THEM ON VOLUNTARILY, THEY WILL OBJECT TO REGULATIONS AND LAWS WHICH REQUIRE THEM AND THEY WILL CLAIM THAT THEY ARE DIFFICULT TO PRINT. HOWEVER, THE COMPANIES HAVE BEEN ABLE TO PRINT THE LABELS AND COMPLY WITH THE LAW IN EACH COUNTRY WHICH HAS REQUIRED PICTURE BASED WARNINGS.



INTERNATIONAL BRANDS, (LIKE WINSTON, MARLBORO, STATE EXPRESS 555, CAMELS) ARE SOLD IN SOME PARTS OF THE WORLD WITH HEALTH WARNING MESSAGES THAT ARE ABSENT OR HARD TO SEE. IN THAILAND (TOP LEFT) AND CANADA (BOTTOM LEFT), THE SAME BRANDS MUST BE SOLD WITH MESSAGES THAT TAKE UP 50% OF THE PACKAGE FRONT AND BACK.

IN AUSTRALIA, THE FRONT OF THE PACKAGE MUST SOON DISPLAY A WARNING THAT IS EXPANDED ON THE BACK OF THE PAGE. WARNINGS COVER 30% OF THE FRONT AND 90% OF THE BACK OF EACH PACKAGE.

<p>SMOKING CLOGS YOUR ARTERIES Health Authority Warning</p>	<p>SMOKING IS ADDICTIVE Health Authority Warning</p>	<p>DON'T LET CHILDREN BREATHE YOUR SMOKE Health Authority Warning</p>	<p>TOBACCO - 19,819</p> <ul style="list-style-type: none"> Alcohol - 2,431 Motor Vehicle Accidents - 1,731 Illegal Drugs - 863 Murders - 253 <p>CAUSES OF DEATH IN AUSTRALIA* Health Authority Warning</p>
<p>SMOKING CLOGS YOUR ARTERIES Health Authority Warning</p> <p>Smoking narrows your arteries causing them to become clogged and can lead to heart attack, stroke, peripheral vascular disease, gangrene of the feet and impotence. You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>SMOKING IS ADDICTIVE Health Authority Warning</p> <p>When you smoke you inhale the drug nicotine. It is a short time you can feel a desire to control how much you smoke or to quit smoking. Many people don't realise they are dependent on tobacco until they try to quit. Even lifelong smokers CAN and DO quit. You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p><small>Image Sources: Health Canada website and Media Photo Gallery.</small></p>	<p>DON'T LET CHILDREN BREATHE YOUR SMOKE Health Authority Warning</p> <p>Children exposed to passive smoking experience more serious illnesses such as pneumonia, middle ear infections and asthma attacks. Babies exposed to passive smoking are at a greater risk of SIDS (Sudden Infant Death Syndrome). You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p>	<p>TOBACCO - 19,819</p> <ul style="list-style-type: none"> Alcohol - 2,431 Motor Vehicle Accidents - 1,731 Illegal Drugs - 863 Murders - 253 <p>CAUSES OF DEATH IN AUSTRALIA*</p> <p>Smoking causes more deaths than murder, illegal drugs, motor vehicle accidents and alcohol combined. Smokers not only live shorter lives, they also live more years with disabling health problems. You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au</p> <p><small>*Source: AIHW Quantification of drug caused mortality and morbidity in Australia, 1998 and AUS Causes of Death, 1998.</small></p>

IN BRAZIL AND VENEZUELA, THE WARNINGS MUST TAKE UP ONE COMPLETE SIDE OF THE CIGARETTE PACKAGE.

<p>El Ministerio de Salud y Desarrollo Social ADVIERTE</p> <p>EL HUMO DEL CIGARRILLO AFECTA TAMBIÉN A QUIEN NO FUMA</p>	<p>El Ministerio de Salud y Desarrollo Social ADVIERTE</p> <p>FUMAR CAUSA CÁNCER DE PULMÓN, TOS, ENFISEMA PULMONAR Y BRONQUITIS CRÓNICA</p> <p>PULMÓN SANO PULMÓN DE FUMADOR</p>	<p>El Ministerio de Salud y Desarrollo Social ADVIERTE</p> <p>FUMAR DURANTE EL EMBARAZO DAÑA LA SALUD DE TU BEBÉ</p>	<p>O Ministério da Saúde adverte: ESTA NECROSE FOI CAUSADA PELO CONSUMO DO TABACO</p>
<p>TU DECIDES</p>			

IN CANADA, EACH PACKAGE MUST CARRY ONE OF 16 ROTATING MESSAGES. THESE WARNINGS FIRST APPEARED IN 2000, AND A SECOND SET OF WARNINGS IS NOW BEING DEVELOPED.

<p>WARNING</p> <p>YOU'RE NOT THE ONLY ONE SMOKING THIS CIGARETTE</p> <p>The smoke from a cigarette is not just inhaled by the smoker. It becomes second-hand smoke, which contains more than 50 cancer-causing agents.</p> <p>Health Canada</p>	<p>WARNING</p> <p>WHERE THERE'S SMOKE THERE'S HYDROGEN CYANIDE</p> <p>Tobacco smoke contains hydrogen cyanide. It can cause headaches, dizziness, weakness, nausea, vertigo and stomach aches in smokers and non-smokers.</p> <p>Health Canada</p>
<p>WARNING</p> <p>CIGARETTES CAUSE LUNG CANCER</p> <p>Every cigarette you smoke increases your chance of getting lung cancer.</p> <p>Health Canada</p>	<p>WARNING</p> <p>CIGARETTES LEAVE YOU BREATHLESS</p> <p>Tobacco use causes crippling, often fatal lung diseases such as emphysema.</p> <p>Health Canada</p>
<p>WARNING</p> <p>TOBACCO USE CAN MAKE YOU IMPOTENT</p> <p>Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.</p> <p>Health Canada</p>	<p>WARNING</p> <p>TOBACCO SMOKE HURTS BABIES</p> <p>Tobacco use during pregnancy increases the risk of preterm birth. Babies born preterm are at an increased risk of infant death, illness and disability.</p> <p>Health Canada</p>
<p>WARNING</p> <p>CIGARETTES HURT BABIES</p> <p>Tobacco use during pregnancy reduces the growth of babies during pregnancy. These smaller babies may not catch up in growth after birth and the risks of infant illness, disability and death are increased.</p> <p>Health Canada</p>	<p>Estimated Deaths in Canada, 1998</p> <ul style="list-style-type: none"> Murders - 510 Alcohol - 1,900 Car accidents - 2,900 Suicides - 3,900 <p>WARNING</p> <p>EACH YEAR, THE EQUIVALENT OF A SMALL CITY DIES FROM TOBACCO USE</p> <p>Tobacco - 45,000</p> <p>Health Canada</p>

THE EUROPEAN UNION HAS GIVEN EACH OF ITS 25 MEMBER COUNTRIES THE OPTION TO CHOOSE FROM 42 PICTURE BASED CIGARETTE WARNINGS.

<p>Smoking can cause a slow and painful death</p>	<p>Smoking causes ageing of the skin</p>	<p>Smoking is highly addictive, don't start</p>
<p>Get help to stop smoking: 0803 00 00 00</p>	<p>Smoking can cause a slow and painful death</p>	<p>Smoking may reduce the blood flow and causes impotence</p>
<p>Get help to stop smoking: 0803 00 00 00</p>	<p>Smoking causes ageing of the skin</p>	<p>Smoking causes fatal lung cancer</p>