



TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance Indonesia - 2013



In November 2013, Indonesia's health warning label (HWL) did not fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements but included the following:

1. Text health warning on the back of the pack



Back of pack

Indonesia's HWL size ranked 7th in the WHO South-East Asian Region and ranked 131st globally in 2012.¹ However, FCTC guidelines recommend the use of pictorial warnings that cover 50 percent or more of the front and back of the pack, which Indonesia's HWL did not fulfill.

Article 11 of the World Health Organization's (WHO) FCTC requires that Parties implement effective tobacco packaging and labeling measures to increase public awareness of the negative health impacts of tobacco products.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In November 2013, TPackSS collected cigarette and kretek packs in Jakarta, Semarang, and Surabaya using a systematic protocol.² Cigarette and kretek packs were assessed for compliance with the current HWL policy in place at the time of data collection.³

TPackSS systematically collected a sample of 215 unique cigarette and kretek packs that displayed the HWL mandated by Indonesia. Packs were assessed for compliance with two key requirements.³

Warning Label Elements

80 percent of packs had black health warning text with a background in a shade of white surrounded by a black border at least 1 mm thick.



This non-compliant pack does not have a health warning background in a shade of white, reducing the contrast of the message.

Warning Text Size

89 percent of packs had health warning text at least 3 mm in height.



This non-compliant pack has health warning text that is less than 2mm in height.



73% of the unique cigarette and kretek packs assessed were compliant with the two key HWL requirements.

Area of Concern: Youth Appeals

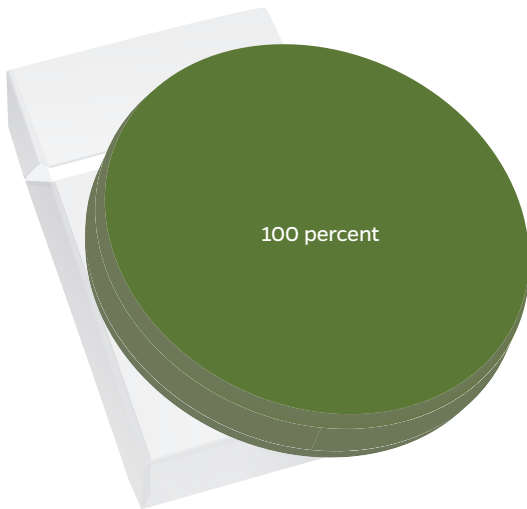
The Indonesian market featured music edition packages which illustrate marketing to younger populations. These designs draw attention away from the HWL on the rear of the pack.



Breakdown of packs collected and presence of the required HWL

Total number of unique packs collected: 215

- **100 percent** of total packs had the current mandated HWL (n=215)



All packs collected in Indonesia displayed a current Indonesian HWL. However, at a minimum, Indonesia's health warning label policy should require a pictorial HWL and coverage of at least 50 percent on the front and back of the pack. Exposure to best practice HWLs can improve the effectiveness of HWLs in Indonesia.

¹ Canadian Cancer Society. Cigarette Package Health Warnings: International Status Report, Third Edition. European Network for Smoking and Tobacco Prevention; 2012. http://www.ensp.org/sites/default/files/CCS_status_report_health_warnings_2012.pdf. Accessed May 25, 2016.

² Smith K, Washington C, Brown J, Vadhais A, Kroart L, Ferguson J, Cohen J. The Tobacco Pack Surveillance System: A Protocol for Assessing Health Warning Compliance, Design Features, and Appeals of Tobacco Packs Sold in Low- and Middle-Income Countries. *JMIR Public Health Surveill.* 2015;1(2):e8 DOI: 10.2196/publichealth.4616.

³ Regulation of the Health Minister of the Republic of Indonesia Number 28 of 2013 Concerning Imprinting of Health Warnings and Health Information on Tobacco Product Packaging. April 12, 2013. Republic of Indonesia.

About TPackSS

The Institute for Global Tobacco Control (IGTC) at the Johns Hopkins Bloomberg School of Public Health developed the Tobacco Pack Surveillance System (TPackSS) project to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack features and marketing appeals that might violate or detract from country tobacco packaging laws in these countries.