



TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



Thailand - 2015

As of September 2015, Thailand's health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

1. 85 percent of the front and back of the pack, with color pictorial HWLs
2. Text warning displayed on contrasting background color
3. Ten different tobacco use health warning messages, in Thai



Thailand's HWL size ranked 2nd in the WHO South-East Asia Region and ranked 3rd globally in 2015.¹ Thailand meets FCTC guidelines for warning size on the front and back of the pack.

TPackSS assesses health warning label compliance as HWL requirements improve in countries. In September 2015, TPackSS collected cigarette packs in Bangkok, Chiang Mai, and Hat Yai using a systematic protocol.² Cigarette packs were assessed for compliance with the current HWL policy in place at the time of data collection.³

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 systematically collected a sample of 73 unique cigarette packs that displayed the HWLs mandated by Thailand. Packs were assessed for compliance with four key requirements.³

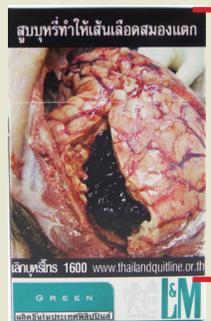
Warning Location

100 percent of packs had a health warning in the upper portion of the front and back of the pack.



Warning Size

60 percent of packs had a health warning that covered 85 percent of both the front and back of the pack.



Warning Label Elements

100 percent of packs had the correct text warning paired with its corresponding pictorial health warning.



Warning Text Size

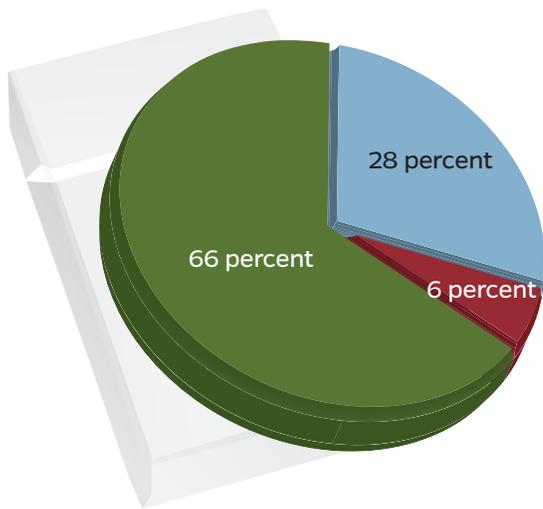
100 percent of packs had health warning text with the correct size and positioning displayed as provided by the Ministry of Public Health.



60% of the unique cigarette packs assessed were compliant with the four key HWL requirements.

Area of Concern: Obstruction of Health Warning Label

As a regional leader, Thailand has made impressive strides in having some of the largest HWLs in the world. However, the tax stamp position continues to obstruct the HWL. On hard packs, the tax stamp covers the rear HWL. On soft packs, the HWL covers parts of the front and rear HWL.



Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 111

- **66 percent** of total packs had a current mandated HWL (n=73)
- **28 percent** of total packs had no HWL or a non-Thai HWL (n=31)
- **6 percent** of total packs had a previous Thai HWL (n=7)

More than a quarter of packs collected in Thailand displayed a non-Thai HWL or no HWL. Thailand should take action to reduce the sale of packs that do not bear the mandated Thai HWL. Exposure to best practice HWLs can improve the effectiveness of HWLs in Thailand.

¹ Canadian Cancer Society. Cigarette Package Health Warnings: Cigarette Package Health Warnings: International Status Report, Fifth Edition. European Network for Smoking and Tobacco Prevention; 2016. <http://www.tobaccolabels.ca/wp/wp-content/uploads/2016/11/Cigarette-Package-Health-Warnings-International-Status-Report-English-CCS-Oct-2016.pdf>. Accessed April 27, 2017.

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 Ministry of Public Health Notice Of Rules, Procedures, and Conditions for the Display of Images, Warning Statements, and Contact Channels for Smoking Cessation on Cigarette Labels, 2013. March 6 2013. Kingdom of Thailand; Notification of the Ministry of Public Health, Regarding Criteria, Procedures, Conditions for Displaying Statements about Dangers and Hazards of Consuming Tobacco Products on Cigarette Labels, May 26 2015.

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.