



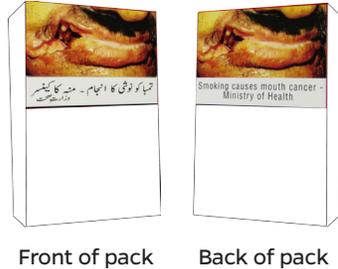
TPackSS: Tobacco Pack Surveillance System Cigarette Health Warning Label Compliance



Pakistan - 2013

As of November 2013, Pakistan's health warning labels (HWLs) – which fulfill the Framework Convention on Tobacco Control (FCTC) Article 11 minimum requirements – included the following:

1. 40 percent coverage of the front and back of the pack, with color pictorial HWLs
2. Text warning displayed on contrasting background color, in Urdu and English



Pakistan's HWL size tied for 11th in the WHO Eastern Mediterranean Region and tied for 65th 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 Pakistan's HWLs do 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 packs in Islamabad, Lahore, and Karachi 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

TPackSS systematically collected a sample of 67 unique cigarette packs that displayed the HWLs mandated by Pakistan. Packs were assessed for compliance with four key requirements.³

Warning Location

100 percent of packs had a pictorial warning on the top of the front and back of the pack.



Warning Size

64 percent of packs had a pictorial health warning that covered 40 percent of the front and back of the pack.



Warning Label Elements

84 percent of packs had a health warning displaying black text on a white background.



Warning Text Size

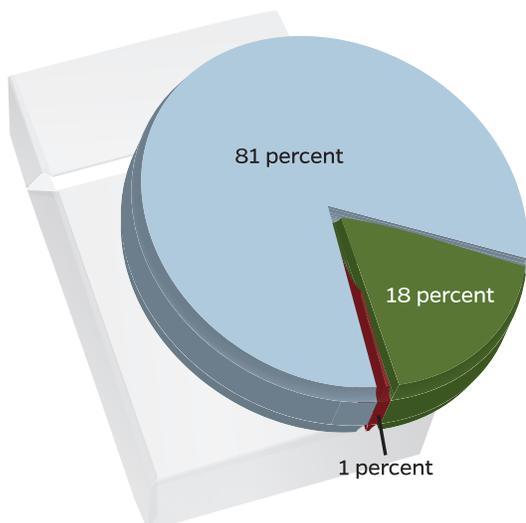
100 percent of packs had health warning text at least 2 mm in height.



58% of the unique cigarette packs assessed were compliant with the four key HWL requirements.

Area of Concern: Quality of Printed Health Warning Label

These packs are compliant with the four key HWL requirements; however, differences in printing color and crop are apparent. The Pakistan Ministry of Health provides reference images for exact color, intensity and clarity for tobacco packages, but the packs displayed show a wide variation in color and sharpness of the image and text.



Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 382

- **81 percent** of total packs had no HWL or a non-Pakistani HWL (n=310)
- **18 percent** of total packs had a current mandated HWL (n=67)
- **1 percent** of total packs had a previous Pakistani HWL (n=5)

Approximately eight in ten of all packs collected in Pakistan displayed a non-Pakistani HWL or no HWL. Pakistan should take action to reduce the sale of packs that do not bear the mandated Pakistani HWL.

At a minimum, Pakistan's health warning label policy should require HWL 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 Pakistan.

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). doi: 10.2196/publichealth.4616.

³ Cigarette (Printing of Warning) Ordinance (as amended), 1979, Islamic Republic of Pakistan; SRO 86(KE)/2009 and 87(KE)/2009 on Cigarettes (Printing of Warning) Rules, 2009, Islamic Republic of Pakistan.

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.