

57. Pictorial Health Warnings: The best buy public health intervention in sustaining community participation

Saturday, 21 March 2015, 09:00 - 10:30



Type Symposium

Track Demand side: FCTC Art. 6 14, Art. 20

Topic Health warnings and standardised packaging

Description Article 11 of the WHO Framework Convention on Tobacco Control (WHO FCTC) requires Parties to the Convention to implement large, rotating health warnings on all tobacco product packaging and labelling. Pictorial health warnings on tobacco packages are a cost-effective means to increase public awareness about the dangers of tobacco use. Pictorial Health warning is one of the most frequently legally challenged strategies by tobacco industry globally. The symposium aims to discuss and share lessons learnt the effectiveness of pictorial health warning in building public awareness on danger of tobacco use. It would also aim to open a window of opportunity to build policy discussion to establish pictorial health warning in other products such as alcohol.

Target audience Policymakers, public health professionals, tobacco and NCD advocate, researchers and students.

Objectives 1. Discuss the effectiveness of pictorial health warnings in building public awareness on the dangers of tobacco use
2. Open a window of opportunity to build policy discussions to establish pictorial health warnings in other products

Keywords Pictorial Health warnings; Article 11

Coordinator(s) Tara Singh Bam (Singapore)

Chair(s) Ehsan Latif (UK), Shanta Bahadur Shrestha (Nepal)

Presentations 09:00 - 09:10» The Union Technical Assistance in promoting highest level of pictorial health warning – lessons learnt
Tara Singh Bam (Singapore)

09:15 - 09:25» Implementation of a 75% pictorial Health warning in Nepal- lessons learnt
Shanta Bahadur Shrestha (Nepal)

09:30 - 09:40» Achieving a 40% pictorial Health Warning in Indonesia; a step toward gaining public support in tobacco control
Lily Sulistyowati (Indonesia)

09:45 - 09:55» Tobacco Industry litigation-challenging pictorial health warning policy globally – who won and who lost?
Vandana Shah (USA)

10:00 - 10:10» From text warning to standardised plain packaging – lessons from Australia for strengthening global tobacco control
Anne Jones (Australia)

10:15 - 10:25» WHO FCTC Article 11 - how far have we achieved?
Luminita Sanda (Switzerland)