

Tobacco pictorial health warnings show the truth of tobacco

- TV Ads featuring a real patient with oral cancer, one of ten warning topics, being launched same day
 - 30 years since the first text warnings on tobacco in 1986, 13 years since the first proposal to amend the National Health Promotion Act in 2002
- From December 23rd, all types of tobacco products shipped out of the factory must carry health warnings with picture or image showing the harmful effects of smoking on its front and back, in accordance with the enforcement of the amended National Health Promotion Act(announced on June 22nd, 2015).
- Since Canada implemented pictorial health warning for the first time in the world in 2001, 101 countries including 28 EU member states now require pictorial warnings on tobacco.
 - World Health Organization(WHO) also recommends the policy as an effective non-price measure, and the WHO Framework Convention on Tobacco Control(WHO FCTC) requires its Parties to adopt and implement the policy.
- Korea adopted pictorial warnings in June 2015 after 13 years of efforts since 2002, and enforces the law from December 23rd 2016.
- It's been 30 years since the first text warnings on tobacco appeared in 1986, and 111 years since the production of Korea's first cigarette "Eagle".
 - However, tobacco products with the new warnings could only be found at retail market after mid-January.

- This is because that **tobacco products with old warnings shipped out before December 23rd** would take approximately one month to be sold.

- Ministry of Health and Welfare said that “a new testimonial TV ad starting from December 23rd, same day of the tobacco pictorial health warnings, will bring a **synergy effect**”.
- The Ministry will also take actions such as **enacting a law to protect health warnings from being obstructed when displayed at the market** in order to improve the effect of pictorial health warnings after its enforcement.
- “Policy measures to **reduce smoking rates of male adults** from 39.3% in 2015 to 29% in 2020 will be continued”, said the Ministry.