

Article 11: Packaging and Labeling of SLT products



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

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www.untobaccocontrol.org/kh/smokeless-tobacco/

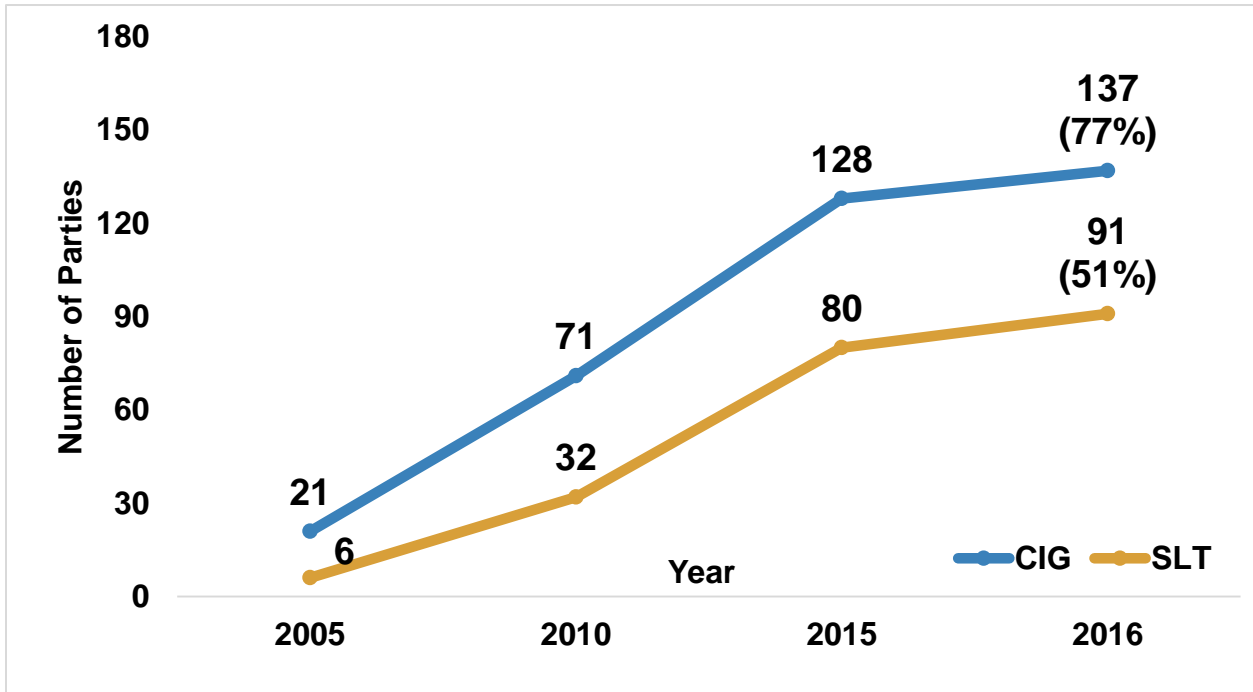
Background

- **Article 11 - Packaging & Labeling** of tobacco products.
- It recommends health warnings on **‘all’** tobacco products (including SLT)
- Covering at least **30%** size, to a desirable 50% or more
- “May” include **pictures**;
- To be implemented within **three years** of ratification by party.

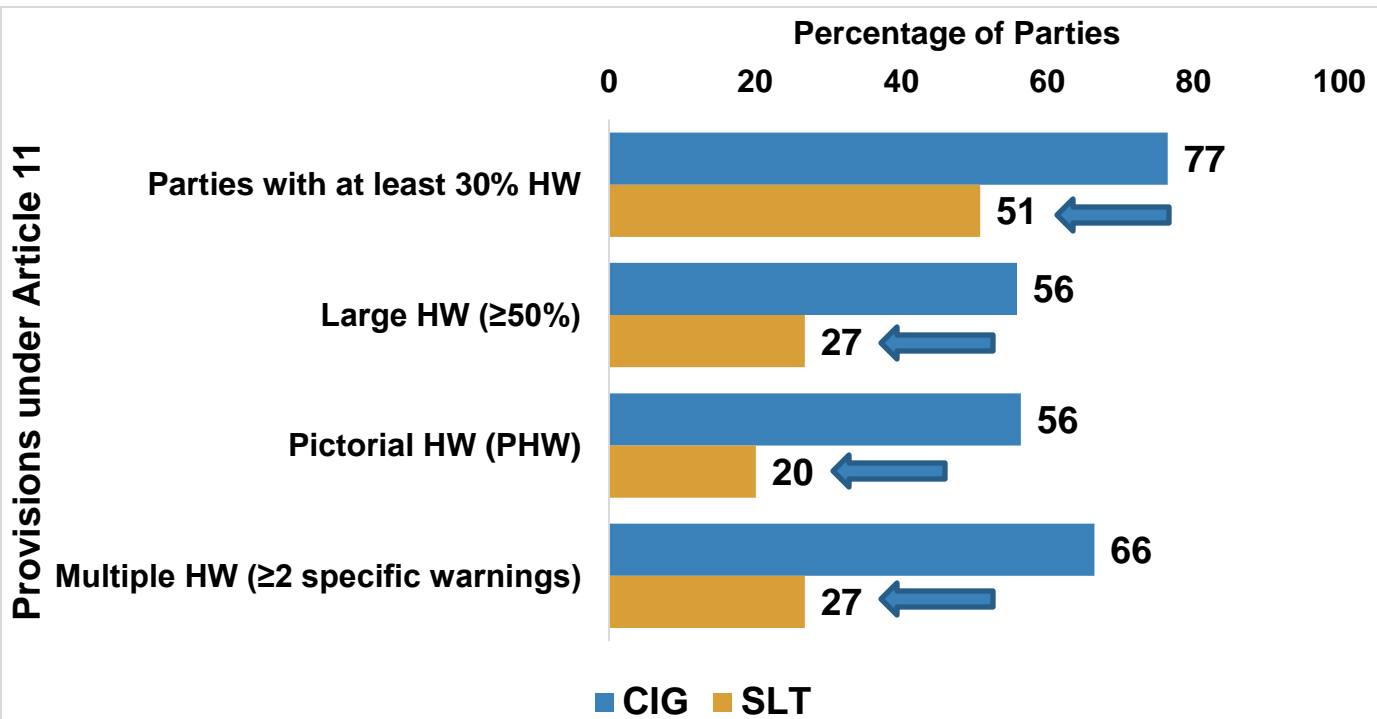


Key Observations

Parties progress in notifying HW (30%) on cigarettes and SLT



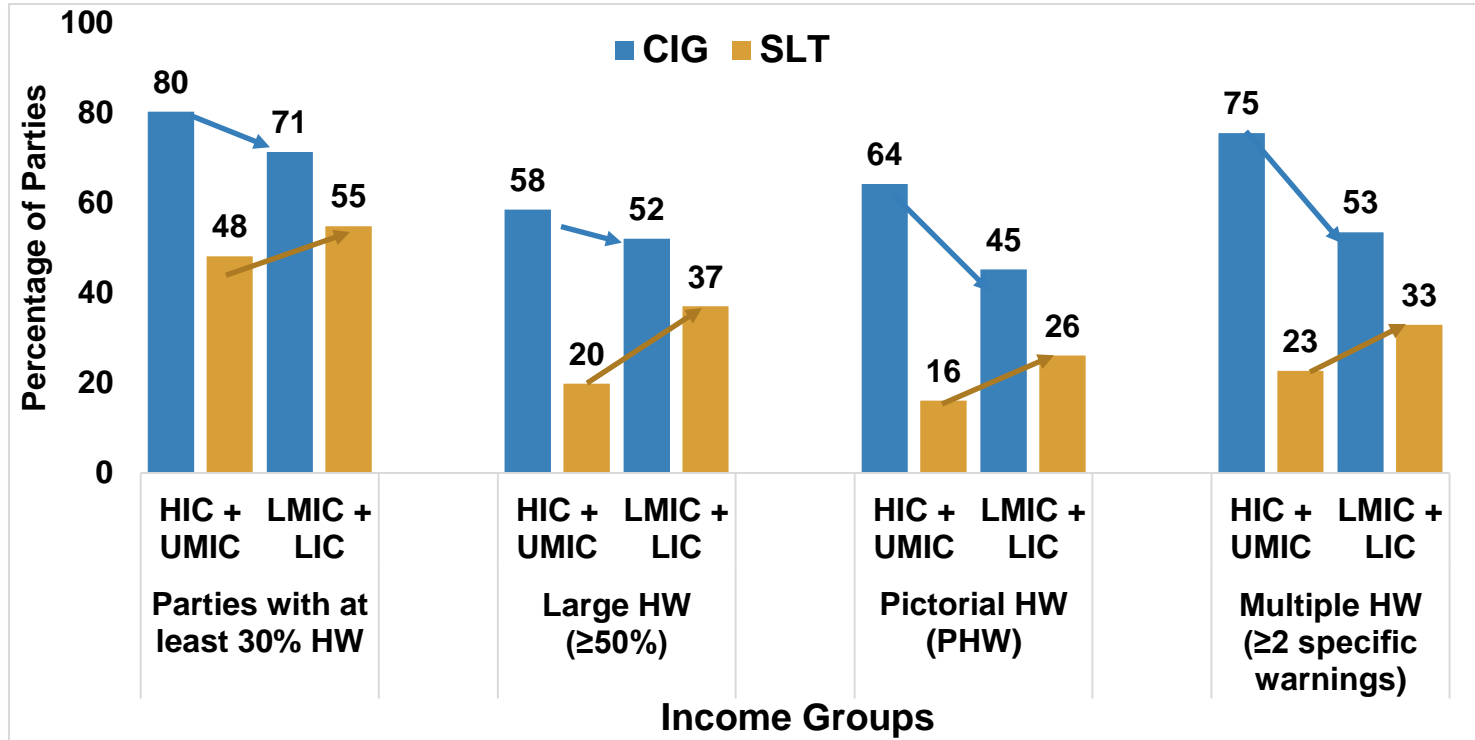
Percentage of Parties complying with provisions under Article 11



Comprehensiveness of Article 11 Policy on Cigarettes and SLT

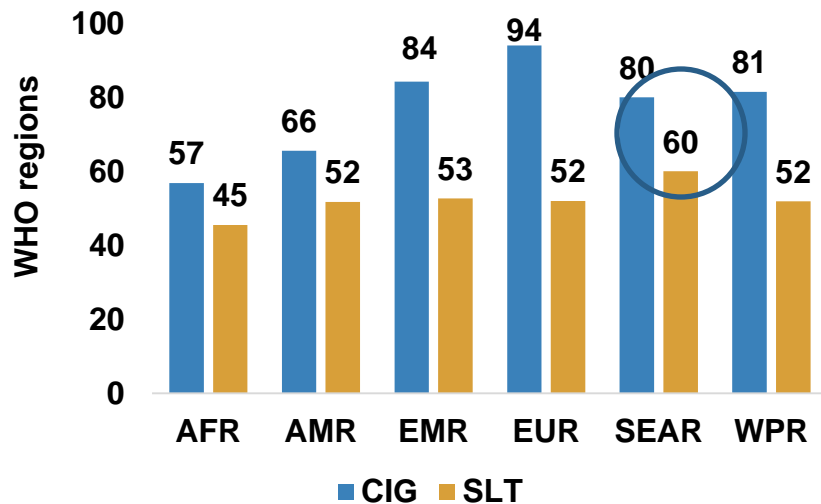
- Globally, 28 Parties (16%) have $\geq 30\%$ PHW with multiple rotating warnings on SLT products.
- A total of 95 Parties (53%) have done the same on Cigarette packages.

Percentage of Parties complying with Article 11 provisions (by Income group)

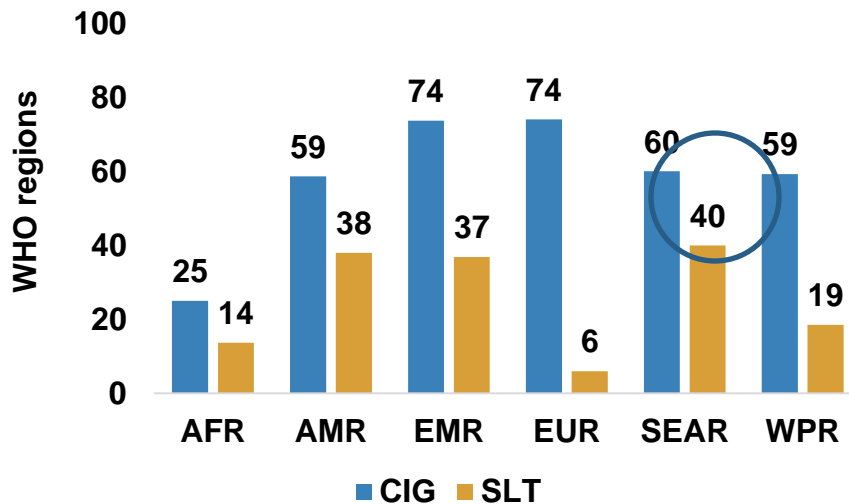


Percentage of Parties complying with Article 11 provisions (by WHO regions)

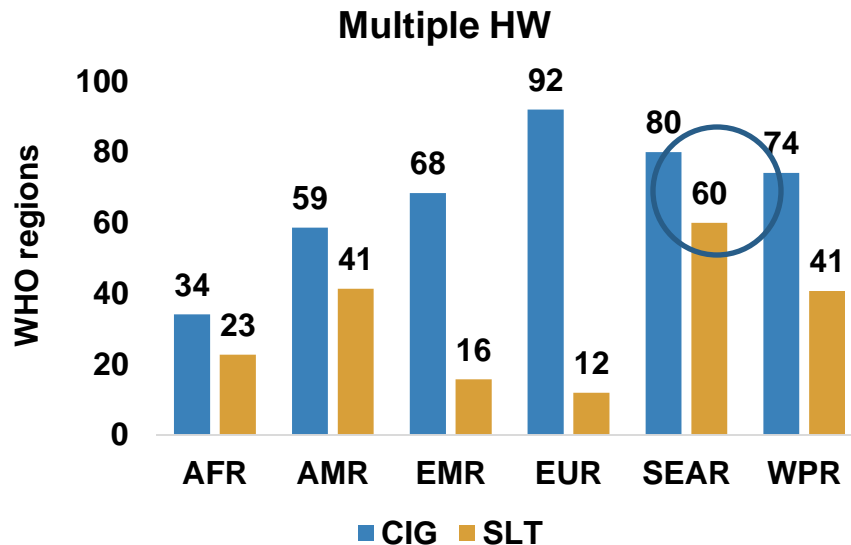
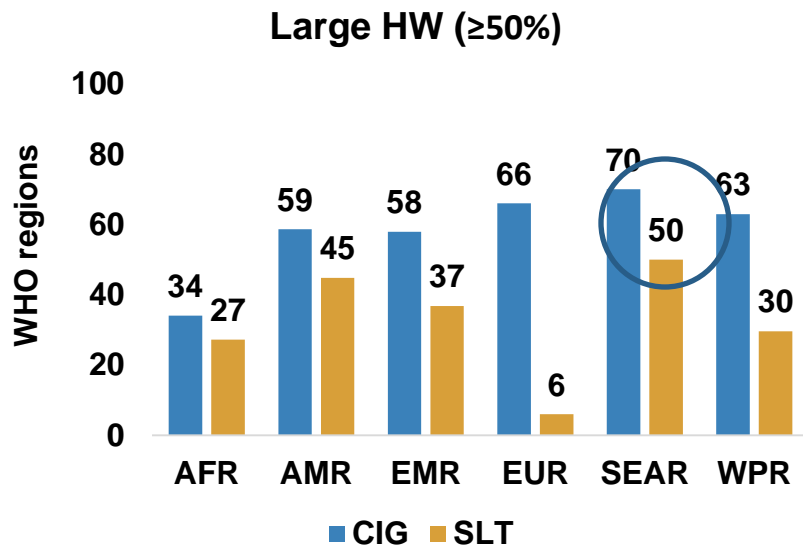
Progress in 30% HW



Pictorial HW



Percentage of Parties complying with Article 11 provisions (by WHO regions)



Policy progress and implementation status in high SLT burden Parties

Countries	Complying / Non-complying	Implementation status
India	C	√
Bangladesh	C	Not yet
Myanmar	C	Not yet
Pakistan	X	X
Dem. Rep. of Congo	X	X
China	X	X
Nepal	C	√
Colombia	C	Not yet
Malaysia	X	X
Madagascar	P	X
Germany	P	X
Uzbekistan	P	X
Sri Lanka	N/A	N/A
Nigeria	P	X
South Africa	X	X
Afghanistan	P	X
Yemen	P	X
Thailand	N/A	N/A
Egypt	C	√
Algeria	X	X
Philippines	C	√
Sweden	P	X
Kenya	C	√

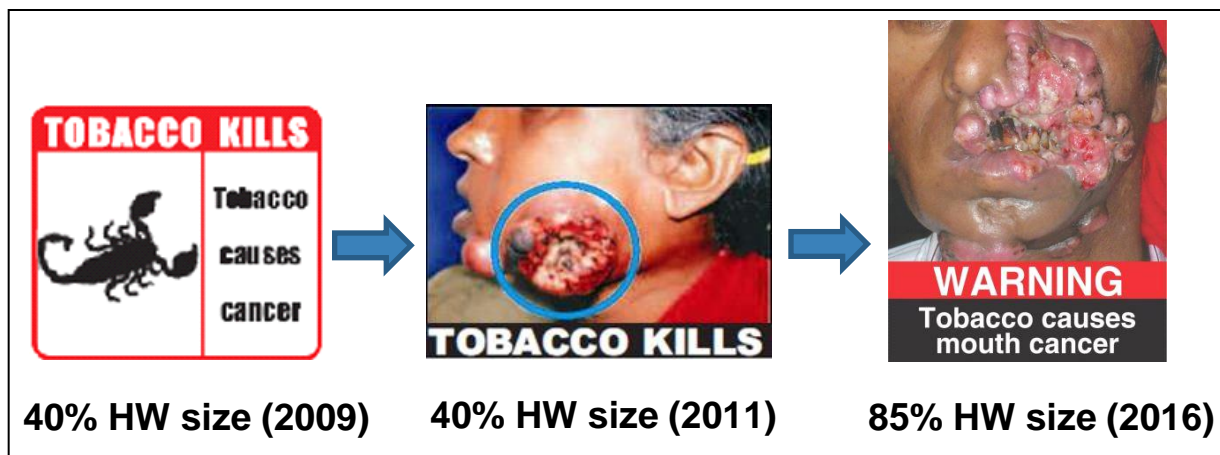
Partial (P) = at least one provision of Article 11 covering 30% or more

Complete (C) = PHW covering 30% or more and having multiple rotating HWs

Non-complying (X)

Not Applicable (N/A)

Percentage of SLT users who thought of quitting because of warnings seen on SLT packs: India



34%

SLT prevalence: 25.9%

46%

SLT prevalence: 21.4%

Case of Jamaica (2013)

Graphic Health Warnings for Use on Packages of Smokeless Tobacco Products

Set A - graphic health warning



Set A graphic health warning - 1



Set A graphic health warning - 3



Set B graphic health warning - 1



Set B graphic health warning - 3



Set A graphic health warning - 2

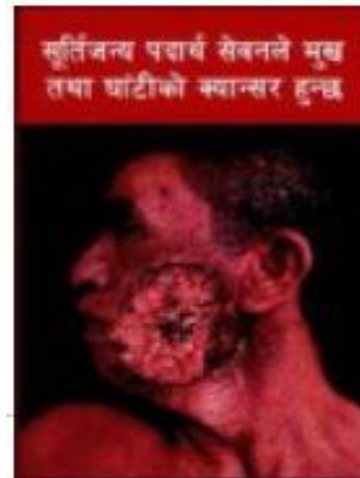
Set A - graphic health warning - 4

Set B graphic health warning - 2

Set B graphic health warning - 4

Case of Nepal (90% PHW)

PHW of 90% size was implemented on SLT in 2015



Case of Peru (2010)

“Cigarette packs and all kinds of tobacco packaging in general must have warning phrases and images on 50% of each of its principal faces about the damage to health produced by smoking”.

(Peru – Article 7 of Law No. 29517; April 1, 2010)

Article 22. – Health Warnings

22.1 The health warnings are made up by the phrases and images shown in Annex No. 4 of these Regulations.

22.2 Phrases making up the health warnings are as follows:

- a. DANGER: Carbon Monoxide Causes Heart Disease and Tar Causes Cancer.
- b. DANGER: Tobacco Smoke Causes 55 Different Illnesses. 17 are Cancer.
- c. Smoking Causes Sexual Impotence.
- d. Smoking Causes Abortions.
- e. Smoking Leads to Lung Cancer.
- f. Tobacco Smoke Produces Asthma.
- g. Tobacco Smoke Hurts Your Baby.
- h. Nicotine is Highly Addictive.
- i. Smoking Causes Heart Attacks.
- j. Smoking Produces Cancer of the Mouth.
- k. Smoking Causes Strokes.

22.3 In the area designated for the health warnings, the phrase “Banned for Sale to Minors Under 18 Years of Age” will be included along with the phrase shown in numeral 24.1 of Article 24 of the Regulations. Through Ministerial Resolution of the Ministry of Health, the minimum proportions will be established so that all

Parties with non-SLT specific HWs

Name of Country	SLT Warnings specified	Relevant SLT warnings existing
Chad	3	1
Chile	3	None
Egypt	3	1
Maldives	5	3
Panama	5	None
Colombia	6	None
Cook Islands	6	None
Ecuador	6	1
Kiribati	6	None
Nauru	6	None
Vietnam	6	1
Timor-Leste	7	None
Seychelles	8	1

Name of Country	SLT Warnings specified	Relevant SLT warnings existing
El Salvador	10	None
Republic of Korea	10	None
Ukraine	11	1
Costa Rica	12	1
Georgia	12	1
Ghana	12	4
Kazakhstan	12	1
Kyrgyzstan	12	1
Lebanon	12	1
Namibia	12	None
Peru	12	1
Philippines	12	1
Togo	12	2
Israel	13	1
Trinidad and Tobago	24	None

Case of Sri Lanka

- **Loose** form of tobacco leaf is added in betel quid
- Indigenous smokeless tobacco is **not** sold in **packaged** form.
- Sri Lanka has the opportunity to increase the **awareness** of its population by **packaging** and **labeling** of such products



Loose Tobacco

Summary

- There is a **huge variation** among Parties in policy **formulation** and **implementation** of Article 11 among **cigarettes** and **SLT** packages in terms of HW **size**, **type** of HW and warning **content**.
- Many Parties have **not** been able to formulate policies on HW on cigarettes and SLT products.
- Most parties including **high** SLT burden ones are either **partially** complying or **non-complying** as per Article 11.

Recommendations

1. Parties should frame **comprehensive** HW policies as per Article 11 of FCTC for **all** tobacco products, including **SLT**.
2. Parties should effectively **implement** the provisions of Article 11 **without** any exemptions.
3. All Parties should follow the recommended **best practices** while implementing HW. The warnings should be **large** i.e. cover at least $\geq 50\%$ on the both/all sides, include **pictures**, have at least two or more **specific** warnings, and should be **rotated** at periodic intervals.

Recommendations (contd..)

4. Parties should notify **multiple** HW messages on various diseases caused due to SLT use, and where available, require display of **quit-line numbers** along with the HWs.
5. Parties should adopt comprehensive information and communication **campaign**, including through **mass media**, in line with the notified HWs for greater impact of the warnings.
6. Parties should mandatorily sell SLT in **packaged** form allowing HWs to be clearly printed on the package



THANK YOU

shekhargrover84@gmail.com