



# TPackSS: Tobacco Pack Surveillance System Roll-Your-Own 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. 55 percent of the front and back of the roll-your-own tobacco pack, with color pictorial HWLs
2. Health warning text displayed on contrasting background color
3. Four different tobacco use health warning messages, in Thai

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.

Thailand's HWL size ranked 6th in the WHO South-East Asia Region and ranked 54th globally in 2015.<sup>1</sup> 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 roll-your-own tobacco products in packs in Bangkok, Chiang Mai, and Hat Yai using a systematic protocol.<sup>2</sup> The roll-your-own packs were assessed for compliance with the current HWL policy in place at the time of data collection.<sup>3</sup>

**TPackSS systematically collected a sample of 57 unique roll-your-own packs that displayed the HWLs mandated by Thailand. Packs were assessed for compliance with four key requirements.<sup>3</sup>**

### Warning Location

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



### Warning Size

**49 percent** of packs had a health warning that covered 55% of the front and back of the pack.



### Warning Label Elements

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



### Warning Text Size

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

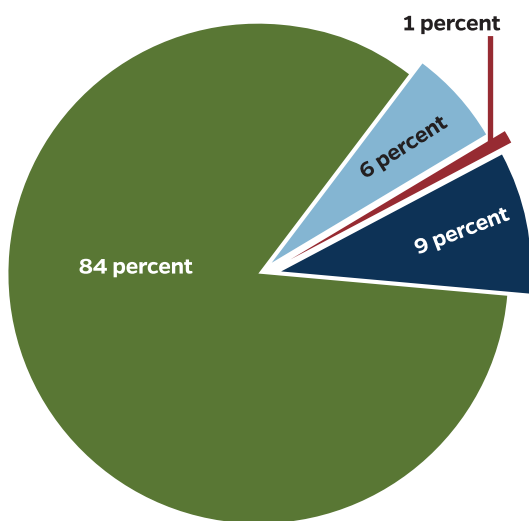


# 35%

**of the unique roll-your-own packs assessed were compliant with all four key HWL requirements.**

## Area of Success: Health Warning Label Quality

When these are compared with roll-your-own tobacco products from the South-East Asia region, the print quality is high and the HWLs are clearly legible.



### Breakdown of packs collected and presence of required HWLs

Total number of unique packs collected: 68

- **84 percent** of total packs had a current mandated HWL (n=57)
- **9 percent** of total packs had a cigarette HWL (n=6)
- **6 percent** of total packs had no HWL (n=4)
- **1 percent** of total packs had a previous Thai HWL (n=1)

Fifteen percent of roll-your-own products in Thailand had either a cigarette warning 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: International Status Report, Fifth Edition. Campaign for Tobacco Free Kids; 2016. [http://global.tobaccofreekids.org/files/pdfs/en/WL\\_status\\_report\\_en.pdf](http://global.tobaccofreekids.org/files/pdfs/en/WL_status_report_en.pdf). Accessed May 25, 2016.
2. Smith K, Washington C, Brown J, Vadnais 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.