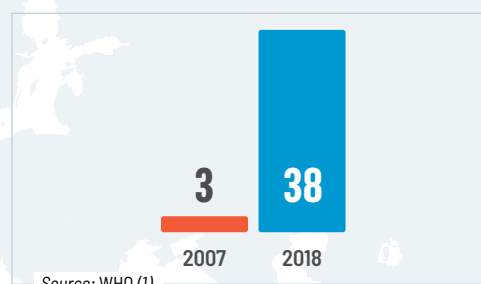


Warn about the dangers of tobacco

> KEY MESSAGES

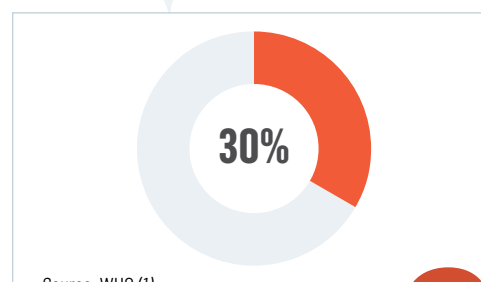
- > The number of countries having large health warnings on cigarette packages increased from three in 2007 to 38 in 2018 (1)(Fig. 1).
- > Nine countries of the Region have passed legislation on plain packaging, with some of them already implementing this measure (2).
- > The number of countries using pictorial health warnings increased from 21 in 2014 to 43 in 2018.
- > In 2018, 16 European countries (30%) conducted anti-tobacco national campaigns that were aired on TV and/or radio and lasted at least three weeks (Fig. 2).
- > The guidelines for implementation of Article 11 state that "each Party shall adopt and implement effective packaging and labelling measures within a period of three years after entry into force of the Convention for that Party" (3). At present, 12 States Parties to the Convention have not yet implemented this measure at the highest level, and the deadline has now expired.

Fig. 1. Number of countries with large health warnings on cigarette packages, WHO European Region, 2007-2018



Source: WHO (1).

Fig. 2. Anti-tobacco campaigns on TV and/or radio, WHO European Region, 2018 (percentage of countries)



Source: WHO (1).



WHAT SHOULD BE DONE?

- Implementation of proven measures to reduce tobacco use, which include mandatory health warning labels on tobacco packaging and hard-hitting mass-media campaigns that show the harms of tobacco use, should be strengthened.
- Effective warning labels, including pictorial warnings that increase smokers' awareness of health risks, increase the likelihood that smokers will think about cessation and reduce tobacco consumption and should be prioritized for implementation.
- Anti-tobacco mass-media campaigns with hard-hitting themes to help convince people to quit need to be sustained to have a lasting effect.

REFERENCES¹

1. WHO report on the global tobacco epidemic, 2019. Geneva: World Health Organization; 2019 (https://www.who.int/tobacco/global_report/en/).
2. European tobacco use: trends report 2019. Copenhagen: WHO Regional Office for Europe; 2019 (<http://www.euro.who.int/en/health-topics/disease-prevention/tobacco/publications/2019/european-tobacco-use-trends-report-2019-2019>).
3. Guidelines for implementation of Article 11. Guidelines on packaging and labelling of tobacco products. Geneva: World Health Organization; 2007 (https://www.who.int/fctc/guidelines/adopted/article_11/en/).

Table 1 shows selected characteristics of health warnings applied on the cigarette packages in European countries as of 2018.

Table 1. Characteristics of health warnings on cigarette packages, 2018

Countries	Percentage of main surfaces to be covered by health warnings (average – front/back)	Number of health warnings approved by the law	Do warnings appear on each package used in the retail sale?	Do they describe the harmful effects of tobacco on health?	Are font, size and colour of warnings specified by law?	Are warnings rotating?	Are warnings written in the principle language of the country?	Does it include a photograph or graphic?
Albania	50 – 50/50	16	Yes	Yes	Yes	Yes	Yes	No
Andorra ^a	-	-	-	-	-	-	-	-
Armenia	50 – 50/50	12	Yes	Yes	Yes	Yes	Yes	Yes
Austria	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Azerbaijan	30 – 30/30	1	Yes	No	Yes	No	Yes	No
Belarus	50 – 50/50	12	Yes	Yes	Yes	Yes	Yes	Yes
Belgium	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Bosnia and Herzegovina ^b	-	-	-	-	-	-	-	-
Bulgaria	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Croatia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Cyprus	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Czechia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Denmark	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Estonia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Finland	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
France	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Georgia	65 – 65/65	12	Yes	Yes	Yes	Yes	Yes	Yes
Germany	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Greece	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Hungary	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Iceland	35 – 30/40	16	Yes	Yes	Yes	Yes	Yes	Yes
Ireland	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Israel	30 – 30/30	13	Yes	Yes	Yes	Yes	Yes	No
Italy	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Kazakhstan	50 – 50/50	12	Yes	Yes	Yes	Yes	Yes	Yes
Kyrgyzstan	50 – 50/50	12	Yes	Yes	Yes	Yes	Yes	Yes
Latvia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Lithuania	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Luxembourg	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Malta	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Monaco ^c	-	-	-	-	-	-	-	-
Montenegro	35 – 30/40	16	Yes	Yes	Yes	Yes	Yes	Yes
Netherlands	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
North Macedonia	35 – 30/40	16	Yes	Yes	Yes	Yes	Yes	Yes
Norway	35 – 30/40	16	Yes	Yes	Yes	Yes	Yes	Yes
Poland	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Portugal	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Republic of Moldova	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Romania	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Russian Federation	50 – 50/50	12	Yes	Yes	Yes	Yes	Yes	Yes
San Marino ^d	-	-	-	-	-	-	-	-
Serbia	35 – 30/40	12	No	Yes	Yes	Yes	Yes	No
Slovakia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Slovenia	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Spain	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Sweden	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Switzerland	43 – 35/50	16	Yes	Yes	Yes	Yes	Yes	Yes
Tajikistan	75 – 75/75	-	Yes	No	Yes	No	Yes	No
Turkey	85 – 85/85	16	Yes	Yes	Yes	Yes	Yes	Yes
Turkmenistan	65 – 65/65	10	Yes	Yes	Yes	Yes	Yes	Yes
Ukraine	50 – 50/50	11	Yes	Yes	Yes	Yes	Yes	Yes
United Kingdom	65 – 65/65	15	Yes	Yes	Yes	Yes	Yes	Yes
Uzbekistan	40 – 40/40	7	Yes	Yes	No	Yes	Yes	No

^a All tobacco products sold in Andorra follow French or Spanish legislation on health warnings.

^b The two subnational jurisdictions of the country (Federation of Bosnia and Herzegovina and Republika Srpska) adopted separate tobacco-control legislation with several differences, so no national legislation is reported.

^c All tobacco products sold in Monaco are imported from France and therefore follow French law on health warnings.

^d All tobacco products sold in San Marino are imported from Italy and therefore follow Italian law on health warnings.

Source: WHO (1).