

# ITC China Wave 1-5 Project Report (2006-2015)

## Health Warnings

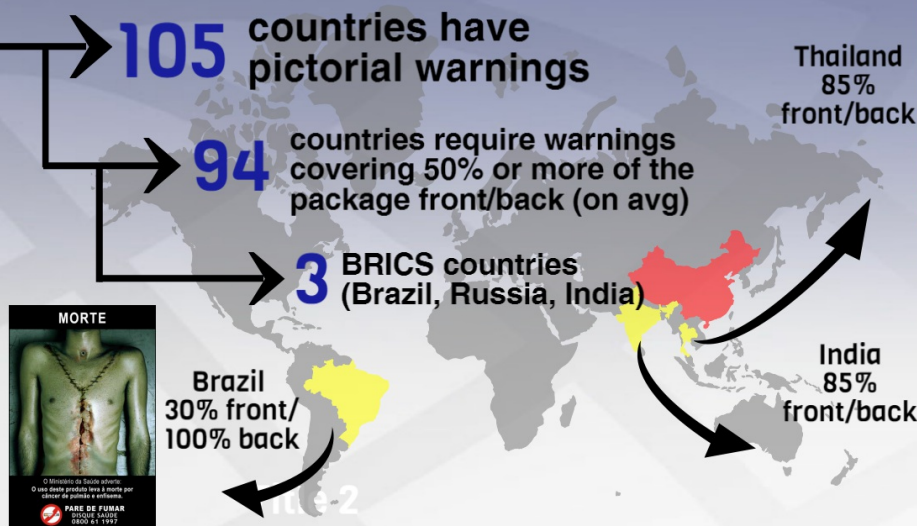


### FCTC Article 11

#### Guidelines call for:

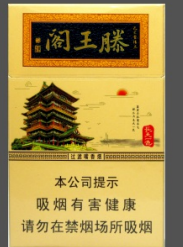
- > Large, visible, rotating health warnings
- > In the country's principal language(s)
- > Full colour pictures
- > Covering at least 50% of the principal surface areas of cigarette packages
- > Implemented within 3 years of the treaty coming into force

~~2009~~ for China



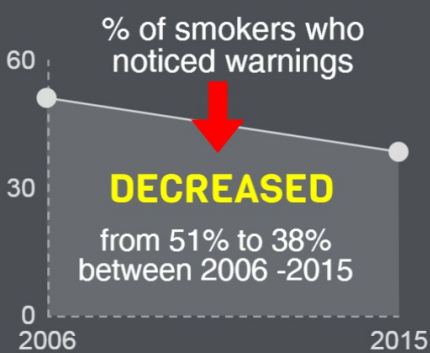
**China's current health warnings DO NOT meet WHO FCTC requirements**

- > Text only
- > 35% of front & back of packs
- > Do not describe specific harms of smoking



## Evidence of the weak impact of China's health warnings

### Awareness of Warnings



### Quit-Related Behaviours



**< 2 in 10 smokers:**

- > avoid the warnings;
- > think about the harms; or
- > more likely to quit because of warnings

### Knowledge of Harms

Chinese smokers have the **LOWEST** level of awareness that smoking causes:

- > **STROKE** among 20 countries
- > **CHD** among 14 countries

**Doubling the text warning font size in 2012 DID NOT improve China's WL effectiveness**

## Support for stronger health warnings in China

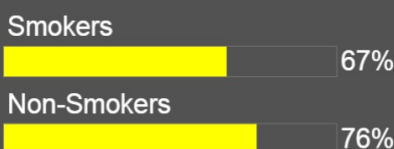
### Importance of Packs

Cigarette packs are the **MOST FREQUENTLY** reported source of anti-tobacco information



### Support

The majority of Chinese people support pictorial warnings in 2013-15



### Rural Areas

#### Wave 5:

Stronger impact of warnings in rural areas than in cities



**ITC evidence from other countries shows that large pictorial warnings:**

- ✓ communicate the health risks of smoking
- ✓ increase awareness of the harms
- ✓ reduce tobacco consumption
- ✓ increase behaviours that lead to quitting