



## Warning signs

The government is finally taking tobacco control steps with pictorial warning on cigarette packs

By Dr Arif Azad

# Media Reports

## Cloud of smoke surrounds parliament

The debate for or against cigarette smoking in the parliament reflects some worrying trends

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# Media Report

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# **Introduction**

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## Cloud of smoke surrounds parliament

The debate for or against cigarette smoking in the parliament reflects some worrying trends

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Parliamentarians all over the world are expected to be upholders of the legislation they themselves frame. This universal principal is respected more in observance than in breach. But not so in Pakistan.

The October 16 incident in Pakistan's Senate is symptom of a worrying trend: Health Minister Mir Ijaz Khan Jhokrani stood up to request the members not to light cigarette in assembly's public places. No sooner had the Health Minister finished that the Leader of the Opposition, Wasim Sajjad, rose to his feet to defend the untenable - the right to smoke in public places.

The violation of prohibition of smoking law was defended on the ground of breach of parliamentary privilege, which was a jaw-dropping novelty. The Leader of the Treasury, Nayar Bokhari, feeling left out, also defended the right to smoke in public places.

At least, Jhokrani's perfectly sensible and reasonable request served to unite opposition and the treasury in seeking to justify violation of a law as a parliamentary privilege. How can the violation of a law be justified on the ground of a breach of parliamentary privileges? And how can the

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At least, Jhokrani's perfectly sensible and reasonable request served to unite opposition and the treasury in seeking to justify violation of a law as a parliamentary privilege. How can the violation of a law be justified on the

ground of a breach of parliamentary privilege? And how can the notion of representative assembly being not a public place be defended? In any other democracy this notion would have been laughed out of the house. But in Pakistan, this went unnoticed in the wider reaches of the press, failing to generate a public debate about ethics and obligations of legislators and implications of their action for wider public policy.

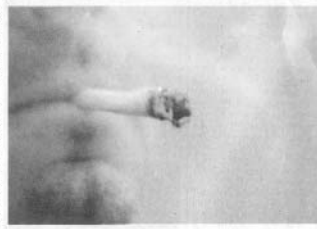
This incident is troubling — against the backdrop of horrific figures on tobacco-caused deaths

in Pakistan. These tobacco deaths exact a heavy toll not only on the government purse but also finish off productive lives prematurely. This whatever transpires in the representative house carries implications for tobacco control policy.

Let us take the issue of tobacco use first. Tobacco use, the number of all ills, has been on the rise in Pakistan. According to one estimate, 190,000 deaths are caused by smoking alone in Pakistan. This comes up to 273 deaths a day. A large part of this tobacco death is owed to second-hand smoke which affects non-smokers in areas where smoker puff at their cigarettes. These horrifying statistics should make our legislators shudder over the death-causing effect of smoking. Rather than promoting smoking they should be lining behind tobacco control efforts.

Then take the law on tobacco control.

This pro-smoking stance by our parliamentarian comes at a time when serious tobacco control



efforts are afoot in Pakistan. In recent years, the introduction of designated smoking areas in assembly secretariat was celebrated and observed. More significantly, in recent years, more concerted efforts have been made to control tobacco use on the international level by World Health Organisation. This has resulted in the adop-

tion of Framework Convention for Tobacco Control (FCTC) by more than 160 countries, including Pakistan, which signed up to the document in 2004. This binds Pakistan to incorporate FCTC legal provisions into domestic law within a period of five years.

Some progress on this front has already been made recently. In 2009, Health Minister Mir Ijaz Khan announced the introduction of pictorial health warning on cigarette packs by February 2010. This is laudable since this step puts Pakistan in the select list of about 30 countries that have undertaken to implement pictorial warnings legislation. Though the notification on pictorial warning has not gone far enough, yet it is a good beginning that needs to be built on in the coming years. A lot is required to see pictorial warnings to be implemented.

Of course the proverbial devil would reside in the details. But this is a significant step forward nonetheless. Our legislators are duty bound by nature of their office to support such measures and not to undermine either the law or policy by seeking to promote smoking that kills in billions. They can set themselves up as role models, as tobacco control advocates, rather than tobacco promoters.

Dr Arif Azad is Chief Executive of the Network for Consumer Protection.

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## Going up in smoke?

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In a year-end review of 18-31 December issue, the weekly Guardian, surveying the state of tobacco industry's profitability, revealed that while profit of big tobacco giants has fallen in Europe and countries where tobacco control law are strict, the tobacco industry has more than made up for these losses by making record profits from countries like Pakistan and Nigeria during the last decade.

This has come as a shocking revelation for public health officials and tobacco control advocates in Pakistan despite the common knowledge that cigarette smoking has been on the rise. The conclusion that Pakistan has become a fertile ground for tobacco industry's operation is apparent from the report. What makes this news more disturbing is the fact: that this has come against the backdrop of a major international treaty aimed at: curbing tobacco use being enforced worldwide. This treaty called Framework Convention on Tobacco Control (FCTC) drafted under the aegis of World Health Organisation (WHO) was adopted by world health assembly in 2003. So far, 166 countries have signed up to this landmark treaty which places mandatory obligation upon all the parties to the treaty to incorporate the FCTC into domestic legislation to give teeth and international law force to domestic legislation on tobacco control. Also to present; a unified stand against the powerful tobacco industry - which has sought to undermine all efforts at tobacco control over the years.

Like other countries, Pakistan ratified the FCTC on November 3, 2004, binding herself into legal obligations enshrined in the framework convention. FCTC is a comprehensive convention which embraces full panoply of tobacco control measures which, if fully adhered to, can make a big dent in tobacco consumption worldwide. The act of ratification represented a major advance for tobacco control efforts for which the government of Pakistan deserves applause. Until now some significant advances have been made on advertising of tobacco which has gone some way in curbing the activities of tobacco industry. Yet one of the major provisions of FCTC regarding pictorial warnings on cigarette packs remains unimplemented due to the zig-zag game with deadlines.

Article 11 of FCTC requires the signatories to introduce pictorial health warnings on cigarette pack as a measure to reduce tobacco consumption.



This single measure has been known to be highly effective in reducing consumption of tobacco in countries where it was introduced. One international study conducted by International Tobacco control project on the effectiveness of pictorial warning in 19 countries in 2008 concluded that pictorial warning on cigarette packs were more effective than text-based warning in raising awareness of harmful effects of smoking and motivating smokers to quit.

These findings also lend support to additional guidelines on Article 11

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## Going up in smoke?

The government should implement provisions of FCTC regarding pictorial warnings on cigarette packs without further delay

By Dr Arif Azad

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Ban on smoking should be strictly observed.

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effects of smoking and motivating smokers to quit.

These findings also lend support to additional guidelines on Article 11 which stipulates that at least 50 percent area of a cigarette pack should contain pictorial warning. In Pakistan, where literacy rate is abysmally low, pictorial warnings are the most effective weapon in the armoury of government's tobacco control policy.

Pakistan made a significant leap forward on pictorial warning legislation when, on May 31, 2009, on World Health Day, the then Federal Minister for Health, Mir Aijaz Dakhmani, announced the introduction of pictorial warnings on cigarette packs by January 1, 2010. This Pakistani international bodies. Like all other announcements made amid much fanfare, this landmark

In October 2009, the ministry of health moved the 1st January deadline to February 2010. Now the press inquiry has established that the deadline has been extended to May 31, 2010. There is no official notification to this effect, nor any clues as to how this decision has been dropped. This has happened despite the issuance of statutory regulation order (SRO) for February 1, 2010.

Some sections of the press headlined pictorial warning announcement as the landmark decision which earned Pakistan international kudos. Like all other announcements made amid much fanfare, this landmark

announcement has yet to land six months down the road. Like elsewhere in the world, Pakistan tobacco industry, using its vast financial muscle, swung into action to torpedo the initiative ever since the announce-

ment was made. This has resulted in the implementation of pictorial warning being serially delayed to never deadlines.

Tobacco industry has also sought to reduce the size of pictorial warnings, a re-run

of tactics employed in other countries in an effort to reduce the effect of pictorial warnings.

In October 2009, the ministry of health moved the January 1 deadline in February 2010. Now the press inquiry has established that the deadline has been extended to May 31, 2010. There is no official notification to this effect, nor any clues as to how this decision has been dropped. This has happened despite the issuance of statutory regulation order (SRO) for February 1, 2010. If the press reports are to be believed then tobacco industry has been given a whole year to comply with pictorial warning legislation. Countries like Chile and Venezuela managed to enforce pictorial warnings. The unwarranted delay in the implementation of pictorial warning legislation will further contribute to tobacco deaths, which is mounting by roughly about 200 annual deaths in Pakistan.

Article 8.3 of FCTC also binds signatory state to protect their health policies from commercial interest of tobacco industry. This places an added obligation on the government of Pakistan to stick to its February 1 deadline for the full implementation of pictorial warnings so that mounting pile of tobacco deaths could be reduced. It would be a great service to the people of Pakistan and a massive boost to public health policy goal. Parliamentarians and political parties have a major role to play in giving teeth to tobacco control policy by urging the government to stick to its February 2010 deadline for pictorial warning legislation.

For any tobacco control policy to be effective, FCTC would have to be implemented in letter and spirit. The new Federal Minister for Health, Makhdoom Shahabuddin, would be doing a great service to the nation by announcing the implementation of pictorial warnings and other provisions of FCTC within the timeline announced. This singular act would go a long way in reducing the mortality rate due to tobacco use and give a definite shape and direction to the tobacco control policy.

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## Warning Signs

The government is finally taking tobacco control steps with pictorial warning on cigarette packs

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**By Dr. Arif Azad**

World no tobacco day falls tomorrow. On the day, a flurry of events are organized all over the world to highlight the deadly effects of tobacco on human health,

Tobacco has been in use for centuries, with no countervailing public health campaign to raise public awareness about its harmful effects. This is, however\* changing with tobacco control advocates making highly visible interventions, To say that tobacco kills 5.4 million people every year worldwide no longer produces howls of protests. This is largely due to growing anti-tobacco movement which is underway since the introduction of Framework Convention on Tobacco Control (FCTC).

This treaty, drafted under the aegis of World Health Organisation (WHO), was adopted by world health assembly in 200\$. So far 168 countries have signed up to this landmark treaty which places mandatory obligations upon all the parties to incorporate the FCTC into domestic legislation on tobacco control. Like other countries, Pakistan ratified the FCTC on November 3, 2004 binding herself into legal obligations enshrined in the convention,

FCTC is a comprehensive convention which embraces full panoply of tobacco control measures which, if fully adhered to, can dent tobacco consumption worldwide,

This has proved to be the single most important document for governments and public health activists to boost tobacco control efforts. With tobacco regulation regimes becoming more stringent in the West, tobacco industry has targeted developing countries for business expansion.

In a year-end review, the Guardian weekly, surveying the state of tobacco industry's profitability, revealed that while profits of big tobacco giants have fallen in Europe and elsewhere where tobacco control laws are strict, the tobacco industry has made up for these losses by making record, profits from countries like Pakistan and Nigeria. In Pakistan, 274 people die

even' day on account of tobacco-related diseases. Yet tobacco control efforts in Pakistan have been sluggish despite health officials and tobacco control advocates' knowing well that cigarette smoking has been on the rise.

Again, like global tobacco control movement, this may be about to change in Pakistan as well, thanks to one provision of FCTC which the government of Pakistan has pledged to honour. The provision relates to article 11 of FCTC which requires all member countries to introduce picture-based health warnings to stem the rising-tide of smoking epidemic.

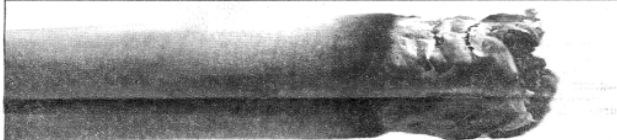
Pictorial health warnings have been demonstrated to be effective in making smokers aware of ill effects of smoking on health ? embracing the intention of either quitting or indeed quitting smoking. Since these interrelated actions add to reduction in smoking, the industry has resolutely, and with some success, resisted the introduction of pictorial health warnings. One simple reason for resistance, apart from falling revenues from reduced sales, is the fear of losing out industry's carefully cultivated, area of cigarette pack to public health campaigners,

It is important to keep in mind that ever since the introduction of restrictions on tobacco advertising, cigarette pack has become the vehicle for subtle advertising by tobacco industry. This has taken

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May 30, 2010

**World No Tobacco Day**



## Warning signs

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Australia heading into the direction of plain packing and Paraguay introducing pictorial warning on 90 per cent of the cigarette pack.

Despite this massive financial and political pressure being applied on governments by the tobacco industry, a growing number of governments are introducing pictorial health warnings. This is a happy augury for public health advocates and governments concerned with protection of health of their citizens. This year World No Tobacco Day brings glad tidings from Pakistan where the government is finally heading in the direction of implementing Article 11 of FCTC.

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It is important to keep in mind that ever since the introduction of restrictions on tobacco advertising, cigarette pack has become the vehicle for subtle advertising by tobacco industry. This has taken various forms from making cigarette pack attractive by sophisticated design, using different colours to convey different messages about smoking being cool or using terms like 'mild' or 'tar-free' to make smoking look less hazardous than it actually is. That is why everything from previously textual health warnings to recently pictorial health warnings have been robustly resisted by the industry to protect its last resort advertising space from being squeezed by public messages and pictures.

Article 11 and existing best practices stipulate that pictorial health warnings should be concise and clear, rotated regularly and shocking pictures should desirably occupy 50 per cent of the front and back of a cigarette pack. These clear cut specifications of Article 11 are already beginning to make their way into domestic legislation of many countries, with

Jakharani, announced the introduction of pictorial warnings on cigarette packs by January 1, 2010. This has put Pakistan among 20 or more leading countries that have undertaken to implement Article 11 of FCTC. Now one year after the announcement, the decision on pictorial warning is going to come into force on May 31 as revealed by Director General Tobacco Control Cell, Ministry for Health, Yusuf Khan.

This long overdue step needs greater appreciation as Pakistan joins a few countries that have taken this leap forward. The next difficult step is its implementation and monitoring. The government and tobacco control activists now shoulder a heavy responsibility of ensuring effective implementation of pictorial health warnings. This is a crucial tobacco control tool in a country where literacy rate is low. In such a scenario, one picture on a cigarette pack says what thousand words cannot.

The writer is Chief Executive of the Network for Consumer Protection.

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**THE NEWS**

June 19, 2009

# Tobacco industry's spin of the week

Ministry wants pictorial health warnings at the earliest

**Shahina Maqbool**  
Islamabad

The tobacco industry has demanded a 'reasonably pragmatic time' to be able to implement pictorial health warnings on cigarette packs and outers.

And while the Pakistan Tobacco Company's (PTC) definition of the term 'reasonably pragmatic' constitutes at least 18-22 months, Lakson Tobacco Company (LTC) is willing to comply with the government's directive only by July 1, 2010.

The tobacco industry articulated its perspective during a meeting with the Director General Implementation of the Framework Convention on Tobacco Control (FCTC) Shahen Masud, health education advisor Mazhar Nisar, and health education consultant Abdus Sattar Chaudhry here on Thursday.

The tobacco industry is reported to have thoroughly grilled the Ministry of Health by subjecting it to a barrage of counter-questioning. "How will you bring the 18 per cent illicit sector within the ambit of compliance? What will become of the financial and technical investment, which the tobacco industry has already made on printing of rotational warnings on cigarette packs in line with the earlier statutory regulatory order (SRO) that comes into force with effect from July 1, 2009? Why has the Ministry of Health approved printing of pictorial warnings on 50 per cent each of the front top and back bottom of cigarette packs when the FCTC allows them to be printed on a minimum of 30 per cent of the principal display area? Do the 40 to 50 small cigarette manufacturers have the capacity to comply with pictorial warnings and has the Ministry of Health taken them on board?"

These are just a few of the many questions, which the tobacco industry posed to the Ministry of Health in a bid to establish the 'legitimacy' of its demand for an extension in the January 1, 2010 deadline for introduction of pictorial health warnings.

PTC demanded an extension on the grounds of upgrading its printing capacity with the help of imported technology. The industry is reported to have stated that their existing machines do not have the

capacity for 6 colour printing, and that they will have to import machinery to be able to comply with the government's directive.

The tobacco industry expressed apprehension that the introduction of pictorial warnings will give a boost to the illegitimate industry, because consumers will readily buy their packs, and may not even recognise the legitimate ones, with rotten black lungs printed on them! They demanded that a level playing field be given to all, and that the government and the Federal Board of Revenue must also bring the illegitimate industry into the net.

Representatives of the tobacco industry also quoted international practices regarding introduction of pictorial warnings. "Switzerland — the home of the World Health Organisation — gave a lead time of 26 months to the tobacco industry, followed by the UK and Romania, which gave 24 months each, and India, which allowed a grace period of 34 months," one of the industry's representative stated. The industry also wanted to know why Pakistan is in such a hurry to adopt pictorial warnings when only 20 of the 168 FCTC signatory member countries have so far shown compliance.

Lakson Tobacco Company is also reported to have expressed reservations over the withdrawal of the SRO on designated smoking areas. "We have already signed several contracts

for the establishment of designated smoking areas," a representative informed the Ministry of Health, only to be told that such obligations would require to be cancelled in view of withdrawal of the SRO.

Meanwhile, in separate letters written to Shahen Masud, the executive heads of the Coalition for Tobacco Control (CTC) Pakistan and The Network for Consumer Protection have expressed strong reservations over representatives of the tobacco industry holding meetings with the Tobacco Control Cell of the Ministry of Health without the participation of civil society representatives.

CTC-Pakistan has called upon the Ministry of Health to continue taking bold steps to counter every initiative taken by the tobacco industry regarding any interaction on an issue that can sabotage the efforts for effective tobacco control in Pakistan.



**The Nation**

June 20, 2009

## 'Tobacco industry active to influence decision'

Source: Our staff reporter Submitted 1 day 11 hrs ago

ISLAMABAD, T-

held meeting of the representatives of tobacco industry with the Health Ministry society members on board is being seen as a threat to the effective implementation of health warnings on cigarette packs.

is mounting pressure on the Ministry to hold the decision.

of six months. On the other hand the tobacco industry that spends millions of marketing strategies for cigarettes and other products to attract youngsters, vulnerable segment of the society in terms of adopting smoking habit is reluctant to

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**BUSINESS**  
**RECORDER**

July 1, 2009

## Pictorial health warning on cigarette pack

# Health Minister is being influenced by tobacco industry

ISLAMABAD: Health ministry is getting influenced by tobacco industry as no further steps have been taken since the health minister made the landmark announcement that the government decision regarding pictorial health warnings on cigarette packs will be implemented in letter and spirit.

Waqar Ahmed, Chief Executive Officer, The Network for consumers' protection said that they had learnt reliably that the tobacco industry approached the federal minister for health and raised some baseless concerns about the government's decision on new pictorial health warnings.

The tobacco industry, however, prevailed upon the Health Minister that instead of issuing directives to ensure that the decision about the new health warnings are followed strictly asked the ministry to come up with a presentation to allay the concerns voiced by the tobacco industry.

The lenient attitude of the health ministry towards the tobacco industry and especially no care for implementation on the decision about pictorial health warnings indicate that ministry is on the path of retraction from the earlier decision under the immense pressure of tobacco industry.

The tobacco industry is all out to block the government's decision on fresh pictorial health warnings. The basic motive behind the latest objections is to pressurize the government for the acceptance of its demand for an extension in the January 1, 2010 deadline for introduction of pictorial health warnings.

For this purpose a multinational tobacco company with its strong presence in Islamabad has recently hired a team including foreign expert and influential former bureaucrat (earlier served as Federal Secretary Health, Commerce and Interior) to manage relations in Pakistan.

Representatives of the tobacco industry are supporting their stance by quoting international practices regarding introduction of pictorial warnings.

"Switzerland — the home of the World Health Organization — gave a lead time of 26 months to the tobacco industry, followed by the UK and Romania, which gave 24 months each, and India, which allowed a grace period of 34 months. To questions and concerns raised by the tobacco industry it is worth mentioning here that tobacco companies can and have implemented picture warning requirements in as little as six months after notifications, including Uruguay, Singapore (implementation of Singapore's second round was five months from notification), Brazil and Canada.

Venezuela has just updated warnings and gave the industry 3 months to comply. Canada's rebuttal to the industry's claim that they cannot implement picture warnings quickly, including claims of limitations in printing technology, is documented in its Regularity Impact Analysis Statement.—PR





# The Nation

July 14, 2009

## Health Ministry fails to protect non-smokers

FOZIA AZAM

ISLAMABAD - Ministry of Health is yet to awake from deep slumber as the open violation of the advertising guidelines of Prohibition of Smoking and Protection of Non-Smokers' Health Ordinance 2002 goes unchecked in the twin cities.

Health managers remained unable to go for the complete enforcement of the advertising guidelines of the relevant law in Islamabad and Rawalpindi because of inadequate implementation mechanism adopted by them.

Despite the government's ban on tobacco advertisements on electronic and print media the other forms of advertisements adopted by this industry, i.e. poster, sponsorships and attractive gift schemes continues attracting youth.

It has also been observed that large-sized posters of popular cigarettes brands are pasted on walls, bookshops and general stores within the range of 50 metres of many educational institutes of twin cities which is in violation of the law that clearly prohibits advertisements of tobacco products within 50 metres of any educational body.

Open sale of cigarettes in the huts established near Quaid-i-Azam University, stores decorated with large size posters of popular

brands outside Islamabad University

pus and Rawalpindi plees of the posters (tive offers ers were youth study educational inst

Apart from tude of health m the tobacco ind, nesses interests; ous promotional tobacco industry ing the stumbling way of effective tion of the tobacco

An NGO "The Consumer Pr pursuing the is health ministry,

Waqar Ahmed, tive Officer, TheNet talking to TheNation the health manag persuade the tobacco try for complete im tion of tobacco as guidelines when sen officials seek assi tobacco industry gency and relief w ernment.

"Officials in M Health demonstrated ethical practice espec case of rehabilitation (nally Displaced (IDPs). All this has r giving free hand to the industry, which has not started violating the sance," he said!

# The Frontier Post

July 14, 2009

## Tobacco posters near educational institutions go unchecked

ISLAMABAD (APP): Large size posters of various cigarette brands pasted on walls, bookshops and general stores within the range of 50 meters of educational institutions of twin cities is clear violation of the concerned laws.

Parents of many students complained that these posters carrying attractive offers of gifts for smokers are meant to motivate the youth studying in educational insti-

They urged that there is a need for proper implementation of the advertising guidelines of the ordinance in the twin cities as the relevant authority has been unable to go for the complete enforcement of such guidelines. They stressed the need for adoption of adequate implementation mechanism to enforce the ordi-

tional campaigns of tobacco industry are also proving the stumbling blocks in the way of effective implementation of the tobacco law.

Chief Executive Officer, TheNetwork Waqar Ahmed said that the organization is pursuing this serious issue as it is a mem-

com- by health, tobacco and force of

# THE NEWS

July 18, 2009

## Tobacco gurus brace for striking back

Shahina Maqbool Islamabad

Representatives of the tobacco industry are scheduled to meet the director general implementation of the Framework Convention on Tobacco Control (FCTC) here today (Thursday) to demand an extension in the January 1, 2010 deadline for incorporation of pictorial health warnings on cigarette packs and outers, credible sources informed 'The News' here on Wednesday.

Rumours are also rife in health circles about the tobacco industry's intention to persuade the Ministry of Health against the use of shocking and fear-arousing photographs and to settle on 'mild' and 'light' — deceptive terms, which the industry itself misprints on cigarette packs to mislead consumers and to promote the false impression that brands with such inscriptions offer lower tar exposure and risk, compared to other varieties. Such terms have the potential to influence health-concerned smokers to delay or prevent quitting.

The meeting will be attended by



Aijaz Hussain Jakhrani progresses in the direction of personally bolting the doors of the two designated smoking lounges in the Parliament House, he must also ponder over the rationale behind representatives of the tobacco industry freely interacting with officials of the Ministry of Health to impact decisions taken in the interest of public health.

"What is the need for the Ministry of Health to encourage interaction with the tobacco industry when both are working at tangent to each other," an anti-tobacco activist questioned. He continued by citing examples of numerous countries including Hong Kong, which, unlike Pakistan, have barred their ministries of health from interacting with the tobacco industry.

If the World Health Organisation can prohibit its staff from meeting persons associated with the tobacco industry, why can't the tobacco industry, why can't the Ministry of Health institute similar curbs? In an interesting development, one of the tobacco giants operating in Islamabad has appointed its 'tobacco guru' working in Indonesia, as the head of government and media relations in Pakistan to counter the blitz of

INTERNATIONAL  
**THE NEWS**

July 19, 2009

**Tobacco industry's spin of the week****Ministry wants pictorial health warnings at the earliest.****Shahina Maqbool**  
Islamabad

The tobacco industry has demanded a 'reasonably pragmatic time' to be able to implement pictorial health warnings on cigarette packs and outers.

And while the Pakistan Tobacco Company's (PTC) definition of the term 'reasonably pragmatic' constitutes at least 18-22 months, Lakson Tobacco Company (LTC) is willing to comply with the government's directive only by July 1, 2010.

The tobacco industry articulated its perspective during a meeting with the Director General Implementation of the Framework Convention on Tobacco Control (FCTC) Shaheen Masud, health education advisor Mazhar Nisar, and health education consultant Abdus Sattar Chaudhry here on Thursday.

The tobacco industry is reported to have thoroughly grilled the Ministry of Health by subjecting it to a barrage of counter-questioning. "How will we bring the 18 per cent illicit

capacity for 6 colour printing, and that they will have to import machinery to be able to comply with the government's directive.

The tobacco industry expressed apprehension that the introduction of pictorial warnings will give a boost to the illegitimate industry because consumers will readily buy their packs, and may not even recognise the legitimate ones, with rotten black lungs printed on them! They demanded that a level playing field be given to all, and that the government and the Federal Board of Revenue must also bring the illegitimate industry into the net.

Representatives of the tobacco industry also quoted international practices regarding introduction of pictorial warnings.

"Switzerland — the home of the World Health Organisation — gave a lead time of 26 months to the tobacco industry, followed by the UK and Romania, which gave 24 months each, and India, which allowed a grace period of 34 months," one of the industry's representative stated. The industry also wanted to know why Pakistan is in such a hurry to adopt pictorial warnings when only 20 of the 168 FCTC signatory mem-

**The Nation**

July 28, 2009

**Tobacco claims 100,000 lives annually in Pakistan**

OUR STAFF REPORTER

**ISLAMABAD** - Use of tobacco killed around 100 million people in 20th century and if the current trend continues, there will be up to one billion deaths in the 21st century.

"Across the globe, nearly 3 million people died of tobacco-related diseases in 2008, which is more than tuberculosis, HIV, AIDS and malaria combined," said a senior official in the health ministry.

In Pakistan, the situation is not different, with around 100,000 deaths occurring from

tobacco use annually in the country and over half of the adult population being addicted in one form or the other. Pakistan after ratification of FCTC (Framework Convention on Tobacco Control) promulgated the Prohibition of Smoking and Non-smokers Health Ordinance in 2002 but the legislation has not yet been effectively implemented for tobacco control.

The government on September 6, 2008 issued SRO containing guidelines for the establishment of designated smok-

ing areas (DSAs). However, no other decision of the Ministry of Health has faced as much media criticism than the said SRO.

The official further said that the health managers had announced immediate rollback of the controversial Statutory Regulatory Order (SRO) on Designated Smoking Areas (DSAs) and making the printing of pictorial health warnings on cigarette packets and with effect from January 1, 2010. The government was leading despite pressure by the tobacco industry that used all

time-gaining tactics, the official said.

However, mere announcement was not enough and the government should take some steps for its implementation also, he said. "If the 'Prohibition of Smoking & Protection of Non-Smokers Health Ordinance' promulgated in 2002 was implemented effectively, we could be able to save our young generation from becoming the victim," he said.

It is the best practice for a country like Pakistan to print pictorial health warnings on cigarette packets where lit-

eracy rate is very low, so people need to be warned of the health risks of smoking through graphic representations.

Tobacco industry, however, has a lot of clout and hampering comprehensive tobacco control reforms as suggested under Framework Convention on Tobacco Control (FCTC).

The civic bodies and health experts working against the tobacco use believe that tobacco industry is out to block the government's decision on fresh pictorial health warnings.

The basic motive behind these objections is to pressure the government for the acceptance of its demands for an extension in the January 1, 2010 deadline for introduction of pictorial health warnings.

These civic bodies say that the tobacco companies in other countries can and have implemented picture warning requirements in as little as six months after notifications. Uruguay, Singapore, Brazil and Canada are some of these countries.

Venezuela has just updated

warnings and gave the industry 3 months to comply. Waqar Ahmed, Chief Executive Officer of The Network for Consumer Protection said the government should realize the hard reality that tobacco use was considered as one of the biggest public health threats, the world had ever faced.

He said though there were had anti-smoking laws, which clearly banned the advertisement and sale of cigarette within 50 metres but one could easily find tobacco advertisement posters near different educational institutes.







# BUSINESS RECORDER

September 25, 2009

## Printing of pictorial health warning on cigarettes packs: owners delaying execution of government notification

### RECORDER REPORT

ISLAMABAD (September 25 2009): Owners of tobacco industries are delaying the implementation of the government notification to print pictorial health warning on the cigarettes packs as well as on all advertisements including posters, bill boards and banners. According to Cigarettes (Printing of Warning Ordinance) (Amendment) Ordinance 2002 tobacco companies are compelled to print health warning on the cigarettes packets and printed cigarette outers.

The Ordinance states, "There shall be printed legibly and prominently, both in Urdu and English, on every packet of tobacco and on all type of advertisements on any media, a health warning as the Ministry of Health may, by notification in the official Gazette, prescribe."

A recently issued notification of Ministry of Health states: "One of the following sets of health warnings shall be printed for a period of six months on the cigarette packets and printed cigarette outers starting from the 1st July 2009 onwards every-six months."

The Ministry is trying to enforce the ordinance, and representatives of Tobacco industry and tobacco industry and outers.

Tobacco companies are facing time constraints and implementation of machines," they have asked the tobacco

Jakhrani has ordered the Regulatory Order (SRO) for Law Division. It is for enforcement of the act and monitoring auth

## Daily Times September 21, 2009 Tobacco lobby may force govt to delay pictorial warning on packs

■ Tobacco industry contends it cannot print warnings within six months and quotes examples of Switzerland, UK, Romania and India, which took more than two years to publish the pictorial warnings

By Sajjad Malik

ISLAMABAD: The cash-rich and well-connected tobacco lobby may force the government to delay its decision to carry pictorial health warnings on cigarette packs, sources in the Health Ministry said.

The government on 'World No Tobacco Day' on May 31 announced introduction of pictorial health warnings on cigarette packs and gave the industry a six-month deadline to print them from January 1, 2010.

However, soon after the announcement the tobacco industry's bigwigs became active and held a number of meetings with the high-ups of Health Ministry to reverse or delay the implementation of pictorial warnings.

The ministry has started work on legislation for introduction of warnings on cigarette packs in consultation with the Ministry of Law but the tobacco lobby is trying to delay the process.

The industry contended that it could not print the warnings within six months and quoted examples of

Switzerland, UK, Romania and India, which took more than two years to publish the pictorial warnings.

But they forgot the example of Venezuela and Chile where the decision was implemented in three months. Canada did it in six months.

The picture-based health warnings are particularly significant for countries like Pakistan with poor literacy rate and inadequacy of resources for public health education, and where majority of the people cannot decipher text-based warnings and remain oblivious to the deleterious consequences of tobacco use.

By introducing pictorial warnings, Pakistan would join 30 countries having similar warnings. Pakistan is signatory to the WHO Framework Convention on Tobacco Control (FCTC), which binds its more than 160 countries to use large, clear, visible and legible warnings on packs and outer packaging.

It recommends that these warnings should cover 50% or more of the principal display area but not less than 30% of it.

The key objectives of pictorial health warnings are to inform the consumers of the harmful effects of tobacco and to reduce consumption.

Studies show that smokers are not aware of or underestimate the health effects of tobacco use. Real-world evidence from Canada and Singapore substantiates the usefulness of picture-based warnings to influence its consumers to quit.

Tobacco Spokesman for Pakistan (PTC) Asim Imdad All rejected the impression that tobacco lobby was trying to delay the decision and said they had no problem with the pictorial warnings.

However, he confirmed that tobacco industry had asked for 18-month time to print the warnings, but government asked it to do it in six months.

"We had a meeting with Minister for Health Ijaz Jhakarani on July 28 and asked for 18 months but it was decided that it should be done within six months.

"We have accepted it and we have no problem. It is up to the government to introduce the law on pictorial warnings and we will do it," he said.

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Pakistan  
**OBSERVER**

September 25, 2009

## Govt urged to implement health warnings on cigarette packs

ISLAMABAD—A Civil Society Organisation Thursday expressed immense concern over the non-implementation of the government directive to Tobacco Industry to publish pictorial warnings on cigarette packs.

The BoD meeting of The Network also called upon the Health Ministry to take notice of the non-implementation of its directive by Tobacco Industry for publication of pictorial health warnings.

"The Minister of Health's announcement on May 31, 2009, of implementation of Pictorial Warning on cigarette packs was a landmark decision in the tobacco control measures. However, the delay in its notification and implementation of amendment would constitute a severe setback to tobacco control efforts of the Ministry of Health," Azam Khan, Assistant Project Manager, Media and Communications, The Network, told the APP, after the meeting of its Board of Directors (BoD).

"We urge the government to stick to its commitment enshrined in Framework Convention on Tobacco Control (FCTC) to which Government of Pakistan is signatory. There is a history of Tobacco Industry's tactics to de-

lay the implementation of Pictorial Warning in other countries as well. This has not worked in the past and the Ministry of Health should make sure that history is not repeated in Pakistan," he added.

Khan said The Network expresses its full support and cooperation to Ministry of Health to stand firmly by its decision to implement the pictorial warning.

"The Tobacco industry is playing delaying tactics to implement the government notification regarding pictorial Health Warnings on cigarettes packs. Tobacco Industry, being a powerful and overriding sector, had earlier used its muscle power to hold off the process for incorporation of pictorial health warnings on cigarette packs and outers," he added.

"The Network has taken stringent notice of this irresponsible behaviour of the Tobacco Industry. Tobacco companies are trying to get more time from Ministry of Health pretending time constraints and non availability of print machinery," he added.

He said the industry while criticizing the regulations says that given the complexities in certain areas of regulation, the expertise of the tobacco is especially important in order to

develop regulation that is technically viable, practically workable and enforceable, thus undermined the expertise of the department.

"Through their lobbying activities, the industry is pressurizing and demanding of government to provide the high resolution graphics to be printed. They are also pretending that they need at least a year to import the required printing machines which is a baseless debate," he added.

"It is also campaigned by the industry that the Health Ministry is unable to go for the complete enforcement of the advertising guidelines of the relevant law because of inadequate implementation mechanism adopted by them. As the law is silent on the enforcing and monitoring authority to implement this ordinance," he opined.

Khan said on the other hand, the industry has started meeting with the high officials, to pressurize the Ministry of Health to reverse or delay the implementation of the pictorial warnings.

"By using their bullying tactics, the tobacco industry is once again playing tactics by arguing the Pictorial Health Warnings Rules," he added.—APP

The Nation

September 25, 2009

## Warnings on cigarette packs Ministry fails to implement directives

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## BUSINESS RECORDER

October 9, 2009

# Call to implement pictorial health warnings on cigarettes

SHERISH WASIF

ISLAMABAD: While strongly reacting over the delay on the part of the authorities concerned, the Coalition for Tobacco Control (CTC) has appealed to the Prime Minister of Pakistan and Federal Minister for Health to speedily implement pictorial health warnings on cigarettes.

As it was due to issue the notification as soon as it decided to push the tobacco industry to come up with pictorial health warnings on cigarettes pickings stated Dr Arif Azad Chief Executive Officer TheNetwork, while addressing a press conference here on Tuesday.

He blamed that the Ministry of Health is delaying the deadline for implementing pictorial health warnings on cigarette packs.

He said that only 81 days were left in the given dead line to the tobacco industry, the Ministry of Health has still not notified the legislation that restricts the industry to comply with printing pictorial health warnings on cigarettes packs by January 1, 2010.

He said, "TheNetwork for the Consumer Protection along with the CTC apprehend that the tobacco industry is actively delaying

implementation of pictorial health warnings". "Federal Minister for Health Mir Aijaz Hussain Jakhraani although made a historic announcement of introducing pictorial health warnings by January 1, 2010 but still the decision is yet to be implemented" he continued.

"The decision has put Pakistan on the list of lead countries that have introduced such a key and radical measure into domestic legislations in line with Pakistan's obligations under the Framework Conventions for Tobacco Control (FCTC) WHICH Pakistan signed in 2004" he noted.

He was of the view that in Pakistan where literacy rate is low, introduction of pictorial warnings on cigarettes packs would act as powerful tool in curbing tobacco use. "We are deeply concerned at the lack of progress towards implementing pictorial warnings four months after the announcement" he added.

"Despite the fact that the legislation has been prepared and has been vetted still there is no visible sign as yet of being notified, Dr Azad lamented.

Speaking on the occasion Khuram Hasmi said, "although the industry claims that print-

ing pictorial health warnings on cigarettes packs is too expensive and it would take long time as the required technology for doing so is not available in the country are completely false and baseless".

He said an understanding of both the risks and severity of smoking are important factors in motivating smokers to quit and pictures based warnings can be effective in conveying the consumers about the risks involve in smoking.

While sharing some horrifying facts, he said, in Pakistan around 78 billion cigarettes are consumed annually and out of these 62 billions shares are held by two leading tobacco companies in Pakistan, while the remaining 16 billion cigarette sticks are smuggled or marketed by the counterfeit or non-duty paid manufacturers.

"Smoking causes 100,00 deaths annually in Pakistan and any further delay in the notification and implementation of the warnings would add to the toll of the deaths caused by tobacco industry and the figure is mounting at a rate of 273 deaths daily" he warned. "These frightening figures leave little room for delay and complacency" he added.

پاکستان  
www.thepakistan.com

October 9, 2009



اسلام آباد کی ایک میڈیا سٹیٹ ورک کے صدر ڈاکٹر عارف آزاد پر پریس کانفرنس کرتے ہیں (فوٹو شوہر ہوائی)

میڈیا سٹیٹ ورک کے صدر ڈاکٹر عارف آزاد، انجمن اہل علم کے راولپنڈی اسلام آباد کے صدر ڈاکٹر عارف آزاد، رانا اور حرم باہمی نے میڈیا سٹیٹ ورک میں پریس کانفرنس سے خطاب کرتے ہوئے کہا کہ پاکستان میں 22 فیصد افراد تباہ کن نوشی کے عادی ہیں اس لیے اس عمل سے اشد دیکھنے کو نشوں کو تیز کرنے کی ضرورت ہے۔

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ایکسپریس

October 9, 2009

### "25 فیصد پاکستانی سگریٹ نوشی میں مبتلا ہیں"

حکومت آسٹریلیا وارننگ کے نفاذ کی منظوری کے عمل کو تیز کرے، وڈی میٹ ورک

اسلام آباد (نامہ نگار) سگریٹ نوشی سے ہر سال پاکستان میں ایک لاکھ جاہلیات ہوتی ہیں جبکہ 22 سے 25 فیصد افراد سگریٹ نوشی کرتے ہیں اور 55 فیصد خاندانوں میں ایک شخص سگریٹ نوشی کا عادی ہے۔ وزیر اعظم اور وفاقی وزیر صحت سے اجازت لے کر سگریٹ نوشی کو تیز کرنے کے لیے اس عمل سے اشد دیکھنے کو نشوں کو تیز کرنے کی ضرورت ہے۔

تجزیاتی لائی جانے والے سگریٹوں کی قیمتیں بڑھانے کے لیے ایک لاکھ روپے کا اضافہ آؤ اس سے دیکھنے کو نشوں کو تیز کرنے کے لیے اس عمل سے اشد دیکھنے کو نشوں کو تیز کرنے کی ضرورت ہے۔





INTERNATIONAL  
**THE NEWS**

October 9, 2009

■ PICTORIAL WARNINGS ON CIGARETTE PACKS

# Civil society perturbed over delay in implementation

Lashari says legislation to be notified early next week, pictorial warnings to be printed from February 2010

**Our correspondent**  
Islamabad

Anxious over the apparent lack of progress towards incorporation of picture-based health warnings on cigarette packs and outsiders in consonance with the government's historic announcement of May 31, 2009, TheNetwork for Consumer Protection and the Coalition for Tobacco Control (CTC) have appealed to the government to notify the new rules for printing of graphic health warnings.

The organisation in its appeal has made it clear that by doing so the government will help dismiss the common perception that this key public health legislation is being influenced by the mighty tobacco industry.

Addressing a joint press conference here on Thursday, the executive coordinator of TheNetwork Arif Azad and the coordinator of CTC Khurram Hashmi appealed to Prime Minister Yusuf Raza Gilani and Minister for Health Mir Aijaz Hussain Jakhri not to allow any delays in the January 1, 2010 deadline for implementation of pictorial health warnings. "The deadline is only 83 days away," they pointed out.

"The historic decision made by Minister for Health on 'World No Tobacco Day' had put Pakistan in the list of lead countries that have introduced such a key and radical measure into domestic legislation in line with the country's obligations under the Framework Convention for Tobacco Control, which we signed in 2004. While supporting the government's decision, we are deeply concerned at the lack of progress towards implementing pictorial warnings, four months after the announcement," Arif Azad read out from a written statement. He stated that given Pakistan's low literacy rate, introduction of pictorial warnings on cigarette packs would act a powerful tool for curbing tobacco use. Smoking causes 100,000 deaths

in Pakistan annually.

The representatives of the two organisations said, there are no visible signs yet of the legislation being notified for implementation in the near future; this is despite the fact that it has already been vetted by the Ministry of Law. "Any further delay in the notification and implementation of pictorial warnings will only add to the mountain of tobacco deaths, which are rising at a rate of 273 per day," Arif said.

Khurram Hashmi expressed concern over sudden postponement of a meeting called by the Tobacco Control Cell on September 29, 2009 to share the said rules and notification with various stakeholders including TheNetwork, CTC, the Journalists Health Forum, the tobacco industry, and other civil society representatives. "The postponement of that crucial meeting, without any plausible reason being assigned, shows that the Ministry of Health is not serious about fulfilling its public health commitments," he remarked.

Referring to the frequent formal and informal interactions taking place between representatives of the tobacco industry and the Ministry of Health, Arif and Khurram emphasised that these deliberations should be transparent and made public as per stipulations of Article 5.3 of the Conference of Parties. "We ask the government to make its dealings with the tobacco industry transparent and to discourage any kind of sponsorship for government events by the tobacco industry," they demanded.

Meanwhile, in an exclusive chat with 'The News,' Secretary Health Khushnood Akhtar Lashari rejected the allegations levelled by TheNetwork and CTC with respect to any deliberate delay in incorporation of picture-based health warnings on cigarette packs and outsiders. "There are no delays. We are actively involved in bringing out the law for introduction of picture warnings; it

will be notified early next week. We have also made a commitment to this effect at the World Health Organisation's Inter-Ministerial Conference currently under progress in Morocco," he added. Lashari said, "Every effort is being made to ensure that there are no administrative and legal lacunas left in the law for the tobacco industry to capitalize." He said, the tobacco industry neither has the printing capacity, nor has it so far been officially provided with the photographs to be printed on cigarette packs.

Lashari said, the notification, along with four photographs to be used on a rotational basis every year, will be issued early next week. He also informed that there will only be a one-month delay in printing of picture warnings. "You will see them printed on every cigarette pack and out by February 2010," he assured.

"Why did you postpone the September 29 meeting, in which the new rules and notification on picture-based health warnings were to be shared with all stakeholders," Lashari was asked. "The Tobacco Control Cell should know better," he responded.

When the same question was posed to Shaheen Masud, head of the Tobacco Control Cell and Director General Implementation of FCTC, she reserved her comments. She was also unsure about when the meeting is likely to be called again. She did know, however, that the meeting was called in view of the government's decision to share the vetted law with all stakeholders, including the tobacco industry, before its finalization for the sake of proper implementation.

Responding to a question on the issue of transparency in meetings with the tobacco industry, Shaheen said, "We make minutes of these meetings; since they are recorded and made part and parcel of the official file, they are transparent."

# The Nation

October 29, 2009

## Alliance for tobacco control formed

OUR STAFF REPORTER

ISLAMABAD - Policy makers, opinion formers, legislators, and tobacco-control advocates in a seminar here on Wednesday reinforced their commitment for effective tobacco control initiatives in Pakistan and decided to formulate a Grand National Alliance for Tobacco Control.

The decision was made in a National Advocacy Conference on Tobacco Control organised by The Network for Consumer Protection in collaboration with Ministry of Tobacco Control Cell and Health Organisations.

Health Minister Dr. Rasheed Juma stressed the need to create volunteer groups to report the violations of tobacco control legislation. He appealed to all health professionals to take an oath to discourage smoking and educate their patients.

Member National Assembly and Standing Committee on Health and Human Rights Yasmeen Rehman suggested that the Education Ministry include tobacco control in the curriculum of schools to educate the youth. Moreover, she stressed the need to sensitize parliamentarians to generate a debate to make tobacco control a part of the national health policy and plan.

Pakistan lacks the implementation of tobacco control legislation due to a lack of awareness and civic education, Dr. Khalif Bile the country representative of WHO stated while addressing the conference.

The Ministry of Health is taking the initiative to introduce the pictorial warnings legislation into domestic legislation by February 2010 and joining the select list of countries to have introduced this legislation. Dr. Arif Azad, Executive Coordinator The Network for Consumer Protection stated while appreciating the role of the tobacco control cell.

At the end of the conference, a resolution was passed to be submitted to the legislators by all stake holders on the platform of Grand National Alliance for Tobacco Control, appealing to the Government of Pakistan to undertake comprehensive tobacco control measures in order to reduce public health expenditure on account of tobacco related diseases and to regulate illicit tobacco trade to impose heavy taxes on tobacco industry to reduce tobacco consumption.

# THE NEWS

October 29, 2009

## Alliance for tobacco control formed

Shahina Maqbool  
Islamabad

Reservations from some quarters notwithstanding, policy-makers, opinion leaders, legislators and tobacco control advocates, reinforced their commitment for effective tobacco control in Pakistan by agreeing to the formulation of a Grand National Alliance for Tobacco Control here on Wednesday.

The alliance was formed at the National Advocacy Conference on Tobacco Control organised by The Network for Consumer Protection in collaboration with the Tobacco Control Cell and the World Health Organization. Director General Health Dr. Rashid Juma and Yasmeen Rehman, Member National Assembly and Standing Committee on Health and Human Rights, chaired the inaugural and concluding sessions, respectively of the conference.

Responding to a query, the gathering was informed that the modalities of the grand alliance would be notified in due course. The idea is to build synergies by establishing a coordinated response to the tobacco epidemic — a response which involves all relevant ministries, provincial health departments, district implementation committees, the civil society, as well as professional bodies, among others.

Addressing the conference, Dr. Juma called for creation of volunteer groups to report violations of tobacco control legislation at the federal level. WHO Representative Dr. Khalif Bile termed implementation a major issue. Both Dr. Bile and the Executive Coordinator of The Network, Arif Azad, praised the Ministry of Health for introducing pictorial health warnings with effect from February 2010. The head of the Tobacco Control Cell Shaheen Masud shared the achievements of the Cell and the

obstacles being encountered by it on account of lack of funds.

Yasmeen Rehman exhorted the Ministry of Education to include tobacco control in the school curriculum. Moreover, she stressed the need to sensitize parliamentarians to generate a debate on making tobacco control a part of the national health policy and plan.

In the end, a resolution from the platform of Grand National Alliance for Tobacco Control was passed for submission to legislators, appealing to the government to undertake comprehensive tobacco control measures.

A large number of people including representatives of the ministries of railways, tourism, industries and commerce, religious affairs, law and federal board of revenue, health professionals, civil society organisations, legal experts, educationists and media persons attended the conference.



October 29, 2009

## تباہ کن نوشی کے خاتمے کیلئے نیا گریڈیشنل انسٹیشنل تشکیل دیدیا گیا

دقیقہ وصولی حکومتیں غیر سرکاری تنظیمیں مل سہاہت کے قومی و عالمی ادارے اور ادارے کے ساتھ مل کر تباہ کن نوشی کے خاتمے کے لیے نیا گریڈیشنل انسٹیشنل تشکیل دیدیا گیا۔

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اسلام آباد (ڈیلیوریٹر) ملک میں تباہ کن نوشی پر مائدہ پانڈیوں پر غلامیہ دیکھنے پانڈی اور جوانوں کی تباہ کن نوشی کے خاتمے کے لیے نیا گریڈیشنل انسٹیشنل تشکیل دے دیا گیا۔

قومی کنگڈم کی تباہ کن نوشی کے خاتمے کے لیے نیا گریڈیشنل انسٹیشنل تشکیل دے دیا گیا۔

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INTERNATIONAL  
**THE NEWS**

January 31, 2010

# Govt should discourage tobacco farming

By Aftab Maken



Leading tobacco companies are encouraging the farmers to grow more tobacco to keep the cigarette factories running oblivious of the social cost of smoking, health hazards suffered by farmers exposed to pesticides used on tobacco leaves and the overall environmental degradation caused by tobacco processing.

Public watchdogs are silent over this, ignoring the interests of the people living in the tobacco growing areas.

Although they are compromising health and environmental standards of tobacco growers and people, the leading cigarette-makers are not spending enough from their declared income for the welfare of the locals.

These cigarette manufacturers are also polluting the natural environment, as many inhabitants of the tobacco belt complain of allergies and other diseases linked to tobacco processing. Tobacco leaves contain nicotine, a drug that stimulates brain facilitating addiction to cigarettes.

The effects of the crop on overall well-being of the area can be gauged by the fact that nicotine is so poisonous that raw tobacco leaves are soaked in water overnight to make a natural pesticide

contribute some portion of its income to the welfare of the local residents.

The residents of tobacco belt claim that they are not getting worthwhile welfare from the corporate social responsibility spending of the cigarette-makers.

Tobacco is the only crop in Pakistan having yields well above the world average and matches the per hectare yield in the US and other developed countries - an average yield of 1,900 kilograms per hectare.

In Pakistan, tobacco was cultivated over an area of 6.2 million hectares with production of 126 thousand tons during 2007, an increase of 11.5 per cent compared with the previous year. Tobacco growing, manufacturing, distribution and retailing employ over one million persons directly or indirectly.

The Federal Ministry of Food & Agriculture is campaigning for an increase in price and output of tobacco to protect the farming community. However, after printing the warning on cigarette packets, they forget to protect the consumers from the harmful effect of smoking.

Besides the cigarette manufactures, the other users of tobacco are the manufacturers of chewing tobacco (naswar, beera, paan, gutka, etc) are also causing cancer of mouth and lungs.

In order to promote sustainable development, a leading tobacco company has been at the forefront of afforestation efforts in the country. Under this programme, the company has planted over 52 million trees since the programme started in 1981, the Pakistan Tobacco



**DAWN**

February 3, 2010

# Tobacco control delayed

IN Pakistan, where the majority of the population is illiterate, only text-based health warnings are printed on cigarette packs.

It is the responsibility of the government to ensure that the public is well informed of the hazardous affects of tobacco use.

The World Health Organisation (WHO) has recommended that warnings containing both pictures and words should be printed on cigarette packs because they are the most effective at convincing people

to quit and reduce tobacco use.

The government of Pakistan signed the WHO Framework Convention on Tobacco Control in 2004 where it agreed to incorporate effective health warnings into the domestic legislation.

After the latest relaxation allowed to the tobacco industry, picture-based warnings will now appear with effect from May 31, 2010, rather than the delayed Feb 1, 2010 deadline, and the earlier Jan 1, 2010 deadline announced on the occasion of World No Tobacco Day, May 31, 2009.

This action by the legislature and the government would set back the nationwide tobacco-control effort, giving the industry enough time to gain profit in the name of exhaustion of existing stocks from the market.

It shows that the ministry of health has again delayed introduction of pictorial warnings on cigarette packs and the tobacco industry has influenced decision makers to stall the decision.

Ever since May 31, 2009, the Tobacco industry in Pakistan has demanded extension of the deadline for printing of pictorial health warnings on cigarette packs and exhaustion of the current stock from the market.

Tobacco companies are spending more than ever to have their permanent customer base expand for decades, especially where youths are concerned.

In my view, this is the price we are paying for relying on cigarette tax revenue.

It is a fact that our country needs the money and our government became a puppet of the industry at the expense of public health.

Yet another deadline of Feb 1 has been missed. I urge the ministry of health to introduce pictorial health warnings on tobacco products urgently.

MEHNAZ AJMAL  
PARACHA  
National Advocacy and Research Coordinator, Network for Consumer Protection Islamabad

BUSINESS  
**RECORDER**  
February 4, 2010

## World Cancer Day observed today

ISLAMABAD: Every year February 4 is observed as 'World Cancer Day', aiming at raising public awareness about the silent killer of million of people around the globe, as tobacco-related cancer remain a challenge for Pakistan

Cancer is a leading cause of death around the world and World Health Organisation (WHO) estimated that 84 million people die of cancer between 2005 and 2009

According to a report by WHO lung cancer is a vital cause of cancer deaths in males followed by mouth cancer. Both these cancers are tobacco related and can be prevented if the powerful addictive substance is avoided. Aga Khan University's figures show that over 90 percent of such cases are caused by the tobacco use.

The Network Executive Director Dr Arif Azad in his remarks said that government announced introduction of pictorial warnings in 2009, which marked a leap forward in the history of tobacco control in country. One and a half year down the road pictorial warning legislation has yet to see light of the day.

A twice announced and twice delayed pictorial warning is contributing to already piling up mountain of tobacco deaths. Any further delay can add 273 deaths to this mountain on a daily basis.—PR

# The Nation

February 4, 2010

## World Cancer Day

### Pictorial warnings vital to control disease

FOZIA AZAM

ISLAMABAD - As the World Cancer Day is being observed across the country today (Thursday), the mounting number of cancer patients have called for serious efforts on the part of the authorities concerned to combat the fatal disease.

Facts regarding growing rate of the cancer are frightening in Pakistan, according to the health experts that with consumption of 78 billion cigarettes sticks annually Pakistan holds high rate of oral and lung cancer in the region.

The main objective behind the Day is to raise public awareness about the "silent killer of

the direct cause for deaths in Pakistani males. Figures from the Agha Khan University shows that over 90 percent of such cases are caused by the tobacco use.

It is not by accident that tobacco use has become an epidemic but lack of public health awareness and poor implementation of tobacco control laws put down the efforts for its control. Pakistan, with half of the population is illiterate and not well aware of the health consequences of tobacco use. The world-wide pictorial health warnings on cigarette packs and other tobacco packaging are used to raise awareness among public

cigarette packs by February 2010. By speedy implementation of pictorial warning the consumption of tobacco can be curbed drastically as shown by various international studies. This would go a long in reducing incidence of cancer on the whole," he said.

Almost 50 percent of all the cancer cases in the country are directly linked with tobacco use. Tobacco use in the forms of Gutka, 'pan masala' and snuff is also another major cause of oral cancers. Gutka and 'pan masala' are commonly consumed in various parts of country and causing a rise in head, neck and mouth cancers. The situation is alarming for the health authorities

# INTERNATIONAL THE NEWS

February 23, 2010

### No check on violation of anti-tobacco laws

Islamabad

Many public departments and organisations working in the federal capital have no proper mechanism to enforce anti-tobacco laws and any check on violation during duty hours within their premises.

Thousands of people who do not smoked, become victims of second hand smoke as smokers openly smoke cigarettes in government offices which is a clear violation of concerned laws, causing harmful effects on health of non-smokers, citizens complained.

here that Pakistan had signed and ratified multisectoral and multidimensional Framework Convention on Tobacco Control (FCTC) on May 18, 2004 and November 3, 2004 respectively. Under provisions of FCTC, the country is required to bring its laws and policies in line with the global convention.

Dr. Arif Azad, executive director of The Network for Consumer Protection said that tobacco was the main cause of numerous hazards to human health, adding that all national and international obligations should be followed by the concerned authorities in this regard to check on use of tobacco particularly in offices. He said smoking causes many diseases and ailments including heart attack, cancer of mouth, oral cavity, esophagus, lung and diseases like chronic bronchitis and emphysema.

He said the organisation is working to raise the level of awareness of policy makers on the need for making effective laws for tobacco control in the country.

According to health experts, the use of tobacco continues to be a major public health challenge in Pakistan with 100,000 annual deaths due to tobacco related diseases.

He added tobacco consumption in the country is manifold as a result of aggressive marketing and promotion of tobacco products by the industry including advertisements. When contacted, an official of Tobacco Control Board, Ministry of Health said that SRO designated areas for tobacco control should be established to help cell to have check on law violators and help of public and departments. He said a strategic plan of tobacco control has been made by the government.

# The Nation

February 4, 2010

## 84m people to die of cancer in next 10 years

Our correspondent Islamabad

Of the 58 million deaths reported worldwide in 2005, 7.6 million were cancer-related; another 84 million people will die of the disease in the next 10 years if action is not taken now.

More than 70% of all cancer deaths occur in low- and middle-income countries, where resources available for prevention, diagnosis and treatment of cancer are limited or non-existent. Based on projections, cancer deaths will continue to rise with an estimated 9 million people dying from it in 2015, 10 million in 2020 and 11.4 million in 2030.

This data was shared by Professor Dr. Muhammad Ashraf Chaudhry, head of Community Medicine at the Islamabad

these include cessation of tobacco use, consumption of a healthy diet, regular physical activity, end to alcohol use and protection against cancer-causing infections.

Cancer affects everyone and represents a tremendous burden on families and societies. Cancer can be described as the uncontrolled growth and spread of cells. It can affect almost any part of the body. The growth often invades surrounding tissue and can metastasize to distant sites. Lung, stomach, liver, colon and breasts are the most common sites of cancer.

Dr. Ashraf said, the seven warning signals of cancer are: change in bowel or bladder habit, a sore that does not heal, unusual bleeding or discharge, thickening or lump in breast or elsewhere, indigestion or difficulty

The public health specialist termed tobacco as the single largest preventable cause of cancer in the world today. Dietary modification is another important approach to cancer control.

Dr. Ashraf informed that about one-third of the cancer burden can be decreased through early detection and treatment.

Meanwhile, the executive coordinator of The Network for Consumer Protection Dr. Arif Azad cited figures from Agha Khan University to show almost 50% of all cancer cases in Pakistan are directly linked with tobacco use. "It is not by accident that tobacco use has become an epidemic. Lack of public health awareness and poor implementation of tobacco control laws in a country where half of the population is illiterate and unaware of health

ings legislation has yet to see light of the day. The twice announced and twice delayed pictorial warnings are contributing to the already piling up mountain of tobacco deaths. Any further delay would add 273 deaths to this mountain on a daily basis." He believes that Pakistan, with a consumption of 78 billion cigarette sticks annually and highest rate of oral and lung cancer in the region, can reduce the burden by implementing pictorial warnings in time.

Omer Aftab, national coordinator of Pink Ribbon said, Pakistan has the highest rate of breast cancer for any Asian population. He underscored the need to focus on prevention rather than cure as breast cancer is the only cancer which, if diagnosed early, can have a survival rate of more than

**DAWN**

March 31, 2010

# Sports: saying no to tobacco money

THIS is apropos of the report (March 29) quoting the sports minister as suggesting using tobacco industry's money for promoting sports in the country.

The question arises, should one accept sponsorship from an industry which is the biggest contributor of disease and death in Pakistan?

Many organisations in the world have a firm policy of not accepting any funding from the tobacco industry.

Just like peace organisations wouldn't accept donations from landmine manufacturers, the sports ministry shouldn't accept money from an industry which is promoting unhealthy lifestyle in society.

The reason why all good organisations and governments do not accept

sponsorship from tobacco companies is very clear. Cigarettes have caused more deaths than any other consumer product in the history of the world.

WHO estimates that about 500 million people alive today will eventually be killed by tobacco, including 5.4 million in 2010. Tobacco industry products kill over 100,000 Pakistanis every year.

The numbers are so astronomical that they are hard for people to grasp. What is strange about the situation is that deaths and diseases caused by smoking are 100 per cent preventable.

The tobacco industry funding serves to create a moral lever to persuade the government to soften tobacco control legislation. By accepting donation the government legiti-

mises the tobacco industry's various tactics, including tobacco promotion to the youth.

These donations also serve to convince politicians that tobacco companies' motives are not suspect, that they can work with the government and that they want to be part of solution, because they care about people and not just profit.

By accepting tobacco money for activities like promotion of sports, the government allows the tobacco industry to advertise its generosity, suggesting to the public and legislators that it is a good corporate citizen.

The fact remains that the sole purpose of tobacco companies is to increase their profit. In order words, to sell more cigarettes at the cost of human lives.

What is good for the tobacco industry is bad for public health and vice versa. Fortunately, a growing number of organisations in the developed and the developing world are refusing to accept tobacco industries grants or contributions.

Last year an editor of a leading medical journal wrote: "Taking money from the tobacco industry offers the industry, at a cheap price, a respectability it doesn't deserve."

Let us hope that in this country also we develop courage to say no to tobacco money, which no doubt is tainted with blood of those who die every day from tobacco-related diseases.

JAVAID A. KHAN  
National Alliance for Tobacco Control  
Karachi

**DAWN**

March 29, 2010

## Minister wants funds from cigarettes for promotion of sports

By Imran Ali Teepu

ISLAMABAD, March 28: Federal Sports Minister Aijaz Hussain Jakhrani has proposed to the government to levy an additional 2 per cent tax on every cigarette pack and suggested that the funds so generated be used for the promotion of sports.

Mr Jakhrani, who has served as a federal health minister, put forward his suggestion at a recent meeting of Prime Minister's Task Force on Sports.

Later, during a function in Islamabad he defended his proposal on the grounds that it would generate funds sufficient for promotion of all kinds of sports activities.

Some senior officials were surprised at the minister's proposal, but refused to comment on it because of their positions in various government-run sport organisations and bodies. However, some consumer interest groups and citizens' organisations were unable to hide their outrage.

"It's not only in violation of the rules and guidelines of the World Health Organisation but also simply outrageous," said Dr Arif Azad,

health and sports pointed towards the WHO protocols, saying such a move would be a violation of the World Health Organisation Framework Convention on Tobacco Control (FCTC) of 2005.

One of the clauses of WHO FCTC Article 13, which with tobacco advertising motion and sponsorship for prohibition of "all forms of tobacco advertising, promotion and sponsorship that a tobacco product means that are false, ing or deceptive or like an erroneous information about its characteristics, hazards or effects, hazards or effects."

Dr Azad insisted FCTC also "restricts of direct or indirect that encouraged the of tobacco products to the public."

Sports analyst said that PM's Task Force was assigned to revive the national but generative through tobacco not a healthy motion of sports.

He said the Pakistan Olympic

**DAWN**

April 1, 2010

## Cigarettes and sports

TOBACCO and healthy activities like sports don't go together. Perhaps realising this, the federal sports minister clarified the remarks he had earlier made linking the two. At a meeting of the prime minister's task force on sports Aijaz Hussain Jakhrani, who has also served as health minister, had proposed that the government levy an additional two per cent tax on every pack of cigarettes and channel the funds towards the promotion of sports. Clarifying the matter later on, he said that taxing tobacco can reduce the health bill. However, the ethics of generating funds for sports through tobacco sales is questionable.

The minister's suggestion also runs contrary to the guidelines laid down by the World Health Organisation, specifically the Framework Convention on Tobacco Control of 2005. Advertising and publicity by tobacco companies has also fallen out of favour with global sporting bodies such as the International Olympic Committee.

Tobacco is a major killer in Pakistan. Health experts have described the situation in the country as a 'tobacco epidemic' while figures say 100,000 people die from tobacco use annually here. Lung cancer is also the number one cause of deaths from cancer in Pakistan. When all these factors are considered, using tobacco sales to fund sports does not seem right. What the minister proposed sends out the wrong message. People in this country are in dire need of healthy activities and recreation and the government's neglect of sports is quite obvious. But the situation cannot be remedied by funding sports through cigarette sales. One activity promotes a healthy lifestyle while the other destroys it. If anything, strong efforts are required to counter the macho image that smoking enjoys in society. The youth especially must be weaned away from this deadly habit while sports should be funded through other, healthier means.

**DAWN**

March 30, 2010

## 'Tax on cigarettes can help cut health bill'

ISLAMABAD, March 29: The federal ministry of sports said on Monday a recommendation to levy two per cent additional tax on cigarette packs for its use on promotion of sport activities in the country was also meant to "reduce the purchasing and consumption power in tobacco market and minimise the national health bill."

While confirming a report in Dawn on Monday titled "Minister wants funds from cigarettes for promotion of sports", a statement quoting Sports Minister Mir Aijaz Hussain Jakhrani, however, said if the suggestion to levy such a tax "violates the rules and guidelines of the treaty of World Health Organisation FCTC, then the proposal will be dropped."

The minister was quoted as saying he was cognisant of Article 13 of WHO Framework Convention on Tobacco Control (FCTC) 2005 and it was during his tenure as health minister that a ban was imposed on tobacco public message. Mr Jakhrani said the latest proposal for imposition



The Nation

May 27, 2010

Poster competition held to discourage tobacco use

FOZIA AZAM

ISLAMABAD - A poster competition on the theme "Tobacco Control" aimed at encouraging students to better understand harmful effects of tobacco use. It was organised by the Network for Consumer Protection here on Wednesday.

In this regard the posters from various universities were invited. Large number of the university students participated in the competition and displayed colourful posters, showing various health hazards of the tobacco and smoking.

Amateur artists brought the dark side of smoking by skillfully drawing them on the canvas, informing the common view that the tobacco is one of the health of the people and enhances the causes of death.

The young artists, through their work, tried to convince people that the use of tobacco was extremely dangerous for the consumers, as it causes thousands of deaths every year across the globe and key to avoid this death trap is to strictly avoid use of tobacco.

The initiative was an advocacy and awareness campaign aimed at a



INTERNATIONAL THE NEWS

May 27, 2010

Exhibition

Our correspondent  
Islamabad

Students depict understanding about hazards of tobacco use

Tobacco and its products cause thousands of deaths every year across the globe. The only way to avoid this death trap is to strictly avoid tobacco.

This was the theme of a poster competition organised by TheNetwork for Consumer Protection here on Wednesday, as part of a series of events being arranged in the run-up to the 'World No Tobacco Day' activities planned for May 31.

A large number of university students participated in the competition with colourful posters showing various health hazards of tobacco and smoking.

The objective of the exhibition was to highlight the importance of tobacco control and encourage students to understand the dangers of smoking.

A group of students from Bahria Medical and Dental College, Karachi, was awarded the first prize for their poster and a cash prize of Rs15,000; Sarah Hussain, MBBS 2nd Year, got the second prize and a cash award of Rs12,000 while Atifia Mukhtar Chaudhry, 3rd Year, D. Pharmacy, Hamdard University, Islamabad, bagged the third prize and a cash prize of Rs10,000. A consolation



A visitor looking at a painting in Islamabad. — Hanif Khattak

prize of Rs5,000 was awarded to a student of Islamabad Medical and Dental College. Students from SKANS and NUML also participated in the contest.

The posters were reviewed by a jury comprising Abbas Shah, ex-chief designer PTV and art teacher for sculpture

at the National College of Arts, Rawalpindi Campus; Zia Zeidi, chief executive ZEED Muralist; and Riffat Khattak, chief designer, Ministry of Population.

Speaking on the occasion, the executive coordinator of TheNetwork Dr. Arif Azad lavished praise on the young

participants and said it was a healthy sign that Pakistani youth and students were conscious of the negative impacts of tobacco. "These posters are a proof of the commitment of Pakistani youth and the fact that they are at the forefront of the fight against tobacco," he said.

TheNetwork is spearheading a campaign for tobacco control in the country and advocating for full implementation of the Framework Convention for Tobacco Control (FCTC).

Dr. Abdul Sattar Chaudhry, who was the chief guest on the occasion, awarded prizes to the winners.

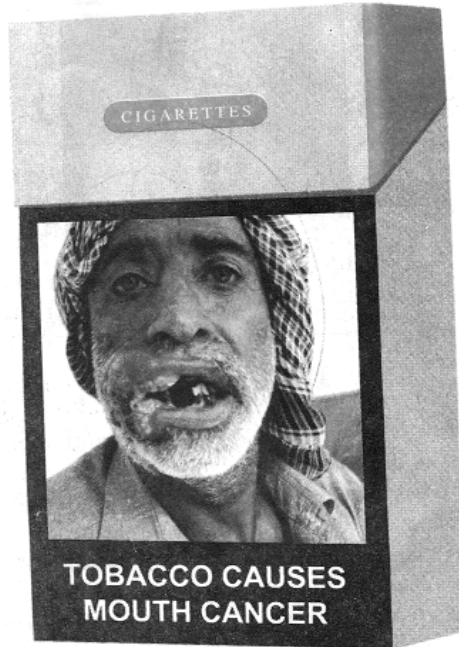
Mehnaz Ajmal Paracha of TheNetwork said that it was encouraging that university students were ready to be part of the civil society initiative to make Pakistan tobacco-free. She also stressed that the government should introduce mandatory pictorial health warnings sooner than later, as it will go a long way to control smoking in Pakistan. Waheed from TheNetwork talked about the different articles of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002.

The competition was part of TheNetwork's advocacy and awareness campaign, which is being propagated through exhibitions and other means to educate the masses and media about tobacco control.

INTERNATIONAL  
**THE NEWS**

June 1, 2010

**Pictorial Health Warnings  
Reduce Consumption  
and Save Lives**



We appreciate Ministry of Health for launching pictorial health warnings on 31<sup>st</sup> May 2010



**DAWN**  
June 1, 2010

# Cigarette packs to carry mouth cancer picture

By Marium Kiani

ISLAMABAD, May 31: Marking the World No Tobacco Day on Monday, the Ministry of Health formally enforced pictorial warnings on cigarette packs.

From now on 30 per cent of a cigarette pack would be covered by pictorial warnings and another 10 per cent by messages in Urdu at the front and in English on the back.

The pictorial warnings would be replaced each year. This year the packs will carry the picture of mouth cancer.

A grace period of 90 days has been given to the companies for implementation of these warnings.

Describing the move as a landmark achievement in Pakistan, Federal Health Minister Makhdoom Shahabuddin promised stringent measures would be adopted for effective enforcement of tobacco control law besides developing comprehensive strategies.

Ms Shahabuddin was speaking at the launching of pictorial warning on cigarette packs at a ceremony held here on Monday.

The minister expressed serious concern over the rising number of tobacco users in the country, especially young boys and girls.

World Health Organisation (WHO) Country Representative Dr Khalif Bile appreciated the Pakistani government for implementing the pictorial warnings and assured WHO's continued support to the health ministry in public health initiatives.

Sharing the future strategies of the health ministry, Secretary Khushnood Akhtar Lashari said his ministry had planned an awareness drive to educate people about the harmful effects of tobacco on health.

Tobacco Control Cell director general Yusuf Khan, while talking about the initiatives taken so far, said that the cell had written letters to public and private offices and com-

panies to follow anti-tobacco laws, besides prohibiting them from designating smoking areas at workplaces. The cell has also proposed certain amendments to the existing tobacco laws, he added.

Meanwhile, Pakistan's civil society welcomed the introduction of pictorial warnings on cigarette packs, and demanded quick follow-up action for its implementation.

Addressing a press conference on World No Tobacco Day at the National Press Club, representatives of the civil society said graphic warnings would play a vital role in a country like Pakistan, where majority of adult population was illiterate.

They encouraged the government to ensure that the implementation of pictorial health warnings in Pakistan will doubtlessly go down in the country's history of tobacco control as a great achievement.

But this is just the beginning. The government must devise an effective enforcement mechanism to ensure printing of these brands of cigarettes being marketed across the country.

Civil society representatives stated this demand at a press conference conducted in the occasion of World Tobacco Day here on Monday under the aegis of The Network for Consumer Protection, National for Tobacco Control and the Shaukat Khanum Memorial Cancer Hospital and Research Centre.

Civil society welcomed the introduction of pictorial health warning packs and urged the government to take quick follow-up action for implementation of the same. Addressing a joint press conference, the speakers said the value of graphic warnings in a country like Pakistan, where majority of the population is illiterate and unable to read textual warnings that are printed to inhibit them from smoking.

"Tobacco is a leading killer

in the world, including Pakistan, where about 100,000 people die due to tobacco-related diseases every year," one of the speakers said.

Dr Arif Azad, Executive Coordinator TheNetwork, said an estimated 40% males and 9% females are smokers in Pakistan and the percentage is increasing by the day. He pointed out that tobacco consumption in the form of smoking and smokeless tobacco is growing in youth and women. He asked the government to introduce shocking warnings so that they should shake smokers out of their ignorance and help them realise the hazards of smoking.

Dr Muhammad Asim Yusuf, medical director of Shaukat Khanum Memorial Cancer Hospital and Research Centre, said 40% of the adult cancer patients brought to the hospital for treatment suffer from diseases induced by smoking. "Tobacco is not only the leading cause of mouth and lung cancer, but also of various others forms of cancer," he said adding women are also becoming cancer victims due to smoking.

Khurram Hashmi of Coalition for Tobacco Control underscored the need to engage with poor communities so that they are properly informed about the consequences of smoking.

## Daily Azkaar

June 1, 2010

سگریٹ نوشی کا عالمی زندگی کو بدستور کی نذر کر دیتا ہے ہائیکلر بخاری  
سگریٹ نوشی سے بڑا سب سگریٹ نوشی ہے اور اس سے خطا  
سگریٹ نوشی کے زیادہ خطرہ ناک ہے۔ آج دستوری کی جگہ اور  
پاکستان ہاٹ اینڈ ٹیٹن پنا سگریٹ نوشی کے جنوں سے ہر شخص کو مل کر سگریٹ  
نوشی سے سگریٹ نوشی کو دشمن قوموں کا ایسا  
تصویر ہے۔ اگر وہ کسی قوم میں اس کی بات نہ لائے  
کاہلیب ہو جائیں تو وہیں تک پھیلا رہتا ہے کہ  
کی ضرورت نہیں رہتی۔ بیانات کا عالمی خبر  
سریس ہو ہے۔



## THE NEWS

June 1, 2010

# Civil society demands more action to reduce smoking

Our correspondent  
Islamabad

The implementation of pictorial health warnings in Pakistan will doubtlessly go down in the country's history of tobacco control as a great achievement.

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## Daily Asas

June 1, 2010

تصویری وارننگ کے نفاذ سے تمباکو نوشی کا رچانا بڑھتا جا رہا ہے، مہناز اجمل پراچہ  
خواہیں اور لاکھوں میں تمباکو نوشی کا رچانا بڑھتا جا رہا ہے، مہناز اجمل پراچہ  
اسلام آباد (اقتصادی خصوصی) ایک دنک تنظیم  
پروٹیکشن کے کارڈنگ اور کنگ اور کارف آزاد نے کہا  
کہ حکومت کی طرف سے سگریٹ کی ڈیزیں پر تصویر  
دارنگ کا نفاذ اس اقدام ہے جس سے تمباکو نوشی کی  
طرف لوگ کم ہائیں ہوں گے اور نظر آئے گا کہ وہ بھی  
تا کہ وہ دیکھ کر لوگ تمباکو نوشی سے نفرت کرنے لگیں

مہناز اجمل پراچہ نے کہا کہ سگریٹ کی ڈیزیں پر تصویر دارنگ کا نفاذ اس اقدام ہے جس سے تمباکو نوشی کی طرف لوگ کم ہائیں ہوں گے اور نظر آئے گا کہ وہ بھی تا کہ وہ دیکھ کر لوگ تمباکو نوشی سے نفرت کرنے لگیں



اسلام آباد ہیٹ دنک تنظیم پراچہ نے کہا کہ سگریٹ کی ڈیزیں پر تصویر دارنگ کا نفاذ اس اقدام ہے جس سے تمباکو نوشی کی طرف لوگ کم ہائیں ہوں گے اور نظر آئے گا کہ وہ بھی تا کہ وہ دیکھ کر لوگ تمباکو نوشی سے نفرت کرنے لگیں



# الشرق

Daily Ash-Shera  
August 11, 2010



ایک دن باکوئی مخالف سینیار میں ایگزیکٹو کارڈ ایئر ڈاکٹر عارف اور دیگر شریک ہیں

# وقت

August 11, 2010

**دی نیٹ ورک کے زیر اہتمام سینیار**  
ایک دن باکوئی مخالف سینیار میں ایگزیکٹو کارڈ ایئر ڈاکٹر عارف اور دیگر شریک ہیں

# جناح

August 11, 2010

## سالانہ ایک لاکھ افراد تباہ کنوشی کے باعث مر جاتے ہیں، ڈاکٹر عارف

روڈز اور وسط 274 ہے جو آلودہ پانی کے مقابلے میں کہیں زیادہ ہیں، سینیار سے خطاب  
ایک (ڈسٹرکٹ ریپورٹر) پاکستان میں ہر سال ایک لاکھ افراد تباہ کنوشی کی وجہ سے موت کا شکار ہو جاتے ہیں جن کی اوسط روزانہ 274 اموات ہے جو آلودہ پانی کے مقابلے میں ہونے والی اموات سے کہیں زیادہ ہیں ان خطرات کا اہتمام منسب ہال ایک پریس کلب رجسٹرڈ میں ایگزیکٹو کارڈ ایئر ڈاکٹر عارف اور دیگر شریک ہیں ایئر ڈاکٹر عارف ڈاکٹر عارف آزاد کو آلودہ پانی کے خطرات سے متعلق سوشل سائنس اور صحت کے شعبہ میں شمولیت کی ضرورت پر زور دیا اور کہا کہ حکومت اور منسب ہال ایک پریس کلب کے ساتھ مل کر ایئر ڈاکٹر عارف اور دیگر شریک ہیں ایئر ڈاکٹر عارف ڈاکٹر عارف آزاد کو آلودہ پانی کے خطرات سے متعلق سوشل سائنس اور صحت کے شعبہ میں شمولیت کی ضرورت پر زور دیا اور کہا کہ حکومت اور منسب ہال ایک پریس کلب کے ساتھ مل کر



ایک دن باکوئی مخالف سینیار میں ایگزیکٹو کارڈ ایئر ڈاکٹر عارف آزاد اور دیگر شریک ہیں

# Daily Times

September 26, 2010

## Tobacco industry's aid work ad a danger

**LAMABAD:** The tobacco industry is promoting a work ad in tragedy of monsoon flooding, while there exists a danger to its promotion under the guidelines. The for Consumer is deeply promotional activities in tobacco industry areas. for Consumer Dr Arif Azad said companies were around advertising promotion under the guise of responsibility. Tobacco advertising appeared in a local newspaper, parading its corporate social responsibility. In the supplement of a leading newspaper on Thursday (23rd of September), the tobacco company has highlighted its relief activities in the tobacco growing areas of Charsadda, Mardan, Swabi and Buner to promote its interests. "Under the guidelines of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance and the WHO Framework Convention on Tobacco Control, sponsorship and promotion of tobacco companies is strictly prohibited," Azad added. STAFF REPORT

# The Nation

September 24, 2010

## Tobacco industry being promoted in flood-hit areas

**OUR STAFF REPORTER**  
ISLAMABAD - The Network for Consumer Protection has expressed deep concerns over promotion of the tobacco industry in the flood-hit areas. The situation emerged after floods, is being exploited by the tobacco industry to promote itself despite a ban on its promotion under FCCI guidelines. Network for Consumer Protection Executive Coordinator, Dr Arif Azad said tobacco companies were promoting themselves by undertaking

promotional activities. He said a leading tobacco company's advertising appeared in a local newspaper. In the advertisement appearing in the supplement of a leading newspaper, the tobacco company has highlighted its relief activities in the tobacco producing areas of Charsadda, Mardan, Swabi and Buner. Dr Arif Azad said NGOs and the government's institutions should not enter into any collaboration with any tobacco company for relief activities. "Under the guidelines of the Prohibition of Smoking and

Protection of Non-Smokers Health Ordinance and the WHO Framework Convention on Tobacco Control, sponsorship and promotion of tobacco companies is strictly prohibited," he added. About 274 people die of smoking-related diseases daily in Pakistan alone, but unfortunately 1,200 new children in the 6-15 age group start tobacco intake daily. Amid these alarming and shocking facts, tobacco companies should not be given any encouragement by the media even to highlight their humanitarian activities.



October 3, 2010

روزنامہ  
نوائے وقت

September 26, 2010

5000 پاکستانی روزانہ تمباکو کے  
استعمال سے پیدا ہونے والی بیماریوں کی  
وجہ سے ہسپتال میں داخل ہوتے ہیں۔

274 پاکستانی روزانہ تمباکو کے  
استعمال کی وجہ سے اپنی زندگی سے  
محروم ہو جاتے ہیں۔

ہر روز 1200 پاکستانی بچے  
(6 اور 15 سال کی عمر کے درمیان)  
تمباکو نوشی شروع کرتے ہیں۔



سگریٹ کی ڈبیوں  
پر تصویری وارننگ اس بات کی  
یاد دہانی ہے کہ سگریٹ نوشی آپ اور  
آپ کے خاندان کی صحت کے  
لئے خطرناک ہے



نکی نیٹ ورک  
ادارہ برائے تحفظ صارفین



INTERNATIONAL  
**THE NEWS**

*The***Nation**

September 26, 2010

Tobacco kills  
274 Pakistanis  
Each Day

5000 Pakistanis  
are admitted to  
hospital everyday  
for tobacco  
related diseases

1200 Pakistani  
children between  
the ages of 6 to 15  
begin smoking  
every day

*Pictorial health  
warnings are yet  
another reminder  
that you and your  
family's health  
is at risk from  
smoking*



September 30, 2010

# Ban on sale of small cigarette packs from 1st Oct

**Shahina Magbool**  
Islamabad

The ban on sale of small cigarette packs, clamped through a Statutory Regulatory Order (SRO), which takes effect on October 1, 2010, is being seen as a major stride forward in dissuading youth from tobacco use. If implemented in letter and spirit by manufacturers and retailers, the measure will prove significant in arresting the growing trend of smoking among youth.

Talking to 'The News', Director General Tobacco Control Yusuf Khan explained that the new SRO comprises two parts; the first deals with cigarette manufacturers and importers while the second is aimed at cigarette sellers or retailers.

According to the first part of SRO-863, all cigarette packs being manufactured by cigarette companies in Pakistan will be sold in packets of 20 cigarettes with effect from October 1, 2010. However, small packs of 10 cigarettes will continue to be sold until the end of the year.

## Effort termed a major stride in dissuading youth

illegal after this date, he said. "This is because it is much more affordable for youth and persons belonging to the poorer segments of the society to buy smaller packs of cigarettes rather than packs of 20 or more cigarettes," he said. Yusuf Khan elaborated that youth and the poor are two segments that need to be protected most from falling into the habit of smoking.

The SRO further stipulates that cigarette packs imported for consumption in Pakistan will not be cleared from the port of entry unless they are in a packet of at least 20 cigarettes. A period of one year has been granted to cigarette manufacturers and importers to adjust their manufacturing and business systems according to the new requirements of the Ministry of Health.

In addition, local manufacturer

sumption in Pakistan, should have legibly printed on the side panel, in Urdu: "Sale to Persons under 18 Years of Age is Prohibited: Ministry of Health, Government of Pakistan." SRO-863 also prohibits the sale of sweets, snacks or toys in the form of cigarettes that may appeal to any person under the age of 18.

According to the second part of the SRO, which deals with responsibilities of retailers or sellers, it shall be the duty of every seller of cigarettes to ensure, within his premises, that neither a person under the age of 18 years is permitted to sell or offer for sale cigarettes, nor should the same be sold to customers who under 18 years of age. Every seller will clearly and prominently display an A-4 size warning prescribed by the Ministry of Health saving, "No

be the duty of the seller of cigarettes to ask the customer to provide evidence, which may be in the form of the national identity card, to prove that he or she has reached the age of 18 years.

Section-8 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 already stipulates that no person will be allowed to sell tobacco products to any person under the age of 18. The enforcement of this section of law has remained weak so far. The Ministry of Health has now issued SRO-863 to frame rules for the implementation of this section of law.

Even though this SRO will come into force on October 1, 2011, the fact that it is illegal to sell tobacco products to persons less than 18 years of age is enforceable even today. Section-8

When contacted, a spokesman of the Ministry of Health said since tobacco use is a major cause of non-communicable diseases and youth are the most vulnerable segment being targeted by the tobacco industry, the government had announced that the focus of tobacco control efforts in the coming months will be on effective enforcement of existing tobacco control laws, particularly the Cigarettes (Printing of Warning) Ordinance 1979 and the Prohibition of Smoking and Protection of Non-Smokers' Health Ordinance, 2002. The latter law dating back to 2002, already legalises sales of tobacco products to children under 18. In its endeavour to effectively enforce this existing law, the Ministry

increases to 20 cigarettes or more, the ministry hopes to enforce the requirement of the Framework Convention on Tobacco Control, an international treaty that Pakistan signed in 2004, that sale of single cigarette sticks in loose form will also be banned. The SRO-863 is a step in this direction.

An estimated 1200 young Pakistanis under the age of 18 years smoke their first cigarette before they turn 18, despite the legal ban on sale of cigarettes to minors. "The Ministry of Health recognises that tobacco companies want to aggressively market and recruit the youth of Pakistan as 'replacement smokers' and future customers, as 100,000 of their older customers die of tobacco-related illnesses every year in Pakistan. We intend to reverse this trend," the spokesman said.

The efforts of the Ministry to force tobacco companies to take initiatives to address about the health risks of smoking and tobacco smoke are being pace setting.

September 27, 2010

# Pictorial health warnings on cigarette packs doing wonders

**Rawalpindi**

The implementation of pictorial health warnings on cigarette packs is proving effective as smokers are now facing a tough resistance from their families in continuing their habit.

Talking to this news agency, Idrees Ahmed, once a heavy smoker, said: "The picture of half-cut mouth on the cigarette pack gives a very bad feeling. Now instead of keeping a cigarette pack in my pocket, I buy only two or three cigarettes whenever I have the urge for smoking. This way, I

have cut down my daily intake of cigarettes."

Sajid Khan said that he has not yet stopped smoking after the implementation of pictorial health warnings on cigarette packs, but for the very first time in his life he was seriously thinking about quitting smoking. "I am trying to reduce the number of cigarettes that I smoke every day in a bid to stop smoking," he added.

"Taking out a cigarette from a pack which is bluntly telling you its consequences is just like preparing to commit suicide," said Kashif Raja, a university student. He said that he

was also a smoker, but he quit smoking after contracting chest infection. "The Ministry of Health has done a remarkable job by implementing the new graphical warnings on cigarette packs," he said.

While some smokers are thinking about quitting smoking, a few have bought fancy cigarette cases to avoid the wrath of their family members.

"People, especially young smokers, demand a stylish cigarette case," said Shabbir Ahmad, a cigarette kiosk owner at Commercial Market. He added said that many people also ask for old cigarette

packs, as they dislike the new packing whose 30% is covered with horrible pictures.

Razia Sultana, the wife of a smoker, said that she has started a movement in her house, along with her children, to compel her husband to quit smoking. "The horrible pictures on cigarette packs have compelled me to do so for the sake of health of my husband," she told this news agency with a firm commitment.

"People should quit smoking to avoid fatal diseases like cancer and infections of chest and throat," said Dr. Azhar Nadeem. — INFN



INTERNATIONAL  
**THE NEWS**

October 7, 2010

**Appeal**

**Health Minister is being influenced by tobacco industry**

Warning on cigarettes packs

**Health Ministry yet to fulfil pledge**

ISLAMABAD: Health ministry is getting influenced by the tobacco industry as no further steps have been taken since the health minister made the landmark announcement that the pictorial health warnings on cigarette packs will be implemented

FUZIA AZAM  
ISLAMABAD

**Landmark decisions for tobacco control**

**SRO on designated smoking areas withdrawn; pictorial health warnings to be introduced; Railways to become smoke-free; tobacco industry prohibited from offering marketing incentives**

**Landmark decision yet to land...**

While we applaud:

- The Government of Pakistan's landmark decision to implement pictorial warning on cigarette packs

We are concerned that

- Implementation is yet to start 4 months after the announcement

We appeal to the Prime Minister, Syed Yousaf Raza Gillani and Federal Minister for Health, Mir Ejaz Hussain Jakhrani

- **To speedily implement pictorial warnings by the given date of 1 January 2010**



Pakistan Medical Association



**The Network for Consumer Protection**



Coalition For Tobacco Control - Pak



THE AGA KHAN UNIVERSITY



Islamabad Medical and Dental College



Khyber Medical University



Pakistan Chest Society







# TRIBUNE

International Herald Tribune

December 7, 2010

## Enforcement of anti-tobacco law stressed

SEHRISH WASIF  
ISLAMABAD

Drastic measures need to be taken for the implementation of anti-tobacco laws to make Islamabad a smoking-free city. This was stressed at an orientation aimed at ensuring effective implementation of anti-smoking laws, organised by The Network for Consumer Protection on Monday.

On the occasion, Dr Arif Azad, executive coordinator of The Network, Murtaza Solangi, director general of Pakistan Broadcasting Corporation (PBC), Dr Anwar Raffay, advocacy and research coordinator The Network, Afzal Butt president National Press Club, and media persons from print and electronic media were present.

Participants stressed that drastic measures needed be taken for the implementation of anti-tobacco law.

22-25 million smokers in the country and every year 247 people die of tobacco-related diseases daily. "The sale of cigarettes to children under 18 and smoking in public places continues unchecked due to our feeble law implementation machinery," he maintained.

Dr Azad further said that even retailers sold cigarette packs with stickers of their shops pasted on pictorial health warnings, but there was nobody to take action against them.

He said it was unfortunate that this practice was continuing in Islamabad, where the law implementation machinery was relatively stronger.

Dr Raffay said that at least 25 per cent of deaths in the country occurred due to tobacco-related disease such as heart attacks, cancer and chronic respiratory conditions," he added.

and the smoke produced from a single pipe contains nicotine approximately to 20 cigarettes," said Dr Raffay.

According to a study conducted by the World Health Organization, however, an individual must smoke Sheesha for 45 minutes to consume 1.7 times the nicotine of a smoker.

Raffay further claimed that many Sheesha cafes use unhygienic conditions where people from all backgrounds use the same pipe.

"This could become a cause of other diseases such as tuberculosis (TB) or mouth infections," he maintained.

On the other hand, Zaffar Rahim, owner of a local Café that also provides Sheesha, said, "We provide disposable mouth pieces to all our

costumers, and I've seen all other Café's in Islamabad do the same." When questioned about Dr Raffay's comments, he said that any such unhygienic places should be taken action against.

"A place that doesn't provide hygienic mouth-pieces probably does not wash the cutlery properly either, that's a case against the restaurant, not Sheesha."

Dr Azad said that it was difficult to discourage Sheesha trend in the country as it had become part of people's lifestyle and was considered a fashion statement.

"We are trying to amend the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002 and include laws against consumption of Sheesha in it," he said.

Government officials violate laws by smoking in their offices, participants claim

### INTERNATIONAL THE NEWS

December 7, 2010

## Drastic steps needed for implementation of anti-smoking laws

Our correspondent  
Islamabad

Drastic measures should be taken for implementation of anti-tobacco rules to make Islamabad a smoke-free city in real terms so that the federal capital could set an example for the rest of the country.

The printing of pictorial health warnings on cigarette packs is a great achievement of anti-tobacco advocates, but implementation of anti-smoking laws in real spirit is an uphill task. The media has a strong role to play in the implementation and monitoring of anti-tobacco laws by reporting any violation of the Prohibition of Smoking and Protection of Non-smokers Health Ordinance 2002, and creating awareness among the general public about

hazards of smoking, which kills 274 people every day in Pakistan.

This was the crux of a meeting of The Network for Consumer Protection with journalists and the civil society here on Monday.

Speaking on the occasion, the director general of the National Broadcasting Corporation (NBC) Murtaza Solangi said, all offices and studios of the corporation are absolutely smoke-free in line with guidelines of the 2002 Ordinance. He said, tobacco is a social ill that is fast spreading in Pakistani society, and must be curtailed on all accounts. "Passive smoking takes an even bigger toll as it multiplies the nefarious effects of smoke," Solangi added. He said, NBC would play its due role in creating awareness about the

dangers of smoking.

The president of the National Press Club Afzal Butt said, Pakistan's free and vibrant media is alive to the hazards of smoking and is already playing a positive role in highlighting violations of anti-smoking laws. Praising the anti-smoking drive launched by the anti-smoking community supports the campaign against smoking and would report violations of anti-tobacco laws in the print and electronic media so that the federal capital could be made a model for the rest of the country.

The executive coordinator of TN Dr. Arif Azad termed the printing of pictorial health warnings on cigarette packs as a landmark achievement that would not have been possible without the support of the media.

"The sale of cigarettes to children under 18 and smoking in public places is continuing unchecked due to feeble law implementation machinery," Dr. Arif pointed out. He informed that retailers even sell cigarette packs with stickers of their shops pasted on pictorial health warnings, but there is nobody to take action against them. He said, this practice is rampant even in the federal capital, where the law implementation machinery is relatively stronger as compare to other parts of the country.

Dr. Arif said, the Ministry of Health and other authorities concerned should make a comprehensive plan to check violations of the anti-tobacco rules. He said, there are an estimated 22-25 million smokers in the country.

ILLUSTRATION: SAMMAD RID







# The Nation

December 26, 2010

## WARNING!

Sale of cigarette packs without pictorial health warnings is a criminal offence.

*The Cigarette (Printing of Warnings) Rules, 2006*

Any violation of this rule shall be punishable with imprisonment for a term which may extend to two years, or with fine which may extend to Rs. 10,000/-, or with both.

*The Cigarette (Printing of Warnings) Ordinance, 1979*



تباکویں کا بیانیہ وارننگ



No person shall smoke or use tobacco in any place of public work or use (e.g., bus stands, educational institutions, offices, hotels & restaurants, railway stations, supermarkets, hospitals etc.)

*Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 5)*

Any violation of this rule shall be punishable with fine which may extend to Rs. 1000/-, and in case of second or subsequent offence, shall be punishable with a fine which shall not be less than Rs. 1,00,000/-

*Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 11(1))*



Tobacco Control Cell  
Ministry of Health, Government of Pakistan



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# نوائے وقت

December 26, 2010

## خبردار!



پاکستان میں تصویری وارننگ کے بغیر سگریٹ کی ڈبیوں کی فروخت قانوناً حرام ہے۔  
(سگریٹ پرنٹنگ آف وارننگ روڈ 2009)

BRAND

اس قانون کی خلاف ورزی پر دو سال قید اور دس ہزار روپے جرمانہ یا دونوں سزائیں  
ہو سکتی ہیں۔

(سگریٹ پرنٹنگ آف وارننگ آرڈیننس 1979)



لوگوں کی آمدورفت کے تمام مقامات یا ان کے کام کرنے کی جگہوں (مثلاً بس اڈہ،  
دفتار، تعلیمی ادارے، ہوٹل، ریسٹوران، ریلوے اسٹیشن، سپر مارکیٹس، اسپتال  
وغیرہ) پر سگریٹ اور تمباکو کی دیگر مصنوعات کا استعمال قانوناً حرام ہے  
جہاں کوئی سے ممانعت اور نہ فریادوں کی صورت کی حالت سے متعلقہ ریاضتس 2002 (سکشن 5)

اس قانون کی خلاف ورزی پر ایک ہزار روپے جرمانے تک کی سزا ہو سکتی ہے اور دوبارہ  
خلاف ورزی کے مرتکب افراد کو ایک لاکھ روپے کا جرمانہ کیا جاسکتا ہے۔  
جہاں کوئی سے ممانعت اور نہ فریادوں کی صورت کی حالت سے متعلقہ ریاضتس 2002 (سکشن 11)

ٹیک نیٹ ورک  
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ذمہ دار  
ادارہ برائے تحفظ صارفین



December 26, 2010

# خبردار!



پاکستان میں تصویریری وارننگ کے بغیر سگریٹ کی ذبیوں کی فروخت قانوناً حرام ہے۔

(سگریٹ پرنٹنگ آف وارننگ ریڈ 2009)

اس قانون کی خلاف ورزی پر دو سال قید اور دس ہزار روپے جرمانہ یا دو دنوں سزائیں ہو سکتی ہیں۔

(سگریٹ پرنٹنگ آف وارننگ آرڈیننس 1979)



اٹھارہ سال سے کم عمر افراد کو سگریٹ یا تباہی کوئی دیگر مصنوعات (مثلاً شیشہ، ہنسوار وغیرہ) کی فروخت یا ان کے ذریعے سگریٹ یا تباہی کوئی دیگر مصنوعات کی فروخت کرنا قانوناً حرام ہے۔

تباہی کوئی سے مراد اور غیر تباہی کوئیوں کی صحت کی حفاظت سے متعلق آرڈیننس 2002 (سیکشن 8)

اس قانون کی خلاف ورزی پر 5 ہزار روپے جرمانہ کیا جا سکتا ہے اور دوبارہ خلاف ورزی کے مرتکب افراد کو 3 ماہ تک کی قید اور ایک لاکھ روپے جرمانہ کیا جا سکتا ہے یا دونوں سزائیں ہو سکتی ہیں۔

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پاکستان کی سول سوسائٹی حکومت پاکستان سے ان قوانین کے موثر نفاذ کا مطالبہ کرتی ہے



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INTERNATIONAL  
**THE NEWS**

December 27, 2010

# WARNING!

Sale of cigarette packs without pictorial health warnings is a criminal offence.

*The Cigarette (Printing of Warnings) Rules, 2009*

Any violation of this rule shall be punishable with imprisonment for a term which may extend to two years, or with fine which may extend to Rs. 10,000/-, or with both.

*The Cigarette (Printing of Warnings) Ordinance, 1979*

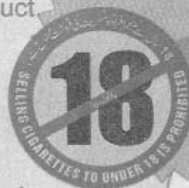


Selling of cigarettes or any other tobacco product (including "Sheesha") to persons who are under 18 years of age is a crime.

*Prohibition of Smoking and protection of Non-Smokers Health Ordinance, 2002 (Sec. 8)*

Any violation of this rule shall be punishable with fine which may extend to of Rs. 5000/-, and in case of second or subsequent offence, shall be punishable with imprisonment which may extend to three months, or with a fine which shall not be less than Rs. 1,00,000/-, or with both.

*Prohibition of Smoking and protection of Non-Smokers Health Ordinance, 2002 (Sec. 11(ii))*



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*Prohibition of Smoking and protection of Non-Smokers Health Ordinance, 2002 (Sec. 11(iii))*



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INTERNATIONAL  
**THE NEWS**

December 28, 2010

**Anti-Smoking Campaign****Pictorial warnings doing wonders but not enough****Aamir Khan**  
Rawalpindi

The printing of pictorial health warnings on cigarette packs has caused a very positive impact, but some more measures and monitoring of rules are required to considerably curtail smoking.

Even many chain smokers now think twice before consuming tobacco because of horrible picture on cigarette packs made mandatory from September 1, 2010.

It is a very difficult exercise for the smokers to consume cigarettes from a pack having the horrible picture on the cigarette pack because it makes them worried about consequences.

Some smokers put cigarette sticks in a tin case and trash the paper pack to avoid seeing that picture which reminds them of the

health hazards. Many others now prefer to buy two or three cigarette sticks instead of whole pack and the habit of smoking in these smokers is gradually receding.

In Pakistan round about 50 per cent of population is illiterate and the smoking is more prevalent among the poor. As a result written warnings have a very little impact in influencing the decision to smoke or refrain. Pictorial warnings give clear message to smokers as well as non-smokers about the grave consequences of cigarette smoking.

A strict pictorial health warning on cigarette packs was drastically needed in a country like Pakistan where 274 people die of smoking-related diseases and 5,000 are daily admitted to hospitals out to same cause.

Being signatory of Frame-

work Convention on Tobacco Control (FCTC) 2004, the Pakistan government has implemented its provisions which include pictorial health warnings legislation, public education, training, capacity building, ban on tobacco advertising, promotion and sponsorship and sale to minors.

The desirable results of these measures are not forthcoming due to certain reasons. The main reason is the easy availability of smuggled cigarettes in the market. The government is losing substantial revenue from the smuggling of cigarettes into the country.

Besides pictorial warnings, there are some other packaging reforms, which if implemented in letter and spirit, can further discourage the trend of smoking, especially among the youth who are a

special target of tobacco industry. These include statement on packaging about the product constituents and warning labels etc. Cigarettes contain more than 4,800 chemicals, 69 of which are known to cause cancer.

There is a need for introducing taxation and pricing measures to reduce tobacco use. The most effective way to reduce tobacco use is to raise the price of tobacco through tax increases and ensure that increase is reflected in prices. Increase in tobacco price discourages youth from initiating smoking and force current smokers to quit. Higher prices also would generate extra government revenue.

High pricing and taxation also doesn't help often because of our certain social pattern and mindset. People, who can't afford to buy costly

cigarettes change their brands but don't quit smoking. There is another group of well off people who stick to smoking and consume the expensive brands cigarettes as a status symbol.

The media and health authorities should launch awareness programme at the large scale to sensitise the general public about hazards of smoking. The government should devise a two pronged massive anti-smoking campaign. The campaign, on the one hand, should prepare plans to stop the teenagers from indulging in this bad habit. On the other hand, special programmes should be launched to teach smokers how they could quit smoking. In this regard different awareness seminars, workshops and debates should be arranged in schools and colleges in all parts of the country. Schools and colleges

are important because majority of people start smoking at this stage. The problem could also be addressed by providing alternative means of entertainment to smokers, especially to the youth. The government should provide adequate support to people wishing to quit smoking.

There should be rehabilitation centres for smokers where they could get free-of-cost anti-smoking medicines and psychotherapy. Presently the price of anti-smoking pills in Pakistan is much higher than a pack of cigarettes.

There is also need for strict implementation of Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002 and rules made under the law to save the generation from the hazards of tobacco smoking, which is the single largest preventable cause of death.

INTERNATIONAL  
**THE NEWS**

September 2, 2010

**Pictorial warnings on cigarette packs start**  
Pakistan 26th country in the world to introduce the measure**Shahina Maqbool**  
Islamabad

After much delay, the country's major tobacco firms, Pakistan Tobacco Company (PTC) and Lalson Tobacco Company, on Monday initiated the printing of pictorial health warnings on cigarette packs and enters in Pakistan, making it the 26th country in the world to introduce a measure that is proven to be one of the strongest defences against the tobacco epidemic.

A simple ceremony was held at the manufacturing unit of PTC to mark the printing of the first batch of cigarette packs inscribed with the graphic health warning. Tobacco

Control Cell Director General Yusuf Khan was present on the occasion to personally launch the printing process. The development is being seen as a major stride forward by anti-tobacco campaigners and public health experts.

Talking to 'The News', Yusuf Khan said, Lalson Tobacco Company has also simultaneously initiated production of cigarette packs with pictorial health warnings at their manufacturing units. They have reported that 100 per cent of their production has been shifted to pictorial health warnings, he said. Smaller manufacturing units located in other parts of the country have also complied with the instructions of the Ministry of Health

and adjusted their production accordingly, he informed. Old stocks carrying the textual health warning have all been cleared off factory premises. The market will soon be witnessing the arrival of new packs carrying the picture health warnings.

Health Secretary Khushnood Lashari termed the development as an important occasion, as the country has now switched over from text-based health warnings to pictorial health warnings, thereby fulfilling the World No Tobacco Day on May 31, 2010. The cigarette industry was given a 90-day grace period to adjust their manufacturing processes ac-

Other countries that have introduced picture-based health warnings include Canada, the UK, Singapore, Malaysia, Uruguay, Thailand and Egypt. Many important tobacco markets like the USA, China, Japan and most of Europe have not introduced such warnings, Lashari said, adding that the development symbolises the resolve of his Ministry to protect and preserve the health of the populace and take bold steps in this regard.

The pictorial health warning introduced by Pakistan is clear and strong and will be changed each year so that it does not lose its impact, said a spokesman of the Ministry of Health. In countries where significant portions of the population cannot

read and understand textual health warnings printed on cigarette packs, pictorial health warnings play an important role in warning smokers about the hazards of smoking and reducing the prevalence of tobacco, he said.

The newly introduced pictorial health warning, showing a patient of mouth cancer, covers 40% of the front and back of the cigarette pack, of which 20% is covered by the picture and 10% by the warning text. Gradually the area covered by the picture will be increased to 50%, as recommended by the Framework Convention on Tobacco Control (FCTC), an international treaty signed and ratified by Pakistan in 2004.

The challenge now would be for different government agencies to curb the sale of such cigarette packs that do not carry the prescribed pictorial health warning. The Ministry of Health will coordinate with the Customs Intelligence Department (CID) and other relevant agencies to first warn and then carry out action that do not carry the prescribed warning.

An awareness campaign targeting retailers and importers will also be launched so that ultimately all cigarette packs, either manufactured or imported for sale in Pakistan, carry the pictorial warning prescribed by the Ministry of Health.



Sale of cigarette packs without pictorial health warnings is a criminal offence.

The Cigarette (Prohibition of Warnings) Rules, 2009

Any violation of this rule shall be punishable with imprisonment for a term which may extend to two years, or with fine which may extend to Rs. 10,000/-, or with both.

The Cigarette (Prohibition of Warnings) Ordinance, 1979



No person shall smoke or use tobacco in any place of public work or use (e.g., bus stands, educational institutions, offices, hotels & restaurants, railway stations, supermarkets, hospitals etc.)

Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 10)

Any violation of this rule shall be punishable with fine which may extend to Rs. 1000/-, and in case of second or subsequent offence, shall be punishable with a fine which shall not be less than Rs. 1,00,000/-

Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 11)



Selling of cigarettes or any other tobacco product (including "Sheesha") to persons who are under 18 years of age is a crime.

Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 12)

Any violation of this rule shall be punishable with fine which may extend to Rs. 5000/-, and in case of second or subsequent offence, shall be punishable with imprisonment which may extend to three months, or with a fine which shall not be less than Rs. 1,00,000/-, or with both.

Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (Sec. 13)



DIN  
December 28, 2010

انسدادِ تمباکو نوشی کے قوانین پر عملدرآمد یقینی بنانے کی ضرورت

تمباکو نوشی کی لعنت میں ملوث ہونے والے ہیں۔ پرائیویٹ میں قانون منگور ہوتے ہی جن کا مقصد اس قسم کی بے دردی بلکہ موت کے کھیل میں ملوث نوجوانوں کو دوسرے لوگوں کو بچانا ہوتا ہے مگر اس پرائیویٹ کی دہلیزوں میں بھی کہ ایجن کے اندر بھی سگریٹ کے دھوئیں کے ذریعہ اکثر دیکھنے میں آ جاتے ہیں۔ ایجن صدر کے تمام حلقہ پر حوالے سے اس مہاکرت نذر اور پاکت آؤٹن "شوٹنگ" "ٹالسکین" "ٹوری" ہے۔

زیادہ تر تھک نسل ہے۔ حق تو یہی ہے کہ ہمارے میں استعمال کے عادی حضرات بھی میدان کرتے ہیں کہ "مہم" تسلیم کرتے ہیں تمباکو نوشی صحت سے مگر حق کم تر نقصان پہنچاتا ہے جبکہ یہ ایک نام بلکہ باطل خیال ہے اور کچھ عرصے سے حق کی جدید شکل شہادیکہ اور لعنت منظر عام پر آئی ہے جسے شیشہ (water pipe) ہم سے موسوم کیا جا رہا ہے۔ یہ نشہ نوجوانوں میں زیادہ مقبول ہو رہا ہے۔ لڑکیاں بھی اس کے استعمال میں لڑکوں سے پیچھے رہنا پسند نہیں کر رہی ہیں۔ سگریٹ کے حالی رخ کے صنعت کاروں نے مغربی ممالک پر سخت قوانین اور پابندیوں کو سہا پتہ مملکت کے صنعتی ترقی و ترقیوں اور لسل کو تمباکو نوشی کا عادی بنانے کے لئے مختلف انفرنگیشن اور موثر ترغیبات دینے کا سلسلہ شروع کیا ہے اس کے بعد شیشہ استعمال کرنے والوں کے لئے تمباکو نوشی مختلف ڈائلنگ ملائے جا رہے ہیں۔ لاہور شہر میں متعدد مقامات پر آب کو شیشہ پائزل مل جائیں گے یہاں نوجوانوں کو لڑکیاں غم کھلا کرنے کے مدار کے تحت اپنے لئے اسے لعل خاندے کے لئے بھی شیشہ گروں میں تمباکو کی دیگر مصنوعات سے ہیں۔ بعض شیشہ گروں میں تمباکو کی دیگر مصنوعات بھی دستیاب ہیں جہاں نوجوانوں اور 18 سال سے کم عمر کے بچے بھی شیشہ پائی لاری "کرسٹ" دیکھے جا رہے ہیں۔ ان شیشہ گروں میں لاری قوانین کی خلاف ورزی ہو رہی ہے اور پچھلے دہائی کوئی نہیں کیونکہ پچھلے والے اکثر پیشتر خود بھی



جو طریقہ عمل اپنایا جاتا ہے اس سے صحت کے لئے مزید خطرات شیشہ نوش کا مقصد بن جاتے ہیں کیونکہ اس طرح مزید بیگز انسانی کے جسم میں داخل ہو جاتے ہیں جو سرطان لاحق ہونے کا باعث بنتے ہیں اس سے سرخان کے علاوہ ہائیمٹیس اور حیدر حق وغیرہ کے اجراء میں شیشہ نوش کے بچھڑوں میں شیشہ کو متعدد مہذب و مسائل کا موجب بنتے ہیں۔ تمباکو کی سستی مصنوعات پر بھی مہنگی اور اعلیٰ کوالٹی کی مصنوعات پر یکساں اثرات سے لیکھیں اضافہ نہ ہونے۔ تمباکو نوشی کے نقصانات کا راجب طریقہ اختیار کئے جائیں۔ پابندی لگائی جائے تو پھر پورا ذول پروف انداز میں اور اس کا عملدرآمد بھی موثر بنایا جائے۔ صنعت کاروں کی طرف سے مارکیٹنگ کو فروغ دینے کے جو حربے کاروں طریقہ اختیار کئے جاتے ہیں اور اسے پھیلانے کے کاس کے لئے جو بھی اور اعلیٰ ترغیبات دی جاتی ہیں ان کی راہیں مسدود کرنے کے لئے بھی منصوبہ اور موثر لائحہ عمل اختیار کیا جائے۔ شیشہ کی ترقیوں کے حوالے سے ایک سخت حال یہ بھی دیکھنے میں آئی ہے کہ روایتی شیشہ رو کوئی صنعت کار انتہائی مہم کے لئے شخص کو قبول اور معرفت قہر بیب سائرس کرنے پر انحراف کی کفایت کرنا شروع کر دیتے ہیں مثلاً مہم بالخصوص نوجوان طبقہ کیلئے، ماحول میں دستیاب اور دیگر تقریبی مواقع میں خصوصی شخص شیشہ رو کو قبول اور تمباکو فروشی صنعت کاران دونوں نوجوان طبقے کی کو اپنا ہدف بنائے ہوئے ہے۔

تمباکو نوشی میں حق تو یہی ایک عام تہذیبی، ثقافتی اور تاریخی مقام حاصل ہے جہاں اس لعنت کے صبر اثرات بیان کرنے والوں کی کہیں بہاں ہمیں لوگ اس کی حمایت میں بھی نہایت دلچسپ دلائل پیش کرتے ہیں۔ نوجوانوں اور نوجوانوں کے لئے دلچسپ استدلال پیش کیا اور ان کا یہ دعوئیوں کو لگا کر اگر اس سے عمر مزید کم ہوتی ہے تو میری مثال تو اس کے برعکس نہیں منظر پیش کر رہی۔ ایک روز کہنے لگے "میرے بعض سیاسی مخالفین کا کہنا ہے کہ شہناشہا اس خطہ کی بولیں۔ اختلاف برائے اختلاف یا مخالفت برائے مخالفت کی ایک پالیسی ہے جو مل کو نہیں لگی میرے پاس مخالفت کی "پلم" بھی 26 نکاتیں اس خطہ سے ہے۔ تمباکو نوشی کی تھک پائیاں انفرنگیشن، معاشرہ بلکہ اقوام عالم کے لئے بے حد تشویش کا موجب بن چکی ہیں اور اس کی طرف ہی طرح طرح دینے کی ضرورت ہے جس طرح دہشت گردی اور خود کشی بمباری کے لئے سب سے زیادہ سازگار پوجہ دی جا رہی ہے۔ یہی خود کشیوں کے بلکہ خود کشی بمباری سے اس حوالے سے سنگین مسئلہ ہے کہ اس خود کشی میں طویل عرصے سے نکلنے والی روزانہ خود کشی کر رہا ہوتا ہے بلکہ ایک دن ہی کی بنا خود کشی کر رہا ہوتا ہے۔ سگریٹ کے ایک ایک کس کے ذریعے زہر کی کچھ مقدار سمجھنے میں آتی ہے۔ قہر و قہر موت سے ہرنگار ہوتا ہے۔ ہرنگار کے ذمگی کرنا تمباکو کی ہر موت کو لگانے سے







**DAWN**

September 1, 2010

## New Pictorial Health Warning on Cigarette Packets

All cigarette manufacturers and importers are now required to print new pictorial health warning on cigarette packets and printed cigarette outers in accordance with The Cigarette (Printing of Warning) Rules, 2009



Size, Color, all other specifications are required to be compliant with The Cigarette (Printing of Warning) Rules 2009.



**Tobacco Control Cell  
Ministry of Health  
Government of Pakistan**

PID01185510





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