

- **Tobacco cultivation and curing also degrade the natural environment, because of heavy use of pesticides and large amounts of fuel wood burnt to 'cure' tobacco.**
- **Tobacco's contributions to the economy (through employment and government tax revenues) are outweighed by its costs to households, to public health, to the environment and to national economies.**
- **The large tobacco companies earn billions of dollars, but the important question is: "Who pays, and who benefits most?" In the case of the poorest households, where a significant portion of income is devoted to food, expenditures on tobacco can mean the difference between an adequate diet and malnutrition.**
- **Given high rates of malnutrition in low-income countries and the aggressive marketing of tobacco products, the use of tobacco by the poor constitutes a serious challenge to human development.**

# Success Stories of Pictorial Health Warnings

## Communication of health risks

### Brazil:

- More than half (54%) of smokers changed their opinion on the health consequences of smoking as a result of the warnings.



### Canada:

- More than half (58%) of smokers thought more about the health effects of smoking as a result of the warnings.

### Singapore:

- More than two thirds (71%) of smokers said they knew more about the health effects of smoking as a result of the warnings.

### Thailand:

- Four out of five young people (aged 13-17) (81%) and more than half of adult smokers said the new pictorial warnings made them think more about the health impact of smoking.

## Quitting or cutting down

### Brazil:

- Two thirds of smokers (67%) said the warnings made them want to quit.

**Canada:**

- Nearly half of smokers (44%) said the warnings had increased their motivation to quit.

**Singapore:**

- More than one quarter of smokers (28%) said they consumed fewer cigarettes as a result of the warnings.

**Thailand:**

- Nearly half (44%) of smokers said the pictorial warnings made them "a lot" more likely to quit over the next month.



**Neck Cancer**

**Throat Cancer**



**Mouth Cancer**

**Mouth Cancer**





Mouth Cancer



## Throat Cancer



**Knowing is not enough;  
we must apply.**

**Willing is not enough;  
we must do.**

For information, please contact:  
Tobacco Control Cell, Ministry of Health  
Shan Plaza, Fazal-e-Haq Road  
Blue Area, Islamabad, Pakistan.  
Tel: +92-51-9213961-2  
Email: [Info@tcc.gov.pk](mailto:Info@tcc.gov.pk) URL: [www.tcc.gov.pk](http://www.tcc.gov.pk)

# Annexure

Islamabad, the 15th October, 2002  
F. No. 2(1)/2002-Pub. -The following Ordinance promulgated by the President is hereby published for general information:-

## **ORDINANCE No. LXXIV OF 2002 AN ORDINANCE**

*to provide for prohibition of smoking and other tobacco uses in places of public work or use and public service vehicles and to protect the health of non-smokers*

WHEREAS smoking and other tobacco uses is posing a serious threat to the health of people and the environment it is expedient to provide for prohibition of smoking and other tobacco uses in places of public work or use and in public service vehicles and to protect the health of non-smokers and for matters connected therewith or ancillary Thereto;

AND WHEREAS the President is satisfied that circumstances exist which render it necessary to take immediate action;

Now, THEREFORE, in pursuance of the Proclamation of Emergency of the fourteenth day of October, 1999, and the Provisional Constitution Order No.1 of 1999, read with the Provisional Constitution (Amendment) Order No.9 of 1999, and in exercise of all powers enabling him in that behalf, the President of the Islamic Republic of Pakistan in pleased to make and promulgate the following Ordinance:

### **1. Short title, extent and commencement.-**

- (1) This Ordinance may be called the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002.
- (2) It extends to the whole of Pakistan.
- (3) It shall come into force on such date as the Federal Government may, by notification in the official Gazette, specify.

**2. Definitions.-**In this Ordinance, unless there is anything repugnant in the subject of the context,



a) "advertisement" means and includes any notice, circular, wall paper, pamphlet, display on any board or hoarding, through internet, or any visible representation made by any form of media whether mechanical, electronic, audio, visual or any other technological means of any light, sound, smoke, gas, writing instruments, stickers, symbol, color, logo, trade marks, display on articles like T-shirts, shoes, sports wear, sports gears, caps, carry bags, telephone booths or by any other mean, direct or indirect, which have the effect of promoting smoking and other tobacco use and the expression "advertise" shall be construed accordingly;

(b) "authorized officer" means a person authorized under section 4;

(c) "place of public work or use" means any place declared as such under section 3 and includes auditoriums, buildings, health institutions, amusement centers, restaurants, public offices, court buildings, cinema halls, conference or seminar halls, eating houses, hotel lounges, other waiting lounges libraries, bus stations or stands, sports stadiums, educational institutions, libraries and the like which are visited by general public but does not include any open place;

(d) "promotion" includes sponsorship, sampling, display and uses of tobacco brand names, logos and colors on non-tobacco merchandise which has the effect of promoting smoking and other tobacco use;

(e) "public service vehicle" means a vehicle as defined in the Provincial Motor Vehicles Ordinance, 1965 (W.P. Ordinance XIX of 1965), and includes railway train and aeroplanes.

(f) "rule" means the rule made under this Ordinance; and

(g) "smoking" means smoking of tobacco in any form whether in the form of cigarettes, cigar or otherwise with the aid of a pipe, wrapper or any other instrument.

### **3. Powers to declare no-smoking places of public work of use:-**

As soon as may be after the commencement of this Ordinance the Federal Government may from time to time, by notification in the official Gazette, declare any place of public work or use to be a no-smoking and no-tobacco use place for the purposes of this Ordinance.

**4. Power to authorize. -**

(1) The Federal Government may, by notification in the official Gazette, authorize one or more persons who shall be competent to act under this Ordinance.

(2) Every person authorized under sub-section (1) shall be deemed to be a public servant within the meaning of section 21 of the Pakistan Penal Code (Act XLV of 1860).

**5. Prohibition of smoking and other tobacco use.-**

No person shall smoke or use tobacco in any other form in any place of public work or use. The Federal Government may however issue guidelines for permitting designated smoking areas in premises or places where adequate arrangements are made to protect the health of non-smokers.

**6. Prohibition of smoking in public service vehicles.-**

Without prejudice to the provisions of the Provincial Motor vehicles Ordinance, 1965 (W. P. Ordinance XIX of 1965), no person shall smoke or use tobacco in any other form in a public service vehicle.

**7. Prohibition on advertisement of cigarettes, etc.-**

Notwithstanding anything contained in any other law for the time being in force, no person or company shall advertise tobacco and tobacco product on any media or in any place and any public service vehicle, if such advertisement is not in accordance with guidelines prescribed for this purpose by a committee which the Federal Government may, by notification in the official Gazette, constitute.

**8. Prohibition of sale of cigarettes, etc. / to minors.-**

No person shall sell cigarettes or any other smoking substance to any person who is below the age of eighteen years.

**9. Prohibition of storage, sale and distribution of cigarettes, etc., in the immediate vicinity of educational institutions.-**

No person shall himself or by any person on his behalf, store, sell or distribute cigarettes or any other smoking substance or any other tobacco product within 50 (fifty) meters from any college, school or educational institution.

**10. Display and exhibition of board. -**

the owner or manager or incharge of the affairs of every place of public work or use shall display and exhibit a board at each conspicuous place in and outside the premises visited or used by general public prominently stating that the place is a "No Smoking Zone" and that "Smoking is an Offence."

**11. Penalties. -**

Any person, who contravenes the provisions of -

(a) section 5, 6 or 10 shall be punishable with fine which may extend to one thousand rupees and in case of second or subsequent offence, shall be punishable with a fine which shall not be less than one thousand rupees, and may extend to one hundred thousand rupees; and

(b) Section 7, 8 or 9 shall be punishable with fine which may extend to five thousand rupees 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 one hundred thousand rupees, or with both.

**12. Ejectment of violators from any place of public work or use.-**

Any authorized officer or a police officer not below the rank of sub-inspector may eject any person from any place of public work or use who contravenes the provisions of this Ordinance.

**13. Cognizance of offences. -**

(1) Notwithstanding anything contained in the Code of Criminal Procedure, 1898 (Act V of 1898), no court shall take cognizance of any offence under this Ordinance except on a complaint in writing by an authorized officer with respect to an offence under section 5, 6 and 10 and on a report in writing by a police officer, not below the rank of sub-inspector, with respect to an offence under sections 7, 8 and 9.

**14. Procedures.-**

Notwithstanding anything contained in the Code of Criminal Procedure, 1898 (Act V of 1898),

(a) an offence under section 7, 8 and 9 shall be cognizable and bailable;

(b) no court other than Magistrate of the first class shall try ; 10 offence under this Ordinance;

(c) a Magistrate trying an offence under this ordinance shall have the power to try such offence summarily in accordance with the procedure laid down for summary trial in the said code; and

(d) it shall be lawful for the Magistrate of the first class to pass any sentence authorized try this ordinance.

**15. Power to delegate. -**

The Federal Government may, by notification in the official Gazette, direct that all or any of its powers under this Ordinance or the rules shall, subject to such conditions, if any, as may be specified therein, be exercisable also by any officer or authority subordinate to the Federal Government or Provincial Government.

**16. Application of other laws passed.-**

The provisions of this Ordinance shall be in addition to, and not in derogation of, any law for the time being in force.

**17. Power to make rules.-**

(1) The Federal Government may, by notification in the official Gazette, make rules for carrying out the purposes of this Ordinance.

(2) The power to make rules conferred by this section shall, except for the first occasion of the exercise thereof, be subject to the condition of previous publication.

GENERAL  
PERVEZ MUSHARRAF,  
*President*

MR. JUSTICE  
MASNOOR AHMED,  
*Secretary,*

**The Gazette of Pakistan**

EXTRAORDINARY

PUBLISHED BY AUTHORITY

KARACHI, FRIDAY, NOVEMBER 6, 2009

**PART II**

Statutory Notifications containing Rules and Orders issued by all Ministries and Divisions of the Government of Pakistan and their Attached and Subordinate Offices and the Supreme Court of Pakistan

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATIONS

*Islamabad, the 23rd October, 2009*

**S.R.O. 86 (KE)/2009:**

In exercise of the powers conferred by section 8 of the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979) the Federal Government is pleased to make the following rules namely —

**1. Short title and commencement.-**

- (1) These rules may be called the Cigarettes (Printing of Warning) Rules 2009
- (2) They shall come into force on the 1st day of February, 2010

**2. Definitions.-**

- (1) In these Rules, unless the context otherwise requires,-
  - (a) "Ordinance" means the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979); and
  - (b) "outer" means the packaging containing few packets of cigarettes

(531)

Price Rs 3 00

(2) The terms used but not defined herein shall have the same meanings as are assigned to them in the Ordinance.

**3. Rotation of health warnings.-** The health warning shall be rotated generally every year or as may be directed by the Federal Government from time to time

**4. Cigarettes imported for consumption in Pakistan.-**The packets and outers of cigarettes imported for consumption in Pakistan, shall not be cleared from the port of entry unless these bear the health warning

**5. Grace period.-** At the end of each rotational period, cigarette manufacturers and importers shall be allowed a grace period not exceeding sixty days to clear from the factory premises and port of entry containers of cigarettes bearing the health warning prescribed for the expired rotational period

**6. Size.-**The health warning shall cover at least forty *per cent* of the front side (with approximately thirty *per cent* being pictorial and ten *per cent* textual) and at least forty *per cent* of the back side (with approximately thirty *per cent* pictorial and ten *per cent* textual) of cigarettes packets and printed cigarette outers

**7. Placement.-** (1) The health warning on cigarettes packets shall be printed on the top front side along with the text in Urdu and on the top backside along with the text in English.

(2) The health warning on printed cigarette outers shall be printed in the centre of the front side along with the text in Urdu and on the top backside along with text in English

**8. Specifications for text.-** (1) Specifications for the text in health warning shall be as follows,

**(a) Packets :**

- (i) font size: height minimum 2mm, and
- (ii) font type: helvetica condensed.

**(b) Outers :**

- (i) font size: height minimum 3mm, and
- (ii) font type : helvetica condensed

(2) The text in health warning shall be printed in black color on white background

**9. Repeal.-** The Cigarette (Printing of Warning) Rules, 2003 are hereby repealed

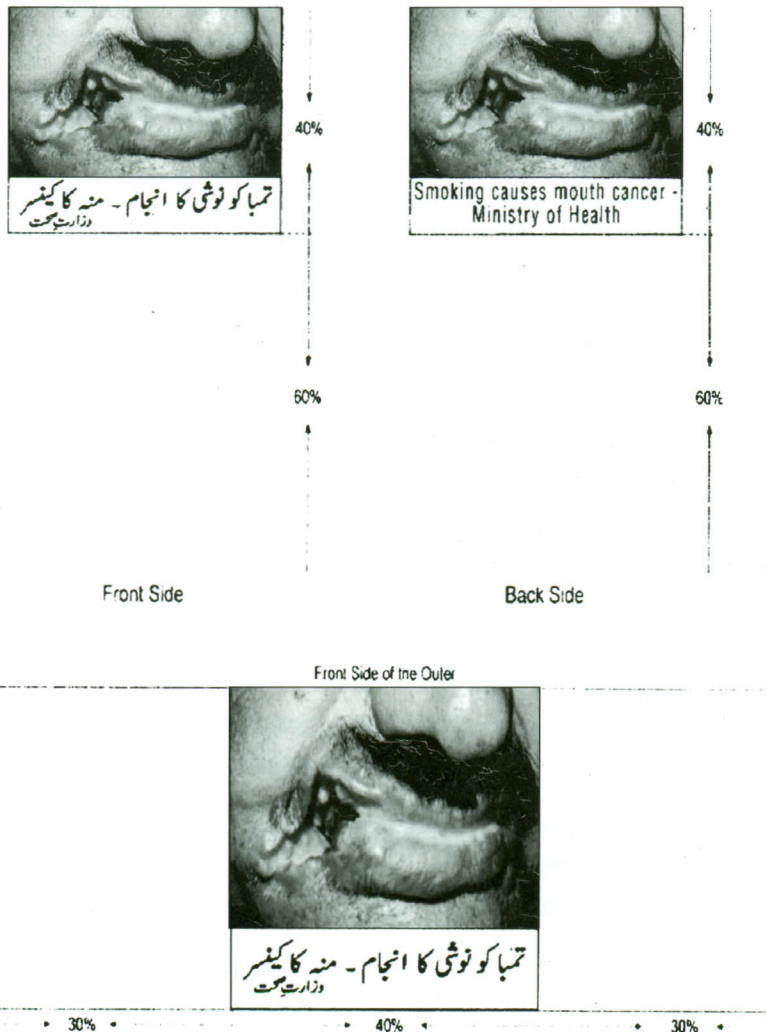
(No F.02-16/2007-FCTC)

## S.R.O. 87 (KE)/2009:

In exercise of the powers conferred by section 3 of the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979) the Ministry of Health is pleased to prescribe the following health warning for the specified time period, namely :—

- (1) This health warning shall be printed for a period of one year commencing from the 1st day of February, 2010.

## SET 1 (for First year):



Back Side of the Outer



Smoking causes mouth  
cancer -Ministry of Health

• 30% •

• 40% •

• 50% •

- (2) A right protected compact disc is an integral part of this notification which contains the authentic health warning to be printed in the exact color, intensity and clarity.
- (3) The Cigarettes (Printing of Health Warning) Rules, 2009 shall *mutatis mutandis* be applicable.

(No. F 02-16/2007-FCTC)

SHER AYUB KHAN,  
*Deputy Secretary*



**The Gazette of Pakistan**



**EXTRAORDINARY**

**PUBLISHED BY AUTHORITY**

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**KARACHI, MONDAY, JANUARY 11, 2010**

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**PART II**

**Statutory Notifications containing Rules and Orders issued by all  
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their Attached and Subordinate Offices and the  
Supreme Court of Pakistan**

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATIONS

*Islamabad, the 21st December, 2009*

**S.R.O. 01 (KE)/2010:**

In exercise of the powers conferred by section 8 of the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979), the Federal Government is pleased to direct that the following amendments shall be made in the said Rules, namely:-

In the aforesaid Rules,-

- (a) In rule, 1, in sub-rule (2), for the words "1st day of February", the words "31st day of May" shall be substituted;
- (b) rule 5 shall be re-numbered as sub-rule (1) of that rule and after sub-rule (1), re-numbered as aforesaid, the following new sub-rule shall be added, namely:-

(01)

Price : Rs. 2.00

"(2) Not with standing anything contained in rule 9, for the purposes of warning prescribed under the rule 2 of the Cigarettes (Printing of Warning) Rules, 2003, in the first instance there shall be a grace period of ninety days starting from 31st May, 2010, to clear from the factory premises and port of entry containers of cigarettes bearing the health warning prescribed for the expired rotational period."; and (c) In rule 7, in sub-rule (2), for the word "top", the words "centre of the" shall be substituted.

**S.R.O. 02 (KE)/2010:**

In exercise of the powers conferred by section 3 of the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979), the Ministry of Health is pleased to direct that the following amendments shall be made in its Notification No. S.R.O. 87/(KE)/2009, dated the 23rd October, namely:-

In the aforesaid Notification,-

- (a) In clause, (1), for the words "1st day of February", the words "31st day of May" shall be substituted; and
- (b) in clause (2), after the word "printed", the words and commas", "as far as possible," shall be inserted.

No. F.2-76/2007-FCTC(Pt).

MUHAMMAD IQBAL,  
*Deputy Secretary (Admn.).*

REGISTERED No. M - 302  
L.-7646

**The Gazette**  **of Pakistan**

EXTRAORDINARY  
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ISLAMABAD, FRIDAY, FEBRUARY 12, 2010

PART II

Statutory Notifications (S. R. O.)

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATION

*Islamabad, the 11th January, 2010*

**S. R. O. 73 (I)/2010.**—In exercise of the powers conferred by section 3 of the Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979) the Ministry of Health is pleased to prescribe the following health warning for the period commencing from 1st day of January, 2010 to the 30th day of May 2010 namely:—

**“WARNING: Protect Children. Do not let them breathe your smoke.**  
Ministry of Health

”خبردار۔ بچوں کو سگریٹ کے دھوئیں سے محفوظ رکھیں۔ وزارت صحت

[F. No. 20-05/2008-FCTC (pt.)]

MUHAMMAD IQBAL,  
*Deputy Secretary (Admn).*

(249)

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KARACHI, SATURDAY, JULY 18, 2009

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**PART II**

**Statutory Notifications containing Rules and Orders issued by all  
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and Subordinate Offices and the Supreme Court of Pakistan**

GOVERNMENT OF PAKISTAN

**MINISTRY OF HEALTH**

NOTIFICATION

*Islamabad the 1st July 2009*

**S.R.O. 53(KE)/2009**

In exercise of the powers conferred by Section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance 2002 (LXXIV of 2002) the Committee on Tobacco Advertisement Guidelines is pleased to direct that the following amendment shall be made in Notification No S R O 882(I)/2007, dated 21st August, 2007, namely

In the aforesaid notification, after paragraph (Vi), the following new paragraph shall be added namely

- (Vii) With effect from the 1st July 2009 free goods, cash rebates free samples discount or goods below the market value shall not be given or offered for the purpose of advertisement of tobacco or tobacco products to consumers of tobacco products to generate sale or promote smoking

[No F 2-6/2009-HE]

TARIQ MAHMOOD  
*Deputy Secretary (Admn)*

(171)

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KARACHI, FRIDAY, JULY 10, 2009

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**PART II**

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their Attached and Subordinate Offices and  
the Supreme Court of Pakistan**

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

· NOTIFICATION

*Islamabad, the 15th June, 2009*

**S.R.O. 51 (KE)/2009:**

In exercise of the powers conferred by Section 5 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to rescind the SRO No. 956(I)/2008, in the public interest, in order to protect the Health of Non-Smokers. Henceforth all public places as listed in section 3 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 and SRO 653(I)/2003 shall be completely smoke free.

(No. F.3-10/2008-FCTE)

TARIQ MAHMOOD  
Deputy Secretary (Admn)

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(367)

Price : Rs. 2.00

**NOTIFICATION**  
**PROHIBITION OF SMOKING AND PROTECTION**  
**OF NON-SMOKERS HEALTH ORDINANCE, 2002**  
**(LXXIV OF 2002)**

[Gazette of Pakistan, Extraordinary, Part-II, 1st September, 2007]

**S.R.O. 882(I)/2007, dated 21.8.2007.**--In exercise of the powers conferred by Section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Committee on Tobacco Advertisement Guidelines notified under S.R.O. 655 (1)/2003 in the Gazette of Pakistan dated 3rd July 2003 is pleased to notify following Guidelines on the size of advertisements in the print media, magazines, shop fascias, bill boards and use of electronic media for the tobacco and tobacco products advertisements:

- (i) Tobacco ads in the press will not be more than one square inch, (effective May 31, 2007)
- (ii) Tobacco industry will remove all the contracted tobacco product advertisement boards on the shops by December 31, 2007. The size of the tobacco product advertisement boards on shops by the industry will not be more than one square foot. The industry will supply by December 31, 2007 a list of shops having existing contracted tobacco product advertisement fascias.
- (iii) Advertisement of tobacco on electronic media will be allowed only between 3 AM to 4 AM.
- (iv) No incidental advertisement of smoking will be allowed on any media though branding and product placement by the tobacco industry. (This will not affect the already laid out guidelines on incidental tobacco advertisements).
- (v) No tobacco ads placement shall be made on the front and back pages of any publication, nor on inside front and back covers of magazines.
- (vi) Billboards (except point-of-sale shop fascias) will not be more than 1 sq. meter in size.

The above guidelines will come in force with immediate effect.

All previous notifications of the size of the advertisements will be deemed as cancelled.

Restrictions about the Health Warning as notified earlier (SRO 1001 (1)2003 dated October 27, 2003 and under other Notifications/

Orders vide No. F. 13-5/2003 dated October 27, 2003 will remain the same.

## **Notification for enforcement of Ordinance SRO 652(1)2003**

### **GOVERNMENT OF PAKISTAN MINISTRY OF HEALTH**

Islamabad, the 30th June, 2003

#### **NOTIFICATION**

S.R.O. 652 (1)/2003.-In exercise of the powers conferred by subsection (3) of section 1 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to specify the 30th day of June, 2003, to be the date on which the said Ordinance shall come into force.

## **Declaration of No Smoking places SRO 653(1)/2003**

#### **NOTIFICATION**

S.R.O.653 (1)/2003.-In exercise of the powers conferred by section 3 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 ( LXXIV of2002), the Federal Government is pleased to declare, hospitals, dispensaries and other health care establishments, educational institutions, offices, conference rooms, all domestic flights, restaurants, buses, wagons, trains, indoor stadiums, gymnasiums, clubs, lounges of airports, waiting rooms at railway stations, waiting rooms at bus stations and add as, to be places of public work or use to be no smoking and no tobacco use places.

(F. 12-2/2002 HE)

**MUHAMMAD DIN,**  
Deputy Secretary (Admn)



## **Authorized persons under the ordinance SRO 654(1)2003**

### **GOVERNMENT OF PAKISTAN MINISTRY OF HEALTH**

Islamabad, the 30th June, 2003

#### **NOTIFICATION**

S.R.O. 654 (I)/2003. In exercise of the powers conferred by subsection (1) of section 4 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 ( LXXIV of 2002), the Federal Government is pleased to authorize and declare,

(a) all members of the Majlis-e-Shora (Parliament) and Provincial Assemblies in respect of sections 5,6,10,12 and 13;

(b) all District, Tehsil and Union Council Nazims and Deputy Nazims and councilors in respect of sections 5, 6, 10, 12 and 13;

(c) all officers in BPS 20 and above, in the places under their jurisdiction in respect of sections 5, 6, 10, 12 and 13

(d) all police officers of the rank of Sub-Inspector and above, in respect of sections 5, 6, 7, 8, 9, 10, 12 and 13;

(e) heads of the educational institutions, in respect of the school or the institution, he or she is head in respect of sections 5, 9, 10, 12 and 13;

(f) public transport, bus and wagon drivers and conductors, in respect of the violators in the vessel in respect of Sections 6, 12 and 13:

(g) train driver and conductor guards, in respect of the train, he is driver and conductor, guard in respect of sections 6, 12 and 13;

(h) managers of airport lounges, waiting rooms at railway stations and bus stops, in respect of sections 5, 10, 12 and 13;

(i) all crew members aboard an aeroplane, in respect of sections 5, 6, 12 and 13;

(j) managers of establishments where services are provided to the public whether for a charge or free including the sale of goods, in respect of their own establishments, in respect of sections 5, 10, 12 and 13;