

TV API VOICEOVER SCRIPT (W3C Version)

Topic : Smoking (Public Health) (Amendment) Ordinance 2021

Version : English

W3C: In the airport scene, a man is preparing to go through customs with his luggage. The man puts his luggage on the conveyor belt and the luggage passes through the X-ray machine for checking.

MVO: From April 30, 2022

W3C: Suddenly the X-ray machine makes a warning beeping noise. It finds an electronic smoking product and heated tobacco product in the man's luggage. A prohibition sign appears, enclosing the man, and the text "Import" appears.

MVO: no person may import

W3C: The scene changes to a street setting, where a woman is distributing leaflets to a man to promote alternative smoking products. Suddenly, a prohibition sign appears, enclosing the woman, and the text "Promote" appears.

MVO: promote

W3C: The scene changes to a factory setting, where two workers are manufacturing alternative smoking products. Suddenly, a prohibition sign appears, enclosing the workers, and the text "Manufacture" appears.

MVO: manufacture

W3C: The scene changes to an office setting. Two staff are processing orders for alternative smoking products. Suddenly, a prohibition sign appears, enclosing the staff, and the text "Possess for Commercial Purposes" appears.

MVO: possess for commercial purposes

W3C: The scene changes to a store setting, and a sales lady is putting alternative smoking products on the shelves for selling to a customer. Suddenly, a prohibition sign appears, enclosing the sales lady, and the text "Sell" appears.

MVO: or sell alternative smoking products

W3C: Images of electronic smoking products, heated tobacco products, and herbal cigarettes appear respectively on the screen, and three prohibition signs surround the images of alternative smoking products.

MVO: including electronic smoking products, heated tobacco products and herbal cigarettes

W3C: The words "alternative smoking products" are enclosed by a prohibition sign, and the words "Maximum penalty", "Imprisonment for 6 months" and "A fine of \$50,000" appear.

MVO: The maximum penalty is six months' imprisonment and a fine of 50,000 dollars

The amendment ordinance is now in effect.

W3C: In the last scene, superimpositions of
“Smoking (Public Health) (Amendment) Ordinance 2021
is now in effect ”,

“logo of Tobacco and Alcohol Control Office, Department of Health” and
“www.taco.gov.hk” appear.

The TV Announcement in the Public Interest ends.
