



Role of Non-governmental Organizations in Advocacy on Tobacco Control

Hong Kong Council on Smoking and Health
Henry TONG (Chairman)

16 September 2026



Status of Tobacco Control in Hong Kong

A multi-pronged tobacco control strategy
to reduce tobacco use



MPOWER Measures

The 6 effective tobacco control policies recommended by WHO

M – Monitor Tobacco Use & Prevention Policies

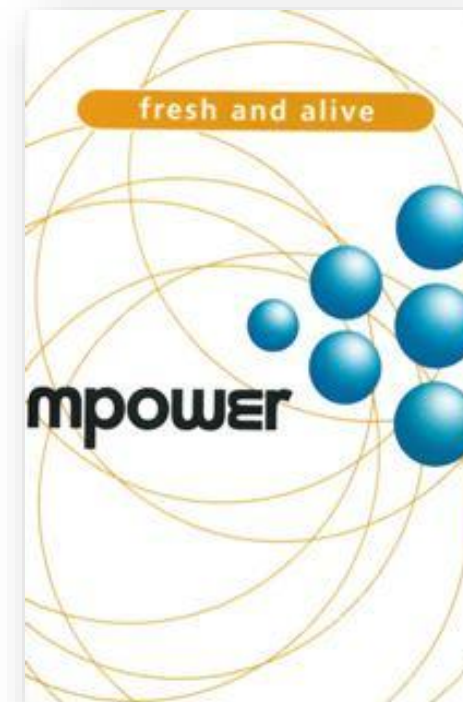
P – Protect People from Tobacco Smoke

O – Offer Help to Quit Tobacco Use

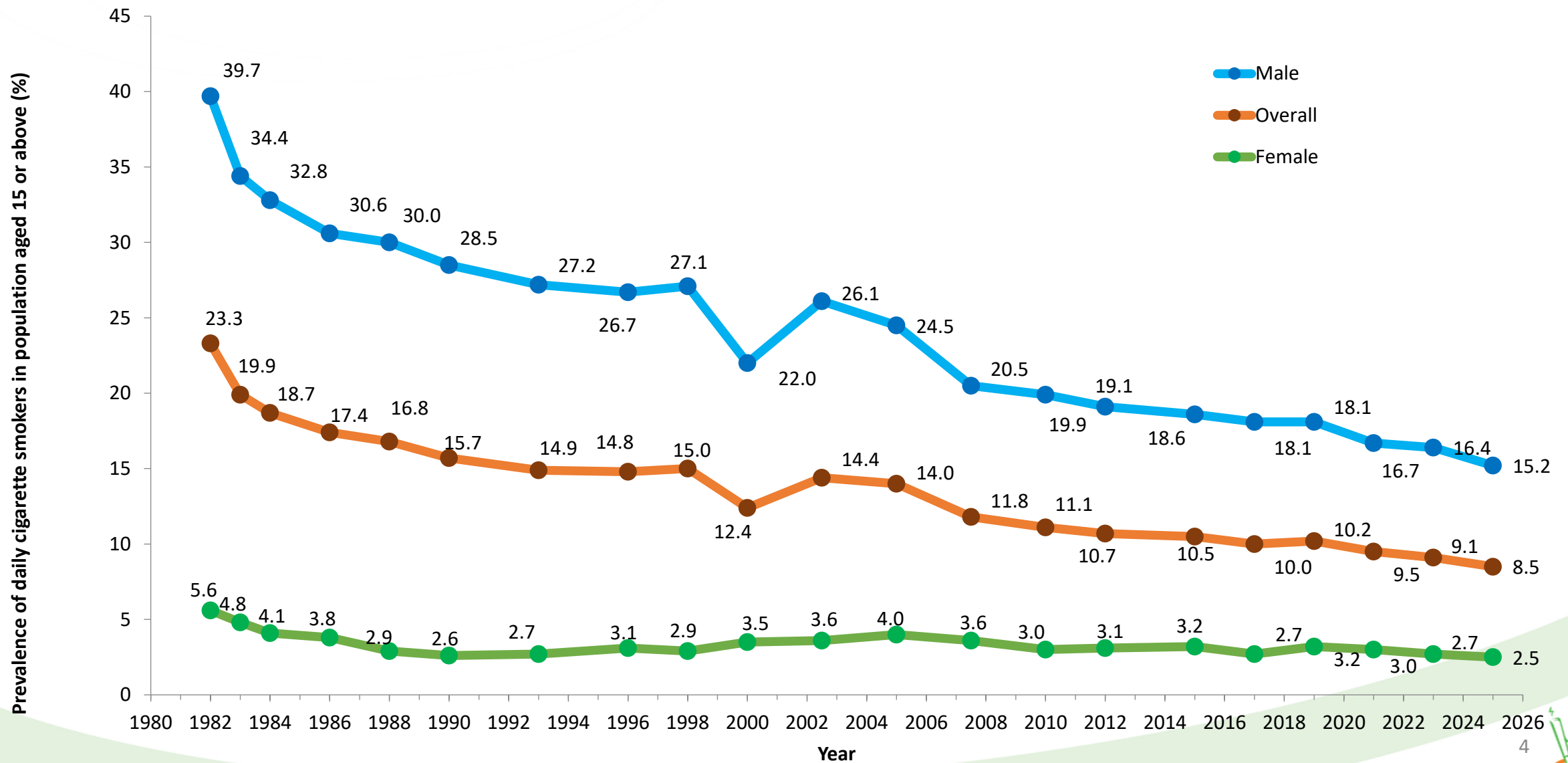
W – Warn about the Dangers of Tobacco

E – Enforce Bans on Tobacco Advertising & Promotion

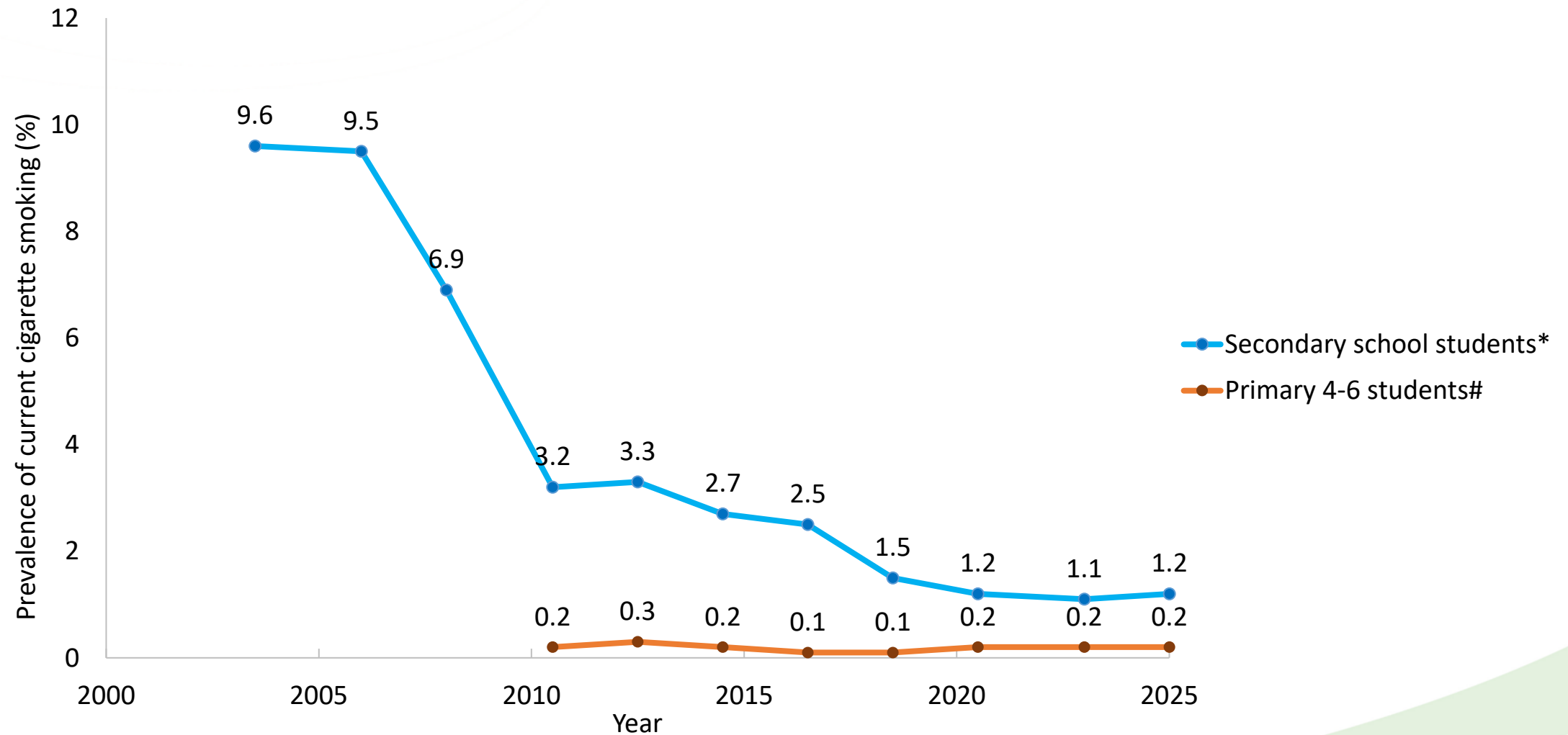
R – Raise Taxes on Tobacco Products



MPower - Smoking Prevalence in Hong Kong



MPOWER – Cigarette smoking in Hong Kong Students

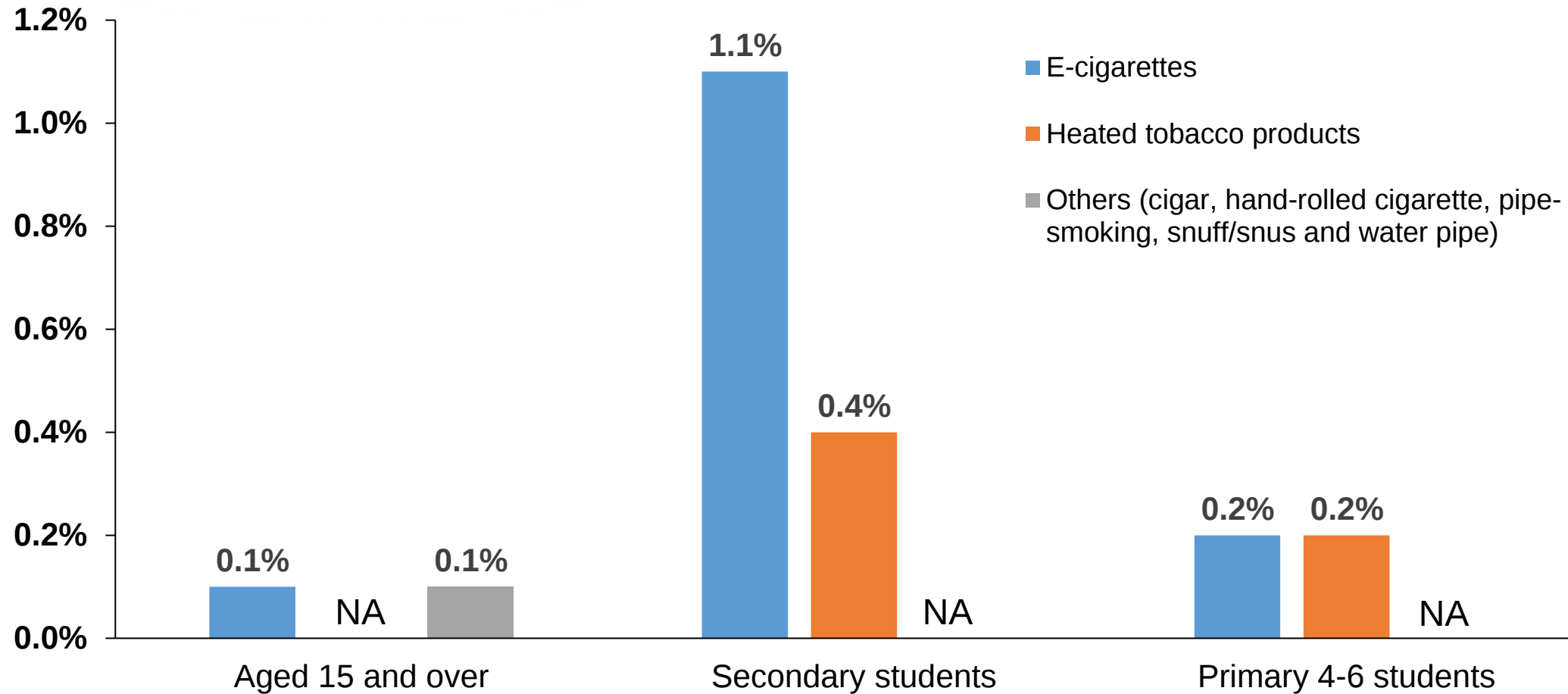


*School-based Survey on Smoking among Students 2003/4 (S1-5), 2010/11 (S1-7), 2012/13-2024/25 (S1-6) and Youth Education and Health Project 2006 (S1-5) and 2008 (S1-5)

#School-based Survey on Smoking among Students 2010/11-2024/25



MPOWER – Use of Other Smoking Products (2025)



MP PMOWER – Major Tobacco Control Laws in Hong Kong

Smoking (Public Health) Ordinance (Cap. 371)

- Enacted in 1982 with several amendment exercises to tighten control on tobacco products progressively and comprehensively.
- Coverage of the Ordinance :
 - Prohibition of Smoking in Public Places
 - Restriction on Sales of Tobacco Products
 - Restriction on Tobacco Promotion and Advertising
 - Prohibition of Alternative Smoking Products

Fixed Penalty (Smoking Offences) Ordinance (Cap. 600)

- Fixed penalty HK\$3,000 to be fined to those smokes in statutory no smoking area.

Dutiable Commodities Ordinance (Cap. 109)

- Fine of HK\$2,000,000 and 7-year imprisonment for selling and buying illicit cigarettes.



MPOWER – Statutory No Smoking Areas

1983

First designation of no smoking areas: ban in public lifts and lower deck of public transport land vehicles.



1982 > 1983 > 1984 > 1985 > 1986 > 1987 > 1988 > 1989 > 1990 > 1991 > 1992 > 1993 > 1994 > 1995 > 1996 > 1997



1992

Smoking ban implemented in cinemas, theatres, concerts halls, public lifts, amusement game centres and all transport carriers



MPOWER – Statutory No Smoking Areas

1998

- All restaurants, schools, post-secondary institutions, vocational training centers can designate any areas of the premises as no smoking areas.
- Smoking ban implemented in shopping centers, department stores, supermarkets and banks.
- Airport Authority may designate any area of passenger terminal as no smoking.



2007

Smoking ban implemented at all indoor public places including workplaces and restaurants.

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

1999

Restaurants with more than 200 seats required to have not less than 1/3 no smoking areas.



2009

Six types of establishments including bars, clubs, nightclubs, bathhouses, massage parlours and mahjong and tin-kau parlours and 48 public transport facilities with superstructures.



MPOWER – Statutory No Smoking Areas

2010

Smoking ban in 50 public transport facilities with superstructures and all open-air public transport facilities



2016

Extension of smoking ban to 8 bus interchanges at the tunnel portal areas and express highway (currently up to 14 bus interchanges)



2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026



2026

- Extend smoking ban in 3 meters outside entrances of specific premises
- Ban smoking in queue at designated public places including public transport waiting areas



Tobacco and Alcohol Control Office



衛生署控煙酒辦公室
Tobacco and Alcohol Control Office
Department of Health



- Enforced by Tobacco and Alcohol Control Office of the Department of Health established in 2001.
- Anyone who smokes or carries a lighted cigarette, cigar or pipe in statutory no smoking areas, will be issued with a fixed penalty notice of \$3,000 by enforcement officers.



MPower - Smoking Cessation Services in Hong Kong

- **1833 183** - Integrated Smoking Cessation Hotline
- Since 2010
- Smoking cessation counseling is provided by registered nurses
- User may assess the nicotine dependence test through the system
- A one-stop hotline for the users to reach different smoking cessation services

衛生署綜合戒煙熱線
Department of Health
Integrated Smoking Cessation Hotline

1833 183

- 專業電話輔導
Professional Counselling
- 尼古丁依賴程度測試
Nicotine Dependency Assessment
- 戒煙資訊傳真
Information on Smoking Cessation by Fax

 免費戒煙流動應用程式
Free Quit Smoking Mobile App

戒煙達人



MPower - Smoking Cessation Services in Hong Kong

Integrated Smoking Cessation Hotline (1833 183)	
<i>Press 1</i>	Smoking cessation information and services provided by the Department of Health
<i>Press 2</i>	Smoking cessation services provided by different organisations 1 – Tung Wah Group Hospital (TWGH) Integrated Centre for Smoking Cessation 2 – United Christian Nethersole Community Health Service (UCN) 3 – Pok Oi Hospital (POH) Smoking Cessation Service 4 – POH Chinese Medicine Smoking Cessation Service using Acupuncture 5 – TWGH Chinese Medicine Smoking Cessation Service using Acupuncture 6 – UCN Chinese Medicine Smoking Cessation Programme using Acupuncture 7 – HKU School of Chinese Medicine 8 – Youth Quitline operated by the Hong Kong Polytechnic University 9 – Hospital Authority Smoking Cessation and Counselling Centres
<i>Press 3</i>	Information and tips on smoking cessation
<i>Press 4</i>	Nicotine dependency assessment
<i>Press 5</i>	Enquiry on tobacco control legislation
<i>Press 6</i>	Free 1-week nicotine replacement therapy (NRT) trial packs
<i>Press 7</i>	Free Chinese medicine ear points patches for smoking cessation



MPower - Smoking Cessation Services in Hong Kong

Other tailor-made smoking cessation programmes

The Lok Sin Tong Benevolent Society, Kowloon

- Outreach-based programmes through health talks in workplaces
- Psychological approach: cognitive behavioural therapy and motivational interviewing

HKU School of Nursing – Women Quit and Youth Quitline

- Tailor-made for women and teenagers of 25 years old or below
- Face-to-face and telephone counseling by nurses (Women Quit) or by trained student counselors (Youth Quitline)
- Incentives for successful quitters

District Health Centres / DHC Express

- Free smoking cessation services and NRT therapy to members
- Other health consultation and assessments



MPOWER - Health Warnings of the Cigarette Packs

- **Text warning** increased from 1 type to 4 and 6 types respectively
- Since 2000, warnings changed from displaying at bottom to top
- Indication of tar and nicotine yields added



- **6 types of pictorial warnings** should be carried and **covered at least 50% area** of the two main surfaces
- Any indication of “mild”, “low tar” **misleading descriptors** shall be **restricted**

1983



1994



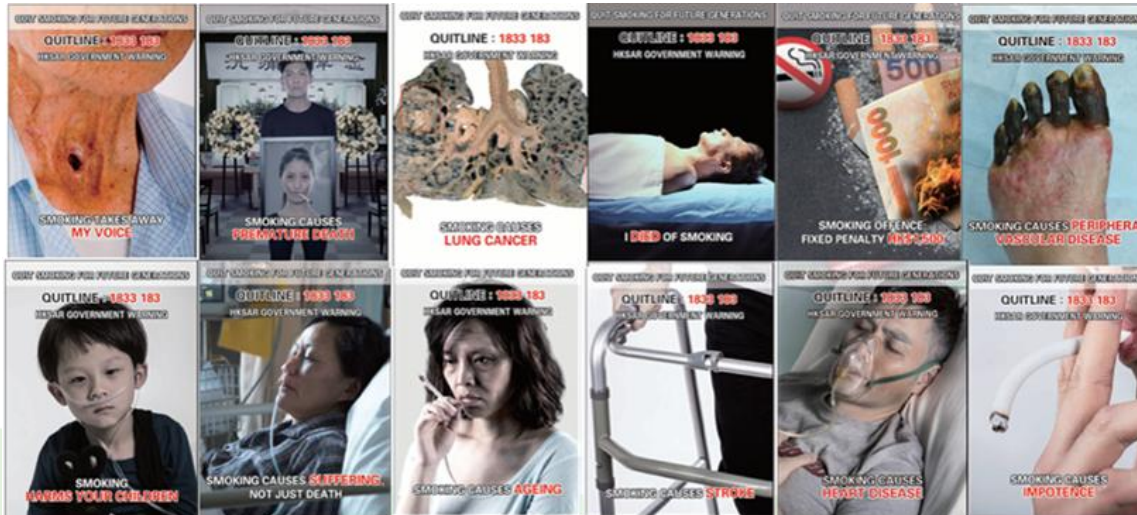
2000



2007



2018



- **12 types of pictorial health warning** cover at least **85% of two largest surfaces**
- **Quitline (1833183)** and new message “quit smoking for future generations” are included in all designs



MPOWER – Plain Packaging

Plain Packaging – unified packaging for all cigarette products

- Removes advertising elements on cigarette packs
- Increases salience of pictorial health warnings
- Reduces attractiveness and satisfaction of tobacco products
- Increases intention to quit
- First introduced in Australia in December 2012. To date, over 40 countries/jurisdictions have adopted or are considering the measure

Australia

75% (front), 90% (back)



New Zealand

75% (front), 100% (back)



Thailand

85% (front & back)



MPOWER – Plain Packaging



(Mockup image)

- Scheduled to implement on 1 Mar 2027, with a 9-month transition period
- Drab brown colour (Pantone 448C)
- Only brand name, variant name and other permitted marks can be displayed, in a specific format
- Pictorial health warnings at 85% of the two largest surfaces
- Standardized physical features (e.g. no odour or sound, flip-top lid)
- Duty stamp with digital and physical anti-counterfeiting features



MPOWER – Total Ban of Tobacco Advertising



1990: TV and radio programmes



1997: Sponsorship in sports events



1998: Gifts or prizes



2009: Display of tobacco advertisements at hawker stalls



1999: Billboards & advertisements in printed media

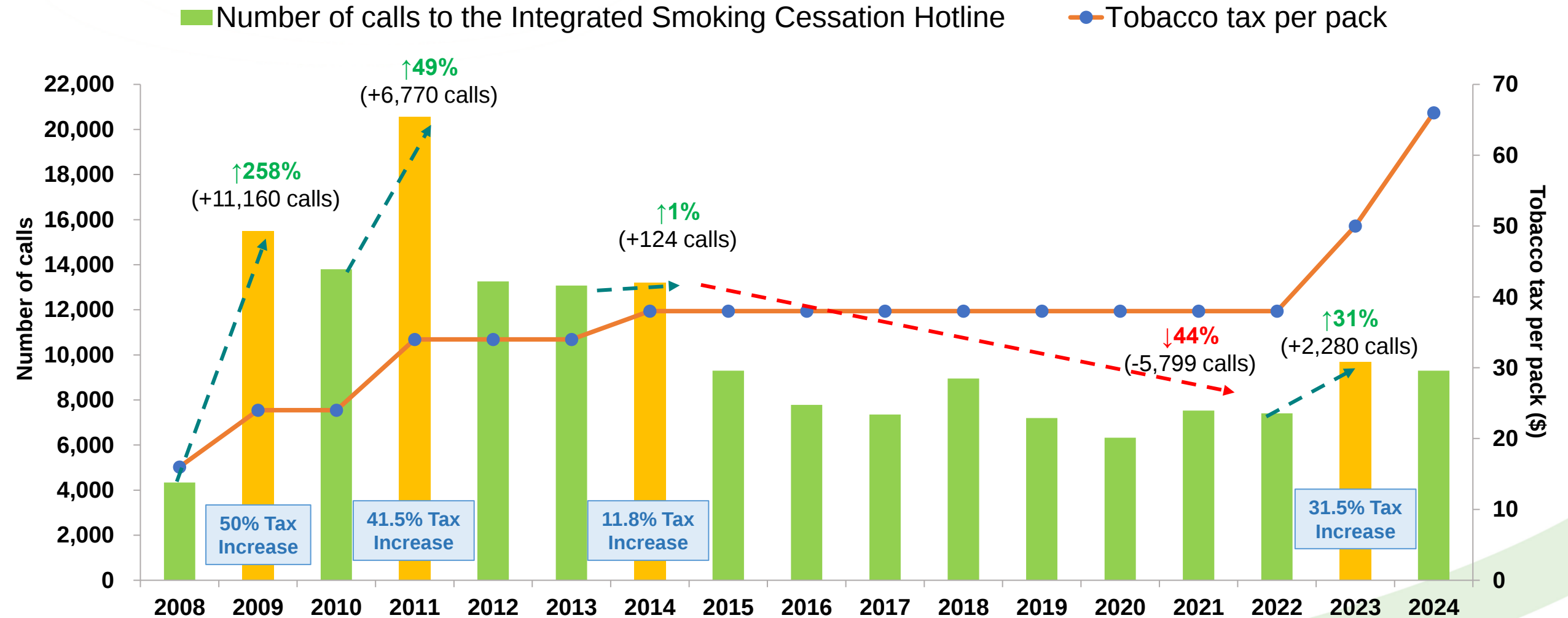


MPOWER – Total Ban of Tobacco Advertising

- Tobacco advertising on online platforms is also banned, including social media and streaming platforms, etc.
- Warning had been issued by Department of Health to a streaming platform recently, requesting for suspending the broadcast of a anime “Chainsmoker Cat” showing frequent smoking scenes and cigarettes brands.



MPOWER – Tobacco Tax Increase Motivates Smoking Cessation



Source : Department of Health



Tobacco Control: Where are We in Hong Kong?

MPOWER Policies	Status in Hong Kong
Monitor Tobacco Use & Prevention Policies	✓ Regularly monitors smoking prevalence (8.5% in 2025)
Protect People from Tobacco Smoke	✓ Total ban of smoking in indoor public places and workplaces ✗ Not ban in all outdoor public places and private places with children
Offer Help to Quit Tobacco Use	✓ Quitline and free cessation services
Warn about the Dangers of Tobacco	✓ Pictorial health warnings at 85% of two largest surface area of a cigarette pack ✗ Mild effect of image and no rotation; plain packaging to be enforced
Enforce Bans on Tobacco Advertising & Promotion	✓ Complete ban of direct tobacco advertising ✗ Loophole of promotion via display of cigarette packs ✗ Indirect tobacco advertising not completely banned
Raise Taxes on Tobacco Products	✗ Not achieve the recommended level of 75% of retail price ✗ No mechanism to raise tobacco tax regularly to account for inflation and income increase



Hong Kong Council on Smoking and Health (COSH)

Statutory organization specialized in
promoting tobacco control and a tobacco-free Hong Kong



A statutory body established in 1987 under the government subvention has the key missions :



Inform & educate the public on the harms of smoking & its adverse effects on health;



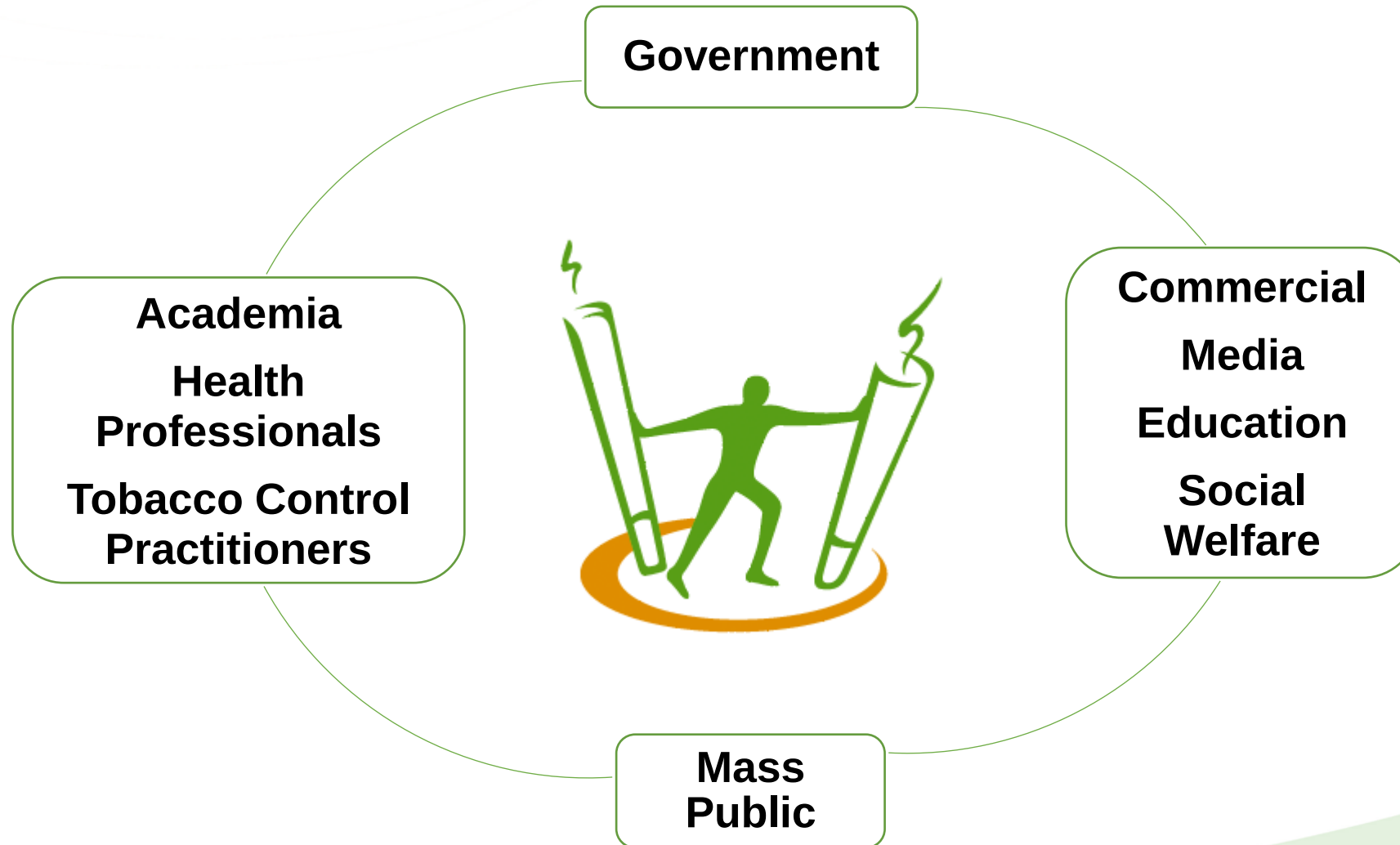
Conduct & coordinate **research** into the cause, prevention & cure of tobacco dependence; and



Advise the Government, community health organizations or any public body on matters relating to smoking and health.



Hong Kong Council on Smoking and Health (COSH)



Smoke-free Education Programmes

School Health Talks

- Over 100 health talks to kindergartens, schools and organizations, with more than 20,000 attendees every year



School Interactive Education Theatre

- Performances delivered via live touring or online streaming with primary school students
- Since 1995, over 2,300 performances and 650,000 audiences, with >90% satisfaction rate



Smoke-free Elite Teens Programme

- Over 3,200 teenagers have been trained as young leaders on tobacco control and spread smoke-free messages to in school and community



Smoke-free Publicity Programmes

World No Tobacco Day Publicity Programmes

- Designated by WHO on 31 May every year
- Promote a smoke-free lifestyle to the mass public
- 2025: Launch smoke-free sportswear day to encourage doing exercises, promote smoking cessation and boost public support for tobacco endgame



Elderly Smoking Cessation Promotion Project

- Clear the myths of smoking and promote the benefits of smoke-free elderly lives to more than 2,000 elderly every year
- Entrust elderly ambassadors to spread out the smoke-free messages



Smoke-free Women Project

- Consolidate the smoke-free attitude among female
- Enhance knowledge on gender-specific hazards of smoking via social media and online promotion
- Collaborate with women associations



Promotion on Smoking Cessation

“Quit to Win” Contest cum Smoke-free Community Campaign

- Encourage smokers to quit through fabulous prizes of a smoking cessation contest
- Collaborate with all districts and different sectors to organize promotion activities and build a smoke-free community concept
- Inspire other smokers to quit through media promotions of winners' successful quit stories
- Conduct a randomized controlled trial of smoking cessation interventions



Smoking Cessation Promotion Project for Construction Industry (2026)

- Encourage smoking construction workers to quit, complementing the smoking ban in construction sites since 17 July 2026
- Collaborate with the construction industry to disseminate smoke-free messages to workers



Smoke-free Run (2019, 2022, 2026)

- Encourage smokers to quit through running
- Supported by over 40 organizations and smoking cessation service providers
- Training workshops with running training and quitters' experience sharing were organized for smokers before the race



Smoke-free Promotion with Business Sectors

Smoke-free Leading Company Awards

- Advocate a smoke-free culture as a corporate social responsibility and create smoke-free workplace, organized every 2-3 years since 2004
- Outstanding smoke-free companies are awarded and promoted as role model to the other
- In 2022, over 530 companies supported and 130,000 employees were benefited



Industry-specific Programmes

- **Smoke-free Construction Force (2016):** Around 40 construction companies and sites joined and nearly 20,000 workers received smoke-free messages
- **Smoke-free Catering Force (2017):** Over 100 restaurants and catering companies with over 12,700 employees
- **Smoke-free Drivers Programme (2025):** Over 60 companies and 7,000 drivers were committed in 2025
- **Smoke-free Housing Management Programme (2020):** Nearly 400 companies and over 25,000 employees



Other Public Education and Promotion

Community Smoke-free Exhibitions

- Educate the public about the harms of smoking through information panels and smoke-free publications



Health Promotion with Other Organizations

- Collaborate with NGOs, hospitals and other organizations to deliver smoke-free messages to the public through game booths



Smoke-free Ambassador (Mascot)

- Cantonese name with homophonic meanings of “don’t fool me” and “don’t light” to debunk the myths of smoking
- Advise to say NO to all forms of smoking



Children picture books

- With the VR functions, to educate and show children the harms of secondhand smoke vividly and motivate their smoking family members to quit



Advice with Research Evidence

Year	Research projects
1994	Youth Smoking and Health Survey
1995	Smoking Status of Working Youth
1998	Smoking and Passive Smoking in children
1999	Youth Smoking, Health and Tobacco Promotion
2001	Passive Smoking and Risks for Heart Disease And Cancer in Hong Kong Catering Workers
2003	Youth Smoking and Health Survey
2008	Secondhand Exposure & Health Survey in Children
2010	Smoking and Health Survey in Hong Kong Women
2012	Impact of the increase in tobacco tax in 2011 on behaviors and cognitions related to smoking and issues related to anti-smoking policies in Hong Kong
Annually since 2013	Tobacco Control Policy-related Survey
2016	Laboratory Test on E-cigarettes
2018	Cluster Randomized Controlled Trial on Reducing Exposure to Tobacco Smoke among Primary School Students
2020	Qualitative Study on Young Adults' Experience of Waterpipe Smoking and Bar Staff's Experience of Offering Waterpipe Tobacco in Hong Kong
2023	Tobacco Excise Tax Simulation Model for Hong Kong
2025	Simulation of Impacts of New Tobacco Control Measures on Smoking in Hong Kong



Advice with Research Evidence

Symposium for the 40th Anniversary of Tobacco Control in Hong Kong (8 November 2022)

- Theme: Priority Issues of Tobacco Control to Achieve Zero Smoking Hazard Environment
- International and local public health experts to share innovative measures of tobacco control and identify the priority issues of tobacco control in Hong Kong, e.g. raising tobacco tax, reduce attractiveness of smoking, enhance smoking cessation, prevent interference of tobacco industry
- Over 100 government officials, academia, medical and healthcare professionals, tobacco control working partners, smoking cessation service providers and non-governmental organizations (NGOs) attended the Symposium.



Advice with Research Evidence

11th Cross-Strait, Hong Kong and Macau Tobacco Control Conference (11 November 2022)

- Held in the Chinese Mainland, Hong Kong, Macau and Taiwan by rotation since 2007
- Theme of the 11th Conference: Achieve Smoke-free Goals, Towards a Zero-Hazard Environment
- Health departments, tobacco control organizations and tobacco control scholars across the country shared the latest tobacco control experience, challenges and research findings. Regulations regarding alternative smoking products, implementation of WHO FCTC and MPOWER measures, and tobacco control policies related to COVID-19, etc. were discussed.



Media Promotions

- Announcement of Public Interests (API) under different themes are produced every year to promote the smoke-free message and stay in tune with the development and policy to tobacco control
- Creative approach to fit local culture
- Online campaigns will also be launched to enhance the promotion synergy and raise the awareness of smoking hazards



***API for 2026:
Team Up to Quit***



Media Promotions

- Use of different approaches to raise media attention on tobacco control and social discussion on tobacco control policies



Organize press conferences to raise public attention



Policy elaboration in TV programmes and news channels

Soaring Smoking-attributable Economic and Life Losses in Hong Kong Call for Strengthening Tobacco Control

Expert said banning flavoured tobacco is one of the most effective measures to deter young people from taking up smoking.

Based on the study by the University of Hong Kong, smoking and Hong Kong's economy, smoking is a major contributor to the loss of life expectancy in the new year of tobacco control measures. The HK has been chosen as the Legislative Council's target and is currently under discussion.

The research presented by the University of Hong Kong, the Government and the Tobacco Industry, has shown that the economic losses from smoking are significant. The research also found that the health losses from smoking are significant. The research also found that the health losses from smoking are significant.

Dr. David F. Mustard, Director of the Department of Health, said: "The research shows that the economic losses from smoking are significant. The research also found that the health losses from smoking are significant. The research also found that the health losses from smoking are significant."

「控煙十招」助提升城市形象 (商界：長遠利多於弊)

加煙對香港有百弊而無一利，但商界卻一直以來都反對控煙。最近，商界又提出多項建議，要求政府放寬控煙政策，包括容許在室內場所吸煙、容許在室內場所吸煙等。這些建議都遭到了社會各界的強烈反對。商界表示，控煙政策對香港的形象和經濟都有負面影響。他們認為，控煙政策會導致失業率上升，並對香港的經濟造成打擊。然而，社會各界則認為，控煙政策是為了保護公眾健康，並提升城市形象。他們認為，控煙政策是必要的，並會對香港的經濟產生長遠的正面影響。

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發賣會一直倡議財政司長及政府 煙民嘗試逐步戒煙 委員會建議政府再加煙稅

本月30日起禁管有另類吸煙產品

特朗普·檢製煙人來自加州·據文件武器設備與安檢關主

民生小事

特朗普·檢製煙人來自加州·據文件武器設備與安檢關主

Publish advertorial in mainstream media

Accept media interviews



Social Media Promotions

Online Platform and Social Media

- [Smokefree Family](#) and [Smoke-free Go · Goal](#) Facebook fanpages, [Wise Mike](#) Instagram were created to disseminate smoke-free messages online
- Educate smoking-related knowledge and enhance awareness on tobacco control by more interesting and leisure methods
- Short video clips posted on websites, YouTube and other social media
- Online polling and signatory campaign to collect public opinion and invite support to tobacco control issues



Wise Mike Instagram
(@wisemike_hk)



Smoke-free Family Facebook
(@smokefreefamily)



Smoke Go · Goal Facebook
(@smokefreegogoal)



Political Lobbying

Policy Address and Budget consultations

COSH submit letters to the government authorities every year along with various institutions and organizations from the society, presenting recommendations on tobacco control policies stated in Policy Address and the Budget.



Charter on Tobacco Endgame

- Call on the Government to establish a tobacco endgame goal, reducing the smoking prevalence to 5% or below
- Call on the Government to introduce various tobacco control measures, e.g. plain packaging, no-smoking area extension, point-of-sale tobacco product displays, etc.
- Signed by over 190 representatives of various sectors of the society



Mobilizing Support from All Sectors of Community



Joint press conferences with academia, medical groups, smoking cessation organizations, teacher and parent groups, etc.



Support to Strengthen Tobacco Control Policies
Together We Strive for a Tobacco-free Hong Kong

Petitions and
public mobilization



Briefing sessions for students, teachers, parents and
social workers



Community exhibitions

United Advocacy with Tobacco Control Partners

Express opinions to the Legco through oral deputations and written submissions

- Support for enlargement of pictorial health warnings and a ban on electronic cigarettes (2017)
- Support for a ban on alternative smoking products (2019)
- Against exemption of transshipment of alternative smoking products from the import ban (2023)
- Support for next-phase tobacco control measures (2025)

Marches and rallies

- March for tobacco tax increase (2009)
- Rallies for a ban on alternative smoking products (2019 and 2021)



March for tobacco tax increase in 2009



Rally for a ban on alternative smoking products in 2019





Advocacy on Raising Tobacco Tax

The single most effective measures to reduce smoking



Effectiveness of Raising Tobacco Tax

- Prevent non-smokers and youth from initiating smoking
- Encourage smokers to quit and smoke less
- Prevent quitters from relapse



- “Raising tobacco tax so that they account for at least 70% of retail prices would lead to significant price increases, induce smokers to quit.....”
- “Raising tobacco taxes to **more than 75% of the retail price** is among the most effective and cost-effective tobacco control intervention....”



- “The tax component of the price of a pack of cigarettes is between **2/3 (66%) and 4/5 (80%) of the total retail cost.**”



Advocacy on Raising Tobacco Tax

Press Conference on Raising Tobacco Tax (2014, 2017, 2020, 2023-2025)

- Make use of the timing of the Budget consultation to advise the government and raise public awareness
- Highlight the effectiveness of raising tobacco tax on smoking cessation
- Re-iterate the public health intention of raising tax
- Clarify tobacco industry's fallacy of illicit cigarettes and economic inequality
- Point out the inadequacy of taxation policies with economic and scientific evidence
- Advocate the international experiences and other sectors



Advocacy on Raising Tobacco Tax

Printed Media

- Media advocacy was targeted to general public and the legislators on tobacco control policies.
- Opinion Editorial in newspapers, e.g. advocating to raise taxes on tobacco products and total ban of indoor smoking
- Advertorial in newspaper and magazines

增加煙草稅 保障市民健康及生命

- 在香港，吸煙是引致死亡的一個最主要但可以預防的因素。
- 香港每年因為吸煙及二手煙而導致接近七千人死亡，當中超過一千人是因為吸入二手煙的致命毒氣而喪失生命。
- 2007年的煙草稅收益只佔政府總收入1.2%，亦只是吸煙引致的醫療護理開支的一半。
- 提高煙草稅是最有效遏止青少年吸煙的方法。

可是我們一直忽略了這些事實……
解決方法只有積極爭取

將增加煙草稅訂為長遠政策，並逐年遞增5%*，藉以降低吸煙人口的比率，保障公眾健康。同時，會減輕吸煙引致的經濟損失及香港納稅人的負擔。

機會來了
財政司司長現就2009/10年度財政預算案進行廣泛諮詢，並邀請市民提出意見和建議。

請全港市民一起
登入以下網址以行動支持，將增加煙草稅定為長遠控煙政策：
www.smokefree.hk

保護七百萬市民的健康及財富
請立即行動！

煙仔大小通殺 放得快你就發

贏

吸煙和二手煙每年在香港導致6,920人死亡。戒煙，贏香煙！

CASH
香港煙草稅與健康委員會
HONG KONG COUNCIL ON SMOKING AND HEALTH

*煙草稅應按消費者物價指數每年增加5%。

支持增加煙草稅 共享無煙家庭樂

人人都知道吸煙危害健康，雖然香港現時的吸煙率約為百分之10.7，是歷史新低，但仍然有近645,000名吸煙人士，他們每日受煙仔的有毒侵害，其家人朋友亦受二手煙及三手煙影響。我們促請政府於2014至15財政年度大幅增加煙草稅，預防兒童及青少年開始吸煙，並推動更多吸煙者戒煙，建立無煙家庭。

預防 兒童及青少年 吸第一口煙

調查顯示，約六成半的吸煙人士在19歲之前開始吸煙。為了預防兒童及青少年吸煙第一口煙，增加煙草稅是不可或缺的一環。2009年及2011年分別大幅調高煙草稅後，中學生的吸煙率大幅下降達五成，反映青少年對煙草價格十分敏感。

增強 戒煙決心

在香港超過六成吸煙人士從未嘗試戒煙，增加煙草稅就是其中一個有效推動吸煙人士戒煙的方法。據香港超過三分之二已戒煙者表示，2011年大幅增加煙草稅使他們更有決心戒煙。戒煙後三成煙民吸煙者則表示，於2011年加煙稅後減少每日吸煙數量，可見增加煙草稅的顯著成效。

共建 無煙家庭

戒煙除了改善自身健康之外，亦可惠及家人朋友，以免他們受二手煙及三手煙影響。有近三成成功戒煙人士都是因為不想家人朋友吸入二手煙而戒煙，可見這是一個強勁的推動力。為了下一代著想，從煙戒煙，一同享受無煙健康幸福。

委員會特別於網上設立「支持增加煙草稅」專頁，鼓勵市民簽署，並與親友分享，以表揚你們對加煙稅的支持，共建無煙清新環境。

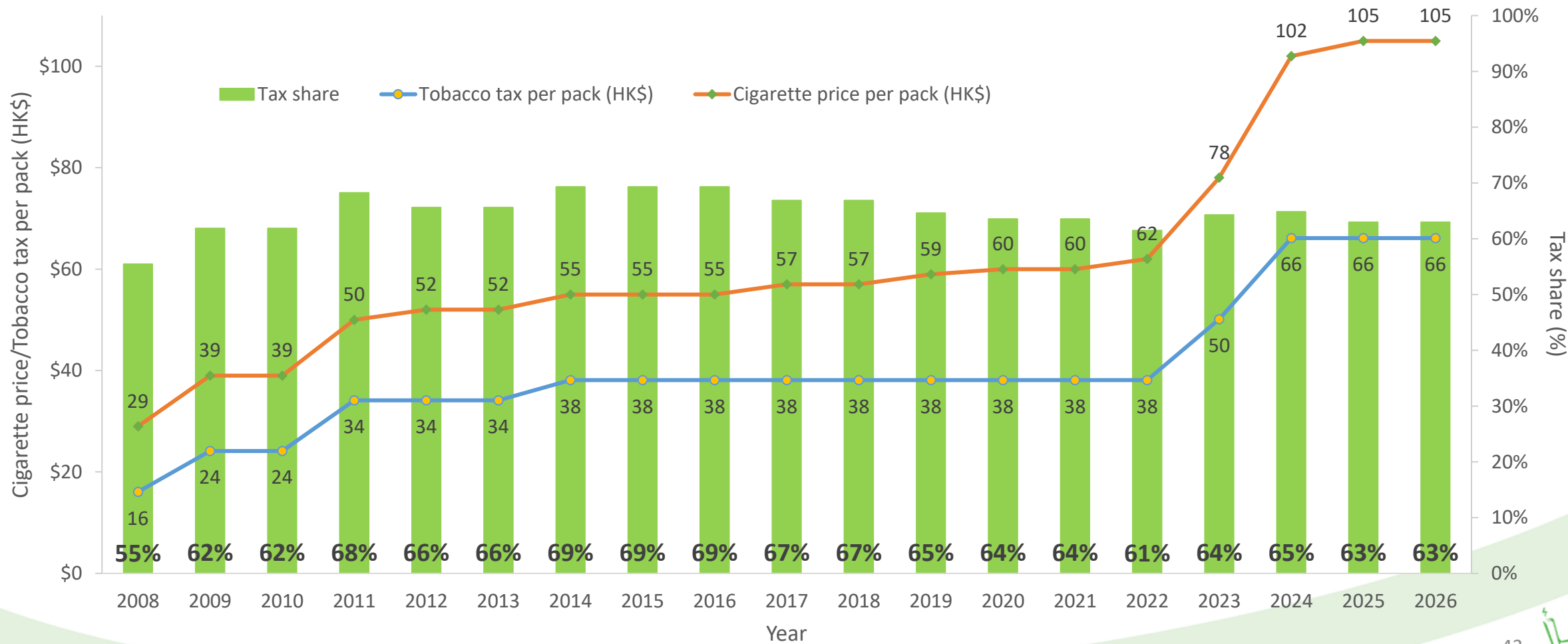
www.smokefree.hk

衛生署綜合戒煙熱線
1833 183



Level of Tobacco Tax Falls Below WHO's Recommendation

Cigarette price and tobacco tax in Hong Kong (most sold brand)



Affordability of Cigarettes in Hong Kong

Compared to many places, cigarettes in Hong Kong are highly affordable, which means cigarette price is cheap in term accounting for inflation and income growth

Place	Latest cigarette price (HK\$)*	Cigarette affordability index (2024)#
Philippines	23	6.67
Indonesia	20	5.01
New Zealand	199	4.97
Australia	297	3.77
United Kingdom	190	3.27
Malaysia	35	2.96
France	115	2.84
Hungary	63	2.75
Hong Kong	105	2.49 (2025)^

* Numbeo.com, retrieved on 4 July 2025.

WHO. The smaller the index, the more affordable the cigarettes, the lower the real income price.

^ Calculated using the latest cigarette price and GDP per capita in Hong Kong



Breakdown of Cigarette Retail Price

	2014	2022	2023	2024	2025
Cigarette price / pack	HK\$55	HK\$62	HK\$78	HK\$102	HK\$105
Profit margin for related industries / pack	HK\$17	HK\$24 <i>+41% vs 2014</i>	HK\$28 <i>+17% vs 2022</i> <i>+65% vs 2014</i>	HK\$36 <i>+29% vs 2023</i> <i>+112% vs 2014</i>	HK\$39 <i>+8% vs 2024</i> <i>+129% vs 2014</i>
Tobacco tax / pack	HK\$38	HK\$38 <i>Same as 2014</i> <i>(frozen for 8 years)</i>	HK\$50 <i>+32% vs 2022</i> <i>+32% vs 2014</i>	HK\$66 <i>+32% vs 2023</i> <i>+74% vs 2014</i>	HK\$66 <i>Same as 2024</i> <i>+74% vs 2014</i>
Tobacco tax as % of cigarette price	~69.1%	~61.5%	~64.3%	~64.7%	~63%

Increase in industry's profit
>
Increase in tobacco tax

Tobacco tax level can't reach WHO standard



Local Findings to Support Tobacco Tax Increase (2024)

- **Tobacco Control Policy-related Survey:** regularly monitor the effectiveness and public views on tobacco control measures

2023 Survey:

- 68.5% respondents agreed to increase tobacco tax next year
- 64.6% respondents supported annual tobacco tax increase
- Mean and median retail price motivate quitting suggested by current smokers are HK\$140.1 and HK\$100 per pack

→ Advocate for raising tobacco tax to achieve 75% price and meet WHO's recommendation

Substantial
increase and
annual
increment in
tobacco tax

Advocate

31.9% increase in
tobacco tax
announced in the
Budget 2024-2025



港大調查 55%煙民稱加煙稅增戒煙意欲

【明報專訊】政府控煙諮詢本月30日屆滿。港大醫學院昨日發表調查結果，逾七成受訪者支持2030年或以前全面禁煙；另有五成半受訪煙民反映上調煙草稅可增戒煙意欲。該院稱支持政府控煙諮詢所有政策，並提出「無煙香港」建議路線圖，目標立法2030年全面禁煙，包括禁止買賣、管有及進口煙草。港大公共衛生學院副教授何世賢稱如成功立法，煙草商便會知難而退，減低政府推動控煙措施的阻力，否則「逐條（修例）與煙草商搏鬥很難」。



▲港大醫學院提出「無煙香港」建議路線圖，目標立法2030年全面禁煙。港大公共衛生學院副教授何世賢（中）稱，不同議員對各項控煙政策持不同意見，但未聞有議員反對禁煙大方向。

「無煙香港」
建議路線圖

2023年

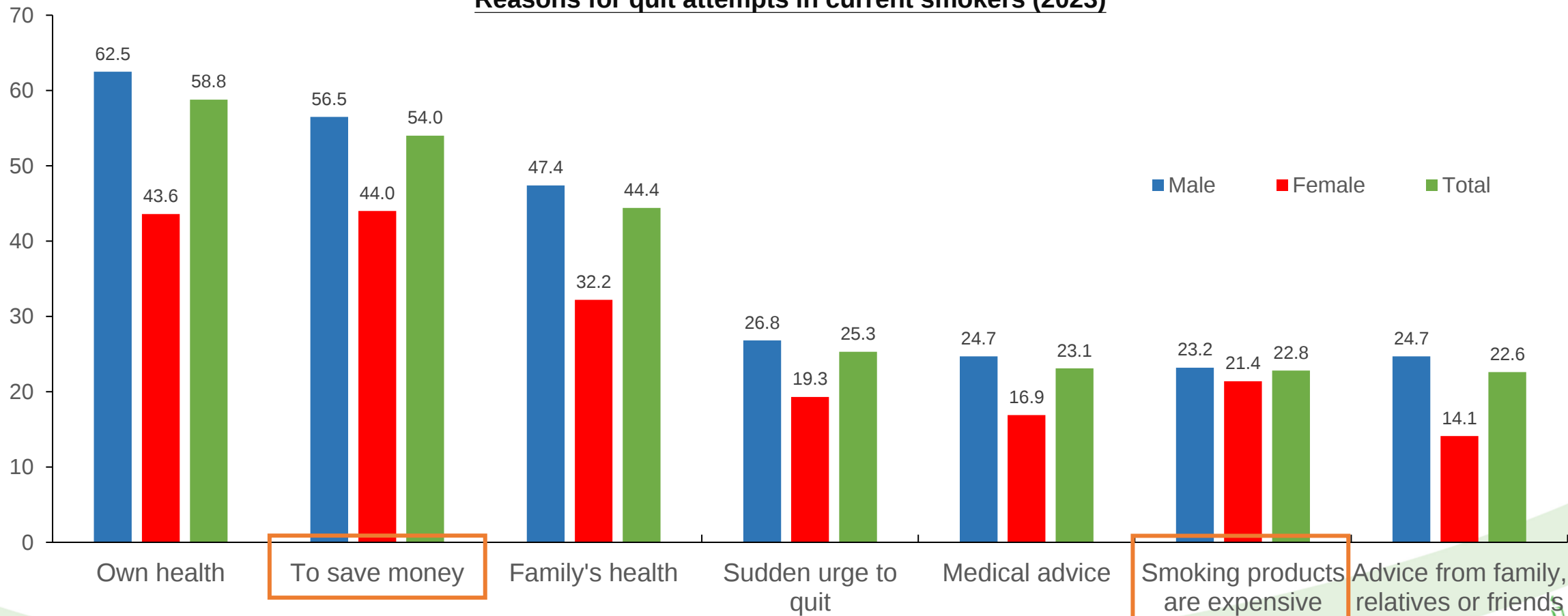
- 完成公眾諮詢並制定全面控煙政策



Local Findings to Support Tobacco Tax Increase (2024)

- Over half respondents tried to quit smoking due to financial concerns “saving money” (54%) and “smoking products are expensive” (23%)

Reasons for quit attempts in current smokers (2023)

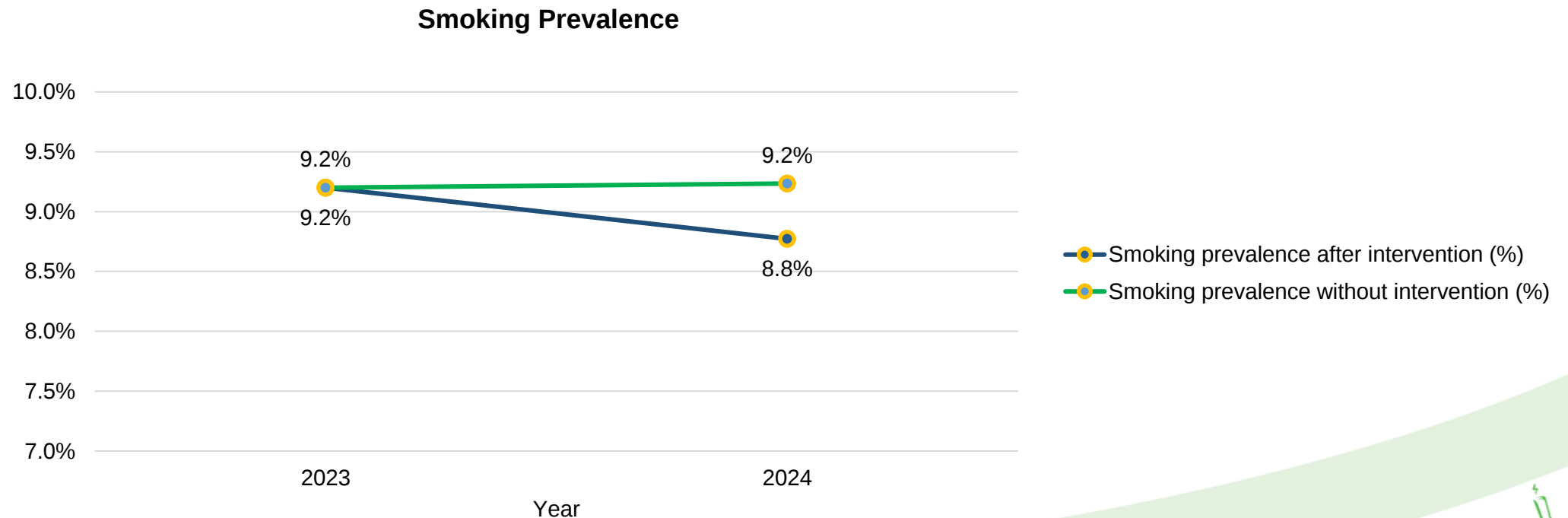


Multiple answers allowed



Local Findings to Support Tobacco Tax Increase (2024)

- Dr Hana ROSS, an international expert on tobacco taxation, was invited to model the impact of tobacco tax increase on the smoking prevalence in Hong Kong
- The smoking prevalence could have dropped to 8.8% had the tobacco tax been increased to 75% of cigarette retail price (HK\$88 per pack)





Advocacy on Next-phase Tobacco Control Measures

To strive for a vibrant, healthy and tobacco-free
Hong Kong for the next generations



Next-phase of Tobacco Control in Hong Kong

2023



Public Consultation on Tobacco Control Strategies

Proposed to strengthen tobacco control under the four strategies:

- Regulate Supply, Suppress Demand
- Ban Promotion, Reduce Attractiveness
- Expand NSAs, Mitigate Harm
- Enhance Education, Support Cessation

2024



Proposal on the Next-phase Tobacco Control Measures

The Government announced the next-phase tobacco control measures, which included 10 short-term measures and other policies in medium- and long-term.

The Tobacco Control Legislation (Amendment) Bill 2025 was introduced to legislated for 8 short-term measures.

2025



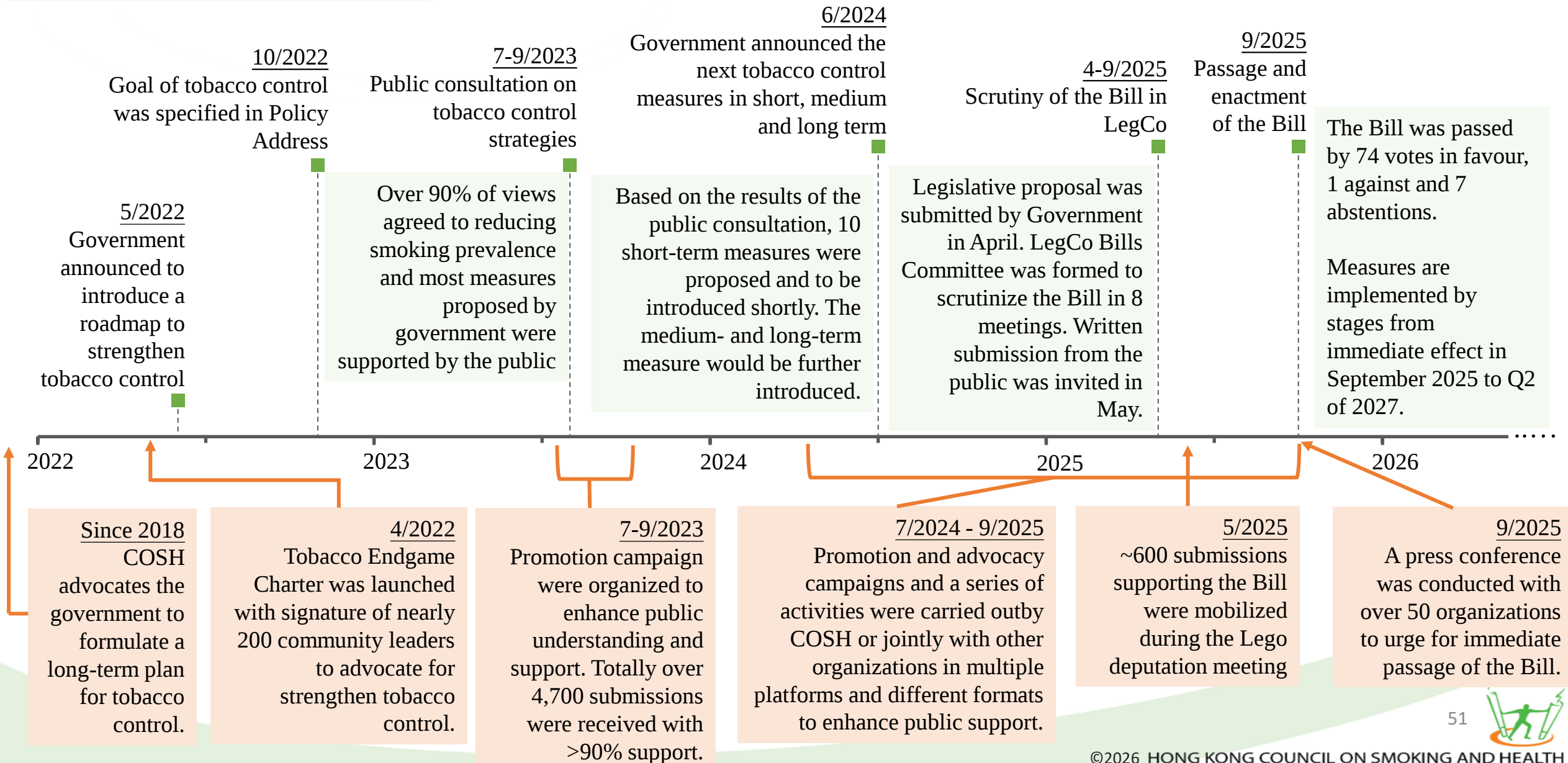
The Tobacco Control Legislation (Amendment) Ordinance 2025

The Bill, which covers 8 short term policies, was submitted to the Legislative Council on 25 April 2025 and passed on 11 September 2025.

The legislation was gazetted on 19 September 2025 and the related measures have taken into effect gradually.



Timeline of Legislative Process and Advocacy Actions



Publicity during the Public Consultation

Support to Strengthen Tobacco Control Policies
Together We Strive for a Tobacco-free Hong Kong



Signature campaigns



“Together We Strive for a Tobacco-free Hong Kong” promotion event



TV programme and radio floaters



Social media promotions with celebrities and social media influencers

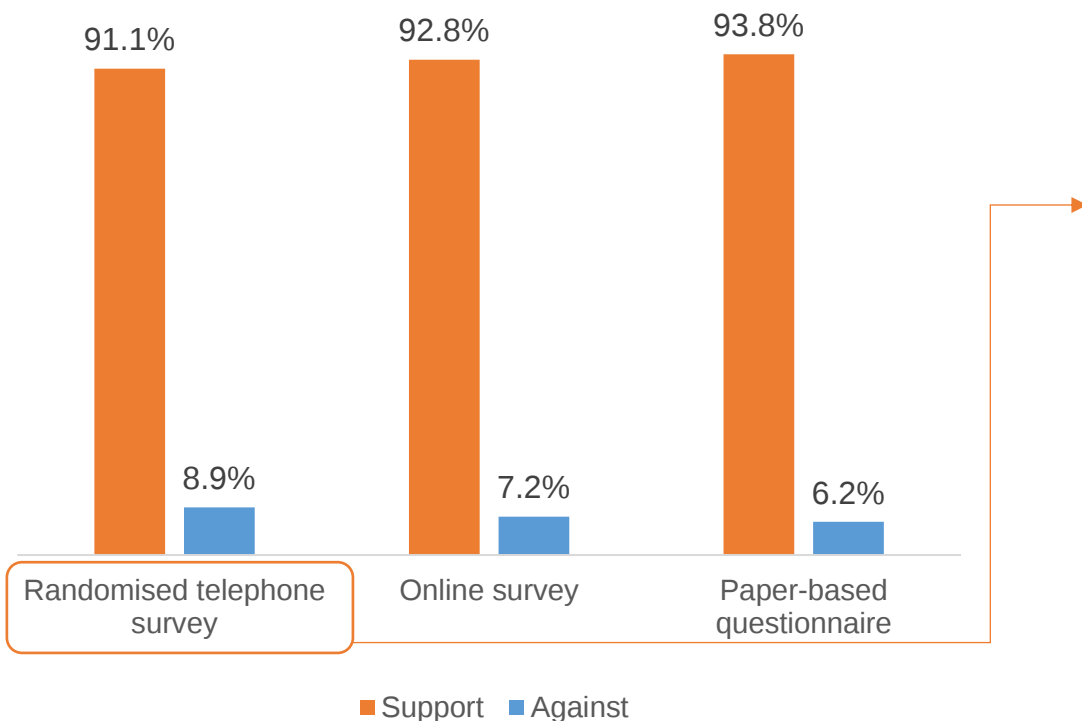


Community exhibitions



Overwhelming findings of the Public Consultation

Support for further reducing smoking prevalence in Hong Kong



The public consultation provided key directions for the next phase of tobacco control

- 90.7% supported expanding no-smoking areas
- 89.6% supported more effective measures to combat illicit cigarettes
- 88.1% supported banning persons under the age of 18 from accessing tobacco products
- 87.7% supported regulating the additives in tobacco products
- 87.0% supported increasing the tobacco duty to the 75% of retail price
- 84.0% supported further stopping the circulation and use of alternative smoking products in Hong Kong
- 82.9% supported reducing the promotional effect by the packaging of tobacco products



10 Short-term Tobacco Control Measures

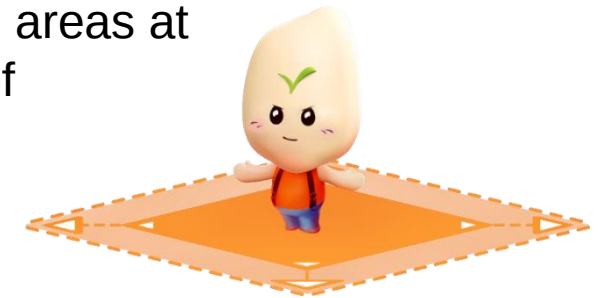
Regulate Supply, Suppress Demand

1. Tax stamp system
2. Raising penalties for tax-not-paid cigarettes
3. Prohibition of alternative smoking product (ASP) possession
4. Prohibition of provision of tobacco products to minors
5. Continuous review of the tobacco tax



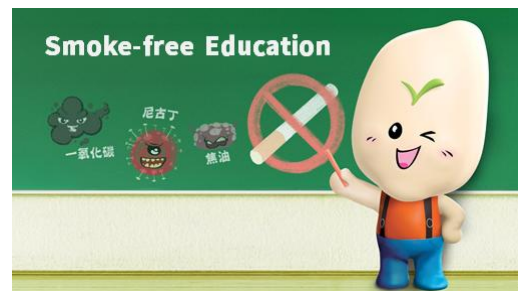
Expand No Smoking Areas, Mitigate Harm

6. Prohibition of smoking while queuing
7. Extension of statutory no smoking areas (NSAs) to designated areas at entrances and exits of designated premises



Ban Promotion, Reduce Attractiveness

8. Flavoured tobacco ban
9. Plain packaging



Enhance Education, Support Cessation

10. Strengthening smoking cessation services and publicity and education



Tobacco Control Legislation (Amendment) Ordinance 2025

#	Measures	Effective date
1a	Implement a duty stamp system for cigarettes  (Mockup image)	Mar 2027: launch Dec 2027: full force
1b	Require cigarettes sold at a price lower than the tobacco duty be proved to be duty-paid	19 Sep 2025



Tobacco Control Legislation (Amendment) Ordinance 2025

#	Measures	Effective date
2	Increase penalties for duty-not-paid tobacco to a fine of \$2 million and imprisonment for 7 years	19 Sep 2025
3	Prohibit the possession of alternative smoking products (ASPs) - Phase I: Ban ASP substances in public places (about 4,000 inspections were carried out and 51 penalty notices were issued in the first month) - Phase II: Extend to all places and ASP devices	30 Apr 2026: phase I (phase II: TBC)
4	Implement plain packaging requirements (Mockup image)	Mar 2027: launch Dec 2027: full force



Tobacco Control Legislation (Amendment) Ordinance 2025

#	Measures	Effective date
5	Prohibit smoking while queuing in lines of two or more persons - Queuing to board public transport carriers - Queuing to enter specified places 	1 Jan 2026
6a	Extend statutory no-smoking areas (NSAs) to entrance of specified premises (e.g. schools, clinics) 	1 Jan 2026

Tobacco Control Legislation (Amendment) Ordinance 2025

#	Measures	Effective date
6b	Raise fixed penalty for smoking offences to HK\$3,000	1 Jan 2026
7	Prohibit the provision of smoking products to persons aged below 18	19 Sep 2025
8	Ban flavoured conventional smoking products - Phase I: Specified additives other than menthol - Phase II: Menthol	Phase I: after 2027 Phase II: TBC

Improve Understanding and Mobilize Public Support



Press conferences



School exhibitions



Community exhibitions



Factsheets



Improve Understanding and Mobilize Public Support



Social media promotions with celebrities and influencers



Out-of-home promotions



TV programmes



Patient sharing videos

Promotion and Advocacy in Media

Actively receiving media interviews of different platforms to raise public attention and public support to tobacco control



Television interview



Newspapers interview and advertorials



Other online platforms, e.g. Youtube, Facebook



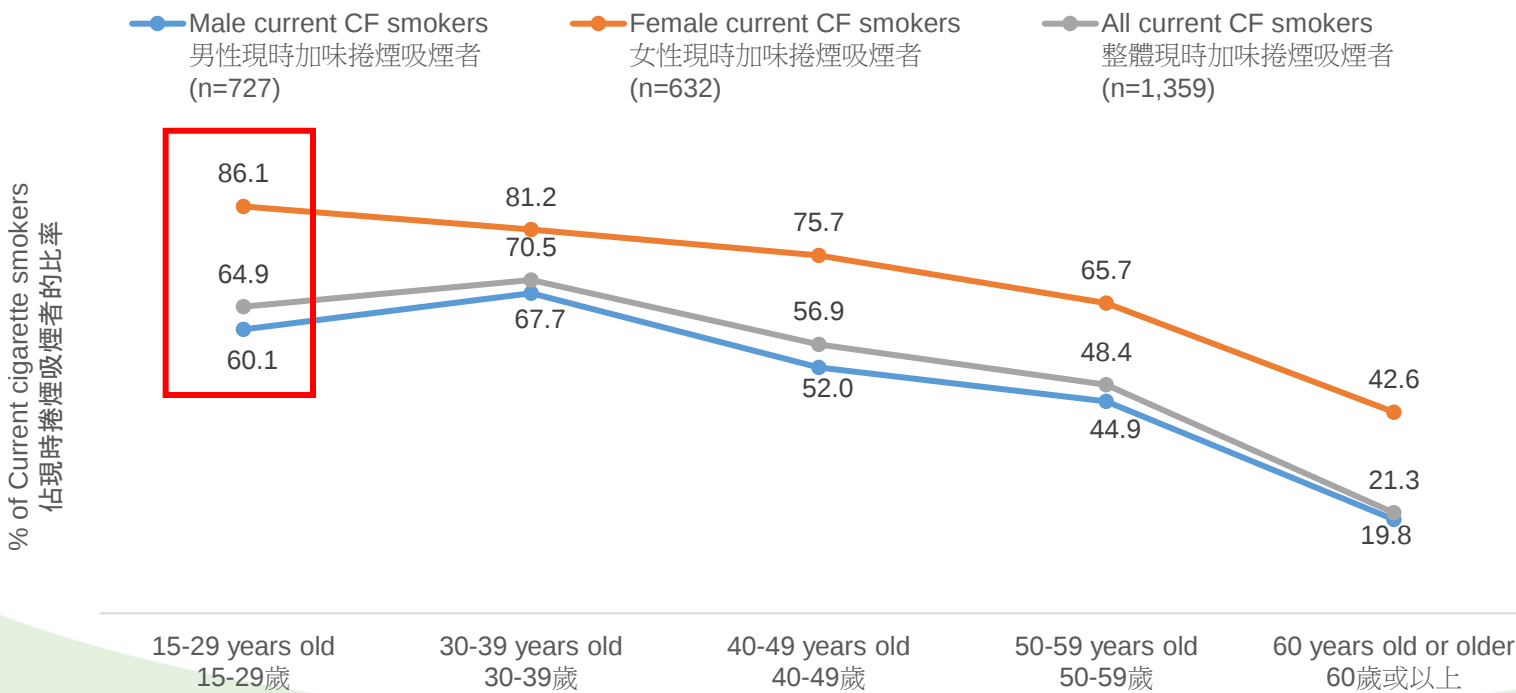
Radio interviews



Local Findings to Support the Bill

Tobacco Control Policy-related Survey 2024

- Flavoured cigarette use was much more common in young smokers (15-29 years old) and female smokers
- In young smokers, nicotine addiction was more common in those who used flavoured cigarettes (36%) than those who did not (17%)



吸康會調查指近半煙民吸食加味煙 倡盡快全面禁禁止吸食

【本報記者報導】香港吸煙與健康委員會聯同港大的調查發現，近半吸煙人士有吸食加味煙。吸煙與健康委員會主席湯修齊表示，加味煙是降低本港吸煙率的一大障礙。當中的薄荷及水果等調味劑，令年輕人及女性容易嘗試吸煙，最終成為煙民，加味煙的流行，亦令青少年煙民增加。湯修齊形容加味煙為「糖衣毒藥」，倡全面禁止加味煙、加味配件，以及盡快進一步禁止以任何形式含有電子煙等另類煙草產品。

他又認為，坊間有意見指禁止加味煙會影響本港旅遊業是「傷命題」。湯修齊指出，現時已有超過40個國家或地區立法禁止加味煙，例如英國、加拿大、泰國等，不見得禁止加味煙會影響遊客到當地旅行的意欲。

港大護理學院教授王文炳表示，加味煙會增加青年及女性開始吸煙及持續吸煙的可能性，調查顯示，超過7成市民支持禁止加味煙，促請政府盡快立法禁止，並呼籲立法會議員支持。



CALL FOR TOTAL BAN ON FLAVOURED CIGARETTES

Researchers find that nearly 90 per cent of young female smokers are opting for such products that can lead to higher levels of addiction

Angie Chan
angiechan@hkph.org

An anti-smoking group has called for a total ban on flavoured cigarettes after a survey found nearly 90 per cent of young female smokers opt for the particularly addictive products.

The Hong Kong Council on Smoking and Health, and researchers from the University of Hong Kong (HKU) medical school, yesterday urged authorities to introduce the ban as soon as possible.

"Flavoured tobacco is marketed as 'healthier', especially targeting young people and women," said Henry Tsang Joo-chai, the council's chairman.

The prohibition suggested by the group would also cover products containing menthol and any accessories that could add flavour to cigarettes.

A ban on flavoured cigarettes is among the 10 short-term measures suggested by health authorities to help further reduce the city's smoking rate from 8.1 per cent in 2023 to 7.2 per cent in 2025. These measures could be approved by lawmakers before the end of this year.

But the hospitality and tourism sectors have voiced worries over the impact of stamping out flavoured cigarettes and drinks, urging authorities to postpone or reconsider the ban.

Tsang said any ban should cover menthol, the most commonly used additive, as it could mask the harshness and bitterness of tobacco with a soothing sensation, making the smoke smoother and more palatable. He said these features encouraged smokers to inhale more deeply, allowing harmful substances to be deposited further into the lungs.

The immediate effect of menthol could also suppress the body's reactions to nicotine, amplifying the rewarding sensation it provided and making it harder for smokers to quit.

For its latest study, the HKU research team polled 5,400 Cantonese speakers aged 15 and above through landline phones and mobile phones from January to May last year.

The study found half of the smokers used flavoured cigarettes, while 71 per cent of female smokers opted for the products. Among female smokers aged 15 to 25, the use of flavoured cigarettes reached 86 per cent.

Another research survey polled 14,450 primary school pupils and 28,203 secondary school students in 2022 and 2023. It found 1 per cent of primary and 8 per cent of secondary students had tried smoking products.

Most of them tried flavoured smoking products for their first experience. Those who started with flavoured products were also more likely to become daily cigarette smokers.

"Teenagers and women are increasingly attracted to flavoured tobacco products, with preferences for particular flavours and brands. This phenomenon makes it more likely to be the case that they will take up smoking, develop an addiction, and continue smoking as a habit," said Kelvin Wang Hui-ting, a professor at the school of nursing at HKU.



吸煙與健康委員會聯同港大的調查發現，近半吸煙人士有吸食加味煙。



Local Findings to Support Further Strengthening Tobacco Control

Tobacco Control Policy-related Survey 2025 (by HKU)

- Strong public support for short-, medium- and long-term tobacco control measures, for instance
 - ~90% for NSA extension
 - 78% for smoke-free generation policy
 - 74% for tobacco tax increase

港大調查指九成人支持禁「火車頭」 包括六成煙民

【明報專訊】多項控煙新措施元旦起實施，包括禁止排隊時吸煙、擴大禁煙區至學校等專用出入口3米範圍內的公眾地方。港大調查發現，九成受訪者支持擴大禁煙區至更多室外公共空間，逾九成支持禁止俗稱「火車頭」的邊走邊吸煙行為。吸煙與健康委員會昨日建議煙草稅提高至75%，並敦促政府訂立長遠的「無煙香港」時間表。

港大2024年12月至2025年5月訪問約5600人，其中46%為吸煙者。受訪者中44.8%在受訪過去7日內

曾接觸二手煙，包括在行人路、馬路旁、餐廳酒吧外等。89%受訪者支持擴大禁煙區，煙民中亦有近五成支持擴大，整體受訪者中64%支持將禁煙區擴至「所有室外公共場所」。另有91%受訪者支持禁止「火車頭」，煙民中亦有58%支持。

吸煙委倡煙稅增至75%

吸煙與健康委員會主席湯修齊建議推動立法禁止「火車頭」，同時稱短期內最有效是擴大禁煙區，包括較多家庭和兒童到訪的假日行人專

用區，亦可擴大至較多學校的地區、港鐵站和大廈出入口等。

本港目前煙草稅佔零售價約63%，湯修齊說提高煙草稅是鼓勵戒煙的單一最有效措施，建議在2026/27財政年度增加煙草稅至世界衛生組織建議的75%，之後按年增加5%。政府2023/24年度起連續兩年加煙草稅，但煙草稅收下跌，私煙檢獲量卻升。被問加煙稅會否令煙民轉買私煙，湯說本港2021年吸煙率為9.5%，2023年加稅後降至9.1%，雖只有0.4個百分點降幅，但代表逾2

PRESSURE FOR MORE CURBS ON SMOKING

Poll backs big expansion of ban outdoors while separate study says rises in tobacco tax could reduce number of people lighting up significantly

Theodora Yu
theodora.yu@scmp.com

Nearly 90 per cent of Hong Kong residents support more smoking control measures, a poll has found, while a separate study estimated that raising tobacco tax progressively could cut the city's smoking rate significantly within a decade.

The Hong Kong Council on Smoking and Health (COSH) and academics yesterday announced findings of both a survey and a study by two universities.

The survey gauged public opinion on tobacco control policies while the study projected and analysed the effects of additional measures. Both were commissioned by COSH, a statutory body.

According to findings from the University of Hong Kong (HKU), 89 per cent of respondents backed expanding smoke-free areas, with more than 60 per cent in favour of a smoking ban covering all outdoor areas. Former and current smokers were among those supporting the measures.

"In Hong Kong, where the medical burden is already heavy, this could make things even more difficult," Wang said.

Support for expanding no-smoking areas included 91 per cent of former smokers and almost half of current smokers. An overwhelming 91 per cent of respondents backed a ban on smoking while walking in streets.

Wang was not surprised by the strong support from smokers, noting many wanted to quit the habit. "Many Hong Kong smokers are rational," he said.

A separate study by the Chinese University of Hong Kong found that progressively raising tobacco tax could reduce the city's smoking rate over the next 10 years.

The modelling study used census data, government reports and literature reviews to project the impact of various tobacco control measures. It found that raising the tobacco tax to 75 per cent of the retail price with subsequent annual 5 per cent increases for 10 years could reduce smoking prevalence significantly in the

Simulation study (by CUHK)

- Effectiveness of tobacco control policies fade over time
- Medium- and long-term policies, especially smoke-free generation policy, are needed to sustain reductions in the smoking prevalence



Lobbying Policy Makers



Hong Kong Federation of Education Workers



Mark CHONG



Non-partisan group "G19"



Alex FAN



The Federation of Trade Unions



Christine FONG



Revd Canon Peter KOON



CHU Kwok-keung & Lawrence TANG



Perry YIU



Uniting the Forces for Tobacco Control

Engaging experts from different sectors to express support for the Bill and counteract arguments of the tobacco industry and its allies from different perspectives



Economic experts



Tourism scholar

Catering industry representative

Uniting the Forces for Tobacco Control

Engaging experts from different sectors to express support for the Bill and counteract arguments of the tobacco industry and its allies from different perspectives

2025年香港公共衛生焦點：

改善港人精神健康 杜絕煙害刻不容緩

醫務衛生局去年推出多項控煙措施，除嚴禁吸煙外，電子煙、加熱煙及水煙等亦被禁止。當局今年將進一步落實「禁煙」政策。



2024年對於香港的公共衛生及基層醫療發展而言，是「承上啓下」、具有關鍵意義的一年。在這一年內，政府現有的基層醫療計劃取得良好進展：截至2024年10月，已有約7.3萬名市民參加了健康共治計劃。而面向未來，政府正式成立了基層醫療署及基層醫療委員會，專責管理與基層醫療相關的服務供應、標準制訂和人員培訓等。

筆者樂見這些舉措將為香港的基層醫療發展注入全新動力，同時進一步鞏固和提升香港的公共衛生體系。踏入2025年，筆者希望本港在改善精神健康及控煙工作上亦能夠保持步伐，以應對公共衛生的嚴峻之勢。

黃仰山

Public health experts

令人引頸以待的《2025年控煙法例（修訂）條例草案》上星期三提交至立法會進行首讀及二讀，筆者樂見香港的控煙工作正邁步向前，希望議員們能支持並盡早通過有關條例草案，以完善遏制煙禍的法律框架。惟有言論指政府在追求降低吸煙率的目標時是「追求理想別人埋單」，針對這種說法，筆者希望與讀者探討控煙背後的實際考量，讓大家思考到底是誰在為誰「埋單」。

王文炳

誰在為煙害「埋單」

及二手煙每年會為本港造成約82億元的經濟損失，其中就包括了公共醫療機構的開支。若任由煙害繼續蔓延，不僅全體市民需要「埋單」，更需付上健康沉重代價。

煙草稅收減 有多種因素

至於有聲音質疑增加煙草稅會造成稅收減少，筆者希望澄清兩者並沒有必然因果關係。2023及2024年間政府煙草稅收入雖然有所下降，但其實受到眾多因素影響，包括煙草定價策略、進口時間及數量等商業決定，以及跨境客運，如入境人士於境外或免稅商店購買並帶入本港的煙草產品。由於疫情期間跨境客運大受影響，市民及二手煙每年會為本港造成約82億元的經濟損失，其中就包括了公共醫療機構的開支。若任由煙害繼續蔓延，不僅全體市民需要「埋單」，更需付上健康沉重代價。

網推動控煙政策，絕非透過降低香港煙草稅來吸引市民留港購買煙草產品。如果為了煙草稅收而放棄透過調整煙草稅來降低吸煙率，無疑是本末倒置，錯談理解政策原意。

有意見指出，若全面禁止含有包括電子煙在內的另類吸煙產品，可能會令國際旅客對香港卻步，反建議政府應放寬對另類煙的入口管制，改以要求旅客為自用電子煙報關收稅，我認為這說法再次反映有關人士對公眾健康置若罔聞。另類煙產品已世界各地風行，當中不少設計成玩具一般，以誘使年輕人嘗試吸煙，而全禁另類煙的控煙措施，重點正正於防止新世代開始吸煙。

正因此，政府2022年最終果斷全面禁止另類煙的進口、銷售推廣等，有效遏止包括電子煙在內的另類煙於青少年群體中蔓延。

既得利益者透支社會財富

所有吸煙產品都有害健康。多項研究顯示，使用電子煙會增加患上癌症、呼吸系統疾病、心血管疾病等風險。新加坡和泰國等國家都已經禁止銷售和使用電子煙。早前已有旅遊界學者及商界領袖指出，控煙政策並不會對旅客來港的意願構成影響，這裏我無需贅述。就「電子煙稅」一事，我希望再次強調，當年政府並未採取此措施，正是因為政府在制定控煙政策時，始終以

陳肇始 | 莫忘誰在為吸煙付出代價

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論壇

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徐小曼：共築防線抗毒控煙 為青年打造健康未來

2025年3月28日星期五
徐小曼

【明報文章】常言道青少年是未來的社會棟樑。想香港有更好的將來，未雨綢繆、關顧青少年發展，至為重要。筆者樂見政府近年十分重視青年發展，讓年輕一代看到向上流動機會。然而在為青年開拓新發展機遇的同時，政府應加大力度應對當前威脅青少年的毒品及煙草問題，阻止毒害煙害蔓延，為我們下一代營造更健康的成長環境。

「太空油毒品」自去年起在本港青少年群體中肆虐，情況令人憂心。雖然2024年被呈報的整體吸毒人數較2023年下降約9%，至5068人，但其中有226宗是21歲以下青少年吸食「太空油毒品」個案。「太空油毒品」在短短兩年間，上升為21歲以下青少年吸食毒品裏排名第三的毒品，僅次於大麻及可卡因，蔓延速度驚人，絕對不可忽視其帶來的威脅。

政府歷來推出控煙政策時，往往會面對各種反對聲音。但許多在政策推出前被炒作沸沸揚揚的論點，最終都被實際數據推翻。例如，2022年禁止進口電子煙時，有輿論指會導致更多人轉向吸食傳統煙，令吸煙人數上升。然而，統計處數據顯示，2023年每日吸食傳統煙及每日吸食電子煙的人數及比例，均較2021年（即未禁電子煙時）有所下降。政府推行的各項控煙措施相互配合，取得顯著成效。2007年室內食肆全面禁煙後，業界曾一度擔心會導致食客減少，但食肆的收益在短兩年內反而錄得約30%的增長，所謂「控煙影響經濟」的擔憂不攻自破。

市民的健康是無價寶，更不是「可埋單」的。若控煙政策能夠取得預期成效，其帶來的價值遠遠超越表面數字，絕對是一項值得投入的長遠投資。

煙草商過去透過具有誤導性的宣傳伎倆，掩飾煙草產品的禍害，吸引無數年輕人染上煙癮。這些反對控煙的既得利益者為了牟取暴利而損害我們的下一代，為了追求一己私利而透支社會財富。到底是誰在「追求自身利益要別人埋單」？

香港大學護理學院教授

Youth service organization representative

66
OKING AND HEALTH

Uniting the Forces for Tobacco Control

Joint press conference with over 50 medical, educational, social welfare, women's associations, neighbourhood welfare organizations, youth service sectors, technology and business sectors, and community groups, calling on the LegCo to pass the Bill promptly



What's Next for Hong Kong?

Launched “Towards 2025: Strategy and Action Plan to Prevent and Control NCD in Hong Kong”

9.1

Set the target of lowering the smoking prevalence to 7.8% by 2025

“Vibrant, Healthy and Tobacco-free Hong Kong” public consultation on tobacco control strategies

Suggest short-, medium- and long-term tobacco control strategies according to the results

Tobacco Control Legislation (Amendment) Ordinance 2025

Review the effectiveness of the short-term measures and formulate the plan for rolling out medium-term tobacco control measures

7.8

Realize government's tobacco control target

Lowering smoking prevalence to 7.8% and formulate a timetable to reach “Tobacco Endgame” and

5.0

Accomplish the smoking prevalence’s target of Tobacco Endgame promptly

Initiate total ban on smoking, realize Smoke-free Hong Kong



Please visit www.smokefree.hk
for more information



Media Centre

Our Programmes

Smoking Hazards

Smoking Cessation

Tobacco Control

About Us

Unite the Smoke-Free Force in Community

COSH has been collaborating with various sectors of the society to promote tobacco control by launching a series of promotional activities to spread smoke-free messages to all walks of life and strive for a smoke-free environment.

Explore our work

