

煙草廣告 - Tobacco Advertisement

煙草廣告的種種害處:

Hazards of tobacco advertisement:

- 廣泛的煙草廣告宣傳會令到吸煙變得“正常化”，減低它和其它消費產品之間的分別，使人們很難認清吸煙的危害。
- Widespread tobacco advertisement “normalizes” tobacco, depicting it as no different from other consumer products. That makes it difficult for people to realise the hazards of tobacco use.
- 煙草廣告亦會誤導市民大眾，將煙草與某些吸引人的特質聯繫起來，比如青春、活力、魅力和性感等。從而刺激一些潛在的使用者 — 特別是年輕人 — 嘗試吸煙，進而變成長期上癮。
- Tobacco advertising misleads people and associates tobacco with some “desirable” qualities such as youth, energy, glamour and sex appeal. It also urges potential users – young people specifically – to try tobacco and become long-term addicted.
- 煙草廣告會鼓勵吸煙者吸更多煙，降低他們戒煙的動力，令更多人死於與吸煙有關的疾病。
- Tobacco advertisement can kill more people by encouraging smokers to smoke more and decreasing their motivation to quit.



為何要禁止煙草廣告? Why need to ban tobacco advertising?

禁止煙草廣告能夠減少各類收入和教育水平人群的煙草使用程度!

Advertising bans can reduce tobacco use among people of all income and educational levels!



煙草廣告的涵義 Meaning of tobacco advertisement

根據《吸煙(公眾衛生)條例》(第371章)第14條，如任何廣告—

- (a) 載有以明示或默示的方式誘使、建議或促請任何人購買或吸用香煙、香煙煙草、雪茄或煙斗煙草；
- (b) 述及吸煙，而所用的詞句乃刻意以明示或默示的方式推廣或鼓勵使用香煙、香煙煙草、雪茄或煙斗煙草；或
- (c) 闡說或提及吸煙、香煙、香煙煙草、雪茄或煙斗煙草，或其包裝或品質，

則該廣告為煙草廣告。

Pursuant to the Smoking (Public Health) Ordinance (Cap. 371) section 14, an advertisement is a tobacco advertisement if it-

- (a) contains any express or implied inducement, suggestion or request to purchase or smoke cigarettes, cigarette tobacco, cigars or pipe tobacco;
- (b) relates to smoking in terms which are calculated, expressly or impliedly, to promote or encourage the use of cigarettes, cigarette tobacco, cigars or pipe tobacco; or
- (c) illustrates or mentions smoking or cigarettes, cigarette tobacco, cigars or pipe tobacco or their packages or qualities.

《吸煙(公眾衛生)條例》(第371章)內的其他相關條文 - Other Relevant Provisions under the Smoking (Public Health) Ordinance (Cap.371)

第11條 (Section 11)

任何人不得在印刷刊物中印刷、刊登或安排刊登煙草廣告。

No person shall print, publish or cause to be published a tobacco advertisement in a printed publication.

第12條 (Section 12)

任何人不得—

- (a) 展示或安排展示；或
- (b) 為展示用途而刊登或分發，或安排為展示用途而刊登或分發，

任何書面形式或其他永久或半永久形式的煙草廣告。

No person shall-

- (a) display or cause to be displayed; or
- (b) publish or distribute for the purpose of display or cause to be published or distributed for the purpose of display, any tobacco advertisement in writing or other permanent or semi-permanent form.



第13條 (Section 13)

任何人不得為擬供公眾人士普遍接收而藉以下方法播放煙草廣告—

- (a) 以無線電波傳送聲音；或
- (b) 以無線電或無線電以外的方法傳送視覺影像或聲音。

No person shall broadcast a tobacco advertisement-

- (a) by the transmission of sound by means of radio waves; or
- (b) by the transmission of visual images or sound by wireless or otherwise than by wireless,

intended for general reception by members of the public.

第13A條 (Section 13A)

任何人不得藉電影上映煙草廣告。

No person shall exhibit a tobacco advertisement by film.

第13B條 (Section 13B)

任何人不得將或安排將煙草廣告置於電腦互聯網上。

No person shall place or cause to be placed a tobacco advertisement on the Internet.

任何人如違反有關上述煙草廣告的法律規定，最高可被罰款\$50,000。如屬持續罪行，則在罪行持續期間，每日另加罰\$1,500。

Any person who contravenes any of the above regulations commits an offence and is liable on summary conviction to a maximum fine of \$50,000 and, in the case of a continuing offence, to a further penalty of \$1,500 for each day during which the offence continues.

查詢及投訴熱線
Enquiry and Complaint Hotline **2961 8823**

戒煙熱線
Smoking Cessation Hotline **1833 183**

圖文傳真
Fax **2575 8944**

地址
Address

香港灣仔皇后大道東213號胡忠大廈18樓及25樓
18/F & 25/F, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong

網址
Website **<http://www.tco.gov.hk>**



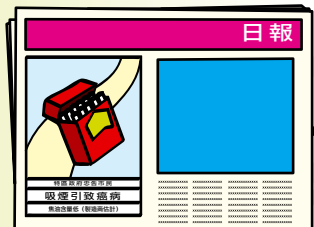
控煙法例回顧—煙草廣告的管制

Review on Tobacco Control Legislation - Restrictions on Tobacco Advertisement

1982/11/15

任何人不得在出版物刊登煙草廣告，除非該廣告附帶有(i)健康忠告；及(ii)廣告中提及的煙草產品之焦油含量

No persons shall print or publish a cigarette advertisement in a printed publication unless the advertisement bears (i) a health warning and (ii) the tar group designation of the cigarettes advertised.



1994/1/1

在印刷品、廣告板和招牌中的捲煙廣告，如屬首次推出或其後更改幅度超過20%者，健康忠告的方框之面積便不得少於廣告平面的20%

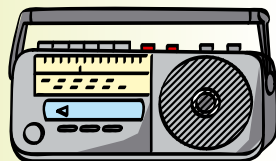
Cigarette advertisements for display on printed media, signs and billboards, when first put up or changed by more than 20%, must bear the health warning which must take up at least 20% of the space of the advertisement.



1989/8/26

所有煙草產品的廣告及贊助，均不能在下午4時至晚上10時30分於公眾電台頻道上播出

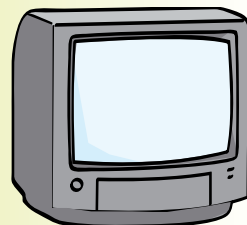
Ban on cigarette advertising and sponsorship from 4:00pm to 10:30pm on radio.



1990/12/1

全面禁止電視及電台的煙草廣告及贊助

Total ban on cigarette advertising and sponsorship on TV and radio.



1987/11/13

所有於電視及電影院內播放的煙草廣告，整段片段必須附設文字健康忠告，並於片末播出不少於3秒的聲音健康忠告

Written health warning is required throughout, not just at the end of cigarette advertisements for television and cinema but also standardized voice-over of health warning at the end of such advertisements lasting no less than 3 seconds.



1988/12/1

所有煙草產品的廣告及贊助，均不能在下午4時至晚上10時30分於公眾電視頻道上播出

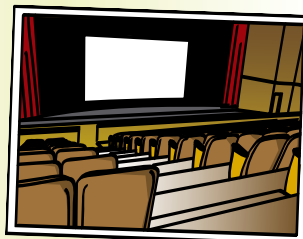
Ban on cigarette advertising and sponsorship from 4:00pm to 10:30pm on TV.



1992/8/1

禁止戲院內之煙草廣告

Prohibition of cigarette advertising in cinemas.



1998/4/1

禁止互聯網上的煙草廣告

Prohibition of tobacco advertisement on the internet.



1998/7/1

禁止以附送獎品、禮物、贈品或抽獎以交換任何具價值的物品來促銷煙草產品

Prohibition of promoting the sale of tobacco products by means of offering prizes, gifts, tokens or raffles in exchange for any valuable items.



1999/12/31

禁止在印刷刊物內刊登煙草廣告

Prohibition of tobacco advertisements in the printed media.



2009/11/1

撤銷持牌小販攤檔不得展示煙草廣告的豁免

Withdrawal of the exemption of no display of tobacco advertisement for licensed hawkers.



2007/11/1

撤銷兩名或以下僱員的零售店舖不得展示煙草廣告的豁免

Withdrawal of the exemption of no display of tobacco advertisement for retailer with two or fewer employees.



1999/6/26

禁止所有展示式的煙草廣告

Ban on tobacco display advertisements.

