

# The next steps in tobacco control in Hong Kong

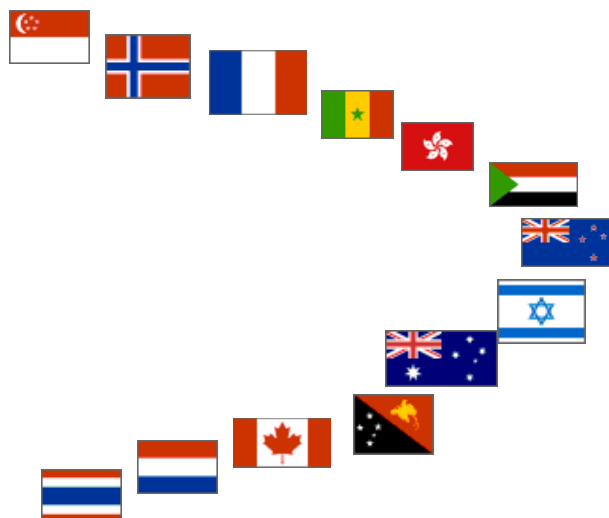
Dr Judith Mackay

World Lung Foundation, Bloomberg Initiative,  
Asian Consultancy on Tobacco Control.  
Senior Policy Advisor, WHO

## Early tobacco control legislation 1970s-1980s

(in addition to packet warning or voluntary agreements,  
and to the best of my knowledge)

1970 Singapore  
1973 Norway  
1976 France  
1981 Senegal  
1982 Hong Kong  
1982 Sudan  
1983 New Zealand  
1983 Israel  
1984 Australia  
1987 PNG  
1988 Canada  
1989 Netherlands  
1989 Thailand



## HK 1980s Key events



**1982 Smoking (Public Health) Ordinance enacted  
(1<sup>st</sup> tobacco control law)**

- **Single health warning on packs**
  - **Smoking ban in lifts**
  - **No smoking areas in ferries, trains, cinemas, concert halls**
- + 4 amendments 1983-1987**

**1983 300% tobacco tax increase**

**1983 Tobacco Institute of HK established**

**1987 Ban on smokeless tobacco**

**1987 COSH established**

**1988+ WHO World No Tobacco Day celebrated**

**1988 Director Audit's Report on advertising**

## HK 1990s Key events “The golden decade”



**Many amendments to Smoking (PH) Ordinance**

- **Ban on sales to <18**
- **Ban on smoking in shopping malls, department stores, supermarkets, banks**
- **Restaurants 200+ seats: 1/3 no smoking**
- **Ban on cigarettes with tar >17mgs**
- **Ban on tobacco ads: TV, print media, cinemas, billboards, buildings, internet**
- **Ban on vending machines**



## **HK 1990s Key events**

### **“The golden decade”**



- **First survey on economic effects of tobacco (1995)**
- **Other NGOs: PASS, ASH, LEAP, Clear the Air**
- **Assistance with quitting**
- **Public Opinion Surveys**
- **Prevalence smoking dropped significantly among males**

## **HK 2000s Key events**



**2000s Tobacco industry on charm offensive**

**2001 Tobacco Control Office, DOH**

**2006 WHO FCTC came into effect**

**2006 Smoking (Public Health)  
Amendment Bill 2005**









## HK 6 pictorial health warnings

Smoking (Public Health) Ordinance 2006

Date in effect: 27 Oct 2006



**All cigarettes to display 50% health warning messages in both Chinese & English.**

 <p>HKSAR GOVERNMENT WARNING</p> <p><b>SMOKING KILLS</b></p> <p>TAR : mg    NICOTINE : mg</p>	 <p>HKSAR GOVERNMENT WARNING</p> <p><b>SMOKING HARMS YOUR FAMILY</b></p> <p>TAR : mg    NICOTINE : mg</p>	 <p>HKSAR GOVERNMENT WARNING</p> <p><b>SMOKING CAUSES PERIPHERAL VASCULAR DISEASES</b></p> <p>TAR : mg    NICOTINE : mg</p>
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**End of point of sale advertising**  
**Smoking (Public Health) Ordinance 2006,**  
**HK: 1 November 2009**





2006



**Next steps for Hong Kong?**



# Global movement towards smoke-free



## Key messages regarding smoke-free areas



1. The harmfulness of passive smoking is established beyond doubt.
2. The majority of countries are adopting and strengthening smoke-free policies.
3. Government and the private sector both have fundamental exemplar roles in public health
4. SFA protect the workers

## Smoke free legislation protects workers



*Smoking policies  
are not about  
whether or not  
people smoke, but  
when and where  
they smoke*



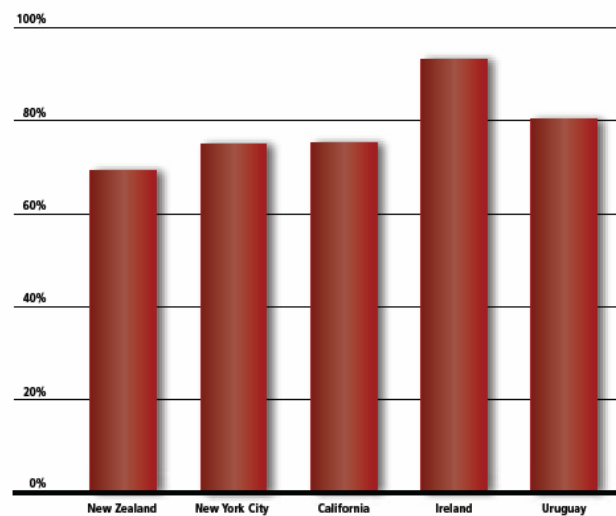
# Smoking bans are good for business



## SMOKE-FREE AREAS ARE POPULAR

2007

Support for comprehensive smoking bans in bars and restaurants after implementation



## The tobacco industry always warns of economic and social consequences...

### Ban on smoking may force up restaurant rents, says legislator

Fears landlords could charge a premium for premises with outdoor sections

Norma Connolly

Monday's smoking ban could have a major effect on restaurant rents with landlords charging a premium for premises with outdoor sections, and owners of small, enclosed facilities having difficulty finding tenants, warned the catering sector lawmaker.

Tommy Cheung Yu-yun, who has asked a university to carry out an 18-month survey on the impact of the smoking ban in the earnings of 1,000 restaurants, believes the new legislation will have a detrimental effect on the food and beverage industry.

"I've been saying for a year that restaurants should be looking for premises that have balconies if they have clientele who are smokers," Mr Cheung said.

Restaurants that will likely lose business under the new ban are above ground level and have no outside seating or balconies, forcing clients to go downstairs and outdoors to smoke, he said.

\*A lot of bars, clubs and restau...



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HK, 2006

## But in practice...

**CITY** LISTINGS SPORT TAIWAN

South China Morning Post

WEATHER MAINLY FINE 18-22° • TALK TO US GOT A STORY? TELEPHONE 2565 2252 OR E-MAIL CITY@SCMP.COM • NEWS UPDATES

### Smoking ban enforced without fuss

Smokers comply willingly as new rules take effect in restaurants and bars, officials say

Lam and Danny Mok

Smoking ban got off to a smooth start yesterday with no major issues in bars and restaurants, officials say.

Tobacco Control Office said it received 21 complaints from the public about smoking in prohibited areas. Of 12 were related to smoking in lifts and the rest to smoking in other areas. There were also more than 30 inquiries from smokers as to where they could smoke.

Smoking ban at Sha Tin was strictly enforced, with the Hong Jockey Club banning smoking in all indoor areas. Smoking was allowed in the outdoor pub...

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## Benefits to smokers

*Introducing  
a workplace  
non-smoking policy  
can reduce  
employee smoking  
by 12-39%.  
In addition,  
among those who  
continue to smoke  
consumption falls  
by 3-4 cigarettes/  
day*

## Enshrined in WHO FCTC

### Main provisions of the WHO FCTC

#### Regulation of:

- contents, packaging and labelling of tobacco products
- prohibition of sales to and by minors
- illicit trade in tobacco products
- smoking in work and public places



#### Reduction in consumer demand by:

- price and tax measures
- comprehensive ban on tobacco advertising, promotion and sponsorship
- education, training, raising public awareness and assistance with quitting

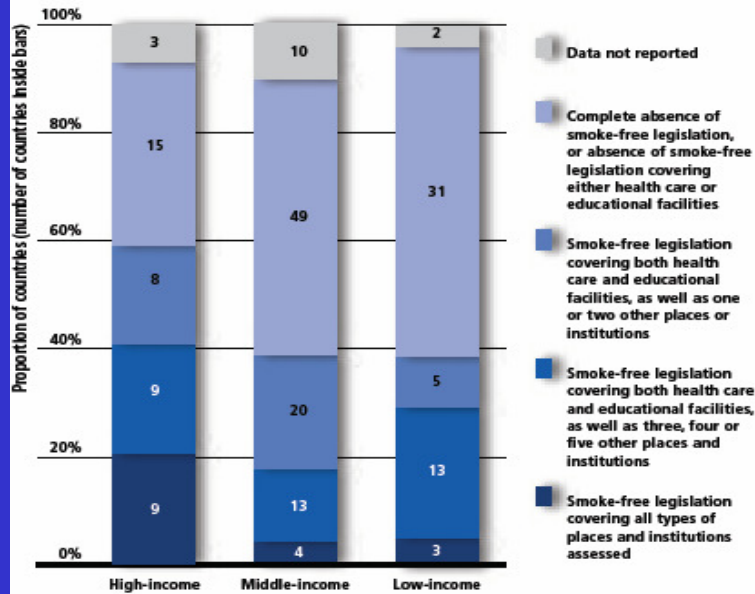
#### Protection of the environment and the health of tobacco workers

#### Support for economically viable alternative activities

#### Research, surveillance and exchange of information

#### Support for legislative action to deal with liability

## SMOKE-FREE LEGISLATION 2007



## United Nations Association

No Smoke Inc.  
has been endorsed by:



### REDUCING SMOKING-RELATED DISEASE AND DEATH: CORPORATE GUIDELINES

1. Top management should commit to a program which will effectively reduce smoking-related disease and death among current and future employees. The initiative must come from the CEO with his/her direct endorsement.
2. Develop a worldwide smoke-free work site policy. In most countries, where the majority of people are non-smokers employees should be protected from second-hand smoke. If your company owns or rents offices and plants in other countries, employees have every right to a safe and healthy work environment.
3. Establish a Corporate Communications Initiative on smoking-related issues on a regular basis. Management should show an understanding of smoking as an addiction and acknowledge the difficulty of quitting. Smokers should be constantly encouraged through Communications and by the Employee Health professionals to participate in a smoking cessation program. This might include a financial incentive, such as a reduction in health insurance co-payment.
4. Employ an effective, evidence based cessation program and cover the total cost for employees willing to participate. It has been shown that more smokers will sign up to quit if there are no barriers to participation.
5. Include in your comprehensive smoking cessation program unlimited counseling, preferably individual telephone counseling, which has been shown to be the most effective, and appropriate medication (Rx or OTC), as prescribed by the smoker's primary physician.
6. Reward and recognize the smoker who succeeds in quitting. This can be included in communications bulletins and will also encourage other smokers to follow suit.

For more information, please contact:  
John L.E. Seidler

No Smoke Inc.

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www.no-smoke.org



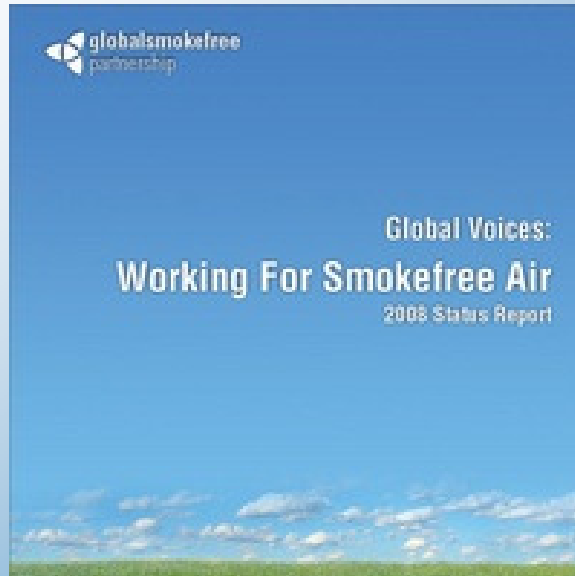
UNITED NATIONS ASSOCIATION  
of the United States of America  
AND THE BUSINESS COUNCIL FOR THE UNITED NATIONS

BCUN is a division of the United Nations Association of the USA, a 501(c)(3) nonprofit organization.

THIS YEAR 5 MILLION  
PEOPLE WORLDWIDE  
WILL DIE FROM SMOKING...  
HOW MANY WILL BE  
YOUR EMPLOYEES?

No Smoke Inc.

# Comprehensive global partnerships



## Smoke-free workplaces

at a glance

### Why should workplaces be smokefree?

Smoking harms health. Smoking harms the health of smokers and those around them. Smokers are at a higher risk of stroke, heart attacks and other cardiovascular diseases, cancer of the lungs, mouth, larynx, bladder, pancreas, kidneys and stomach, emphysema, bronchitis, and tuberculosis. These diseases cause pain, disability and premature death. Tobacco causes 4 million deaths worldwide each year, and the numbers are rising fast.

Tobacco smoke also harms non-smokers exposed to second-hand smoke or environmental tobacco smoke (ETS). In addition to smell and irritation to eyes, ETS exposure increases the risk of lung cancer and cardiovascular and respiratory diseases. In the USA alone, each year ETS kills an estimated 35,000 to 65,000 adult non-smokers from heart disease and 3,000 non-smokers from lung cancer (California Environmental Protection Agency, 1997 and U.S. Environmental Protection Agency, 1993). This is a small fraction of global deaths from ETS.

ETS exposure is common in workplaces. In 1996, an estimated 130 million adult non-smokers in China were exposed to workplace ETS. In the UK in 1999, more than 7 million non-smokers were continuously or frequently exposed to tobacco smoke at work. In France, where there are laws restricting smoking in public spaces, 40% of employees are still exposed to ETS. ETS can interact with chemicals and radiation in workplaces to produce an additive or multiplicative effect and increase significantly the risk of many occupational diseases. In some countries, employers have a legal responsibility to protect the health of their employees. Smokefree workplaces can reduce employee legal liability, create safer working environments, improve workers' health and enhance corporate image.

### Employers who keep their workplaces smokefree and help employees to quit enjoy net benefits

Smoking costs employers money. Employers bear direct and indirect costs as a result of employee smoking, including:

- Absent employee absenteeism
- Decreased productivity on the job
- Increased early retirement due to ill health
- Higher annual health-care costs for smokers and higher health insurance costs

- Higher life insurance premiums
- Higher maintenance and cleaning costs
- Higher risk of fire damage, explosions and other accidents related to smoking
- Higher life insurance premiums

These costs add up to significant amounts. A 1996 study of Scottish workplaces estimated the total reduced costs of employee smoking in Scotland at around three quarters of a billion US\$ per year (including related absence, \$60 million; productivity losses, \$627 million; losses from fire, \$6 million (Pearl et al., 1996)). A 1993 Canadian study estimated the cost to employers at \$1,022 per smoker per year (in 2002 US\$, adjusted for inflation from the original estimate of \$2,260 in 1993 US\$; Conference Board of Canada). Cost data from developing countries are lacking.

The adverse effects of ETS exposure on health and productivity of non-smoking employees add to employers' smoking-related costs.

The benefits from making workplaces smoke-free can be larger than the costs. Canadian programs are relatively low-cost and yield financial returns over the long run that far outweigh their costs. A financial model for the US estimates potential long-term net benefits of a smoking cessation program at around \$4.5 million for large employers (Morris et al., 1996).

Fears in the hospitality industry (bars, restaurants, etc.) that smoking bans may damage business interests are largely unfounded. Studies of hotels, bars and restaurants in several U.S. states, Canada and Australia all show that smoking bans do not result in business drop-off.

### What can employers do about workplace smoking?

Employers can protect the health of their employees and reduce smoking-related costs by making workplaces smokefree and implementing programs to encourage and help smokers to quit. Smokefree workplaces reduce ETS exposure for all workers, reduce employee daily tobacco consumption, increase quit rates, and reduce cleaning costs and fire risk. Smoke-free policies are easy to implement. Compliance is usually high, especially if employees pressure and non-smokers have helped develop the policy and are well-informed about its benefits. Smokers are usually the minority. Surveys show that many smokers and almost all non-smokers support clean air policies.

2002

July 2002



## World Bank Guidelines on Introducing Smoke-free

Main Activities	Beneficiaries/ Target Groups	Indicators
<b>Make workplaces smoke-free, protect employees from second-hand smoke exposure</b>		
<ul style="list-style-type: none"> <li>establish a written policy with active participation of employees and managers</li> <li>communicate the policy and its rationale clearly and sanctions for non-compliance</li> <li>implement the policy according to agreed timetable</li> <li>monitor, enforce and adjust the policy if necessary</li> <li>decide whether the policy should apply to customers, visitors and clients (preferably yes)</li> </ul>	<p>all employees (including managers)</p> <p>customers, visitors and clients</p>	<ul style="list-style-type: none"> <li>✓ written policy exists that clearly states rationale, time frame, and where – if at all – smoking is permitted in work place</li> <li>✓ % of employees exposed to ETS at work</li> </ul>

## Dilution is not the solution



**“Attempts to control the toxic and carcinogenic properties of second hand smoke by ventilation are **futile**, requiring **tornado-strength** rates of air flow.”**

--- Expert in ventilation technology



## HK 6 pictorial health warnings

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Date in effect: 27 Oct 2006



**All cigarettes to display 50% health warning messages in both Chinese & English.**

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## The pack of the future: Plain packaging





# Minister of Finance

## Tobacco tax

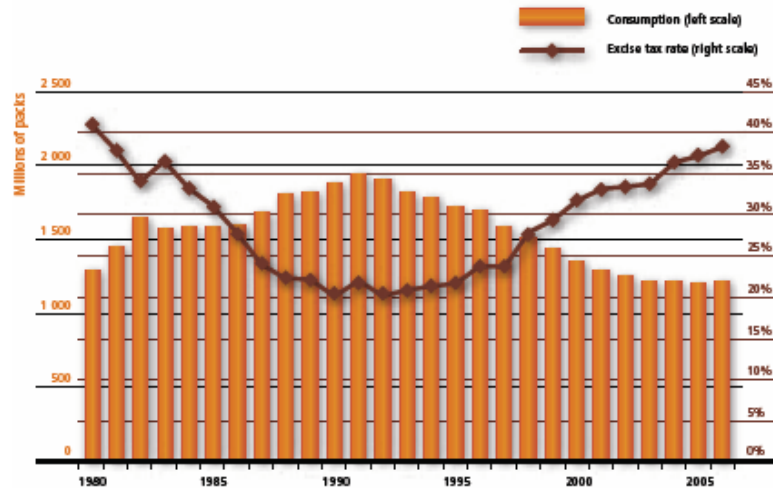
**No tax  
increase  
since  
2001  
budget!**

Highlights of the  
2001-02 Budget



## TOBACCO TAXES REDUCE CONSUMPTION

Relationship between cigarette consumption and excise tax rate in South Africa



Source: van Walbeek C. Tobacco excise taxation in South Africa: tools for advancing tobacco control in the 21st century: success stories and lessons learned. Geneva, World Health Organization, 2003. Additional information obtained from personal communication with C. van Walbeek. ([http://www.who.int/tobacco/training/success\\_stories/en/best\\_practices\\_south\\_africa\\_taxation.pdf](http://www.who.int/tobacco/training/success_stories/en/best_practices_south_africa_taxation.pdf), accessed 6 December 2007).

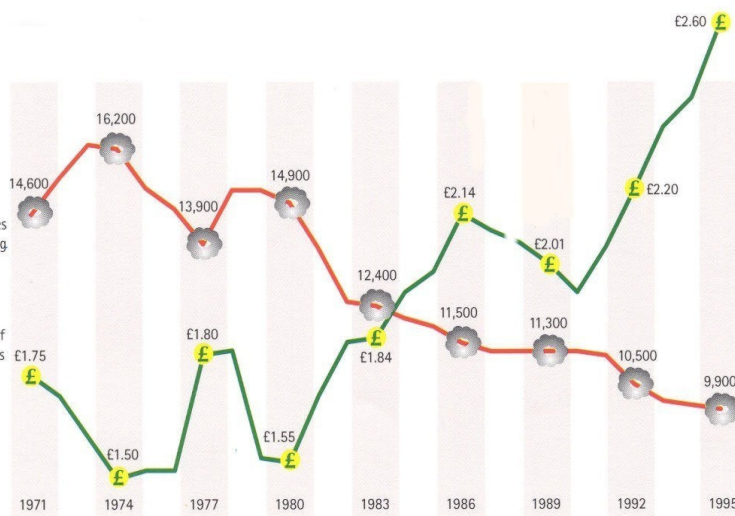
## UK: Prices up -> smoking down

Smoking goes down  
as prices go up

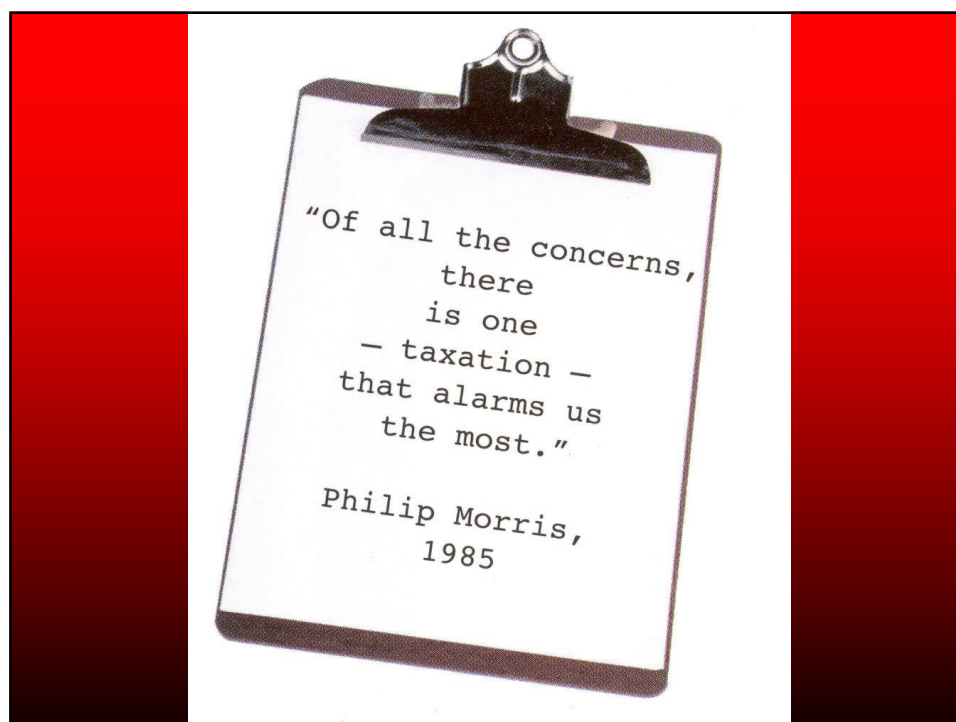
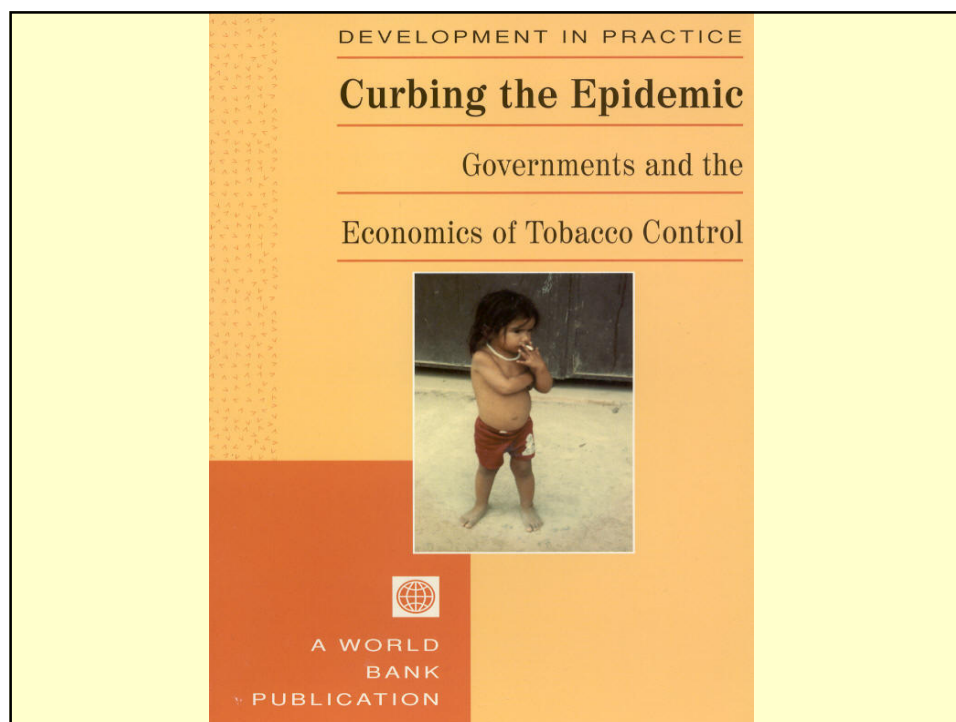
Real cigarette prices  
and cigarette consumption  
in the UK 1971-95

expenditure on cigarettes  
in millions of pounds sterling

price of  
20 cigarettes







**HK  
2006**



SCMP

## **Next steps for HK**

- **Tax increase, with %  
to tobacco control**
- **SFA**
- **Plain packaging**
- **Assistance with  
quitting**

