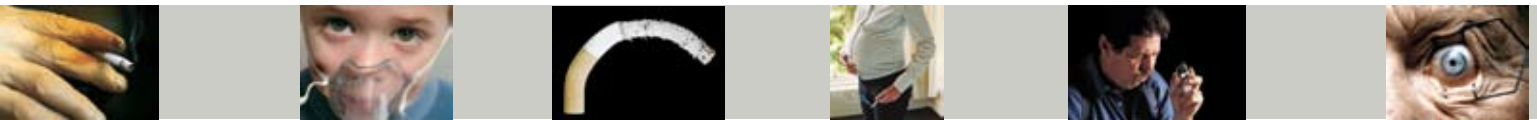


# GRAPHIC PICTORIAL HEALTH WARNINGS ON TOBACCO PRODUCT PACKAGING



Smoking is the single biggest cause of preventable morbidity and mortality in New Zealand. It is responsible for almost 5,000 deaths each year.

On 28 February 2008, new regulations came into force requiring all New Zealand manufactured and imported tobacco product packaging to be printed with new graphic pictorial health warnings.

The new health warnings provide a strong and confronting message to smokers about the serious harmful health consequences of tobacco products and convey the 'quit' message every time a person reaches for a cigarette.

Many New Zealanders remain unaware of, or underestimate, the extent of the serious health consequences of smoking.

Research has shown that graphic images on cigarette packets are the most effective way to get across to smokers the range and severity of the health risks they face.

Together with the warning messages and Quitline number, the new images are intended to increase knowledge of the health effects relating to smoking, to encourage cessation and to discourage uptake or relapse.

Smoking kills around 13 New Zealanders every day

1 out of every 2 smokers will die from a smoking related disease. Those smokers who die from a smoking related illness lose on average 15 years of life compared to non-smokers.

Smoking causes more than 80 percent of lung cancer cases and is linked to many other cancers. It is also a major cause of heart attacks, heart disease, stroke, and respiratory diseases such as emphysema and chronic bronchitis. Smoking can also cause blindness, infertility and impotence.

Smoking is known to cause harm to nearly every organ and system of your body. It even affects organs that have no direct contact with the smoke itself.

## Set A

# THE WARNINGS

The key features of the new health warnings for cigarette, loose tobacco (roll-your-own), cigar and pipe tobacco packaging are as follows:

- Fourteen health warnings comprising graphic images, warning messages in English and te reo Māori, explanatory messages in English and information on quitting.
- A rotation system to optimise consumer learning and awareness of the health effects of smoking. The warnings are divided into two sets of seven health warnings (Set A and Set B), which are alternated every 12 months.
- Health warnings now cover 30 percent of the front and 90 percent of the back of cigarette packs with graphic images appearing on both the front and back of packs.
- The national freephone Quitline number is now prominently featured on the back of packs providing a contact for smokers to get assistance with quitting.
- Any tobacco packaging featuring the old text warnings cannot be sold in New Zealand after 28 August 2008.
- Research has shown pictorial warnings are a powerful way to educate smokers on the risks of smoking.

### 1 Smoking causes blindness

Ka kāpō koe i te momi hikareti



### 2 Smoking causes gangrene

Ka pāngia koe i te kikohunga i te momi hikareti



### 3 Smoking causes mouth cancer

Ka mate pukupuku ō te waha koe i te momi hikareti



### 4 You are not the only one smoking this cigarette

Ehara ko koe anake kei te momi i tēnei hikareti



### 5 Over 80% of lung cancers are caused by smoking

Te nuinga o ngā mate pukupuku ō pūkahukahu nā te momi hikareti



## 6 Tobacco smoke is poisonous

He paihana te auahi hikā



FRONT



BACK

## 10 Smoking causes foul and offensive breath

Ka haunga, ka kehakeha tōu hā i te momi hikareti



FRONT



BACK

## 7 Smoking causes heart attacks

Ka māuui tōu ngākau i te momi hikareti



FRONT



BACK

## 11 Your smoking can harm your kids

Koi pāngia i te mate ōu tamariki i tōu momi hikareti



FRONT



BACK

The second set of seven graphic pictorial health warnings (Set B) will begin appearing on tobacco packages sold in New Zealand from March 2009. The two sets of warnings (Set A and Set B) will then be rotated each year thereafter.

## Set B

## 8 Smoking can make you impotent

Ka kahakore te ure i te momi hikareti



FRONT



BACK

## 13 Smoking more than doubles your risk of stroke

Ka tino kaha rawa ake tōu pāngia ana i te mate roro ikura i te momi hikareti



FRONT



BACK

## 9 Smoking is highly addictive

Ka tino warea te tangata i te momi hikareti



FRONT



BACK

## 7 Smoking blocks your arteries

Ka aukatihia ōu ioio toto i te momi hikareti



FRONT



BACK

# TOBACCO CONTROL IN NEW ZEALAND

New Zealand has been at the forefront of tobacco control internationally for some time and has made steady progress in reducing smoking prevalence and tobacco consumption.

On 10 December 2004, New Zealand became the third country in the world to make all indoor workplaces, including bars and restaurants, smokefree – just behind Norway and Ireland.

The new graphic warnings complement other components of New Zealand's comprehensive tobacco control strategy and are expected to greatly increase the number of quit attempts.

While smoking prevalence in New Zealand has declined over time, the most recent national figures show the prevalence of current smokers in New Zealand is still 23.5% (New Zealand Tobacco Use Survey 2006).

This means more than 700,000 New Zealanders, or just under one fifth of the adult population (aged 15+), still smoke. Smoking rates are highest among Māori (45.8%) and Pacific (36.2%) ethnic groups.

Quitting at any age has short and long term health benefits. The people you live with, especially your children, will also be healthier if you quit smoking.

Quitting smoking will reduce your chance of developing heart disease. After one year of not smoking your risk of heart disease is halved. Fifteen years after stopping smoking your risk of heart disease is the same as a non-smoker.

**Want to quit smoking?** For help, talk to your doctor, pharmacist, quit smoking provider or call the Quitline on 0800 778 778 or visit The Quit Group website at [www.quit.org.nz](http://www.quit.org.nz)

New Zealand Government

For more information about pictorial warnings, visit [www.moh.govt.nz/tobacco](http://www.moh.govt.nz/tobacco)