TOBACCO CONTROL POLICY AND EXPERIENCE IN HONG KONG

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Tobacco Control Policy

Progressive and Multi-pronged approach

Legislation & Enforcement

Publicity & Education

Taxation

Smoking cessation services
Tobacco Control Office

- Established in February 2001

- Enhance Government’s tobacco control, collaborate with NGOs to promote a smoke-free culture

- Major responsibilities:
  - Law enforcement
  - Publicity and education
  - Coordinate smoking cessation services
Smoking Prevalence of Hong Kong

Smoking (Public Health) Ordinance

- Law of Hong Kong, Cap. 371

- First enacted in 1982 with several amendments subsequently

- Major part of the legal framework on tobacco control in Hong Kong:
  - Designated No Smoking Areas
  - Restriction on sales of tobacco products
  - Restriction on tobacco advertising and promotion
Statutory No Smoking Areas

Form 1 Jan 2007, the no smoking areas have been extended to all indoor areas in workplace and public places, and some outdoor areas in phases:

- Workplaces
- Public places
- Parks
- Food premises
- Hospitals
- Karaoke
- Escalators
- Shopping malls & shops
- Markets
- Swimming pools & beaches
- Open-air public transport facilities
- Hospitals
- Nightclubs
- Food premises
- Public transport carriers
- Shopping malls & shops
- Schools & universities
- Swimming pools & beaches
- Open-air public transport facilities
Fixed Penalty (Smoking Offences) Ordinance

- Law of Hong Kong, Cap. 600
- Effective since Sep 2009
- Anyone who smokes or carries a lighted cigarette, cigar or pipe will be liable to a fixed penalty of HK$1,500
Other Tobacco Control Regulations

- Prohibited sale of tobacco to people under age 18

- Prohibited selling of tobacco products through vending machines

- Graphic health warning
  - Cover at least 50% of the surface of cigarette packets

- Tobacco advertisement
  - Prohibit tobacco ad in TV, radio, films, internet, printed media and hawkers
Enforcement Team of DH

- Appointed under, and empowered by, the Smoking (Public Health) Ordinance

- Areas of enforcement
  - Smoking ban, prohibition of tobacco advertisement, prohibition of sale of tobacco products to minors

- Establishment of a Task Force in Dec 2017
  - enhance smoking ban to venues with severe smoking offences and at night time/ public holiday
Inter-departmental Collaboration

- Joint operations with other enforcement/regulatory authorities

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<tr>
<th>Departments</th>
<th>Venues</th>
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<tbody>
<tr>
<td>Food and Environmental Hygiene Dept.</td>
<td>Public markets</td>
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<tr>
<td>Housing Dept.</td>
<td>Public housing estates</td>
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<tr>
<td>Leisure and Cultural Services Dept.</td>
<td>Leisure and cultural venues (e.g. parks)</td>
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Smoking Cessation Services

- **DH Integrated Smoking Cessation Hotline**
  (Quitline: 1833 183)
  - Provide enquiry, counselling and referral services

- **Smoking Cessation Clinics**
  - Hospitals / Clinics
    - Services provided by DH and Hospital Authority
  - Community-based services
    DH subvented various NGOs to provide cessation services
Participation of NGOs, Academia and Healthcare Professionals

- Advocacy, health promotion and education, providing advice
  - Hong Kong Council on Smoking and Health

- Community-based smoking cessation programmes
  - Tung Wah Group of Hospitals
  - Pok Oi Hospital
  - School of Nursing of HKU
  - Lok Sin Tong
  - United Christian Nethersole Community Health Service

- School-based tobacco control programmes
  - Life Education Activity Programme
  - Po Leung Kuk
WHO Collaborating Centre

- WHO Collaborating Centre for Smoking Cessation and Treatment of Tobacco Dependence has been established since April 2012
Publicity and Health Education

• To raise public awareness of smoking and second-hand smoke

• To stress the stringent enforcement action for any offences
  - API / advertisements
  - Posters / leaflets
  - Talks
  - Internet
  - Mobile app
Tobacco Duty Increase

- **Purpose:** for protection of public health

<table>
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<tr>
<th>Date</th>
<th>Rate of increase</th>
<th>Tax per cigarette</th>
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<tbody>
<tr>
<td>Feb 2009</td>
<td>50%</td>
<td>From $0.8 to $1.2</td>
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<tr>
<td>Feb 2011</td>
<td>41.5%</td>
<td>From $1.2 to $1.7</td>
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<tr>
<td>Feb 2014</td>
<td>11.7%</td>
<td>From $1.7 to $1.9</td>
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- **Tobacco tax is now accounted for about 67% of retail price**
Future Goals

• WHO NCDs target – a 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years by 2025 when compared to the baseline prevalence in 2010
• for Hong Kong to meet the target: 7.8% (Baseline: 11.1% in 2010)
New Measure

1. Designate new no smoking areas (NSAs)
   • 2016: 8 bus interchanges at tunnel portal areas
   • 2018: plan to designate the remaining 3 bus interchanges facilities leading to expressways or tunnels as NSAs
New Measure

2. Change health warnings on tobacco products
   - To increase from 50% to 85%.
   - To increase the number of forms from 6 to 12.
   - To include quitline.
   - The measure went into effect on 21 December 2017, with a transitional period of 6 months.
New Measure

2. Change health warnings on tobacco products
3. **Enhance regulation on e-cigarettes / heat-not-burn (HnB) tobacco products**
New Measure

4. **Increase tobacco duty**
   - Currently tobacco duty is accounted for about 67% of retail price
   - WHO report on global tobacco epidemic 2015 – suggested tax should be at least 75% of retail price
   - There is still room for the duty increase in Hong Kong
Thank You