

TOBACCO CONTROL POLICY AND EXPERIENCE IN HONG KONG

Dr PM LEE

**Head of Tobacco Control Office
Department of Health**



Tobacco Control Policy



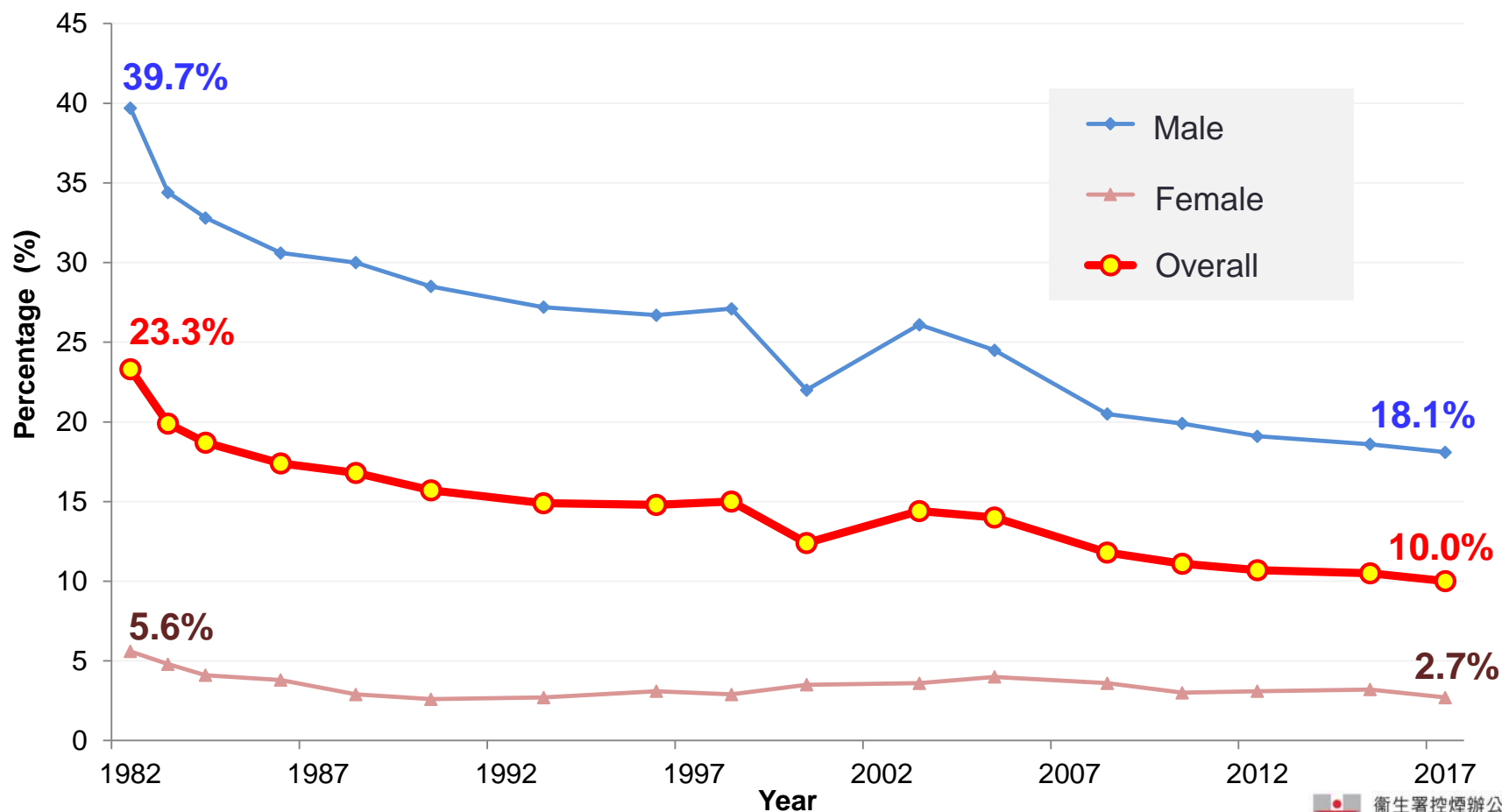
Tobacco Control Office

- **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

Daily cigarette smoking prevalence (aged 15 and over)
(1982 – 2017)



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**
 - **Food premises**
 - **Karaoke**
 - **Shopping malls & shops**
 - **Parks**
 - **Hospitals**
 - **Escalators**
 - **Markets**
 - **Swimming pools & beaches**
 - **Bars**
 - **Nightclubs**
 - **Public transport carriers**
 - **Schools & universities**
 - **Open-air public transport facilities**



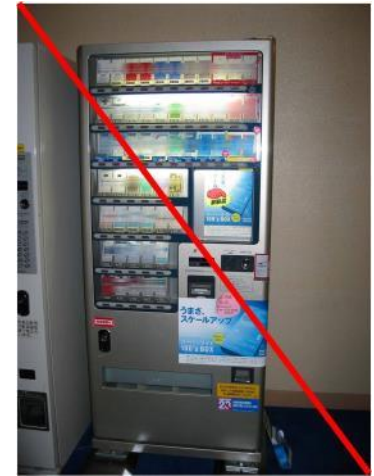
Fixed Penalty (Smoking Offences) Ordinance

- **Law of Hong Kong, Cap. 600**
- **Effective since Sep 2009**
- **Anyone who smokes or carries a lighted cigarette, cigar or pipe will be liability 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**

Departments	Venues
Food and Environmental Hygiene Department	Public markets
Housing Department	Public housing estates
Leisure and Cultural Services Department	Leisure and cultural venues (e.g. parks)



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**



	Rate of increase	Tax per cigarette
Feb 2009	50%	From \$0.8 to \$1.2
Feb 2011	41.5%	From \$1.2 to \$1.7
Feb 2014	11.7%	From \$1.7 to \$1.9

- 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)

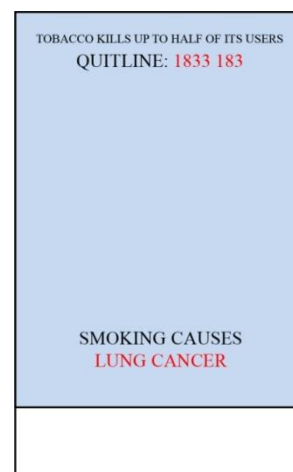
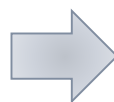
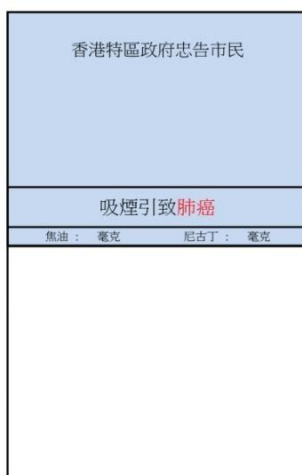
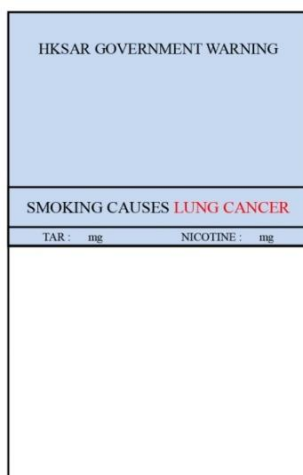
- 2016: 8 bus interchanges at tunnel portal areas
- 2018: plan to designate the remaining 3 bus interchanges facilities leading to expressways or tunnels as NSAs



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



New Measure

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