

2 June 2006

Media Release
For Immediate Release



**NOT FOR THE FAINT HEARTED - NEW GRAPHIC HEALTH WARNINGS TO
DRIVE HOME THE DEADLY MESSAGE THAT SMOKING KILLS**

Smokers will soon see new graphic health warnings on their tobacco packaging. In a continuing effort to make them think twice before they light up, a new set of graphic health warnings which aim to be more shocking and more impactful will be introduced by the Health Promotion Board and Health Sciences Authority in August 2006, to be fully implemented by 1 November 2006.

2 The new graphic health warnings will continue to cover 50% of the two largest display surfaces of all tobacco packaging. The new graphics aim to strike a chord with current and would-be smokers, by illustrating the debilitating and deadly health effects associated with smoking. (Please refer to Annex A for the graphic warnings.)

3 These health warnings incorporated feedback from smokers aged 18-64 years revealed that pictures which show diseased organs as a result of smoking had the greatest impact on smokers and would have the greatest influence in motivating them to quit the smoking habit.

4 Ms Choo Lin, Deputy Director of the Smoking Control Programme said, *"It is natural for people to put messages at the back of their minds, particularly if they see the same messages over a long period. The new graphic health warnings, which complement other tobacco control strategies implemented by the Health Promotion*

Board, aim to jolt smokers and motivate them to quit the habit. We also want to prevent those contemplating smoking from picking up the habit. We hope that non-smokers too will be persuaded to encourage their family and friends who smoke to quit smoking.”

5 Any person in contravention of the graphic health warnings requirements under the Smoking (Control of Advertisements and Sale of Tobacco) Act can be fined up to a sum not exceeding \$10,000 or to imprisonment for a term not exceeding 6 months or to both. In cases of second or subsequent conviction, the offender can be fined up to a sum not exceeding \$20,000 or to imprisonment for a term not exceeding 12 months or to both.

6 For further information on the impact of smoking, or advice on how best to quit smoking, members of the public are encouraged to call our toll free hotline, QuitLine at 1800 438 2000.

HEALTH PROMOTION BOARD & HEALTH SCIENCES AUTHORITY
2 June 2006

SAMPLE REPRESENTATION - FOR REFERENCE ONLY
WARNINGS FOR SMOKED TOBACCO PRODUCTS 2006



WARNING:
SMOKING CAUSES GANGRENE
QUIT: 1800-438-2000



WARNING:
SMOKING INCREASES MISCARRIAGE
RISK
QUIT 1800-438-2000



WARNING:
SMOKING CAUSES
92% OF ORAL CANCERS
QUIT: 1800-438-2000



WARNING:
SMOKING CAUSES
NECK CANCER
QUIT 1800-438-2000

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WARNING:
SMOKING CAUSES MOUTH DISEASES
QUIT: 1800-438-2000



WARNING:
SMOKING CAUSES
92% OF ORAL CANCERS
QUIT: 1800-438-2000