Professor Sophia Chan

Tobacco Control, Health Promotion and Prevention Strategies
Organisation structure

Food and Health Bureau

Staff complement of FHB: 331 – Including 223 civil service posts (as at 1.6.2019)

- Agriculture, Fisheries and Conservation Department
- Food and Environmental Hygiene Department
- Government Laboratory
- Department of Health
- Hospital Authority
- Prince Philip Dental Hospital

Centre for Health Protection

Tobacco and Alcohol Control Office
Department of Health
Combating NCDs

- Reduce premature mortality from NCD
- Reduce harmful use of alcohol
- Reduce physical inactivity
- Reduce salt intake
- Reduce tobacco use
- Contain the prevalence of raised blood pressure
- Halt the rise in diabetes and obesity
- Prevent heart attacks and strokes through drug therapy and counselling
- Improve availability of affordable basic technologies and essential medicines to treat major NCD
Tobacco and Alcohol Control Office

• Established under the Department of Health in 2001

• Major responsibilities:
  ➢ Enforcing the tobacco control legislation
  ➢ Health education and publicity
  ➢ Promotion and coordination of smoking cessation services
Tobacco Control Policy in Hong Kong

Progressive and Multi-pronged Approach

Legislation and Enforcement

Publicity and Education

Taxation

Smoking Cessation Services
Hong Kong’s Smoking Prevalence

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>Enactment of Smoking (Public Health) Ordinance</td>
</tr>
<tr>
<td>1984</td>
<td>Prohibited sale of tobacco to people under age 18</td>
</tr>
<tr>
<td>1990</td>
<td>Banned all cigarette advertisement and sponsorship on TV and radio</td>
</tr>
<tr>
<td>1994</td>
<td>Prohibited all tobacco advertisement in the printed media</td>
</tr>
<tr>
<td>1999</td>
<td>Prohibited all cigarette advertisement at retail dealers and licensed hawker stalls</td>
</tr>
</tbody>
</table>
| 2007 | • Extended no smoking areas to all indoor workplace, indoor public places, and some public outdoor places  
• Introduction of pictorial health warning to cover 50% of two largest surfaces of cigarette packet |
| 2009 | • Increase in tobacco duty 50%  
• Prohibited the display of tobacco advertisement at retail dealers and licensed hawker stalls |
| 2011 | Increase in tobacco duty 41.5%                                      |
| 2014 | Increase in tobacco duty 11.7%                                      |
| 2016 | Extended smoking areas to 8 bus interchanges                         |

**Hong Kong’s Smoking Prevalence**

- **1982**: Enactment of Smoking (Public Health) Ordinance
- **1984**: Prohibited sale of tobacco to people under age 18
- **1990**: Banned all cigarette advertisement and sponsorship on TV and radio
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- **2011**: Increased tobacco duty 41.5%
- **2014**: Increased tobacco duty 11.7%
- **2016**: Extended smoking areas to 8 bus interchanges
World Health Organization (WHO)’s MPOWER Strategy

Monitor tobacco use and prevention policies
Protect people from tobacco smoke
Offer help to quit tobacco use
Warn about the dangers of tobacco
Enforce bans on tobacco advertising, promotion and sponsorship
Raise taxes on tobacco
Monitor tobacco use and prevention policies
Thematic Household Survey

• Territory wide survey conducted by the Census and Statistics Department

• Some 10 000 households were scientifically selected

• Repeated every 2-3 years
Protect people from tobacco smoke
Statutory No Smoking Areas

• From 1 Jan 2007, the smoking ban has been extended to all indoor areas in workplace and public places, and some outdoor areas in phases, including –

<table>
<thead>
<tr>
<th>Workplaces</th>
<th>Parks</th>
<th>Bars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public places</td>
<td>Hospitals</td>
<td>Food premises</td>
</tr>
<tr>
<td>Swimming pools &amp; beaches</td>
<td>Escalators</td>
<td>Public transport carriers</td>
</tr>
<tr>
<td>Shopping malls &amp; shops</td>
<td>Stadia</td>
<td>Schools &amp; universities</td>
</tr>
</tbody>
</table>
Extension of Smoking Ban to Bus Interchanges

• Starting from 31 March 2016
  ➢ 8 bus interchanges located at tunnel portal areas

• Starting from 31 August 2018
  ➢ Remaining 3 bus interchanges leading to expressways or tunnel areas
Fixed Penalty (Smoking Offences) Ordinance (Cap. 600)

• Effective since September 2009

• Anyone who smokes or carries a lighted cigarette, cigar or pipe will be liable to a fixed penalty of HK$1,500
Offer help to quit tobacco use
Smoking Cessation Services

• Integrated Smoking Cessation Hotline (Quitline: 1833 183)
  ➢ Provide enquiry, counselling and referral services

• Smoking Cessation Clinics
  ➢ Hospitals / Clinics
  ➢ Community-based services
WHO Collaborating Centre

- WHO Collaborating Centre for Smoking Cessation and Treatment of Tobacco Dependence (*since April 2012*)
Warn about the dangers of tobacco
Pictorial Health Warning

- **Coverage**: 50% → 85% of surface area of the two largest sides of cigarette packets or retail containers
- **No. of forms**: 6 → 12
- **Came effect on**: 21 December 2017, with a transitional period of 6 months
Pictorial Health Warning
Publicity and Health Education

• The Hong Kong Council on Smoking and Health
  ➢ Health talks
  ➢ Training programmes
  ➢ Theatre programmes

• Other NGOs
  ➢ Health promotional activities at schools
Enforce bans on tobacco advertising, promotion and sponsorship
Tobacco Advertisement

• Prohibit tobacco advertisement in TV, radio, films, internet, printed media or retailers

• Maximum penalty of HK$50,000, a further penalty of HK$1,500 for each day during which the offence continues
Raise taxes on tobacco
# Tobacco Duty in Hong Kong

<table>
<thead>
<tr>
<th>Item</th>
<th>Duty (HK$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For each 1000 cigarettes</td>
<td>$1,906</td>
</tr>
<tr>
<td>Cigars</td>
<td>$2,455 / kg</td>
</tr>
<tr>
<td>Chinese prepared tobacco</td>
<td>$468 / kg</td>
</tr>
<tr>
<td>All other manufactured tobacco except tobacco intended for the manufacture of cigarettes</td>
<td>$2,309 / kg</td>
</tr>
</tbody>
</table>
Future goals
WHO NCDs target

• A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years by 2025

• Hong Kong: **7.8% by 2025** (Baseline: 11.1% in 2010)
Ban on alternative smoking products
Smoking (Public Health) (Amendment) Bill 2019

• Aim
  ➢ Prohibit the import, manufacture, sale, distribution and promotion of alternative smoking products, including e-cigarettes and heat-not-burn/heated tobacco products

• Latest development
  ➢ Bill introduced into the Legislative Council in February 2019
  ➢ Bills Committee formed to scrutinise the Bill

Picture source: BBC news, 5 February 2015
Thank you!

Let’s join hands for a tobacco free world!
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