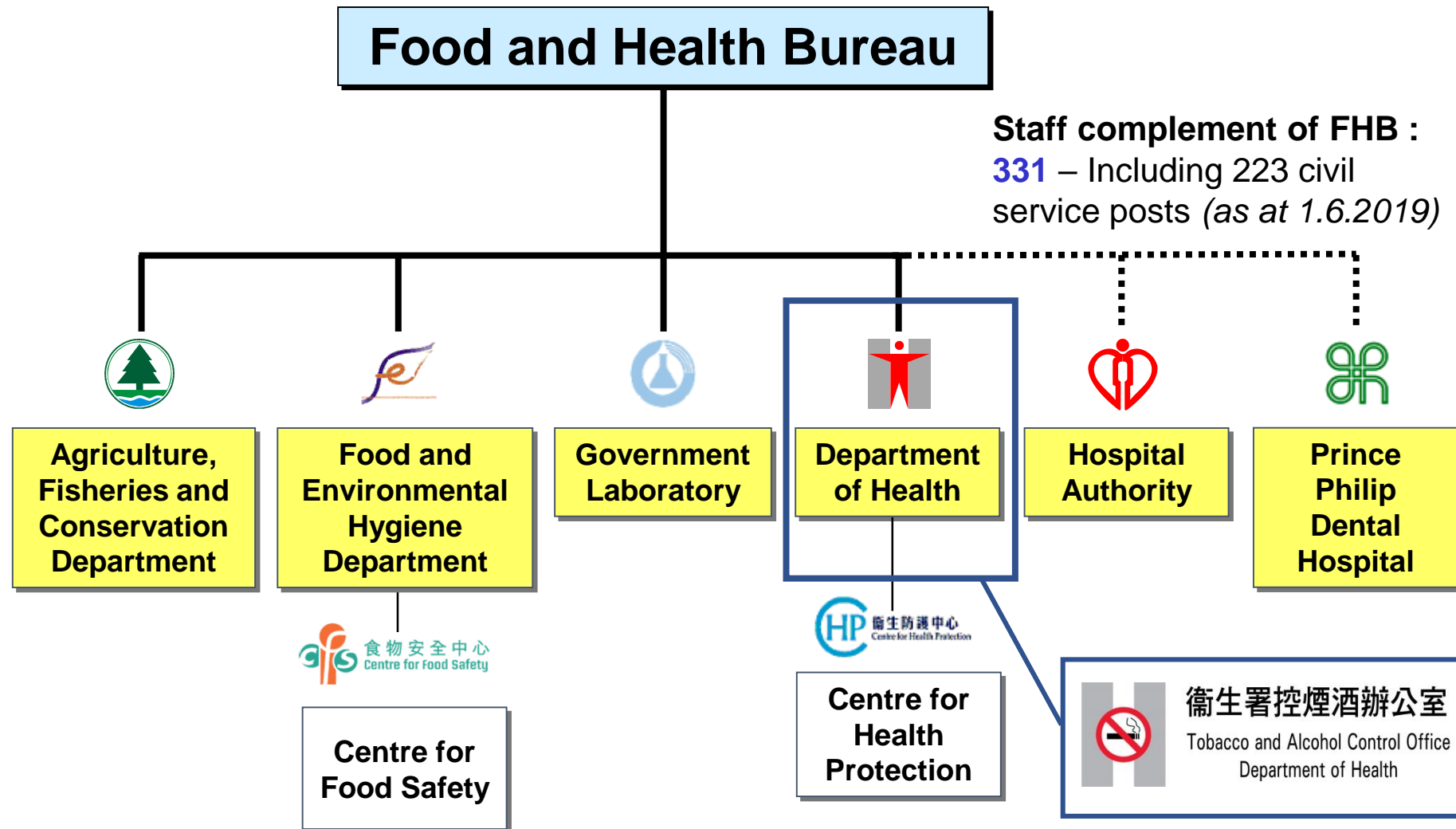


# Professor Sophia Chan

## Tobacco Control, Health Promotion and Prevention Strategies



# Organisation structure





# Combating NCDs



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# 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



衛生署控煙酒辦公室

Tobacco and Alcohol Control Office  
Department of Health

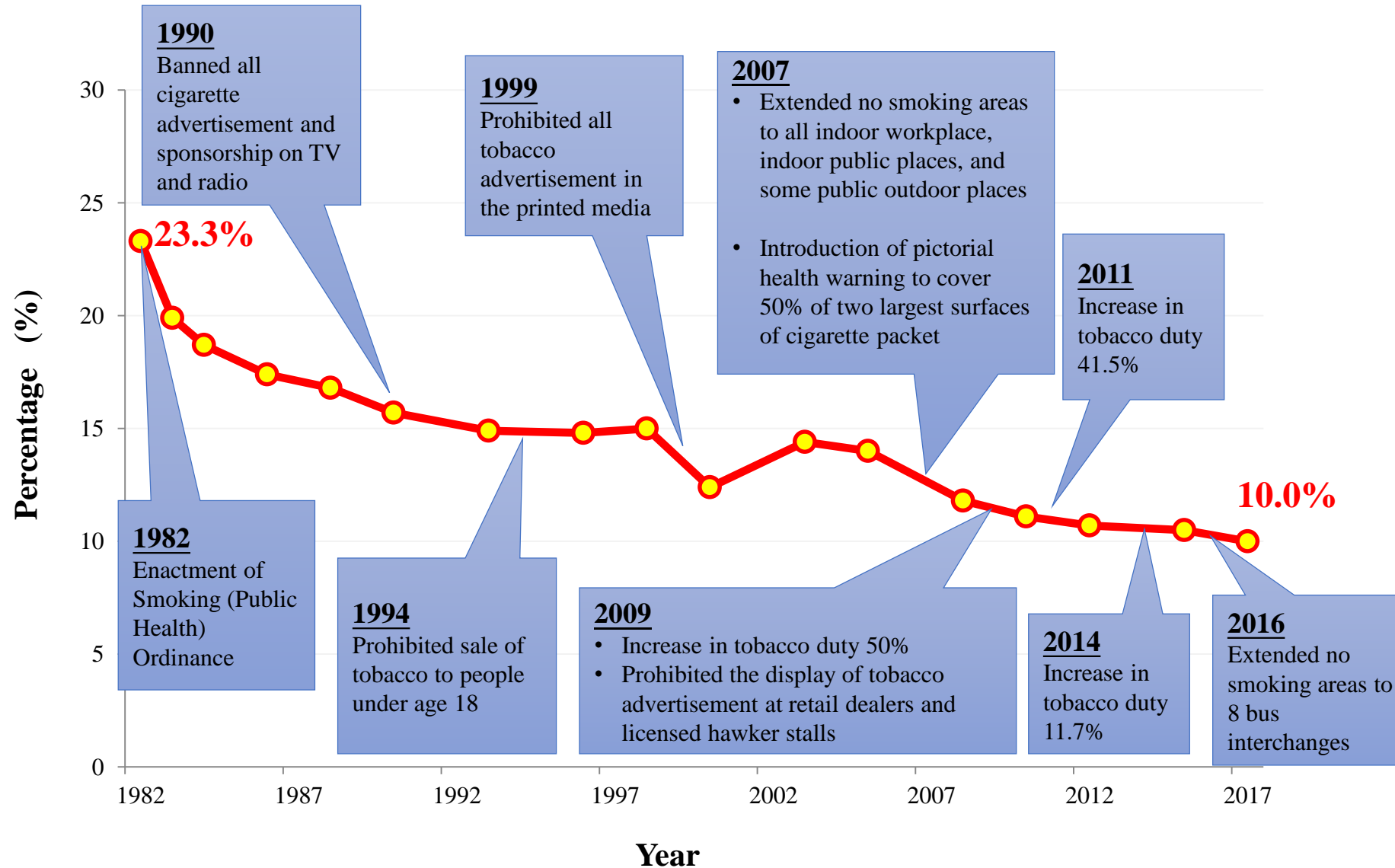


# Tobacco Control Policy in Hong Kong





# Hong Kong's Smoking Prevalence



# World Health Organization (WHO)'s MPOWER Strategy



**M**onitor tobacco use and prevention policies

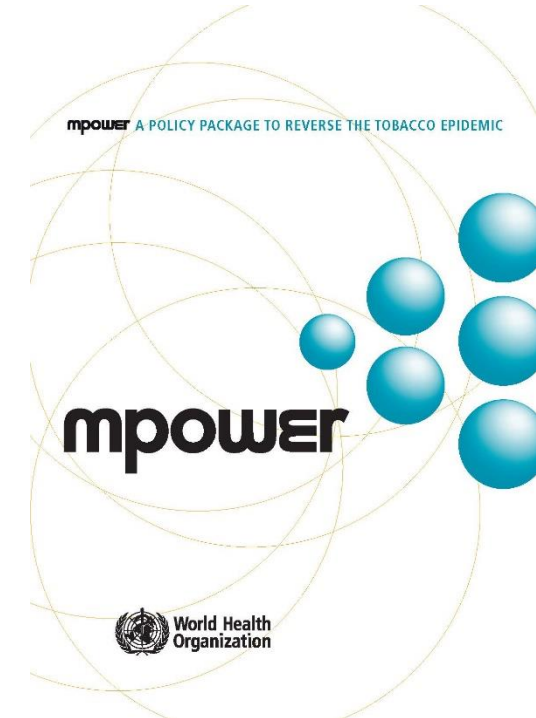
**P**rotect people from tobacco smoke

**O**ffer help to quit tobacco use

**W**arn about the dangers of tobacco

**E**nforce bans on tobacco advertising, promotion and sponsorship

**R**aise taxes on tobacco



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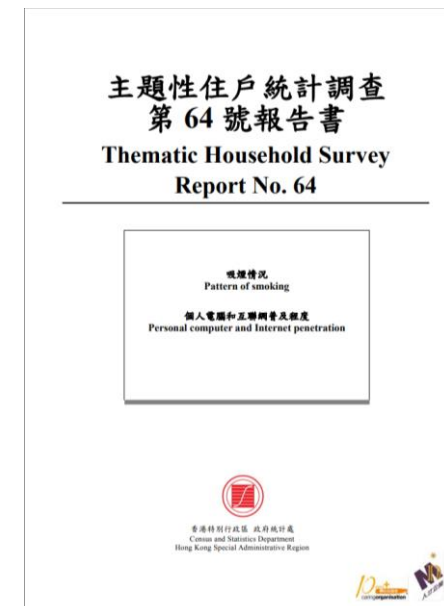
***M***onitor tobacco use and  
prevention policies





# 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





*P*rotect people from tobacco smoke

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# 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 –

Workplaces	Parks	Bars
Public places	Hospitals	Food premises
Swimming pools & beaches	Escalators	Public transport carriers
Shopping malls & shops	Stadia	Schools & universities



# 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

**違例吸煙定額罰款**  
**\$1,500**  
\$1,500 Fixed Penalty for a Smoking Offence

我愛無煙香港  
*I love smoke-free Hong Kong!*



根據《定額罰款(吸煙罪行)條例》，任何人在法定禁煙區或公共交通工具內吸煙或攜帶燃着的香煙、雪茄或煙斗，衛生署控煙督察有權向他們發出定額罰款通知書，罰款\$1,500。

Under the "Fixed Penalty (Smoking Offences) Ordinance", anyone who smokes or carries a lighted cigarette, cigar or pipe in statutory no-smoking areas and on public transport carriers, will be issued with a \$1,500 fixed penalty notice by Tobacco Control Inspectors of the Department of Health.

條例亦授權康樂及文化事務署、食物環境衛生署及房屋署的指定人員，在他們管理的公共場地內向違例吸煙者發出定額罰款通知書。

Specified officers of the Leisure and Cultural Services Department, Food and Environmental Hygiene Department and Housing Department are also empowered to issue fixed penalty notices in public venues under their management.

衛生署戒煙熱線 1833 183  
Department of Health  
Smoking Cessation Hotline

查詢及投訴熱線 2961 8823  
Enquiry and Complaint  
Hotline

衛生署控煙辦公室  
Tobacco Control Office  
Department of Health



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*O*ffer 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*)



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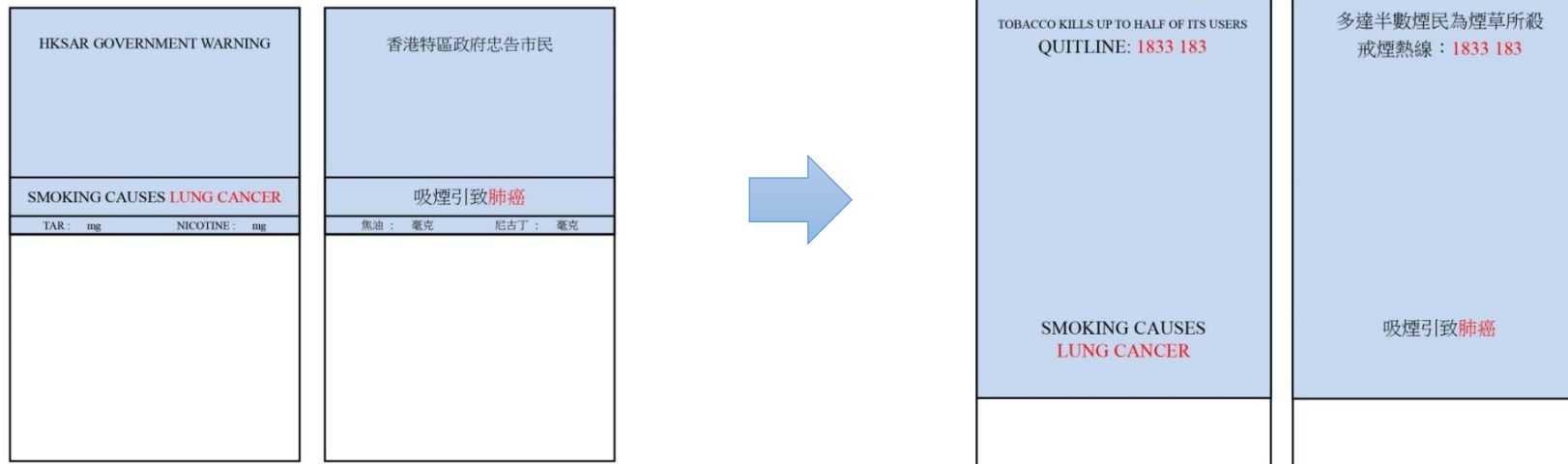


**W**arn about the dangers of tobacco



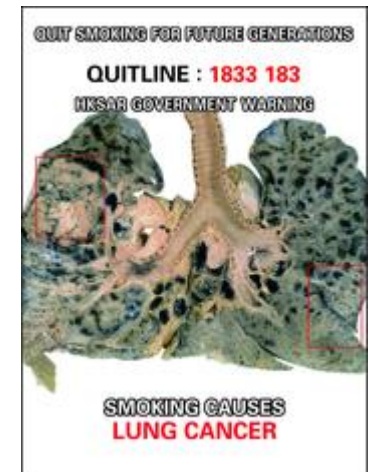
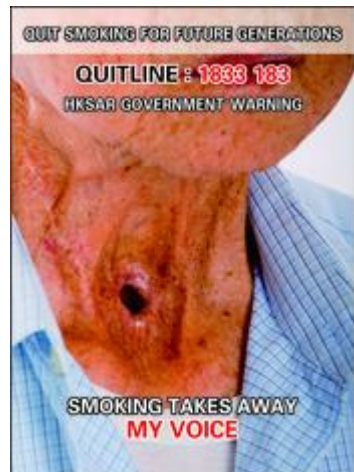
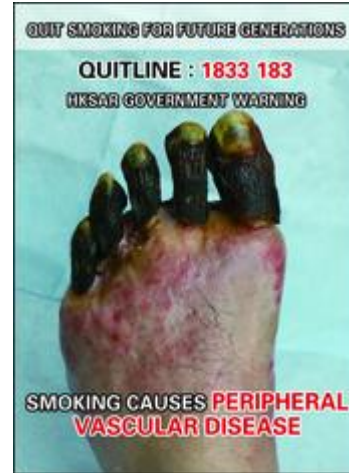
# Pictorial Health Warning

- 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



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# 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







***E***nforce 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







***R***aise taxes on tobacco

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# Tobacco Duty in Hong Kong

Item	Duty (HK\$)
For each 1000 cigarettes	\$1,906
Cigars	\$2,455 / kg
Chinese prepared tobacco	\$468 / kg
All other manufactured tobacco except tobacco intended for the manufacture of cigarettes	\$2,309 / kg



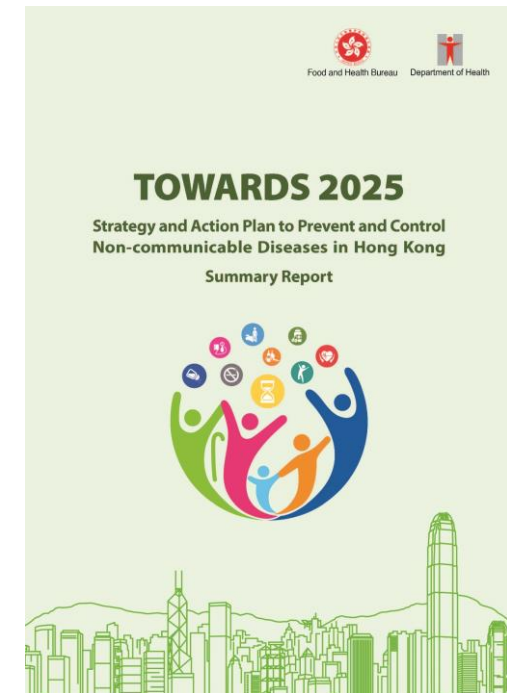
# Future goals

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# 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**

**#ICNcongress**

# Smoking (Public Health) (Amendment) Bill 2019

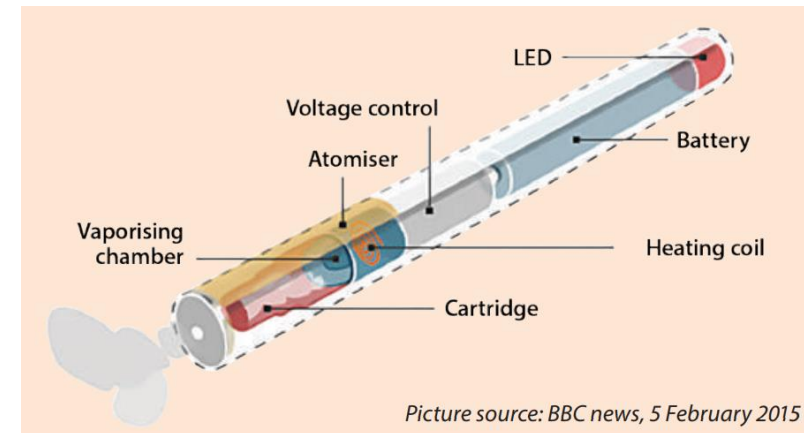


- **Aim**

- 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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