

## Introduction

- Governments are responsible for enacting effective cigarette health warning label (HWL) legislation
- Tobacco manufacturers must implement HWLs within the legislative framework provided by countries
- We determined the major factors that contribute to noncompliance with HWL legislation

## Objectives

- Identify areas of improvement for governments and tobacco manufacturers with regard to HWLs

## Methods

- Unique cigarette packs were purchased from socioeconomically diverse neighborhoods in at least three major cities, from four countries: Thailand, India, Vietnam, and Philippines
- Country-specific HWL compliance codebooks were used to assess up to four HWL compliance indicators: location, label size (coverage), label elements, and text size
- Cigarette packages (N=299) were assessed for HWL compliance

## Results

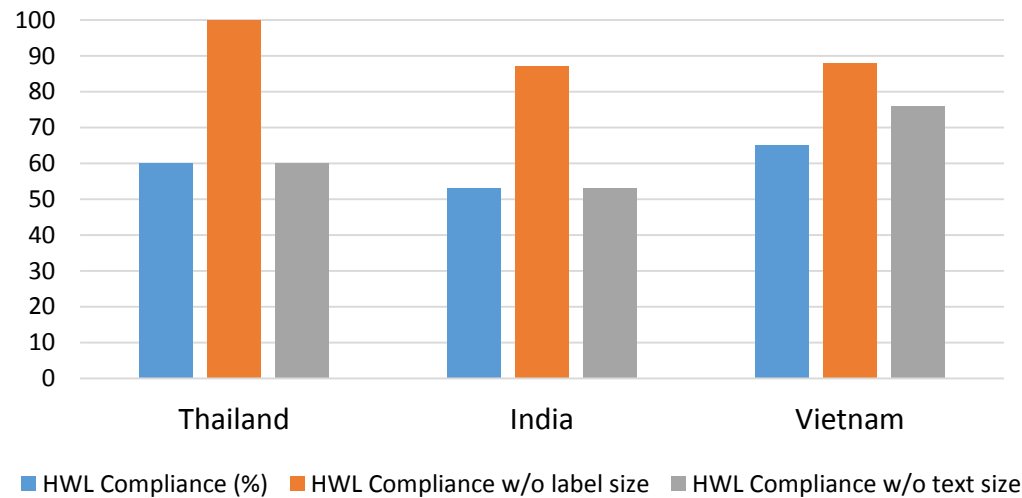
Of the four HWL indicators used to assess compliance, insufficient HWL size (coverage) and/or text size were most likely to result in a noncompliant pack

### HWL Size (coverage)

- Contributed to noncompliance in most of the packs assessed
- An issue in each country

### HWL Text Size

- Defined differently in each country
- Varying definitions impacted overall compliance



- In the Philippines, the text size requirement was unable to be incorporated in the compliance scoring due to unclear language in the law
- The unclear language resulted in varied HWLs across packs collected (see pack photos)

## Conclusions

- Tobacco manufacturers have a responsibility to print HWLs that are the minimum size required by governments
- Country governments must provide clear and comprehensive HWL laws
- Unclear language (Philippines) resulted in an incomplete compliance assessment and varied implementation across packs
- Tobacco companies should be held accountable for complying with all HWL requirements