Is Health Warning Label Compliance a Country or Manufacturer Issue?

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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

![HWL Compliance Chart](image)

**Thailand**
- HWL Compliance (%)
- HWL Compliance w/o label size
- HWL Compliance w/o text size

**India**
- HWL Compliance (%)
- HWL Compliance w/o label size
- HWL Compliance w/o text size

**Vietnam**
- HWL Compliance (%)
- HWL Compliance w/o label size
- HWL Compliance w/o text size

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

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