

*Alþingi  
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Til Nefndasviðs Alþingis  
Heilbrigðisnefndar  
b.t. Eiríks Áka Eggertssonar

2. febrúar 2009

**Umsögn um frumvarp til laga um breytingu á lögum nr. 6/2002, um tóbaksvarnir, með síðari breytingum, 162. mál.**

Fyrir hönd Krabbameinsfélags Íslands vil ég lýsa yfir ánægju með efni þessa frumvarps og legg til að það verði samþykkt.

Efni þess hefur lengi verið baráttumál krabbameinsfélaga og læt ég fylgja í viðhengi röksemdarfærslu frá Luk Joossens. Luk hefur um árabíl unnið ötullega að tóbaksvörnum hjá Belgíska krabbameinsfélaginu og eins hjá Samtökum evrópskra krabbameinsfélaga (ECL). Hann hefur hlotið viðurkenningu Alþjóðsamtaka krabbameinsfélaga (UICC) fyrir starf sitt. Í erindi Luks er getið 11 landa sem þá höfðu tekið upp þær myndrænu viðvaranir sem ofangreint frumvarp leggur til. Nú hafa a.m.k. 23 lönd tekið þetta upp.

Einnig bendi ég á eftirfarandi slóð:

<http://www.tobaccolabels.ca/>

Við vonum að auknar og betri merkingar forði fleirum frá því að byrja reykingar og að þær hvetji þá sem þegar reykja til að hætta. Einnig fögnum við banni gegn innflutningi leikfanga eða sælgætis sem höfða til barna en líkjast tóbaki eða pípum.

Með vinsemd og bestu kveðjum,

Guðrún Agnarsdóttir  
forstjóri Krabbameinsfélags Íslands

Ten reasons for introducing pictorial health warnings on tobacco products.

Presentation of Luk Joossens, Advocacy Officer of ECL at the Portuguese Parliament on 21st November 2007.

The first guiding principle of the WHO's Framework Convention on Tobacco control (FCTC) is that every person should be informed of the health consequences, addictive nature and mortal threat posed by tobacco consumption and exposure to tobacco smoke (Article 4, §1).

The ten reasons to inform smokers through the use of pictorial warnings on tobacco products are the following.

- 1) Legally possible: according to Commission Decision of 5 September 2003 on the use of colour photographs or other illustrations as health warnings on tobacco packages, EU Member States are allowed to use pictorial health warnings on tobacco products.
- 2) Technically possible: pictorial health warnings on cigarette packs exist already in eleven countries: Canada, Brazil, Thailand, Venezuela, Chile, Uruguay, Singapore, Jordan, Australia, New Zealand and Belgium.
- 3) Cost-effective for Governments: pictorial health warnings represent a cost for the tobacco industry, but not for governments.
- 4) Eye-catching: this in line with the saying that "a picture tells more than a thousand words."
- 5) Informative: research in four countries among 9058 smokers in 2002 showed that in Canada, where pictorial warnings include information about the risks of impotence, smokers were 2.68 times more likely to agree that smoking causes impotence compared to smokers from the US, UK and Australia.[HYPERLINK \l "BM\\_\\_ftn1"\[1\]](#)
- 6) Additional support for smokers who want to stop smoking: 43% of Belgian smokers who want to quit smoking within a year said the new pictorial warnings increased their motivation to quit smoking in 2007.[HYPERLINK \l "BM\\_\\_ftn2"\[2\]](#)
- 7) Less attractive for youngsters: 48% of Belgian smokers, aged 15 to 17 year, think the new warnings make the packages look less attractive.[HYPERLINK \l "BM\\_\\_ftn3"\[3\]](#)
- 8) Improves a comprehensive tobacco advertising ban: tobacco packs are important promotional vehicles. Pictorial health warnings are an important step towards generic packaging which is consistent with the intention to ban all tobacco promotions.[HYPERLINK \l "BM\\_\\_ftn4"\[4\]](#)
- 9) Provides useful information on how to quit: All cigarette packs in Brazil include pictorial warnings and a toll-free number that smokers can call for help to quit smoking. In most European countries the number of the quit-line is only mentioned in one of the 14 health warnings. 50% of the smokers in Belgium would like the number of the quit-line to be printed on all cigarette packs.
- 10) Important element of a comprehensive tobacco control policy: pictorial health warnings on tobacco products make the product less attractive and target smokers by providing them with information on tobacco-related health risks. They are an essential component of a comprehensive tobacco control programme.

The question remains why governments are so reluctant to make pictorial health warnings obligatory on all tobacco products. A concern could be that shocking pictures are not the best way to inform smokers. Qualitative research in the UK has shown that images tended to be effective where they conveyed shock, immediacy and empathy. Smokers tended to always favour 'shock' images that were disturbing or unpleasant to look up.[HYPERLINK \l "BM\\_\\_ftn5"\[5\]](#) Research in Belgium provided similar results.[HYPERLINK \l "BM\\_\\_ftn6"\[6\]](#) Warnings judged to have the most impact are those that were felt to be the most graphic and most distributing. The reality is that there are 10 good reasons to introduce pictorial health warnings on