



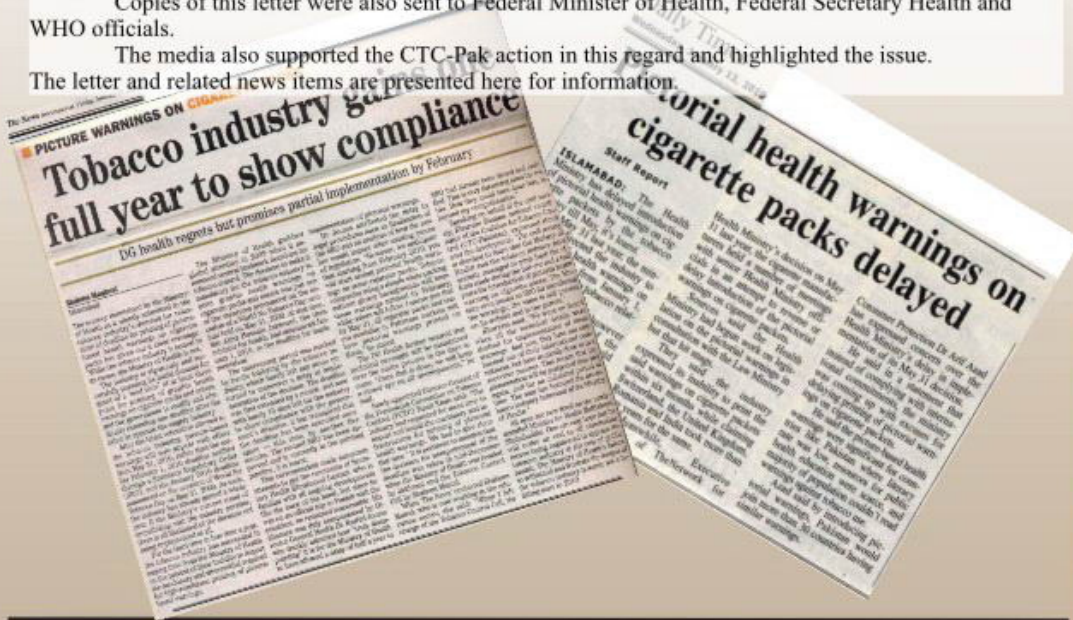
Pakistan: Delay in Pictorial Health Warning

On January 13, a news item appeared in the media regarding delaying in Pictorial Health Warning (PHW) to be printed on cigarette packs. Originally, the PHW was suppose to come in to force on Feb 01 and a notification was released on November 2009 stating the same but tobacco industry influence the government to gain more time as they claim they do have the "right technology" to print the PHW.

CTC-Pak, representing the civil society, wrote a protest letter to the Director of Tobacco Control Cell, Federal Ministry of Health where it was stated how the efforts for effective tobacco control made by the government and civil society were being sabotaged.

Copies of this letter were also sent to Federal Minister of Health, Federal Secretary Health and WHO officials.

The media also supported the CTC-Pak action in this regard and highlighted the issue. The letter and related news items are presented here for information.



CTC - PAK

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FCTC Article 6

Price and tax measures to reduce the demand for tobacco

1. The Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption by various segments of the population, in particular young persons.
2. Without prejudice to the sovereign right of the Parties to determine and establish their taxation policies, each Party should take account of its national health objectives concerning tobacco control and adopt or maintain, as appropriate, measures which may include:
 - (a) implementing tax policies and, where appropriate, price policies, on tobacco products so as to contribute to the health objectives aimed at reducing tobacco consumption; and
 - (b) prohibiting or restricting, as appropriate, sales to and/or importations by international travellers of tax- and duty-free tobacco products.
3. The Parties shall provide rates of taxation for tobacco products and trends in tobacco consumption in their periodic reports to the Conference of the Parties, in accordance with Article 21.

Table 2 Minutes of labour† required to buy a pack of cigarettes (Marlboro or local brand) compared with a Big Mac, bread, and rice: 2000

Country	City	Minutes of labour				
		Marlboro*	Local brand	Big Mac	Bread (1 kg)	Rice (1 kg)
Argentina	Buenos Aires	21	15	29	23	22
Australia	Sydney	28	24	13	13	7
Austria	Vienna	22	20	16	13	11
Bahrain	Manama (Bahrain)	18	-	27	29	26
Belgium	Brussels	22	20	21	13	17
Brazil	Rio de Janeiro	22	18	45	52	13
	Sao Paulo	17	17	36	27	11
Canada	Montréal	19	16	14	12	9
	Toronto	21	17	13	10	11
Chile	Santiago de Chile	38	33	62	19	25
China	Shanghai	62	56	55	103	47
China, Province of Taiwan	Taipei	11	7	20	22	12
China, Hong Kong SAR	Hong Kong	27	27	9	15	7
Colombia	Bogota	25	16	57	29	15
Denmark	Copenhagen	23	23	19	12	11
Finland	Helsinki	29	27	25	28	26
France	Paris	20	18	19	17	20
Germany	Berlin	18	19	17	10	11
	Frankfurt	17	17	16	9	18
Greece	Athens	24	17	20	10	10
Hungary	Budapest	71	54	82	25	42
India	Mumbai	102	77	105	34	79
Indonesia	Jakarta	62	62	146	85	28
Ireland	Dublin	31	30	16	8	18
Israel	Tel Aviv	29	17	42	16	13
Italy	Milan	26	19	21	22	22
Japan	Tokyo	9	8	9	14	15
Kenya	Nairobi	158	92	178	64	109
Luxembourg	Luxembourg	12	10	15	11	14
Malaysia	Kuala Lumpur	21	20	22	20	25
Mexico	Mexico city	49	40	66	49	25
Netherlands	Amsterdam	19	17	16	10	10
New Zealand	Auckland	35	33	15	9	7
Norway	Oslo	38	38	21	14	15
Panama	Panama	81	81	41	32	15
Philippines	Manila	42	32	75	52	46
Poland	Warsaw	56	40	54	21	23
Portugal	Lisbon	26	26	32	15	13
Republic of Korea	Seoul	27	17	25	25	22
Russian Federation	Moscow	71	43	74	25	152
Singapore	Singapore	43	40	22	31	14
South Africa	Johannesburg	20	20	19	11	9
Spain	Barcelona	21	11	20	9	9
	Madrid	21	11	21	9	9
Sweden	Stockholm	28	27	19	18	23
Switzerland	Geneva	12	12	16	9	11
	Zurich	11	11	15	10	7
Thailand	Bangkok	35	23	43	23	14
Turkey	Istanbul	30	22	52	13	31
United Arab Emirates	Abu Dhabi	20	11	37	15	19
UK	London	40	40	18	6	8
USA	Chicago	18	18	13	9	8
	Houston	17	15	13	15	8
	Los Angeles	20	20	11	18	8
	New York	18	18	12	15	9
Venezuela	Caracas	29	29	93	62	19

*Marlboro or nearest equivalent international brand.
 †Price divided by the weighted net hourly wage in 12 occupations.
 Source: Union Bank of Switzerland (2000) and Economist Intelligence Unit.



Coalition For Tobacco Control - Pak



To,
Mr. Yousaf Khan
DG Implementation (FCTC)
Tobacco Control Cell,
Ministry of Health,
Islamabad

Subject: Delay in implementation of Pictorial Health Warnings on Cigarette Packs

Dear Sir,

With due respect, with reference to January 13th's press appearance regarding the delay in implementation of Pictorial Health Warnings (PHWs) on cigarette packs, in Daily Times (National News, Page -A3, Jan 13, 2010), the Ministry has delayed the decision till May. It is also said in the press release that this has been the influence of "cash-rich tobacco industry" over the ministry.

After the confirmation of this information on telephonic conversation with your respected self, the Coalition for Tobacco Control – Pakistan (CTC-Pak) is concerned over this sad turn of events. Tobacco Industry with the consent of the Ministry of Health have secretly managed to push back the efforts made by the civil society and Tobacco Control Cell (TCC) during the last one and a half year for introducing pictorial health warning on cigarette packs that were to be implemented by Feb 2010.

It may be mentioned here that in the process of drafting the technical details of the SRO on above subject, we, the civil society, being partners with the TCC among other stakeholders, were taken on board. The SRO was approved and published in the Gazette of Pakistan on November 6th, 2009. Even this document is still available on your cell's official website.

Yet, it is embarrassing that not only this decision seems to be taken back but the process has been kept so secret that no one learned about it till recently. This further assures tantamount of the Ministry of Health to playing with the health of people of Pakistan and its lack of commitment, not to mention the international obligation towards the enforcement for effective tobacco control in Pakistan.

CTC-Pak protest against the delay of implementation of the SRO as it fears this delay will further on infinite period and demand the Federal Minister for Health, Mr. Makhdoom Shahabuddin, Secretary Health, Mr. Khusnood Akhtar Lashari and your kind self to take notice of this issue and to take immediate actions to implement the Pictorial Health Warnings on cigarette packs as per original decision as well as avoiding benefiting the tobacco industry and playing with the health of people of Pakistan.

With best regards,

Khurram Hashmi
National Coordinator, CTC-Pak

CC: Mr. Makhdoom Shuhabuddin, Federal Minister for Health
CC: Mr. Khushnood Akhtar Lashari, Secretary Health
CC: Dr. Khalif Bille, WHO Country Representative
CC: Dr. Fouad Aslam, Technical Office Tobacco Control, The UNION
CC: Mr. Shahzad Alam Khan, National Professional Officer (Tobacco Control)



Al-Eiman development Organization



Introduction

Al-Eimman Development Organization AEDO is non Political, Non Religious, and Not Profit making non Governmental which came in to existence in year 2002 by the committed dedicated team of social workers, Volunteers Youth activists, will wishers and like minded friends. It got Registration in year 2006 .Al-Eimman Development Organization AEDO is Duty registered under Social Welfare Agencies(Registration & Control)Ordinance by the Provincial social Department the purpose it Foundation is to improve socio-economic condition of the society by adopting multidisciplinary approaches and community based development Initiative and Intervention in key sectors of Education, Health, Safe Drinking Water & Sanitation and Environmental protection etc encircling D.GKhan District.



Vision:

Al-Eimman Development Organization AEDO wants to expand its area of operation towards entire regions of south Punjab while facilitating local communities to avail basic amenities of life social stability and economic prosperity.

Mission:

Al-Eimman Development Organization AEDO strives hard to ensure social services with particular focus on the Education & Health sector for the disadvantaged ,under privileged and those deprived of basic Human Right while active involvement of local community ,influencers by adopting participatory approaches.

Organization Objectives:

- To create awareness, Social advocacy & Community mobilization toward social issues while enabling them to resolve them by adopting integrated & Participatory approaches.
- To strengthen and empower vulnerable disadvantaged & Poverty stricken segments of the society by initiating direct support services income generating activities boards based community meetings and skilled development programs.
- To build condition ,Groups ,Networks ,Forums ,Memberships of Ntional ,Regional and International organization as joint venture aiming to bring viable change at policy level to conduct base line surveys, Research studies and publication of ICE material and issuance of news letter on verity of social issues and grave concerns.
- To conduct Seminars ,Workshops, Training focus Group discussion ,Lectures and awareness raising session at grass root level by active involvement of local community ,Key stakeholders, Social actors, Development workers ,Local NGOs/CBOs, media and Civil society Organization.
- To development strong linkages and sharp liaison with district Government, Line Departments INGOs and Un Agencies aiming to achieve Millennium Development Goals (MDGs).