

# Show the truth. Picture warnings save lives.



KEMENTERIAN KESIHATAN  
MALAYSIA



**More than five million** people die from the effects of tobacco every year. It is the only legal consumer product that kills when used.

This year's theme is "Tobacco Health Warnings" which emphasises on the picture warnings on cigarette packs. They have been particularly effective at increasing awareness and convincing smokers to quit. More countries are implementing these picture warnings as called for in the WHO Framework Convention on Tobacco Control.

## PICTURE WARNINGS IN MALAYSIA

AMARAN	AMARAN	AMARAN	AMARAN	AMARAN	AMARAN
					
Rokok Penyebab Kanser Leher	Rokok Penyebab Kanser Pankreas	Rokok Penyebab Kanser Mulut	Rokok Penyebab Gangren	Rokok Penyebab Keguguran Janin	Rokok Penyebab Kelahiran Bayi Prematur
Hargai Nyawa Anda	Merokok Membahayakan	Jauhi Tabiat Merokok	Merokok Merugikan	Jangan Racuni Keluarga Anda	Sayangi Keluarga Berhenti Merokok

- 1 February 2009 – The Ministry of Health (MOH) kicked off the Picture Warnings advertising campaign.
- From 1 June 2009 – mandatory for all cigarette packs in the local market to display the picture warnings.
- According to MOH's guidelines, the warnings will

- cover at least 60% and 40% of the packs on each respective side.
- Other efforts by MOH for the Anti-Smoking Campaign include:
  - Law enforcements
  - Gazetted smoking areas
  - Tak Nak media campaign

- Outreach activities for targeted groups in schools, work places and communities
- Infoline Berhenti Merokok
- Quit Smoking Clinic services
- Educational intervention
- The National Health and Morbidity Survey 2006 shows that smoking is prevalent among 21.5% of Malaysian adults.

In Canada,

# 58%

of smokers said the warnings made them think more about the health effects of smoking.

In Brazil,

# 67%

of smokers said the warnings made them want to quit; 54% said they made them change their opinion about the health consequences of smoking.

In Singapore,

# 28%

of smokers said the warnings made them smoke fewer cigarettes, and one out of six said they avoided smoking in front of children.

In Thailand,

# 44%

of smokers said the warnings made them "a lot" more likely to quit over the next month, while 53% thought "a lot" about the health risks.

### TIPS ON HOW TO QUIT SMOKING:

- Admit you need help.
- Pick a quit date and work towards it.
- Get support from family and friends.
- Ask your doctor for advice.

### WHAT YOU CAN DO!

- Know the truth about the hazards of smoking and passive smoking.
- Let everyone know that you support the picture warnings on cigarette packs.
- On World No Tobacco Day, decide on your quit day.
- And if you're a non-smoker, tell your loved ones and friends who smoke about quitting smoking today.

#### When you feel the urge to smoke:

- Take three deep breaths slowly.
- Chew on gum or fruits but avoid anything sweet.
- Wash your hands – you can't pick up a cigarette with wet hands.
- Delay lighting up for 5 minutes or longer.
- Drink lots of water. Avoid coffee and tea.
- Distract yourself! Keep busy, exercise, meditate or take a shower.
- Stay away from situations, areas or friends who smoke.

#### How to maintain your 'quit' (smoke-free) status:

- Think positive and always say "I can do it!"
- Focus your attention on the benefits.
- Reward yourself for quitting with something you've always wanted.
- Eat a proper diet based on the Ministry of Health's food pyramid.
- Exercise at least 30 minutes three times a week to maintain a healthy lifestyle.
- If you need help to overcome the urge to smoke again, call our Infoline Berhenti Merokok.

REMEMBER, IF YOU DON'T SMOKE, WHY START!

CALL INFOLINE BERHENTI MEROKOK

03-8883 4400

Mon - Fri, 8am - 5pm

www.infosihat.gov.my | www.myhealth.gov.my



QUIT NOW

SMOKING DOESN'T PAY.

Tak nak!  
Merokok