

Show the truth. Picture warnings save lives.



More than five million people die from the effects of tobacco every year. It is the only legal consumer product that kills when used. Up to half of all smokers will die from a tobacco-related disease, and second-hand smoke harms everyone who is exposed to it. This World No Tobacco Day, let us educate the public on the negative health effects of tobacco use and also guide them on how to quit smoking.

World No Tobacco Day (WNTD) was created by the World Health Organization (WHO) in 1987 to draw global attention to the widespread prevalence of tobacco use and to its negative health effects. This year's theme is Picture Warnings, which emphasises on the picture

warnings on cigarettes packs. These warnings have been particularly effective at making people aware of the health risks of tobacco use and convincing them to quit. More countries are fighting against the epidemic of tobacco by requiring that cigarette packs show the dangers of the product's use, as called for in the WHO Framework Convention on Tobacco Control.

Did You Know...

- Tobacco is the leading preventable cause of death.
- Nicotine is a highly addictive substance. Warning people about its true risks can effectively help reduce addiction.
- Through advertising and promotions with carefully crafted packaging, the

tobacco industry continues to divert attention from the deadly effects of its products.

- Effective health warnings with pictures have been proven to motivate users to quit and to reduce the appeal of tobacco for those who are not yet addicted.

World No Tobacco Day's objective:

- Increase awareness on health problems related to tobacco use.
- Reveal the true hazards of smoking.
- Advocate the decision to "Quit smoking" among smokers and non-smokers.

Tobacco companies weasel their way into the World Cup 2002 despite FIFA's ban on sponsorship. 180 health organisations say "butt out you're not invited!"

PICTURE WARNINGS IN MALAYSIA

<p>AMARAN</p> <p>Rokok Penyebab Kanser Leher</p>	<p>AMARAN</p> <p>Rokok Penyebab Kanser Paru-Paru</p>	<p>AMARAN</p> <p>Rokok Penyebab Kanser Mulut</p>	<p>AMARAN</p> <p>Rokok Penyebab Gangren</p>	<p>AMARAN</p> <p>Rokok Penyebab Keguguran Janin</p>	<p>AMARAN</p> <p>Rokok Penyebab Kematian Bayi Prematang</p>
<p>Hargai Nyawa Anda</p>	<p>Merokok Membahayakan</p>	<p>Jauhi Tabiat Merokok</p>	<p>Merokok Merugikan</p>	<p>Jangan Racuni Keluarga Anda</p>	<p>Sayangi Keluarga Berhenti Merokok</p>

- 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
 - Increased taxes on cigarettes
 - 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.