

Canada's Implementation of Graphic Health Warning Labels

NAQC CONFERENCE
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CORPORATION

Canada's Graphic Health Warnings Background

- Canada was the first jurisdiction to require full-colour graphic warnings on cigarette packages.
- Since December 20, 2000, cigarettes displayed warnings which took up 50% of the principal display space. One side is an English warning, the other is in French (the two official language of Canada). Cartons must also display the warnings.
- In December 2010, the Minister of Health announced that new warnings would be required, and that they would be larger and more powerful.

Canada's Graphic Health Warnings Background

- Proposed warnings that required 75% of the principal display surface were 'gazetted' in February 2011, and approved by Parliament in June 2011.
- On September 22, 2011 regulations implementing these changes came into force.
- As of March 21, 2012, all cigarettes manufactured or imported required the new warnings.
- By June 18, 2012 retailers had to sell their old inventory before being required to only sell cigarettes with new warnings.

Tobacco Products Labeling Regulations (Cigarettes and Little Cigars)

Regulations require 16 new health warning messages, 8 new health information messages and 4 new toxic emissions statements. Important features include:

- new graphic health warning messages covering 75% of the front and back of cigarette and little cigar packages
- new interior health information messages, enhanced with colours and graphics
- a pan-Canadian toll-free quitline number and web address to inform tobacco users about the availability of smoking cessation services and
- easy-to-understand toxic emissions statements.

Sample Health Warning Labels



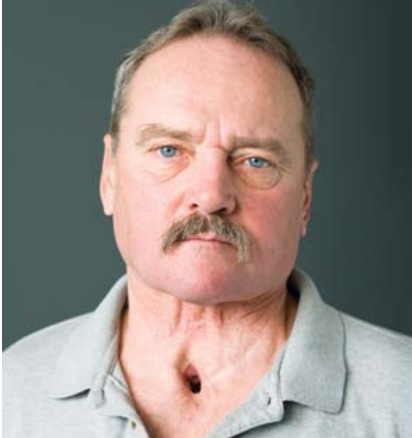
WARNING

This is what dying of lung cancer looks like.

Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.
1-866-366-3667
gosmokefree.gc.ca/quit

©The Edmonton Journal Health Canada



"I wish I had never started smoking."

"I was diagnosed with cancer of the larynx when I was 48. I had to have my vocal cords removed, and now I breathe through a hole in my throat."
- Leroy

Need help to quit?
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada



WARNING

Cigarettes are a major cause of heart disease.

Smokers are up to 4 times more likely to develop heart disease than non-smokers.

You can quit. We can help.
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada



WARNING

Tobacco Smoke: No thanks.

Second-hand smoke contains many toxic chemicals that can harm an unborn baby.

You can quit. We can help.
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

Interior Health Information Messages

"I had enough of feeling guilty..."

"Quitting is hard and it takes a lot of will power.

"I had enough of feeling guilty. I was ashamed of being a smoker.

"When I was ready to quit, I called a quitline and, with their support, I made it through the first few days of cravings.

"As the days went by, I was more and more proud of myself and my will to keep going got stronger."

– Susan



1-866-366-3667

Tobacco products are highly addictive.
Health Canada

How can the quitline help me?

WHEN YOU CALL THE TOLL-FREE QUITLINE

1-866-366-3667

You'll speak one-on-one with a quit specialist who will help you:

- Create a quit plan that works for you.
- Access information and tools to become smoke-free.
- Cope with cravings and withdrawal symptoms.
- Find services and resources in your community.

There are many reasons to quit. What's yours?



Tobacco is the single most preventable cause of premature death and disease.
Health Canada

Quitline Service Provision

Current provider model remained with the national Quitline number routing to the appropriate location and the URL providing a map for visitors to select their province

- **British Columbia:** Sykes Assistance Services & BC Lung Association
- **Northwest Territories:** Sykes Assistance Services & GNWT
- **Nunavut:** Sykes Assistance Services & Government of Nunavut
- **Alberta:** Alberta Health Services
- **Ontario Collaborative (Ontario, Manitoba, Saskatchewan, Yukon, Nova Scotia, New Brunswick, Prince Edward Island):** Canadian Cancer Society Ontario Division
- **Quebec:** Canadian Cancer Society Quebec Division
- **Newfoundland:** Newfoundland Lung Association

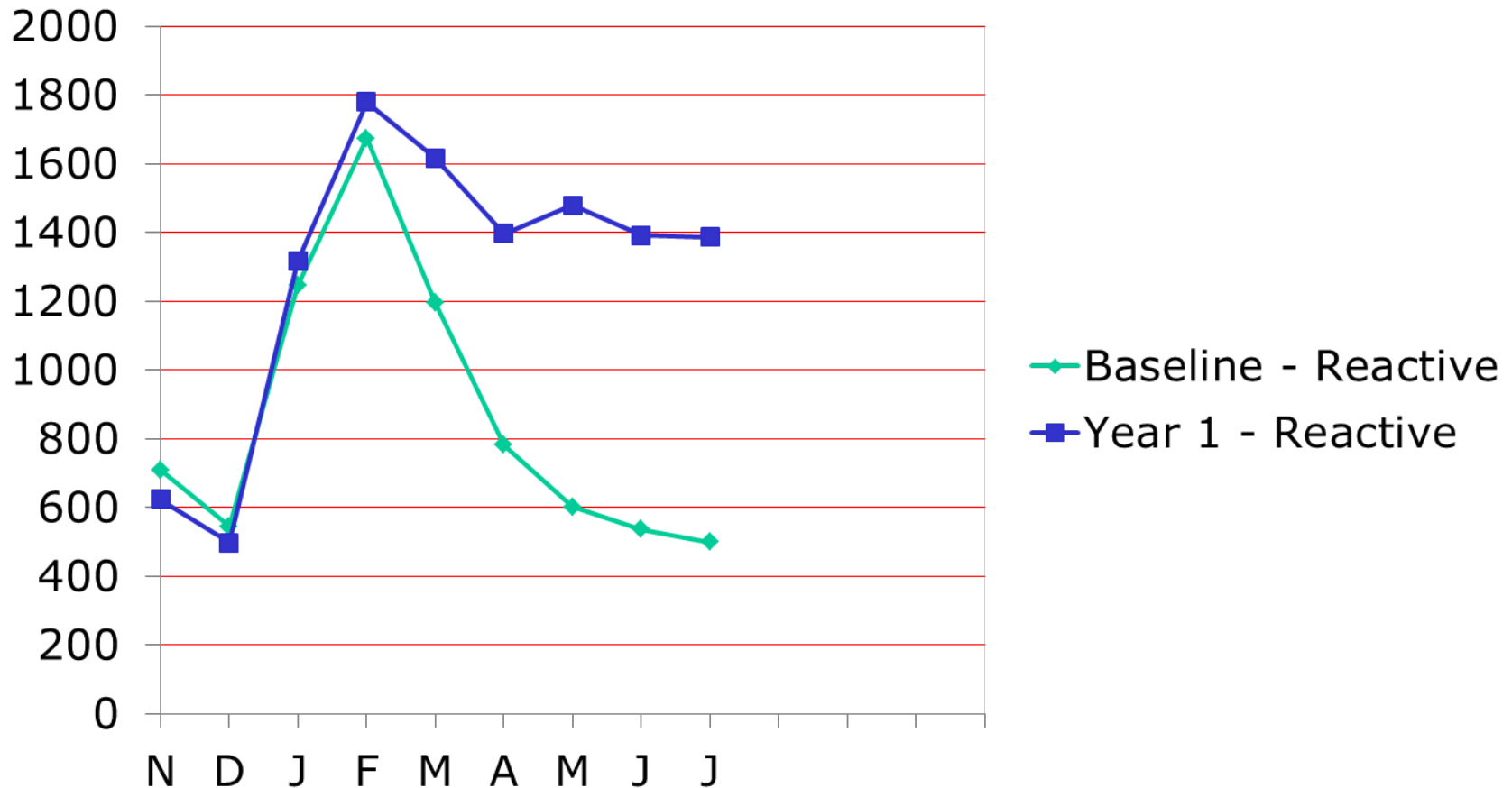
Ontario Collaborative

Preparations:

- Reviewed literature & consulted; anticipated increases between 50% to 200% call volume & web registrations
- Planned staffing models for low (50%) medium (100%) and high (200%) increases
- Prepared capacity management options (ie, changes to telephone prompts, introduction of Intake Worker role, potential adjustments to service delivery protocols, updates to online service and improvements to moderation efficiency)
- Began database system update & prepared for IVR installation
- Communications staff developed key messages, prepared partners internal & external, added media room to website, monitored & managed social media properties

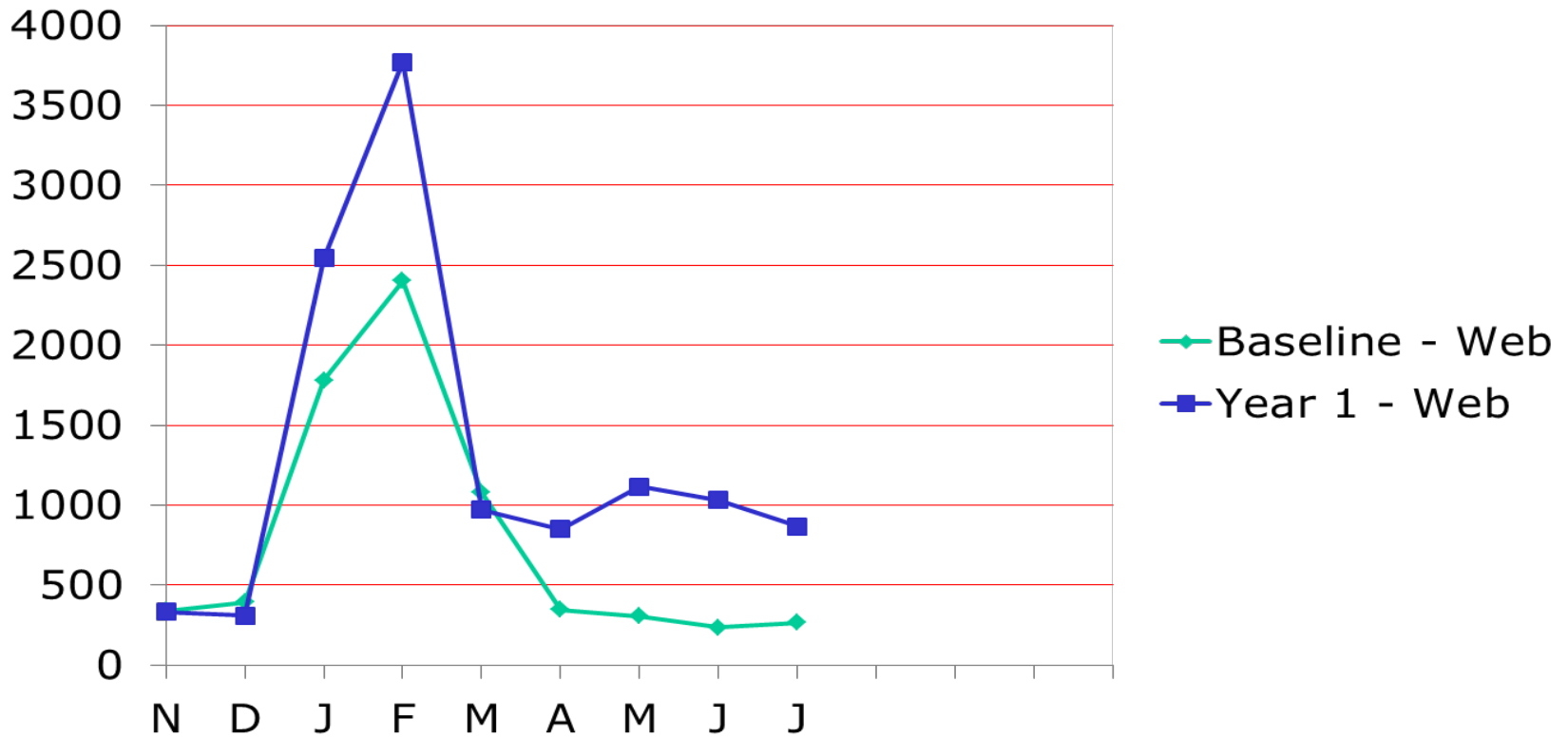
Ontario Collaborative

Outcomes: Reactive Volume Nov – July: Baseline vs. Year 1



Ontario Collaborative

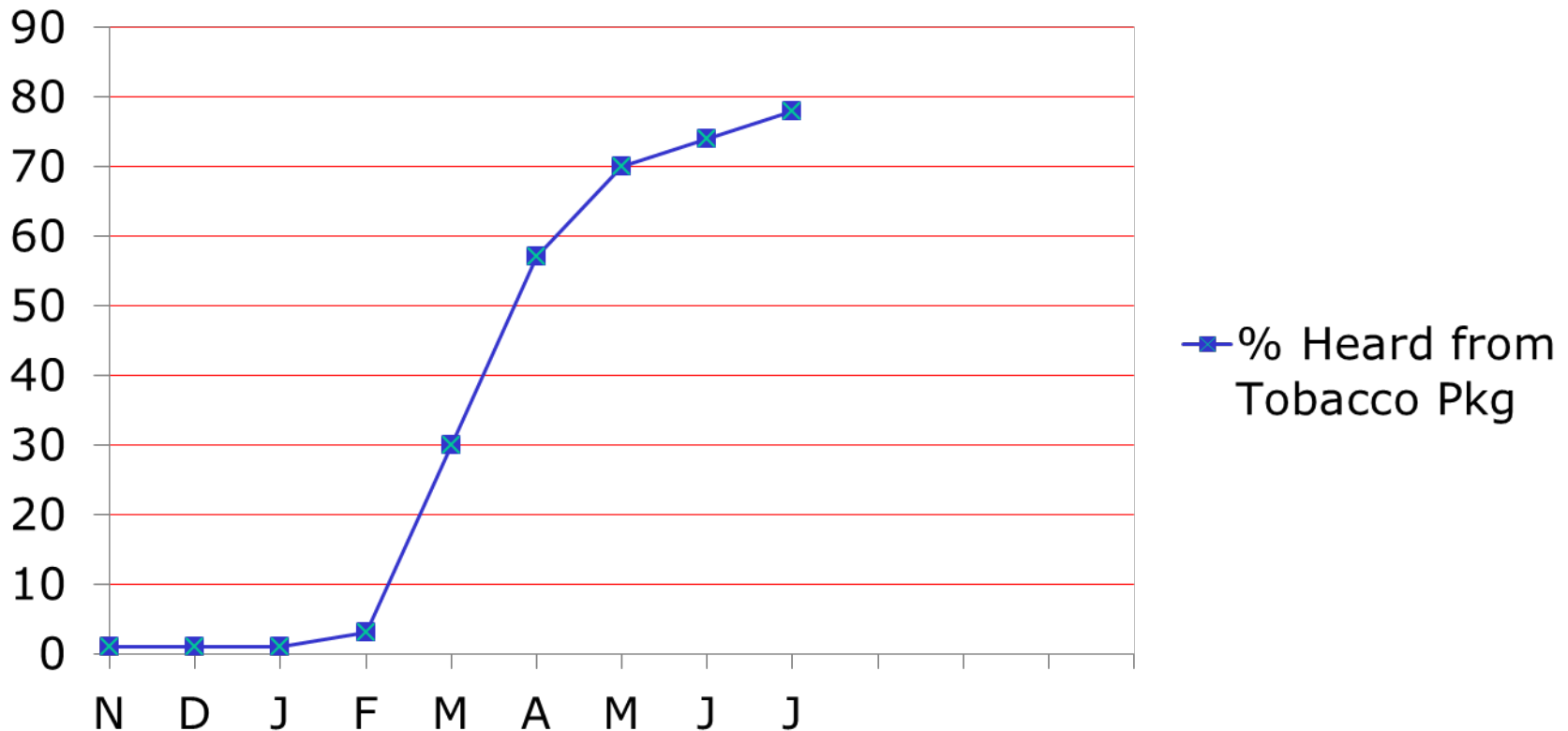
Outcomes: Online Registration
Nov – July: Baseline vs Year 1



Ontario Collaborative

New Reactive Callers Year 1:
How Did You Hear About the Service?

% Heard from Tobacco Pkg



British Columbia

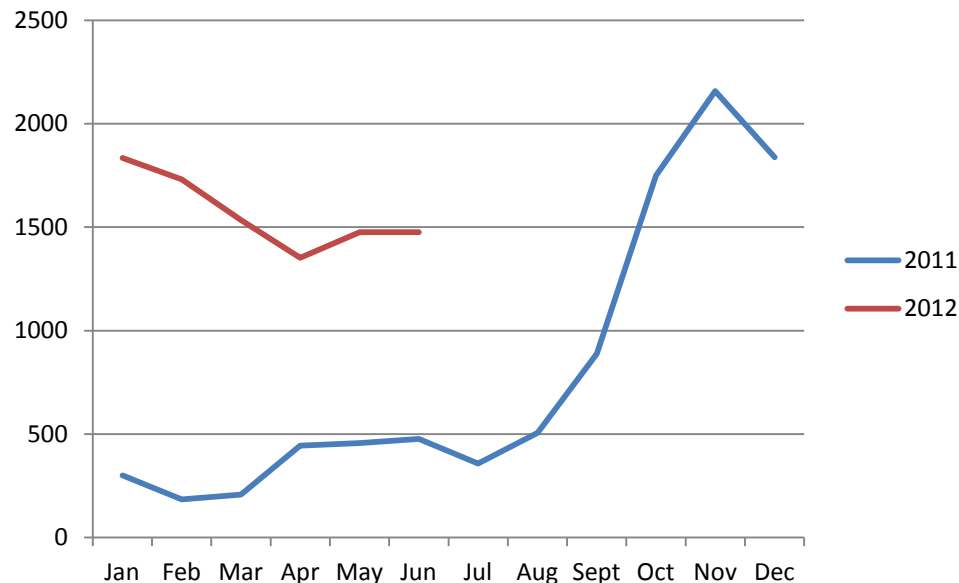
Preparing in British Columbia:

- Did research and read literature to forecast volumes for NRT and Graphic Health Warnings in preparation for NRT launch in the Fall of 2011
- Anticipated about a 100% (low) to 300% (high) increase in calls
- Hired additional staff both counselling and intake
- Developed new call processes to handle the volume and introduced a new case management scheduling structure to offer efficient turnaround times
- Changed telephony flows and auto attendant messages to help callers get to the right help in a timely fashion

British Columbia

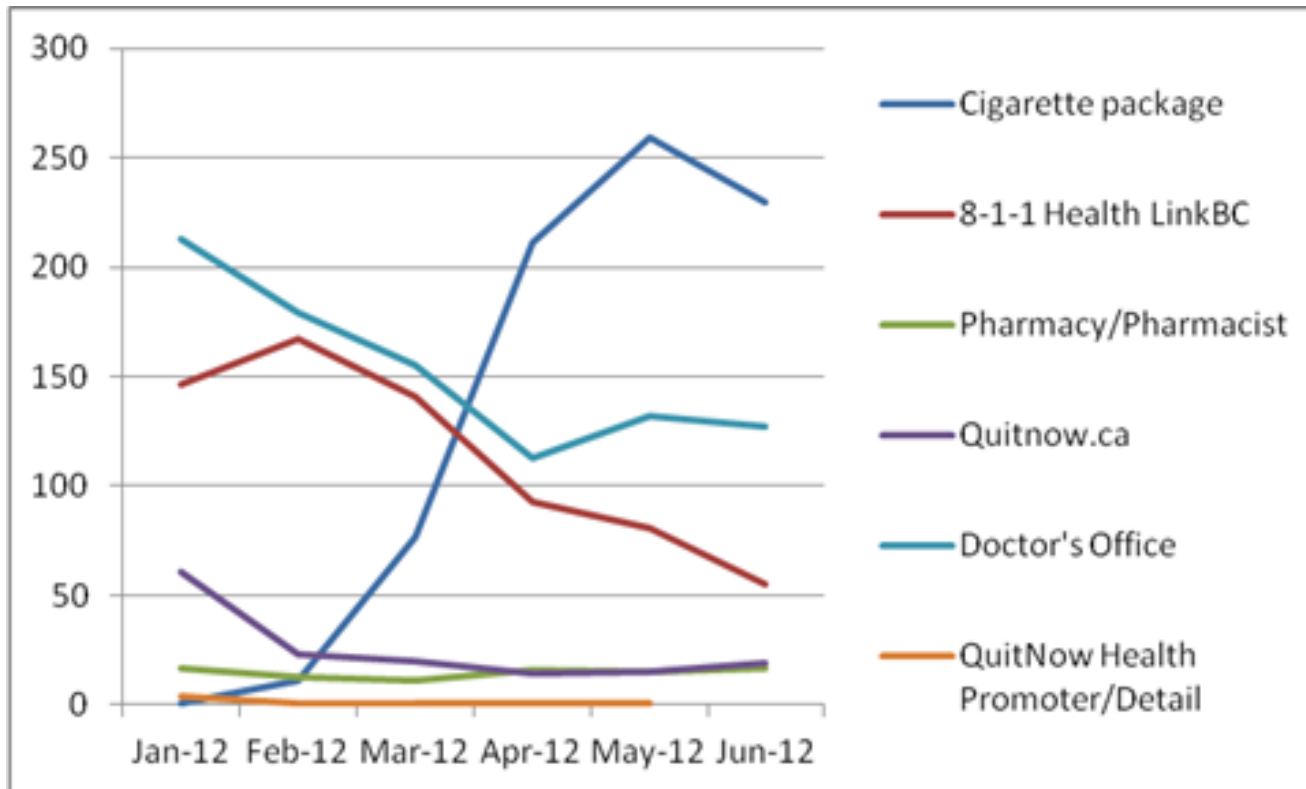
Outcomes:

- During NRT introduction received 100-200% increase in calls and a 200% increase in web registrations
- This volume has been steady through the introduction graphic health warnings



British Columbia

- Based on self-reported how-heard, Cigarette Packs is leading people to call the quitline



Other Jurisdictions

- **Newfoundland:** increases of 20% to 50%; not as dramatic as some provinces but note that they had strong promotion in prior years that was discontinued. Pleased that volumes continue to increase despite lack of other promotion
- **Quebec:** increases of 100% to 125%
- **Alberta:** increases of 100% to 200%
- **Northwest Territories & Nunavut:** similar patterns