



# BRAZILIAN HEALTH WARNINGS WITH IMAGES ON CIGARETTES PACKAGES

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1988 – Display of the first health warning on packs – it was composed of only one illegible message (The Health Ministry advises: Smoking is harmful for health).

1995 – Due to a voluntary agreement with the tobacco industry, it was introduced 6 rotative health warnings – with the term “may cause”.

1999 – New warnings banning the term “may cause” and stronger messages were introduced, as “smoking cause sexual impotence” and “nicotine is a drug that causes dependence”.

2001 - Recognizing that the strength of the warning message should be proportional to the magnitude of tobacco use risks and that it is a social responsibility of governments to warn the population in a very realistic way, the Brazilian Government implemented one of the most important measures to inform population about tobacco harms: a regulation that obliges tobacco companies to insert graphic health warnings on tobacco product packages and prohibits the use of tobacco descriptors, such as light and mild. It was published in May 2001 and came into force in February 2002. This regulation also obliges cigarettes companies to inform the Toll Free number for the national quitline and an additional warning: “There is no safe level for consuming these substances”.



1998



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## HEALTH WARNINGS

First series of health warnings with pictures  
From Feb 2002 to Jul 2004



## The tobacco industry strategies LIGHT AND MILD

Before this prohibition came into force, tobacco companies promptly devised an ingenious strategy to prepare consumers to be able to identify the different yields of tar and nicotine in the cigarettes, creating different colour of packs. Some pamphlets with messages to the consumers were inserted in the packs of these brand variants, introducing the colours: red for strong flavour; green for a refreshing product; and blue, an idea of low content percentage, something clean and safe.

### Pamphlet example



Soon your Derby is going to change the name of its versions King Size, Mild and Lights. Now besides the different yields, the traditional colors are going to mark the difference among them:  
**Red - for those that prefer a more intense taste**  
**Blue - for those who want mildness**  
Silver - light taste, the lighter of the family  
The names changed, but your Derby is still the same, with the same quality, leadership and taste that has conquered Brazil.

## The tobacco industry strategies - LIGHT AND MILD

Before the prohibition of tobacco descriptors



Free Ultra Lights

After this prohibition – without names but with colors



Free 4

## The tobacco industry strategies - HEALTH WARNINGS

Advertising cards with similar size of the image inside packs, immediately began to circulate after the portraying of the graphic warnings



FREE has changed its clothes

## HEALTH WARNINGS

Second series of health warnings with pictures  
From August 2004 to May 2009

It is also important that health warning labels be renewed, as they lose impact as time goes by. Surveys have shown the necessity of more appealing health warning labels. The selection of the graphic health warning labels was done after a quantitative study.



## New tobacco industry strategies concerning Labeling

1. Tobacco industry promoted cigarette cases in order to weaken the health messages
2. The tobacco industry also took advantage of the new colour packs to introduce new flavours in a same brand family.



## HEALTH WARNINGS

Third series of health warnings with pictures  
From Late May 2009

To develop the third set of health warnings for tobacco products, National Cancer Institute of Brazil coordinated a multi step project and a study group convening professional from different institutions and varied expertise in areas such as tobacco control expertise on cessation and regulation, epidemiology, neuroscience and graphic design.

The new group of warnings are much more aversive in order to increase the repulsion to tobacco products, acting as a mean to help people to quit smoking or reducing new consumers. A new layout was also developed: on the upper part a more visible word or phrase was added, summarizing the image content. Then comes the image itself and, below it, the warning from the Ministry of Health with technical information. Last, the quit-line logo with the respective phone number, highlighted on a black background, differently from the previous warnings, where this was inserted inside the image area, usually with little visibility. This approach is in line with the article 11 of the Framework Convention on Tobacco Control (FCTC).

The third series of images was introduced by the Resolution nº 54 enacted by National Agency for Sanitary Surveillance (ANVISA), in August 6, 2008, and they will appear on packages in 9 months after their introduction.

