



In reply please refer to: WP/DNH/TFI/2016/1  
Prière de rappeler la référence:

Dr Ko Wing-man  
Secretary for Food and Health  
Food and Health Bureau  
19/F Murray Building  
Garden Road, Central  
Hong Kong  
Email: kowm@fhb.gov.hk

21 OCT 2016

Dear Dr Ko,

The World Health Organization Regional Office for the Western Pacific congratulates the Government of Hong Kong SAR (China) on its recent decision to increase the coverage of graphic health warnings from 50% to 85% on tobacco product packaging. You have our full support on this very important endeavour.

We share your sense of urgency given that tobacco kills up to half of its users. In the face of this, graphic health warnings have been effective in curbing tobacco use and especially in preventing children and youth from starting. Your Government's progressive action on tobacco control is in line with the best practices from Canada to Myanmar and Thailand. In these countries, governments successfully overcame tobacco industry interference. Courts dismissed legal challenges against graphic health warnings, and as a result, they now cover 75-90% of cigarette packs.

With these renewed efforts to strengthen and advance tobacco control legislation, Hong Kong SAR (China) is a leader and an inspiration. Your work and advocacy will have a substantial and lasting positive impact, not only on your citizens and future generations, but also on public health throughout the Western Pacific Region and the world.

.../

cc: The Director of Health, Department of Health, Hong Kong  
The Director-General, Department of International Cooperation,  
National Health and Family Planning Commission,  
People's Republic of China, Beijing

21 OCT 2016

---

Once again, I congratulate the Government of Hong Kong SAR (China) on this initiative. You have the support of the WHO Regional Office for the Western Pacific and we look forward to providing any further assistance we can offer.

Yours sincerely,



Shin Young-soo, MD, Ph.D.  
Regional Director