



Ministry of Health  
Government of Pakistan

# **Notifications**

## **Regarding Prohibition of Smoking**

## **and Protection of Non-Smokers**

## **Health Ordinance - 2002**

# The Gazette of Pakistan



EXTRAORDINARY  
PUBLISHED BY AUTHORITY

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ISLAMABAD, THURSDAY, JULY 3, 2003

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PART II

Statutory Notifications (S.R.O.)

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATIONS

*Islamabad, the 30th June, 2003*

**S.R.O. 652 (I)/2003.**-In exercise of the powers conferred by subsection (3) of section 1 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to specify the 30th day of June, 2003, to be the date on which the said Ordinance shall come into force.

**S.R.O. 653 (I)/2003.** - In exercise of the powers conferred by section 3 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 ( LXXIV of 2002), the Federal Government is pleased to declare, hospitals, dispensaries and other health care establishments, educational institutions, offices, conference rooms, all domestic flights, restaurants, buses, wagons, trains, indoor stadiums, gymnasiums, clubs, lounges of airports, waiting rooms at railway stations, waiting rooms at bus stations and *addas*, to be places of public work or use to be no smoking and no tobacco use places.

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**S.R.O. 654 (I)/2003.** In exercise of the powers conferred by subsection (1) of section 4 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 ( LXXIV of 2002), the Federal Government is pleased to authorize and declare,

- (a) all members of the Majlis-e-Shora (Parliament) and Provincial Assemblies in respect of sections 5, 6, 10, 12 and 13;
- (b) all District, Tehsil and Union Council Nazims and Deputy Nazims and councilors in respect of sections 5,6,10,12 and 13;
- (c) all officers in BPS 20 and above, in the places under their jurisdiction in respect of sections 5,6,10,12 and 13;
- (d) all police officers of the rank of Sub-Inspector and above, in respect of sections 5,6,7,8,9,10,12 and 13;
- (e) heads of the educational institutions, in respect of the school or the institution, he or she is head in respect of sections 5,9,10,12 and 13;
- (f) public transport, bus and wagon drivers and conductors, in respect of the violators in the vessel in respect of Sections 6,12 and 13:
- (g) train driver and conductor guards, in respect of the train, he is driver and conductor, guard in respect of sections 6,12 and 13;
- (h) managers of airport lounges, waiting rooms at railway stations and bus stops, in respect of sections 5, 10, 12 and 13;
- (i) all crew members aboard an aeroplane, in respect of sections 5,6,12 and 13;
- (j) managers of establishments where services are provided to the public whether for a charge or free including the sale of goods, in respect of their own establishments, in respect of sections 5,10, 12 and 13;
- (k) heads of hospital and other health care establishments in respect of their own establishments in respect of sections 5,10, 12 and 13;
- (l) managers of restaurants, entertainment houses including cinemas,

theaters, studios of TV, radio, etc in respect of their own establishment, in respect of sections 5,10,12 and 13,  
to be persons competent to act under the aforesaid ordinance.

**S.R.O. 655 (I)/2003.** In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Federal Government is pleased to constitute the Committee on Tobacco Advertisements Guidelines, consisting of the following members, namely:

Director General Health	<i>Chairperson, ex-officio,</i>
One representative of tobacco industry	<i>Member</i>
One representative of Consumer Association	<i>Member</i>
Two representatives representing public and private sector media	<i>Members</i>
One representative of Cardiac Association	<i>Member</i>
Health Education Adviser, Ministry of Health	<i>Member ex-officio</i>
Health Education Consultant, Ministry of Health	<i>Member; ex-officio</i>
Representatives of UNICEF and WHO	(to be co-opted on invitation)

2. The Health Education Consultant shall act as Secretary of the Committee on Tobacco Advertisements Guidelines.

### **3.Functions:**

The Committee on Tobacco Advertisements Guidelines shall—

- (a) prepare, plan and implement guidelines for the advertisements of tobacco and tobacco products;
- (b) monitor the implementation of the guidelines; and
- (c) evaluate effectiveness and in the light of data so collected improve upon the guidelines from time to time.

4. The Committee shall conduct proceedings under procedures to be established with the approval of the Federal Government.

[F. 12-2/2002 HE.]

MUHAMMAD DIN,  
*Deputy Secretary (Admn)*



  
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PART II

Statutory Notifications (S.R.O.)

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

NOTIFICATION

*Islamabad, the 25th October; 2003*

**S.R.O. 1001 (1)/2003.** --- In exercise of the powers conferred by section 3 of the "Cigarettes (Printing of Warning) Ordinance, 1979 (LXXIII of 1979)" the Federal Government is pleased to notify the following health warning, namely.

**"WARNING: Smoking causes cancer and heart diseases Ministry of Health"**

**"خبردار۔ تمباکو نوشی کینسر اور دل کی بیماریوں کا باعث ہے۔ وزارت صحت"**

[F.I3-5 /2003 HE.]

MUHAMMAD DIN,  
Deputy Secretary (Admn).

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PART III

Other Notifications, Orders, etc.

GOVERNMENT OF PAKISTAN

MINISTRY OF HEALTH

*Islamabad, the 25th October; 2003*

NOTIFICATION

**F.13-5/2003 HE.**--In exercise of the powers conferred by section 7 of the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002), the Committee on Tobacco Advertisement Guidelines notified under SRO 655 (1)/2003 in the Gazette of Pakistan dated 3rd July 2003 is pleased to notify following Guidelines for the tobacco and tobacco product advertisements which will come into force on the dates specified below.

**Guidelines for Tobacco Advertisements on electronic media:**

1. Advertising on television and radio will be allowed only between 12.00 midnight to 6 AM.
2. No tobacco advertising will be presented in theaters, cinemas in which persons under 18 are allowed.
3. No incidental advertising of tobacco such as smoking in TV Programs/ dramas, showing banners, billboards, and other paraphernalia that

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advertise tobacco products during sports and in sports coverage will be allowed.

4. Health Warning will be required on tobacco advertisements on all channels/electronic media. The size and the time of this health warning will be proportionate to the ad but not less than 1/5th of the total ad and/or time. It will be conspicuous and easily readable/audible.
5. Tobacco products will not be presented as prizes or gifts for television and radio contests.

**Guidelines for Tobacco Advertisements on bill boards, wall murals, transport:**

6. No advertisement shall be placed on any bill board, wall murals, or transport stop or station that either individually or in deliberate combination with other such advertisements exceeds 35 square meters in total size.
7. Health Warning will be required on tobacco advertisements on all channels/ media *i.e.* news papers, electronic media, magazines, cinemas, billboards, handbills. The size of this health warning will be proportionate to the ad but not less than 1/5th of the total ad. It will be conspicuous and easily readable.

**Guidelines to protect children from the tobacco promotion:**

8. No reference to children will be made and the advertising must not be addressed to them.
9. Tobacco will not be advertised in or within 50 meters of registered schools, on buses, in sports centers, or in comic books.
10. Tobacco advertising is prohibited in publications intended for young people.
11. Advertising directed at young people is prohibited.

**Guidelines for Promotion of Tobacco through samples:**

12. No promotion of tobacco products through the distribution of free samples at public events.
13. The distribution of samples of cigarettes to minors will be prohibited.
14. Distribution and promotion of samples of cigarettes at colleges, universities and educational institutions will be prohibited.



### **Guidelines on use of celebrities for tobacco promotion:**

15. Sports stars and young artists will not be depicted using or smoking cigarettes in posters, films or on record albums. A similar ban applies to the use of historical figures and members of the learned professions.
16. Young people (under 40 years of age) may not be used as models in advertisements for tobacco.

### **General guidelines**

17. Health Warning will be required on tobacco advertisements on all other channels / media *i.e.* news papers, magazines, cinemas, handbills, and give away materials. The size of this health warning will be proportionate to the ad but not less than 1/5th of the total ad. It will be conspicuous and easily readable.
18. Association of tobacco advertising with sports, adventure, sex and success in life will be prohibited.
19. Encouraging smoking as a means of improving concentration or performance will be prohibited.
20. Sponsorship of any type of events whereby tobacco is promoted will not be permitted.

**The Guidelines for Tobacco Advertisements will be implemented as per schedule given below:**

S. No.	Type of advertisements	Date when the New Guidelines will come into force
1.	All ads on electronic and print media	One month after the notification of the Guidelines by the MOH
3.	All ads on Bill boards, neon signs on shops, hangings, on the counter materials, and give away materials.	No bill boards, neon signs on the shops, hangings, on the counter advertisement materials and give away materials without new Health Warning after 7 months of the notification of the Guidelines by the Ministry of Health.

MUHAMMAD DIN,  
Deputy Secretary (Admn).