



FOOD AND DRUGS AUTHORITY

GUIDELINES FOR THE LABELLING OF TOBACCO PRODUCTS

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1. SCOPE

In the quest for regulating tobacco products and reducing the epidemic of tobacco use, the labelling of tobacco and tobacco products has been envisaged to be one of the most effective measures to increase awareness and communicate specific health risks such as death, addiction, cancer, stroke, lung and heart diseases. The effective package messages reduce attractiveness of packaging to smokers or tobacco users, encourages smokers to quit and empower youth to say no to tobacco. Health warnings that include pictures have been largely encouraged as they have been shown to be more effective since they are more likely to be noticed, critical in communicating health risks to larger number of people who cannot read.

The introduction of these warnings is expected to have significant public health impact by decreasing the number of smokers, resulting in lives saved, increased life expectancy and lower medical costs.

In pursuance of Sections 62 to 65 of the Public Health Act 2012, (Act 851), these Guidelines are hereby made to provide prospective importers of tobacco with information on the general requirements for the labelling of tobacco products. These Guidelines apply to all body-corporates duly registered by the Registrar-General Department which want to import tobacco products into Ghana.

2. DEFINITION OF TERMS

In these Guidelines, unless the context otherwise states:

- a) **“FDA”** means Food and Drugs Authority
- b) **“Applicant”** means the product owner or license holder. Representatives of license holders may not hold themselves as applicants
- c) **“Tobacco Products”** means a product entirely or partly made of tobacco leaf as raw material which has been treated or manufactured to be smoked, sucked, chewed or sniffed or handled
- d) **“Applicant”** and **“Importer”** are used interchangeably
- e) **“Package”** includes a packing, carton, wrapping or any other container in which a tobacco product is generally sold by retail
- f) **“Health warning”** means any message, information, graphic or other thing that is required to appear on the retail packaging of a tobacco product
- g) **“Point of sale”** means any location at which a consumer can purchase or otherwise obtain cigarettes or smokeless tobacco for personal consumption

3. REQUIREMENT

3.1 GENERAL REQUIREMENT

- (a) The company shall be registered as an importer of tobacco product (*Refer to Guidelines for registration as an importer of a tobacco product*)
- (b) The company shall register the tobacco product (*Refer to Guidelines for registration as an importer of a tobacco product*)

3.2 LABELLING OF TOBACCO PRODUCTS

Under the Part Six of the Public Health Act 2012 (Act 851) Sections 62-64, all labelling for retail tobacco products, whether manufactured in or imported into Ghana shall carry health warnings that conform to the following:

- contain graphic health images
- include textual warnings and information messages
- health warnings shall be frequently rotated within a period determined by the Authority

The information on a tobacco product package shall include but not be limited to the following:

- a. Health warning shall not be less than 50% of the front and back principal display panels:
 - The text of the health warning shall be in black print on white background and shall have a border thickness of 2mm

- The text of the health warning shall fill the space, that is, shorter health warnings shall have font sizes large enough to fill the space designated for the text of the health warning
 - The text of the health warning shall be in a clear font and shall be legible
- b. The inscription “**FOR SALE IN GHANA ONLY**” displayed on the side panel of the product pack: The inscription shall have a font colour which contrasts with the background of the product pack.
- c. Each unit package of a tobacco product shall state the country of origin of the tobacco product.
- d. A statement on the side panel of the product pack which specifies the age, eighteen (18) years as the lowest age limit for sale of tobacco

3.2.1 Text of the Health Warnings for Tobacco Product Package

The following three (3) health warnings are the current approved messages designated for inscription on tobacco product (s) packages;

Message 1

➤ Front of pack

“Smoking seriously harms you and others around you”

➤ Back of pack

“Stopping smoking reduces the risk of fatal heart and lung diseases”

Message 2

- Front of pack
“Smoking causes cancer”
- Back of pack
“Smoking damages the health of those around you”

Message 3

- Front of pack
“Smoking causes fatal diseases”
- Back of pack
“Smokers die younger”

Health warnings on smokeless tobacco packages

FIRST WARNING

- FRONT: This product causes bad breath and tooth loss
- BACK: This product causes cancer

SECOND WARNING

- FRONT: Tobacco causes slow and painful death
- BACK: This product causes mouth diseases

THIRD WARNING

- FRONT: This product harms your health just like cigarettes
- BACK: This product kills

3.3 SPECIFICATIONS FOR POINTS OF SALE WARNING

A person who sells or offers for sale tobacco or a tobacco product shall conspicuously display at the points of sale a health warning determined by the FDA.

The following shall apply to the health warning required at tobacco products points of sale:

- a. Health warning shall be inscribed on a 420mm by 594mm poster
- b. The text of the health warning should fill the space on the poster
- c. The posters shall bear a unique code “**TPI-#**” where “**#**” is a numerical figure which shall be assigned to the company by the FDA. The code shall be in “**Arial Font**” with a “**Font size of 20**” and shall be placed at the lower left corner of the poster.

3.3.1 Text of Points of Sale Warning

The text of the health warning for tobacco products points of sale is indicated below:

HEALTH WARNING

Cigarette smoking is harmful to your health