

Tobacco & Alcohol Market Coordination Committee's Decision

Decision No.: 4201

Decision Date: 05.12.2008

The Tobacco & Alcohol Market Coordination Committee has decided that, pursuant to Law No. 5727 and Law No. 4207, Article 4, Clause 4, dated 01.03.2008, as amended, as well as Clauses 1 and 2 of the same Article, the procedures and rules related to legally required warning signs to be displayed in smoke-free places and points of sale of tobacco products, as well as health warning signs to be displayed in places designated for tobacco use, are to be implemented as follows, and the Decision is to be published in the Official Gazette.

Form and Content of Legal Warnings Required to be Displayed in Smoke-Free Places

ARTICLE 1 – Pursuant to Law No. 4207, legal warnings to be displayed in smoke-free places shall be of the following format and content:

1) Legal warnings, which are to be displayed in any indoor areas of any public and private buildings used for the purpose of production, trade, social or cultural activities, sport events, entertainment etc., where more than one person may enter, and any outdoor areas used for any sport, cultural, art, and entertainment activities as well as in areas allocated for spectators, shall:

a) Be minimum 50x70 cm, of a rectangular shape, printed on paper or similar material with a white background.

b) Have an oval thin red frame over the white background.

c) Contain the international "no smoking" sign, shown enclosed within a red circle, crossed over from the left to the right with a red line and with a cigarette's tip burning and pointing to the right.

d) Contain the warning "SİGARA İÇİLMEZ" (NO SMOKING) of the size of at least 10 cm, non-Italic, both words written next to each other in red uppercase letters, in Haettenschweiler print font, followed by the warnings "Burada tütün ürünleri tüketilmesi yasaktır. Tüketenlere ve tüketilmesine göz yuman sorumlulara 4207 sayılı Kanun uyarınca idari para cezası uygulanır." (Tobacco use is prohibited here. Violators and those who condone such behavior shall be fined pursuant to Law No. 4207.) and "Şikayet için:" (For your complaints:), of the size of at least 2 cm, non-Italic, written in black lowercase letters, in Helvetica Heavy print font.

e) Be formatted as follows: 35% of the area shall be allocated for the "no smoking" sign (top), 35% – for the warning "NO SMOKING" (middle), and 30% – for the remaining part of the warning (bottom).

2) Legal warnings, which are to be displayed on mass transportation vehicles (highway, railway, seaway, and airway), shall:

a) Be of minimum A5 size, appropriate for the size of a transportation vehicle, of a rectangular shape, written on paper or similar material with a white background.

b) Have an oval thin red frame over the white background.

c) Contain the international "no smoking" sign, as described in Article 1.

d) Contain the warning "SİGARA İÇİLMEZ" (NO SMOKING) of the size of at least 3 cm, both words written next to each other in red uppercase letters, followed by the warnings "Burada tütün ürünleri tüketilmesi yasaktır. Tüketenlere ve tüketilmesine göz yuman sorumlulara 4207 sayılı Kanun uyarınca

idari para cezası uygulanır.” (Tobacco use is prohibited here. Violators and those who condone such behavior shall be fined pursuant to Law No. 4207.) and “Şikayet için:” (For your complaints:), of the size appropriate to the size of the print material, written in black lowercase letters.

e) Be formatted as follows: 35% of the area shall be allocated for the "no smoking" sign (top), 35% – for the warning “NO SMOKING” (middle), and 30% – for the remaining part of the warning (bottom).

f) Provided that the above provisions are complied with, legal warnings which are to be displayed in taxis may also be of A6 format, with the proportionately modified font size based on A5 measurements.

3) Legal warnings shall be in Turkish and contain no signs or terms other than the ones indicated above.

4) The red color used in legal warnings shall be of a hue identical to the color of the national flag.

5) The name and the phone number of a person or institution responsible for the placement of the legal warning and the enforcement of a sanction against any violators shall be indicated in the space after the words “For complaints:”.

6) The name, title, logo, emblem, and similar signs of the physical or legal person who has produced the legal warning for the purpose of distribution shall be placed in the very bottom of the legal warning, comprising no more than 10% of the total area.

7) No organization's name or logo shall be used without the permission or consent of that organization.

8) Legal warnings shall be produced from sturdy and permanent materials and placed in a manner allowing such warnings to be easily noticed and read; for example, by projecting into a digital screen, pasting on a window, hanging on a wall, or suspending from ceiling.

Rules Related to Placement of Legal Warnings Required to be Displayed in Smoke-Free Places

ARTICLE 2 – Pursuant to Law No. 4207, legal warnings to be displayed in smoke-free places shall:

a) Be properly displayed at each entrance (including personal entrances) in smoke-free places, so that such legal warnings are easily noticeable and readable by anyone entering the place.

b) Be properly displayed at stairwells on each floor of the building as well as at any other secondary entrances such as elevators so that such legal warnings are easily noticeable and readable by anyone entering the place.

c) Be properly displayed in halls on each floor within any indoor areas of any buildings used for shopping, production, trade, social, cultural, sport or entertainment activities, or other similar purposes.

d) Be properly displayed in indoor areas of any stations, bus stations, airports and seaports, shopping centers and hotel facilities, i.e. places visited and entered by a lot of people, in facilities serving food and beverages or providing other services, as well as in waiting rooms or lobbies, so that such legal warnings are easily noticeable and readable by anyone present in the place.

e) Be properly displayed in elementary and middle schools, including preschool facilities, private establishments preparing students for various exams, private educational and instructional facilities, cultural and social service facilities, outdoor areas where any sport, cultural, art, and entertainment events take place, as well as any areas designated for spectators, including any gardens, any areas within the main entrances and outdoor areas, so such legal warnings are easily noticeable and readable by anyone present in the place.

f) Be properly displayed in mass transportation vehicles, including taxis, in proportion with the size of the vehicle, so that such legal warnings are easily noticeable and readable by any passengers.

g) Be properly displayed in each section allocated for passengers of any railway, airway, and seaway means of transportation, so that such legal warnings are easily noticeable and readable by any passengers.

Rules Related to Legal Warnings to be Displayed in Tobacco Retail Points of Sale

ARTICLE 3 - Pursuant to Law No. 4207, Article 4, Clause 2, legal warnings to be displayed in tobacco retail points of sale such as department stores, stands or other points of sale as well as any other places which are not entered by customers and which provide services through a window, such as kiosks, shall:

- a) Be minimum of A4 format, of a rectangular shape, written on paper or similar material with a white background.
- b) Have a thin red frame, with oval corners, over the white background.
- c) Contain, within the upper segment occupying at least 25% of the entire area, the graphic symbol indicating that no tobacco products may be sold to any person under 18, with the number "18" printed in black and the terms "YAŞ ALTI" (Under the Age) printed underneath it, shown enclosed within a red circle, crossed over from the left to the right with a red line.
- d) Contain the terms "YASAL UYARI:" (LEGAL WARNING;) printed in red and "YASAL UYARI: 18 YAŞINI DOLDURMAYANLARA SİGARA VE DİĞER TÜTÜN ÜRÜNLERİ SATILAMAZ; SATANLAR HAKKINDA YASAL İŞLEM YAPILIR." (LEGAL WARNING: NO TOBACCO PRODUCTS MAY BE SOLD TO ANY PERSON UNDER 18; VIOLATORS SHALL BE PROSECUTED.) printed in black uppercase letters.
- e) Be printed preferably using Haettenschweiler font or any other similar font, non-Italic, in Turkish and contain no signs or terms other than the ones indicated above.
- f) The red color used in legal warnings shall be of a hue identical to the color of the national flag.
- g) Provided that the above provisions are complied with, such legal warnings may be printed on any paper materials or stickers.

Rules Related to Health Warnings Required to be Displayed in Areas Designated for Tobacco Use

ARTICLE 4 – Pursuant to Law No. 4207, Article 4, Clause 2, health warnings to be displayed in areas designated for tobacco use shall:

- a) Be of minimum A4 size, appropriate for the size of an area designated for tobacco use, of a rectangular shape, written on paper or similar material with a white background.
- b) Have a thin red frame, with oval corners, over the white background.
- c) Be printed in a readable font, A4 size, at least 1 cm; for other sizes – at least 2 cm font.
- d) Be presented as a print, sticker, or poster.
- e) Contain the form and graphics explaining in Turkish the harms of tobacco use, as approved by the Health Ministry or Health Department, by using any of the warnings specified in the Appendix to the Decision herein.
- f) Be properly displayed in areas designated for tobacco use, so that such warnings are easily noticeable and readable by anyone present in the place.

ANNEX:

LIST OF HEALTH WARNINGS

1. Smokers die young.
2. Smoking clogs arteries and causes heart attacks and strokes.
3. Smoking causes fatal lung cancer.
4. Smoking when pregnant harms your baby.
5. Protect children: don't make them breathe your smoke.
6. Health institutions can help you quit smoking.
7. Smoking is highly addictive, don't start.
8. Quitting reduces the risks of fatal heart and lung diseases.
9. Smoking can cause a slow and painful death.
10. To quit smoking, ask for help from your physician and the nearest clinic.
11. Smoking slows down blood circulation and causes sexual impotency.
12. Smoking causes early aging of the skin.
13. Smoking harms sperms and affects fertility.
14. Smoke contains such cancerogenic substances as benzene, nitrosamine, formaldehyde, and hydrogen cyanide.

NOTES:

- 1) In health warnings, the term "tobacco products" can be used instead of the term "cigarette."
- 2) Health warnings may contain the terms, form, and graphics explaining in Turkish the harms of tobacco use, as approved by the Health Ministry or Health Department, by using any of the warnings specified in the Appendix to the Decision herein.
- 3) The examples of legal warnings and health warnings specified in the Decision herein may be found on the official website www.tapdk.gov.tr.