

## Another change in deadline?

Publication: DNA, Edition: Mumbai, Journalist: Bureau, Page No: 5

# Another change in deadline?

### DNA Correspondent

The government has set November 30 as the deadline for all tobacco products to have pictorial warnings about health hazards. But health experts feel the tobacco industry might manage to postpone it once again.

According to a study by the Healis Sekhsaria Institute of Public Health, 97% of those interviewed (712) above the age of 15 said pictorial health warnings should be there on cigarette packets. And 85% felt strong health warnings should be displayed immediately

"There are facts and scientific proof that pictorial health warnings on tobacco products have greater appeal and effect," said Dr PC

Gupta, director, Healis. He said it was surprising that bidi, which kills more people than any other tobacco product, has not warning whatsoever. "It is also in contravention of the Framework Convention on Tobacco Control to which India is a signatory" he said.



"Graphic warnings have a greater reach than mere text and they definitely have a better appeal with even the illiterate as well as children," said Dr Surendra Shas-tri, head of the preventive oncology department, Tata Memorial Hospital. "The pictorial warnings can increase awareness about the risks involved in tobacco consumption and might deter new consumers."

The deadline for pictorial warnings has been postponed several times since 2006.