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## **Notification on pictorial warnings against smoking**

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# Notification on pictorial warnings against smoking

Press Trust of India

*Mumbai, Oct 28* Anti-tobacco advocacy groups, pressing for speedy implementation of pictorial health warnings on tobacco products, have welcomed the Government notification in this regard, which will come in force from November 30.

After numerous notifications and revision of implementation dates for the last one year, on August 28, the Union Ministry of Health and Family Welfare, finally notified the date of implementation as November 30.

Implementation of pictorial health warnings on tobacco

products in the country had been repeatedly delayed and diluted since July 2006, owing to political pressures and lobbying by the tobacco industry. "Pictorial health warning labels effectively communicate the risks of tobacco use. Extensive research from across the globe has established that ef-

fective health warnings, an increase knowledge about risks associated with tobacco use and can decrease intentions to use tobacco among vulnerable youth and persuade tobacco users to quit," Dr P. Gupta, Director, Healis Sekhsaria Institute of Public Health (HSIPH), an NGO based in Mumbai, said.