



## **GUIDELINES FOR THE LABELING OF TOBACCO PRODUCTS**

### **1.0 SCOPE**

In anticipation of the passage of the Public Health Bill into law, interim tobacco control measures have been instituted by the issuing of the "Directive for the Registration of Tobacco and Tobacco Product(s)" in October, 2007 by the Minister of Health which mandates the Food and Drugs Board to regulate tobacco and tobacco product(s).

The third provision under the Directive for the Registration of Tobacco and Tobacco Product(s)" states that, "The labelling on the tobacco product(s) must conform to the approved format as specified by the FDB". Within the mandate of the "Directive for the Registration of Tobacco and Tobacco Product(s)", these Guidelines are hereby made to provide prospective importers of tobacco with information on the general requirements for the importation 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.

### **2.0 DEFINITION OF TERMS**

In these Guidelines, unless the context otherwise states:

- a) **"FDB"** means Food and Drugs Board
- 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

### **3.0 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 mandatory standard, all labeling for retail tobacco products, whether manufactured in or imported into Ghana, should carry graphic health warnings. This labelling must:

- contain graphic health images
- include warning and information messages
- Frequently rotate warning and information messages

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

- a. Health warning covering 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**" 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. The tar and nicotine levels: shall be indicated on the side panel of the product pack
- 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"

### **3.3 Specifications for Points of Sale Warning**

The current Point of Sale Health Warning approved by The Ministry of Health shall be placed at all points of sale of tobacco products

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 FDB. 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 Ministry of Health warning for tobacco products points of sale is indicated below:

**MINISTRY OF HEALTH WARNING**

**Cigarette smoking is harmful to your health**