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AN ANALYSIS ON REGULATIONS ON GRAPHIC WARNINGS ON CIGARETTE PACKS IN DOMESTIC AND OVERSEAS NON-SMOKING POLICIES

Abstract:

As the issue of smoking has gradually been recognized as a social problem in Korea, the government has made efforts to prohibit smoking through direct and indirect contact with smokers by developing non-smoking policies including increases in the prices of cigarettes, bans on smoking in public, active promotions for of the evils of smoking, and operation of smoking cessation clinics. Among various non-smoking policies, a classic example which got the effectiveness in other countries as well as Korea is regulations on cigarette packets. Campaigns to try to stop smoking behaviors have widely been practiced in the world by posting graphic warnings with warnings or damages of smoking on packs of cigarettes and giving smokers warnings about the evils of smoking.

Among OECD member countries, the countries which introduced graphic warnings on packs of cigarettes are 18 countries as of 2016. Among them, Canada first introduced them to them in 2001. However, Korea began to make smoking companies write warnings on packs of cigarettes and limit cigarette advertising in 1986 and the introduction of graphic warnings with damages of smoking to packs of cigarettes began from April 2013, which was later than that of other countries. Therefore, this study examines domestic and overseas non-smoking policies and investigates, compares, and analyzes the regulations on packs of cigarettes among them. The study tries to provide basic materials for development of Korean non-smoking policies and seek for the ways to proceed to develop packing design of cigarettes which is most suitable for Koreans.

Keywords:

non-smoking policy, cigarette pack, graphic warning