

香港控煙三十周年 30<sup>th</sup> Anniversary of Tobacco Control in Hong Kong





**香港控煙三十周年**

**30<sup>th</sup> Anniversary of  
Tobacco Control in Hong Kong**

---



## 目錄 Contents

|    |   |     |  |
|----|---|-----|--|
| 4  | 主席前言<br>Chairman's Foreword   | 64  | 衛生署控煙辦公室成立<br>Establishment of Tobacco Control Office, Department of Health    |
| 6  | 獻辭<br>Messages  | 74  | 香港吸煙與健康委員會的發展<br>Development of Hong Kong Council on Smoking and Health (COSH) |
| 24 | 香港控煙重要里程<br>Milestones of Tobacco Control in Hong Kong  | 94  | 香港吸煙人口演變<br>Changes in the Smoking Prevalence in Hong Kong                     |
| 27 | 控煙工作多管齊下<br>Measures on Tobacco Control   | 102 | 繼往開來<br>Prospect   |
|    | <ul style="list-style-type: none"><li>• 立法創建無煙環境<br/>Legislation for a Smoke-free Environment</li><li>• 禁止煙草宣傳推廣<br/>Prohibition of Tobacco Advertisements and Promotion</li><li>• 煙包警示包裝<br/>Health Warning on Tobacco Products</li><li>• 加煙稅助戒煙<br/>Heavy Tobacco Tax Helps Deter Smoking</li><li>• 戒煙服務發展<br/>Development of Smoking Cessation Services</li><li>• 科學研究推動控煙政策<br/>Scientific Research Helps Drive Tobacco Control</li></ul> | 128 | 總結<br>Conclusion   |





三十年前的香港，不管室內外，吸煙行為均相當普遍。街上的大型廣告招牌，以至士多報販等小攤檔，都是琳瑯滿目煙草品牌宣傳品。翻開報章雜誌，佔據大頁甚至跨頁大篇幅都是煙草廣告。觀看電視節目，無論是否黃金時段，必見鋪天蓋地的煙草品牌廣告。辦公室內的會客室必定會備有煙灰缸，吸煙的同事均可在辦公室內吸煙。茶樓、酒館及餐廳等食肆與卡拉OK場所充斥著鼎沸的人聲外，瀰漫著大量二手煙霧。不少體育運動比賽、演唱會及文化活動由煙草公司冠名贊助，戲院內充斥著二手煙。那些年，每四至五位成年人，就有一位是吸煙人士。

三十年來，隨著一九八二年頒布《吸煙(公共衛生)條例》正式實施後，政府循序漸進加強控煙力度，並採用多項控煙策略，無論是電視台、電台、報章雜誌、戶外廣告版及煙草廣告的贊助項目今已絕跡。煙包上有清晰的警示及圖象把吸煙後的疾病及後果活現在吸煙人士的眼前。

由於食肆、娛樂場所及一眾室內公共場所自二零零七年開始已陸續全面禁煙，吸煙人士在街上吸煙，總會遇上拒吸二手煙的市民。可見這三十年來的控煙工作，不單使吸煙率下降，更重要的是改變了市民大眾對吸煙行為的態度，由默默承受轉為積極拒絕二手煙，爭取全民均有權享有無煙生活環境。

香港吸煙與健康委員會希望藉著「香港控煙三十年」特刊，回顧香港於過去三十年在控煙工作上的發展，期待進一步掌握控煙工作上的未盡之處，從而前瞻未來，參考國際社會的成功經驗，令香港在各項控煙措施及策略上繼續邁步向前。展望將來，香港能夠繼續站在國際社會之先，成功建設無煙香港！

**劉文文**  
主席  
香港吸煙與健康委員會

Thirty years ago, smoking was prevalent in all indoor or outdoor areas in Hong Kong. The public was bombarded with promotion for smoking – spreads after spreads of eye-catching advertisements by tobacco brands in newspapers and magazines. Convenient stores and news agent kiosks were packed to the brim with tobacco brands' promotional materials or premium items. Tobacco brands often occupied the prime-time commercial slots on television and radio. In the office, ashtrays were indispensable in the meeting rooms and employees smoking in the workplace were a common sight. In busy restaurants, bars and such entertainment venues as karaokes and cinemas, many non-smokers were subject to secondhand smoke. Tobacco brands were also the title sponsors for many public events, including sports tournaments, concerts and other cultural activities. In those days, one in every four or five adults was a smoker.

Thanks to the implementation of the Smoking (Public Health) Ordinance in 1982, the Hong Kong Government has progressively tightened its control on smoking. Its multi-pronged comprehensive strategies have proven successful: advertisements by tobacco brands in the mass media, including television, radio, newspapers, magazines, and other promotional channels such as outdoor advertising billboards, have completely vanished from the public sight over the past three decades. Title sponsorships by tobacco brands are prohibited. Tobacco brands are required by law to put clear and prominent text and graphic warnings of the dire consequences of smoking on cigarette packaging.

The tobacco control initiative was escalated in 2007 with the complete ban on smoking in all indoor workplaces, including restaurants, entertainment venues, and other indoor public facilities. Not only have the efforts in tobacco control effectively reduced the prevalence of smoking, they have also helped fundamentally alter the public's attitude towards smoking and their tolerance of secondhand smoke. Rather than enduring secondhand smoke in silence, many have become proactively opposed to it and assert their rights to a smoke-free environment. Smokers on the street often encounter non-smokers voicing their displeasure openly.

With this '30th Anniversary of Tobacco Control in Hong Kong', COSH reviews and highlights some of the important milestones in the city's tobacco control initiatives over the past 30 years. We will continue to learn from the successful strategies adopted by other countries to optimize the effectiveness of local tobacco control initiatives. Looking forward, we will continue our work to ensure Hong Kong will remain at the forefront in tobacco control and become 'Smoke-free Hong Kong'.

**Lisa LAU**  
Chairman  
Hong Kong Council on Smoking and Health





今年是制定控煙法例三十周年，也是香港吸煙與健康委員會成立二十五周年，我們藉此機會回顧全城控煙運動的各項成果。

香港的吸煙率自上世紀八十年代起一直下降，創30年來新低，也是亞太地區甚至全球最低比率之一。有效推行控煙措施不僅可鼓勵吸煙者戒除煙癮，更可在辦公室、食肆、酒吧、公園、海灘和其他非吸煙區締造清新健康的環境。

我衷心感謝醫療衛生界、學術界、民間團體、香港吸煙與健康委員會、非政府組織和其他人士，多年來一直配合政府的控煙工作，積極推廣、統籌和舉辦各項控煙活動。

希望社會各界繼續支持控煙工作，齊心合力打造無煙香港。

**梁振英**  
香港特別行政區行政長官



This year marks the 30<sup>th</sup> Anniversary of our tobacco control legislation and 25 years since the launch of the Hong Kong Council on Smoking and Health. It is also a chance to reflect on the many benefits derived from our determined city-wide anti-smoking campaign.

Hong Kong's smoking prevalence rate has been declining since the 1980s and currently stands at its lowest level in the past three decades. It is also among the lowest rate in the Asia-Pacific region and worldwide. Effective implementation of tobacco control measures have not only encouraged smokers to kick the habit, but also made for a more pleasant and healthy atmosphere in offices, restaurants, bars, parks, beaches and many other “no smoking” areas.

My heartfelt gratitude to you all; the medical and health sector, academia, community groups, the Council and other non-governmental organisations who have strived together for a common goal. The HKSAR Government sincerely appreciates your collaboration in promoting, co-ordinating and organising a wide range of tobacco control activities over the years.

We look forward to the continued support from everyone in the community to achieve a smoke-free Hong Kong.

**CY LEUNG**  
Chief Executive  
Hong Kong Special Administrative Region





值香港控煙30周年華誕之際，世界衛生組織謹表支持和祝賀，並致以良好祝願。

自從《吸煙（公衆衛生）條例》於1982年生效以來，到2011年，香港成人日常吸煙率已從23%降至11%。目前，在西太平洋區域，香港煙草流行率最低，成為全球控煙表率。

早在《世界衛生組織煙草控制框架公約》生效前，香港控煙機構和人士即已制定了嚴厲標準和宏偉目標，為世界其它地區和國家提供了可資借鑒的全面控煙基準。

香港吸煙與健康委員會是一法定機構，於1987年成立，當時由創始執行主任麥龍詩迪博士主持工作。自成立以來，貴委員會已成為香港控煙的權威機構，就許多控煙問題發表了強烈意見。

在貴機構推動下，香港調高了煙價和煙稅，禁止室內、室外吸煙，通過了關於促銷和行銷的法規，並嚴厲執法。

令我深感自豪的是，在我擔任香港衛生署副署長時，曾兼任香港吸煙與健康委員會委員。我親眼目睹貴機構在宣傳、研究和協助政府制定政策方面發揮了重大作用。更重要的是，它站在最前沿，阻止煙草業操縱和干擾公共政策。

香港以及貴委員會的經驗表明，控煙法定機構至關重要，這些機構必須獲得資源和政治支持，以實施和維持對煙草這一全世界最有害產品的管控措施。

在喜慶香港吸煙與健康委員會25周年之際，我謹就你們所做的出色工作表示祝賀，並預祝你們在今後許多年再接再厲，採取果敢和令人振奮的行動，維護公衆健康。最近的經驗表明，你們的控煙成就可為全世界公共衛生領域樹立光輝的榜樣。



陳馮富珍醫生

總幹事  
世界衛生組織



In solidarity, the World Health Organization extends its congratulations and well wishes on the 30<sup>th</sup> Anniversary of Tobacco Control in Hong Kong.

Since the Smoking (Public Health) Ordinance came into effect in 1982, daily adult smoking prevalence declined from 23% to 11% in 2011. Currently, Hong Kong has the lowest prevalence rates in the Western Pacific and is recognized as a global leader in tobacco control.

Even before the WHO Framework Convention on Tobacco Control came into force, tobacco control advocates in Hong Kong set ambitious standards and targets that the rest of the world would use as a reference point for comprehensive tobacco control.

In 1987, the Hong Kong Council on Smoking and Health was established as a statutory body under the leadership of Dr. Judith Mackay who was its founding Executive Director. Since then, COSH has been the voice of tobacco control in Hong Kong and has taken strong positions on many issues that have resulted in higher prices and taxes on tobacco, bans on indoor and outdoor smoking, regulations on promotion and marketing and strict enforcement of legislation.

I am proud to have served as a member of Council, when I was Deputy Director of Health. I personally witnessed the important role that COSH played in advocacy, research and in providing guidance on government policies. More importantly, COSH has been at the forefront of keeping public policies insulated from manipulation and interference by the tobacco industry.

The experience of Hong Kong and COSH demonstrates the critical importance of statutory agencies on tobacco control that have the mandate, the resources and the political support to implement and sustain measures to regulate the use of one of the most harmful products in the world.

On the 25<sup>th</sup> Anniversary of COSH, I am pleased to congratulate you on a job well done and to wish you many more years of bold and inspiring actions to protect public health. As recent experience has shown, your achievements in tobacco control can lead the way for public health the world over.

Dr. Margaret CHAN

Director-General  
World Health Organization





香港吸煙與健康委員會自 1987 年成立以來，致力於提高公眾對於煙草危害認識，保障市民健康，開展關於吸煙的科學研究，並向特區政府提供有關控煙的建議，在控煙領域作出了卓越的貢獻。

自 1982 年制定《吸煙（公眾衛生）條例》以來，香港政府高度重視，社會各界廣泛動員，積極參與，不斷推動控煙法律 and 政策的落實。衛生行政部門及各類社會團體廣泛開展健康教育，積極為民衆提供各類戒煙服務，不斷提高公眾對吸煙危害健康的認識，自覺積極地參與控煙行動。30 年來，香港在控煙領域取得了顯著的成效，已經成為全球吸煙率最低的城市之一，成為全球開展控煙工作的典範。

煙草危害是全球最嚴重的公共衛生問題之一。內地是煙草種植、生產、消費大戶，有 3 億以上煙民，7.4 億人受到煙草煙霧危害。近年來，內地社會各界逐步認識到煙草的危害，控煙成為社會熱點議題，各地控煙立法已經取得階段性進展。各級衛生行政部門高度重視控煙工作，結合 2008 年北京奧運會和 2010 年上海世博會等大型活動，開展“無煙奧運”、“無煙世博”等活動，並積極動員各類媒體加大控煙宣傳報導力度，



營造有利於控制煙草危害的社會氛圍。此外，2009 年 5 月內地衛生部等多個部委聯合發佈了《關於 2011 年起全國醫療衛生系統全面禁煙的決定》，積極創建無煙醫療衛生機構，並組織專家、媒體以及世界衛生組織等協力廠商機構對醫療機構控煙成效進行考核，為社會做好表率，開創控煙工作新局面。

世界衛生組織《煙草控制框架公約》已於 2006 年 1 月起在內地生效，中央政府在控煙方面出台了一系列政策措施，取得了初步的成效。但是由於歷史的原因，內地控煙工作仍然面臨許多挑戰，任務十分繁重而艱巨。我們希望，加強內地與香港在控煙領域的合作，學習香港 30 年來的成功經驗，把這項利國利民的工作不斷推向前進，為保護人民健康做出應有的貢獻！

**黃潔夫**  
中國衛生部副部長



本地學者研究顯示，一手和二手煙引致本港的經濟損失每年達 53 億元，對健康和人命造成的傷害更加無法估計。為改善公眾健康，政府一直投放大量資源以加強戒煙服務、推廣健康教育、打擊私煙和嚴厲執行控煙法例。

調高煙草稅是控煙措施中不可或缺的一環，有助減少煙草產品的需求，並提升吸煙者尤其是青少年戒煙的意欲。調查數據顯示，在推行控煙措施特別是增加煙草稅後，本港吸煙比例持續下降，可見政府持續的控煙策略取得一定成效。

逐步加強控煙以保障公眾健康，是多年來本港社會的共識。我們將繼續與社會各界攜手合作，為香港建造更美好的無煙環境。

曾俊華

曾俊華  
香港特別行政區財政司司長



As shown by studies of local academics, the economic loss caused by active and passive smoking amounts to some \$5.3 billion per year. The harms to health and the loss of lives are also incalculable. To improve public health, the Government has deployed a substantial amount of resources on an on-going basis to enhance smoking cessation services, promote health education, combat illicit cigarettes and rigorously enforce the anti-smoking legislation.

Increase in tobacco duty is an indispensable part of tobacco control measures, which not only helps reduce demand for tobacco products, but also motivates smokers, particularly the youngsters, to quit smoking. According to survey findings, our smoking prevalence has been on the decline following the introduction of tobacco control measures, particularly with the increase of tobacco duty. This shows that the Government's continuous efforts in tobacco control has achieved positive results.

Progressive strengthening of tobacco control to safeguard public health has been the consensus of our society over the years. We will continue to work in close partnership with various sectors of the community to create a better and healthier smoke-free environment for Hong Kong.

**John C Tsang**  
Financial Secretary  
Hong Kong Special Administrative Region



為保障公眾健康，香港政府一直非常重視控煙工作。自 1982 年訂立的控煙法例《吸煙(公眾衛生)條例》後，政府一直以循序漸進、多管齊下的方式去處理吸煙問題。透過立法、徵稅、宣傳、教育、執行法例及推廣戒煙服務，我們積極抑制煙草的廣泛使用，並盡量減低公眾受到二手煙的影響。同時，我們亦與非政府機構、學術機構及醫護專業人員合作，為吸煙人士提供不同類型的戒煙服務，協助他們脫離煙民行列。香港現時的吸煙率約為 11%，這已經是一個世界領先的地位，但我們不會因此而自滿。

香港在控煙工作上所取得的成果，實有賴市民大眾和社會各界的努力和支持。我謹借此三十載紀慶，向所有協作伙伴，特別是香港吸煙與健康委員會致謝。我們必定繼續與社會各界共同合作，不遺餘力地推行控煙工作，致力為香港市民締造無煙的環境。

高永文

高永文醫生  
食物及衛生局局長

To safeguard public health, the Government has attached great importance to tobacco control. Since the enactment of the tobacco control legislation namely the Smoking (Public Health) Ordinance in 1982, the Government has adopted a progressive and multi-pronged approach to address the problem of smoking. Through legislation, taxation, publicity, education, enforcement and promotion of smoking cessation services, we have actively contained the proliferation of tobacco use and minimized the effects of passive smoking on public health. At the same time, we collaborate with non-governmental organizations, academic institutions and healthcare professionals, to provide a wide spectrum of smoking cessation services to help smokers quit smoking. The smoking prevalence in Hong Kong is about 11% now, which is already at a world leading status, but we will not be complacent.

The success of tobacco control in Hong Kong is attributable to the concerted efforts and support of the general public as well as various sectors of the community. On this commemorative occasion of the 30th Anniversary of Tobacco Control in Hong Kong, I would like to extend my gratitude to all collaborative partners, particularly the Hong Kong Council on Smoking and Health. We will continue to partner with various sectors of the community to press on with our tobacco control efforts with a view to creating a smoke-free environment for Hong Kong.

Dr. KO Wing-man

Dr. KO Wing-man  
Secretary for Food and Health





欣逢香港控煙30周年紀念，謹此向香港吸煙與健康委員會致賀。

爲了讓香港市民可在無煙的環境中享受優質生活，香港吸煙與健康委員會矢志推動控煙工作，除倡導修訂相關法例外，亦通過宣傳、教育和研究提倡反吸煙，貢獻良多。

香港海關嚴厲執法，杜絕在香港製造、貯存、分發和銷售私煙的活動，爲實現無煙生活的理想同出一分力。



**張雲正**  
香港海關關長

I offer my warmest congratulations to the Hong Kong Council on Smoking and Health (COSH) upon the occasion of the 30<sup>th</sup> anniversary of tobacco control in Hong Kong.

The citizens of Hong Kong deserve a smoke-free environment where they could enjoy quality living, and COSH stands out as a stalwart not only by advocating relevant legislative changes, but also through implementing a mix of publicity, education and research programmes.

The Customs and Excise Department is glad to play a part in realizing this vision through vigorous law enforcement to eradicate the manufacturing, storage, distribution and sale of illicit cigarettes in Hong Kong.

**Clement Cheung**  
Commissioner of Customs and Excise



香港推行控煙工作三十年，成績有目共睹，我謹向香港吸煙與健康委員會衷心致賀。

香港吸煙與健康委員會任重道遠，在促進公眾健康方面一直擔當關鍵角色，並推行多項控煙計劃，鼓勵吸煙人士戒煙。此外，委員會亦致力教育公眾認識二手煙的危害和保障公眾免受影響，貢獻良多。

因應政府鼓勵公眾人士戒煙的政策，懲教署亦鼓勵在囚人士戒煙。端賴委員會的鼎力協助，使我們得以順利推行多項措施，其中包括協助評核部門的反吸煙措施和推行情況。

委員會與不同伙伴緊密合作，積極推展工作，使香港成為吸煙率最低的城市之一，在控煙工作方面更堪稱全球典範。委員會的成就卓越，深受各界讚許。

得蒙香港吸煙與健康委員會一直全力支持懲教署的工作，我謹再衷心致謝，並祝願在未來的日子，委員會在控煙和保障公眾健康方面的工作順利，迭創佳績。



**單日堅**  
香港懲教署署長

It is my pleasure to extend my warmest congratulations to the Hong Kong Council on Smoking and Health (COSH) on the occasion of the 30<sup>th</sup> anniversary of tobacco control in Hong Kong.

Over the decades, COSH has played a most vital role in promoting public health in Hong Kong by implementing various tobacco control programmes and encouraging smokers to quit the habit. COSH has also made tremendous contributions in protecting and educating the public from the harmful effects of second-hand cigarette smoke.

The Correctional Services Department, being responsible for carrying out the government's policy of promoting smoking cessation amongst persons in custody, has received the most valuable assistance from COSH in many of our initiatives, including the appraising of the Department's anti-smoking policy and its implementation.

In close collaboration with various partners, the unceasing hard work of COSH has successfully transformed Hong Kong into one of the cities with the lowest smoking prevalence and a leading model in tobacco control in the world. The achievements of COSH are indeed most important and remarkable.

I like to thank COSH again for its support to the Department and wish it every success in the endeavours on tobacco control and health promotion in the years to come.

**SIN Yat-kin**  
Commissioner of Correctional Services



衛生署多年來對控煙工作不遺餘力。我們一方面爭取市民對我們工作的支持，提高他們對煙害的認識，同時我們也就相關的政策及法例廣泛諮詢持份者，使他們了解控煙措施的目的，使法例得以順利推行。

我們亦透過科學實證反映控煙措施對社會及經濟的正面影響。衛生署在二零零一年成立控煙辦公室後，進一步加強控煙措施。控煙辦以「為香港推廣無煙文化，以保障大眾市民的健康」為抱負，積極推廣無煙信息和執行法例。我們的控煙督察每天走在最前線，目的不只是維護法紀，更重要的是希望通過教育和認真執法，令大家了解煙害，勸喻吸煙者及早遠離煙癮。

衛生署近年更積極拓展戒煙服務並與地區組織合作，透過運用現有的社區網絡和資源，提高各項服務的成本效益。藉著各伙伴的協作，控煙辦今年喜獲世界衛生組織委任為「控煙及煙癮治療合作中心」，以培育更多控煙人才為使命。

我們感謝各單位和前輩為香港奠定穩固的控煙平台。過去三十年的控煙路顛簸難行，然而，衛生署將繼續迎難而上，與廣大市民攜手向「無煙香港」目標邁進。

陳漢儀  
陳漢儀醫生  
衛生署署長

The Department of Health has spared no effort on tobacco control over the years. We raised public awareness to tobacco hazards and held extensive consultations with stakeholders on relevant policy and legislation to enlist public support for our work; we also reflected the positive impacts of tobacco control on our society and economy through science and evidences.

Department of Health set up Tobacco Control Office in 2001 to further strengthen tobacco control measures. Tobacco Control Office actively promotes smoke-free messages and enforces the law with the vision to "promote a smoke-free culture in Hong Kong so as to safeguard the health of the community". Our Tobacco Control Inspectors stayed in the forefront every day to protect law and order. More importantly, we hope to encourage more smokers to stop smoking through serious enforcement and education.

In recent years, the Department expanded cost-effective smoking cessation services through collaboration with community networks. With the support from partners and alliances, the Tobacco Control Office was appointed by the World Health Organization the "Collaborating Centre for Smoking Cessation and Treatment of Tobacco Dependence" this year with a view to nurturing more tobacco control talents.

We are grateful for the solid tobacco control platform our predecessors have built for Hong Kong. Although our tobacco control journey has been a bumpy ride, the Department of Health will continue to leap over hurdles and work towards a smoke-free Hong Kong with our people.

**Dr. CHAN Hon-ye, Constance**  
Director of Health



在香港吸煙與健康委員會，以及社會各界的攜手努力下，香港的吸煙人數逐年下降，吸煙率由八十年代的23%，明顯下降至現時約11%，令香港成為全球吸煙率最低的城市之一。

控煙的成績令人鼓舞，但香港每年仍有約7,000人因吸煙或吸入二手煙引發慢性病而死亡。作為市民健康的守護者，醫院管理局一直積極支持戒煙活動，並將戒煙服務納入幫助病人控制長期病的策略，由前線醫護人員轉介病人，特別是長期病患者善用醫管局「無煙新天地」戒煙輔導服務，透過專業輔導及藥物治療，協助他們戒煙。

醫管局於2002年開展戒煙輔導服務，十年間已在轄下的醫院及診所合共設立50所「無煙新天地」戒煙輔導服務中心，其中七所提供全日服務；同時設立戒煙熱線供查詢及電話輔導。單在2011年，經熱線處理的查詢及進行的輔導約有27,000次。

在跨專業團隊，包括經特別訓練的護士、藥劑師及其他專職醫護人員，以及醫生的長年努力下，醫管局「無煙新天地」戒煙輔導服務中心已為超過35,000人戒煙。在2011年，成功戒煙的比率達43.8%，媲美國際上的相關成果。

未來，醫管局會繼續以市民的健康為前提，與民攜手，支持控煙，協助更多病人戒煙，建構無煙、健康的香港。

胡定旭

胡定旭  
醫院管理局主席

The Hong Kong Council on Smoking and Health's tireless commitment to working in synergy with groups and individuals throughout our community has played a leading role in cutting the smoking population in Hong Kong from 23% in the 1980s to 11% today – one of the lowest city smoking rates worldwide.

Despite this achievement, chronic diseases induced by smoking or second-hand smoke currently still cause nearly 7,000 deaths a year in Hong Kong. To improve the health of people in our city, the Hospital Authority (HA) has been active in helping patients quit smoking by incorporating smoking cessation services into its patient management strategies. These initiatives include referring patients who smoke, particularly those with chronic diseases, to the HA's Smoking Counselling and Cessation Services (SCCS) for professional counselling and pharmacotherapies as needed to help clients quit smoking.

The HA launched its SCCS in 2002. Ten years on, a total of 50 Smoking Counselling and Cessation Centres have been established across HA's clinics and hospitals, including seven that operate on a full-time basis. The HA also runs a *Quitline* that offers advice and phone-based counselling sessions – handling around 27,000 such interactions in 2011 alone.

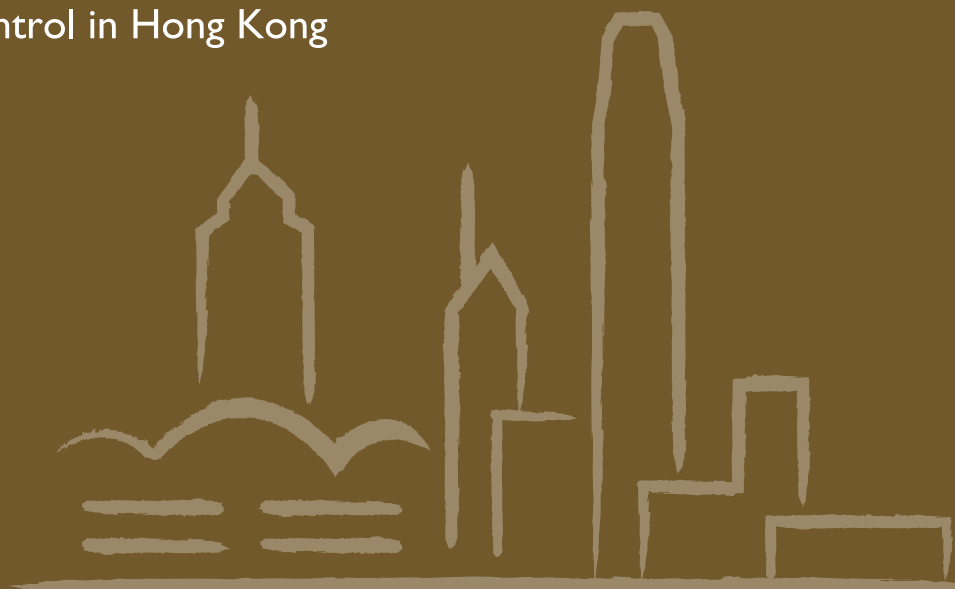
With the concerted support of its professionals – including doctors, specially-trained nurses, pharmacists and other allied health professionals – the HA SCCS has assisted over 35,000 people to quit smoking, and in 2011, the smoking cessation rate among individuals served by the HA was 43.8% – on a par with international best practices.

Embracing its mission of 'Helping People Stay Healthy', the HA will continue to help patients put their smoking days behind them and to champion all initiatives to promote a smoke-free and healthy Hong Kong.

  
Anthony T Y Wu  
Chairman  
Hospital Authority

# 香港控煙重要里程

Milestones of Tobacco Control in Hong Kong





# 香港控煙重要里程碑

1982

制定《吸煙（公眾衛生）條例》  
立法會通過《吸煙（公眾衛生）條例》（第371章），制定法定禁煙區及限制煙草產品銷售及廣告。

首次訂定煙害警示  
規定在煙草廣告上印有純文字健康忠告。

首次進行吸煙人口統計

1982

1983

1984

1985

1986

1987

1988

1989

1990

1991

1992

1993

1994

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

1983

首次設立法定禁煙區  
公共升降機及陸路公共交通工具下層實施禁煙。

加強煙害警示  
規定在煙草產品封包上印有純文字健康忠告。

增加煙草稅  
煙草產品的稅率調高300%。



1990

加強限制煙草廣告  
禁止所有電視和電台煙草廣告及贊助。



1987 香港吸煙與健康委員會  
HONG KONG COUNCIL ON SMOKING AND HEALTH



1991

增加煙草稅  
煙草產品的稅率增幅由原來建議的200%，經立法會審定調低至100%。

1992

擴大法定禁煙區  
電影院、劇院、音樂廳、公共升降機、遊戲機中心及所有交通工具訂為法定禁止吸煙區。

加強限制煙草廣告  
禁止所有電影院播放煙草廣告。



1994

加強煙草產品銷售限制  
禁止將煙草產品售賣或給予18歲以下人士。

加強煙害警示  
四款更強烈及明顯的純文字健康忠告。

1999

加強限制煙草廣告  
禁止所有展示式的煙草廣告。禁止在印刷刊物的煙草廣告。

擴大法定禁煙區  
規定所有提供超過200個座位的餐廳，需要將最少三分之一的面積設定為禁煙區。



2000

加強煙害警示  
煙包須載有全新六款純文字健康忠告在煙包上方展示，並須標示焦油及尼古丁含量。



2001

衛生署控煙辦公室正式成立



2005

履行《煙草控制框架公約》  
中國成為世界衛生組織《煙草控制框架公約》的締約國，香港有責任展開相關措施履行《公約》條文。

2007

擴大法定禁煙區  
所有食肆、室內工作間及多個公眾場所均訂為法定禁煙區。

加入圖象健康廣告  
捲煙封包及零售盛器必須以訂明的式樣及方式展示六款圖象健康忠告、文字信息、焦油量及尼古丁含量。



2010

取消入境旅客在入境關卡可攜帶三包免稅煙草產品的優惠

部分露天公共運輸設施納入法定禁煙區  
禁煙範圍擴展至129個露天公共運輸設施和另外兩個有蓋公共運輸設施。



2009



增加煙草稅  
煙草產品的稅率調高50%。

擴大法定禁煙區  
禁煙規定擴大至當時尚獲豁免的六類場所，包括酒吧、會所、夜總會、浴室、按摩院及麻將天九耍樂場所。另外禁煙規定亦擴大至首階段48個有上蓋建築物的公共運輸設施。

《定額罰款（吸煙罪行）條例》正式生效  
根據《定額罰款（吸煙罪行）條例》（第600章）實施吸煙罪行定額罰款制度。任何市民如違例在禁煙區吸煙，將定額罰款\$1,500。

加強限制煙草廣告  
撤銷持牌小販攤檔可展示煙草廣告的豁免。



2011

增加煙草稅  
煙草產品的稅率調高41.5%。



# Milestones of Tobacco Control in Hong Kong

1982

**Implementation of the Smoking (Public Health) Ordinance**  
**Smoking (Public Health) Ordinance (Cap. 371)** passed by the **Legislative Council**, statutory smoking ban and restrictions on tobacco sale and advertisements introduced.

**First implementation of health warnings**  
Text health warnings required on all tobacco advertisements.

**First Survey on Smoking Pattern**

1982

1983

1984

1985

1986

1987

1988

1989

1990

1991

1992

1993

1994

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

1983

**First designation of no smoking areas**  
Smoking bans implemented in public lifts and lower deck of public transport land vehicles.

**Reinforcement of health warnings**  
Text health warnings required on all cigarette packs.

**Raise tax on tobacco products**  
Duty for tobacco products increased by 300%.



1990

**Stronger restrictions on tobacco advertising**  
Total ban on tobacco advertising and sponsorship on TV and radio.



1992

**Expansion of statutory no smoking area**  
Smoking bans implemented in cinemas, theatres, concert halls, public lifts, amusement game centres and all transport carriers.

**Stronger restrictions on tobacco advertising**  
Ban on cigarette advertising broadcasting in cinemas.



1991

**Raise tax on tobacco products**  
Increment on duty for tobacco products adjusted from 200% to 100% after the approval of Legislative Council.



1987 香港吸煙與健康委員會  
HONG KONG COUNCIL ON SMOKING AND HEALTH

**Establishment of Hong Kong Council on Smoking and Health**

1994

**Regulation of sales of tobacco products**  
Prohibition of sale or giving tobacco products to people under age 18.

**Reinforcement of health warnings**  
Introduction of four rotational stronger and more precise text health warnings.

1998

**Stronger restrictions on tobacco advertising**  
Prohibition of tobacco advertisement on the Internet.

**Regulation of sales of tobacco products**  
Selling of any tobacco product from a vending machine is prohibited.

**Expansion of statutory no smoking area**  
Smoking ban implemented in shopping centres, department stores, supermarkets and banks. The Airport Authority may designate any area of the passenger terminal complex of the Airport as no smoking area.  
The management of all restaurants, schools, post-secondary institutions, vocational training centres can designate any areas of the premises as no smoking areas.



**Prohibition of promoting the sale of tobacco products by means of offering prizes, gifts, tokens or raffles in exchange for any valuable items**



2001

**Establishment of Tobacco Control Office, Department of Health.**



2005

**Application of FCTC**  
China ratified the WHO Framework Convention on Tobacco Control (FCTC). FCTC came into effect in China and its application extended to Hong Kong.

2000

**Reinforcement of health warnings**  
Cigarette packs must carry, in rotation, six new text health warnings at the top of the pack with indication of tar and nicotine yields.



1999

**Stronger restrictions on tobacco advertising**  
Ban on tobacco display advertisements.  
Prohibition of all tobacco advertisements in the printed media.



**Expansion of statutory no smoking area**  
Restaurants with more than 200 seats required to have not less than 1/3 no smoking areas.

2006

**Amendment of Smoking (Public Health) Ordinance**  
Smoking (Public Health) (Amendment) Bill 2006 passed by the Legislative Council to enact total smoking ban in all indoor public places.

2009



**Raise tax on tobacco products**  
Duty for tobacco products increased by 50%.

**Expansion of statutory no smoking area**  
Smoking ban extended to the six types of establishment including bars, clubs, nightclubs, bathhouses, massage parlours, and mahjong and tin-kau parlours hitherto exempted from the ban. Also smoking ban extended to 48 public transport facilities with superstructures.

**Implementation of Fixed Penalty (Smoking Offences) Ordinance**

Implementation of fixed penalty system for smoking offences in accordance with the Fixed Penalty (Smoking Offences) Ordinance. Any public smokes in statutory no smoking area will be fined \$1,500.



**Stronger restrictions on tobacco advertising**  
Withdrawal of exemption for display of tobacco advertisement at licensed hawkers stalls.

2007

**Expansion of statutory no smoking area**  
Smoking ban implemented at all indoor workplaces and many public places.

**Pictorial health warnings**  
Packets of tobacco products and retail containers shall bear six pictorial health warnings by rotation, tar and nicotine yields in the prescribed form and manner.



2010

**Abolishment of duty-free concessions on three packs of tobacco products for incoming passengers at border entry**

**Smoking ban in public transport facilities**  
Smoking ban extended to over 129 open-air public transport facilities and two covered public transport facilities.



2011

**Raise tax on tobacco products**  
Duty for tobacco products increased by 41.5%.







# 立法創建無煙環境

## Legislation for a Smoke-free Environment

### 創建無煙環境理據

#### Justifications for a Smoke-free Environment

多年來，無論是本地或海外研究，均已掌握完整及可靠數據，顯示吸煙不單對吸煙人士的健康帶來沉重及長遠的嚴重影響。因燃燒煙草時所產生的二手煙，當中包含四千種化學物質，有250種有害物質以及超過50種致癌物質，同樣致命。

Over the years, local and overseas researches have generated conclusive and reliable data proving that smoking has a lot of long-term seriously harmful effect on health. When tobacco is set alight, it releases over 4,000 chemical substances, 250 toxins and over 50 cancer-causing agents, which are equally fatal for humans.



購物中心在九十年代已列為法定禁煙區。

Shopping centres had been designated into no smoking areas in 1990s.

全球每年有六十萬非吸煙人士因二手煙而提早死亡，世界衛生組織數字指出全球有四成小孩在家中長期接觸二手煙，由二手煙霧引致的死亡個案中，百分之三十一發生在兒童身上。

美國衛生部在2006年出版一份關於二手煙禍害的科學報告(US Surgeon General's Report 2006 – The Involuntary Exposure to Secondhand Smoke)指出二手煙是極不安全的，而且通風系統亦不能解決室內二手煙問題。唯有禁止吸煙人士在室內地方吸煙，才可讓其他人免受二手煙影響。這些研究為我們對二手煙影響健康提供更有力的證據，而且清楚顯示必須要透過立法劃定禁煙區，才可令市民遠離二手煙，保障他們的健康。

Globally, around 600,000 individuals die prematurely because of exposure to secondhand smoke every year. According to statistics compiled by the World Health Organization, 40% of all children globally are regularly exposed to secondhand smoke at home. Thirty-one percent of the deaths attributable to secondhand smoke are children.

According to the US Surgeon General's Report 2006 – The Involuntary Exposure to Secondhand Smoke, secondhand smoke is extremely dangerous and harmful. Ventilation is not the solution to secondhand smoke in indoor areas. The only way to protect people from secondhand smoke is to forbid smoking in an indoor environment. Those studies provide solid evidence that secondhand smoke is harmful to health. The only way to safeguard the health of non-smokers and protect them from exposure to secondhand smoke is to legislate and designate statutory no-smoking areas.

### 法定禁煙區萌芽期

#### Initial Stage of Designation of No Smoking Areas

香港政府早在八十年代開始，隨著《吸煙（公眾衛生）條例》的正式實施，透過立法循序漸進擴大法定禁煙區，並取得市民支持逐步邁向無煙香港的目標。

Thanks to the enactment of the Smoking (Public Health) Ordinance in Hong Kong in the early 1980s, the number of statutory no smoking areas has increased progressively. Public support has grown for the city to advance into "Smoke-free Hong Kong".

在八十年代，法定禁煙區主要是集中在一些空間較少的公眾地方，例如公共升降機，交通工具的下層部份，公眾場所包括電影院、劇院、音樂廳等則須由場所管理人自行設立禁止吸煙區，於此香港正式踏入設立禁煙區的新階段。

In the 1980s, the statutory no smoking areas mainly covered the less spacious public areas such as public lifts and the lower decks of buses. It was up to the venue managers of other public areas, such as cinemas, theatres and auditoriums, to designate their premises as no smoking areas. Hong Kong has since ushered into a new era of setting up no smoking areas.



食肆於1999年開始局部禁煙，大型食肆需設立三分之一位置作禁煙區。

From 1999 onwards, those restaurants with over 200 seats shall designate at least one third of the seats as no smoking areas.

### 法定禁煙區的擴展

#### Expansion of Statutory No Smoking Areas

直至九十年代末期，禁煙範圍進一步擴大，一些長期設有中央冷氣的室內公眾場所，包括超級市場、銀行、購物中心等地方都列為法定禁煙區，而學校及大專院校等則由場所管理人自行決定設有禁止吸煙區，這些措施進一步保障市民的健康。

In the late 1990s, the statutory no smoking areas had been expanded further. Some public areas with centralized air-conditioning systems, including supermarkets, banks, shopping malls, were listed as statutory no smoking areas. Management of such venues as schools and tertiary education institutions could set up their own no smoking areas. This measure represented another major step forward in the direction of protecting public health.



## 全面禁煙理據

### Justifications for Total Ban on Smoking

食肆在1999年推行局部禁煙政策，超過200個座位的大型食肆必須將三分之一或以上的地方列為禁煙區，部份食肆在接待處按顧客要求提供吸煙區或非吸煙區座位，然而這些大型食肆，大部分都使用中央空氣調節，故此餐廳內即使設有吸煙及非吸煙區，二手煙仍然可以無聲無息地飄至非吸煙區。加上員工在食肆內長時間工作，無可置疑地長期接觸二手煙，令他們的健康大受影響。局部禁煙措施明顯不足以保護市民，而飲食業員工更是最大的受害者。

踏入二千年，室內工作間仍然是二手煙的重災區，面對當時超過三百萬受僱人士的健康受威脅的問題，委員會在二千年初舉行多次工作間不吸煙日及工作間不吸煙月運動，均得到廣大企業的支持，可見公眾普遍對無煙工作間的渴求。

2005年香港大學公共衛生學院及社會醫學系發表的研究為收緊控煙法例提供了有力的科學證據，研究指香港每年因為吸煙及二手煙引致疾病而死亡的人數分別約有5,600人和1,300人，換句話說，本港每日平均便有近二十名市民因為煙草而喪失性命。香港因為吸煙及二手煙引致的死亡與疾病所帶來的經濟損失，更高達每年53億港元，數字還未包括人命損失。雖然2011年全年煙草稅總收入為40億，但對比因吸煙而引致生命、社會資源及生產力的損失，社會整體仍須負上龐大的代價。

The partial smoking ban was applied to restaurants in 1999. One third of the area of large restaurants (with more than 200 seats) must be set aside as non-smoking area. Customers could choose to dine in smoking area or no smoking area. This method had its limitation – most of these large restaurants used centralized air-conditioning and secondhand smoke permeated the entire premises, regardless of the smoking or no smoking areas. Inevitably the staff were exposed to secondhand smoke for long hours which had an adverse impact on their health. Partial smoking ban was inadequate and workers in the catering sector suffered from secondhand smoke.

Because many indoor workplaces remained heavily affected by secondhand smoke in 2000, COSH initiated the campaigns of “No Smoking Day in the Workplace” and “No Smoking Month in the Workplace” to help raise the public awareness of the health threat posed by secondhand smoke to over 3 million employees in Hong Kong. The campaigns received encouraging support from corporations, which signified the public desire for smoke-free working environment.

According to a study by the School of Public Health of The University of Hong Kong released in 2005, the numbers of deaths attributable to smoking and secondhand smoke in Hong Kong were 5,600 and 1,300 respectively annually. In other words, there were 20 tobacco-related deaths daily. The social cost of smoking and secondhand smoke was in excess of HK\$5.3 billion every year, which did not include the loss of lives. Although the total revenue from tobacco tax in 2011 was more than HK\$4 billion, it did not make up for the huge loss of precious lives, social resources and productivity and their combined impact on the society as a whole.

## 公眾支持

### Public Support

政府於2001年進行有關諮詢以收集市民的意見，希望於室內工作間、食肆、酒吧等實施全面禁煙，飲食業及煙草業均以影響生意為理由反對部分建議，但結果同時發現措施獲得社會的廣泛支持。

The Government conducted a public consultation to gauge public opinions on the proposed amendments to the legislation to completely ban smoking in workplaces, restaurants, clubs and bars among other indoor places. Although the catering and tobacco industries voiced their strong opposition to some parts of the proposal, on the grounds that it would adversely affect their business, the general public supported the proposed legislation.



立法會最終在2006年通過修訂《吸煙（公眾衛生）條例》，並落實在2007年1月1日正式實施，擴大禁煙範圍至大部份室外地方，從此香港開始享有一個清新健康的無煙環境。

With effect from 1 January 2007, statutory no smoking areas were extended in accordance with the amended Smoking (Public Health) Ordinance endorsed in Legislative Council in 2006. Hong Kong citizens can enjoy a truly smoke-free environment.

## 大躍進 - 《吸煙(公眾衛生)條例》的重大修訂

### Breakthrough - Proposed Amendments on Smoking (Public Health) Ordinance

為了保護市民免受煙草的禍害，下一步工作是要爭取擴大禁煙範圍。為了研究有關修訂草案，政府於2005年成立法案委員會，與僱員、僱主及各組織代表進行會議，並到各地考察，吸收國際的控煙經驗。煙草業、飲食業及娛樂業界以「上街吸煙」遊行及「集體熄燈」行動表示對草案的強烈反對，然而政府仍然堅守保護市民健康的使命，在醫護人員、控煙工作者支持下，加上擁有充分理據，條例最終在經歷重重障礙後，成功獲得通過。



立法會於2006年10月18日以大比數通過《2005年吸煙(公眾衛生)(修訂)條例草案》。  
Smoking (Public Health) (Amendment) Bill 2005 was enacted and supported by majority of the Legislative Council Members on 18 October 2006.

in which smokers lighted up on the streets and a “Collective Light-off” campaign at their premises to express their discontentment towards the proposed amendments. Despite the opposition, the Government upheld the mission of protecting public health and the amendments were successfully enacted, supported by the sound evidence of the benefits of total smoking ban and with the backing of medical and health professionals and tobacco control advocates.





| 法定禁煙範圍  | Statutory No Smoking Areas   | 實施日期<br>Effective Date |
|---|--|------------------------|
| 公共升降機   | Public lifts   | 1983/2/15              |
| 電影院、劇院、音樂廳  | Cinemas, theatres, concert halls   | 1992/8/1               |
| 遊戲機中心   | Amusement game centres   |                        |
| 公共交通工具內   | Public transport carriers  |                        |
| 任何店舖、百貨公司、購物商場室內地方  | Indoor areas in any shops, department stores, shopping malls   | 1998/7/1               |
| 超級市場  | Supermarkets   |                        |
| 銀行  | Banks  |                        |
| 香港國際機場  | Hong Kong International Airport  |                        |
| 所有食肆處所的室內地方   | Indoor areas of all restaurant premises  | 2007/1/1               |
| 室內工作間   | Indoor workplaces  |                        |
| 公眾場所內的室內地方  | Public indoor places   |                        |
| 公營或私營街市   | Publicly or privately operated markets   |                        |
| 幼兒中心、學校及指明教育機構，包括：專上學院、科技學院、工業學院、工業訓練中心或技能訓練中心、大學及香港演藝學院等 | Child care centres, schools, and specified educational establishments including post secondary colleges, technical colleges or technical institutes, industrial training centres or skill centres, universities, the Hong Kong Academy for Performing Arts |                        |
| 醫院、留產所、安老院、治療中心   | Hospitals, maternity homes, residential care homes, treatment centres  |                        |
| 任何共用宿舍、收容受感化令人士入住的核准院舍、拘留地方、收容所及感化院                       | Any communal quarters, approved institutions where probationers are placed, place of detention, place of refuge, and reformatory school  |                        |
| 室外自動扶手電梯  | Outdoors escalators  |                        |
| 公眾遊樂場地、泳灘的水域及沙地, 燒烤場                                      | Bathing beaches and the vicinities including adjacent barbeque areas   |                        |
| 公眾泳池的水域，行人通道，跳水板及觀眾看台                                     | Public swimming pools and the vicinities including sidewalks, diving boards, and spectator stands  |                        |
| 香港濕地公園  | Hong Kong Wetland Park   | 2009/7/1               |
| 香港大球場同旺角大球場內的跑道，行人通道及觀眾看台                                 | The running tracks, sidewalks, and spectator's stands at Hong Kong Stadium and Mong Kok Stadium  |                        |
| 卡拉OK場所  | Karaoke establishments   |                        |
| 酒吧、麻將天九耍樂處所   | Bars, mahjong-tin kau premises   |                        |
| 浴室及按摩院的室內地方   | Bathhouses and massage establishments  |                        |

# 市民期望

## Expectations from the Public

隨著更多室內及室外公共交通交匯處訂為法定禁煙區，吸煙人士大多跟從法例規定只在非禁煙範圍內吸煙。市民大眾亦廣泛關注禁煙區是否仍然有非法吸煙，更積極投訴及持續爭取政府擴大禁煙範圍，包括一些公眾場所的出入口、巴士站、甚至私人屋苑，反映市民對無煙生活的追求，以保障市民健康。

擴大禁煙範圍不單有效保護市民免受二手煙影響，同時營造一個有利戒煙的社會環境予吸煙人士。2010年調查發現不少成功戒煙人士主要都因為健康而戒煙，而工作間及公眾地方禁止或不方便吸煙亦是健康以外的戒煙因素之一，可見擴大禁煙區有助推動戒煙，長遠亦有助降低香港整體吸煙率，對個人健康，社會資源及醫療開支帶來三贏的局面。



As more and more indoor public transport interchanges have been designated statutory no smoking areas, smokers have to abide by rules and only smoke in smoking areas. The public are vigilant when it comes to smokers lighting up in the no smoking areas. Many make complaints when they see smoking offences. The public also call for the further expansion of statutory no smoking areas to include entrances and exits of public venues, bus stops, and private housing estates. The actions taken by the public clearly show that they have higher expectation and strongly demand a smoke-free healthy living environment.

Expansion of the no smoking areas not only helps protect the public from exposure to secondhand smoke, it also helps create an environment conducive to smoking cessation. Findings from a survey conducted in 2010 indicated that most people who had succeeded in kicking the habit because of the concern for their health. Besides, they were driven to quit because their workplaces and many public places became smoke-free. This is the proof that expanding statutory no smoking areas is an effective strategy to help smokers to quit. The strategy contributes to curbing smoking in Hong Kong in the long run. It creates a win-win-win situation for personal health, social resources and medical expenditures.



# 禁止煙草宣傳推廣

## Prohibition of Tobacco Advertisements and Promotion

### 煙草宣傳

#### Tobacco Promotion

在全球多個國家及地區，煙草業每年投入大量資源在廣告、促銷和贊助上，企圖推銷煙草產品，藉以打造吸煙為個人獨立品味生活的行為，鼓勵市民吸煙，推廣對象主要為青少年及女性。煙草已被確認為高度成癮，而長期吸煙人士，半數會因吸煙而提早死亡，每人平均損失壽命十五年，故此世界衛生組織呼籲各國政府採取相關政策，禁止煙草廣告及一切直接及間接的營銷活動，藉此大幅度降低煙草消費，並且保護市民大眾，尤其是年青人勿習染吸煙。

煙草產品為煙草業帶來豐厚利潤，故此他們在早年採取不同渠道，包括鋪天蓋地的電視、電台、印刷品、流動宣傳平台的廣告，更藉著一些促銷行為，例如買煙附送贈品或娛樂及體育節目入場券，提升煙草產品的吸引力，增加市民接觸煙草及吸煙行為的機會，同時淡化煙草禍害。

The tobacco industry has invested a great deal on advertising, marketing and promotion, and sponsorships to entice people to smoke by promoting smoking as part of a unique tasteful lifestyle. Many of these promotional materials target the youths and women. Tobacco has been scientifically proven to be highly addictive. Half of the long-term smokers are expected to die prematurely of diseases caused by smoking. On average smoking cuts the life expectancy of each of these long-term smokers by 15 years. The World Health Organization advises that governments should adopt related policies to prohibit tobacco advertisement and promotion, direct and indirect sales and marketing activities. This is expected to protect the public from the harm of smoking, reduce consumption of tobacco products and prevent youths from picking up smoking.

Because selling tobacco products is a highly lucrative business, tobacco companies were keen to step up intensive promotion for their products on different media, including television, radio, print media, mobile promotional platforms, as well as other marketing and promotional activities. They also bundled tobacco products with the sales of tickets to entertainment or sports events to lift sales. This approach helped increase the public appeal of tobacco products and broadened the public exposure to the tobacco products and smoking. It also helped to gloss over tobacco's harmful effects on health.



為促銷煙草產品，買煙附送贈品。  
To boost sales of cigarettes, free gifts were bundled with the purchase of cigarettes.



## 立法禁制煙草宣傳及廣告

### Banning Tobacco Promotion and Advertising

委員會及社會各界歷年來不斷透過輿論、游說和倡議活動，促請政府全面禁制煙草廣告及各種形式的推廣及贊助活動，以杜絕煙草商伺機拓展客源。過去三十年來多次修訂《吸煙(公眾衛生)條例》，促使各類型直接宣傳及推廣的煙草廣告幾乎完全絕跡於香港所有媒體。

In an alliance with many local organizations representing diverse sectors, and through years of gathering public opinions, lobbying and advocacy, COSH has been urging the Government to impose a complete ban on all types of tobacco advertisements, promotion and sponsorships to stop tobacco companies from expanding their customer base. Throughout the past 30 years, the Smoking (Public Health) Ordinance has undergone many amendments to ensure all types of direct advertising and promotion of tobacco products vanish from all local media.



早期在街頭巷尾的煙草廣告。  
Street-level advertisements for tobacco products in the old days.

## 早期對煙草廣告的禁制措施

### Early Restriction of Tobacco Advertisements

八十年代香港開始限制煙草廣告，初期禁止在兒童節目及黃金時段播放，在九十年代起，更全面禁止電視及電台等主要媒體的煙草廣告，戲院、互聯網及所有印刷刊物，以至一切展示式廣告終在二千年前在香港消失。

Tobacco advertisements have been under tight restriction in Hong Kong since the 1980s. Initially all TV commercials on tobacco products were banned during prime time and the screenings of children programmes. Starting from the 1990s, advertising of tobacco products was prohibited in major media such as television and radio, printed publications, cinemas, and on the internet. By 2000, all forms of tobacco advertisements vanished in Hong Kong.



## 煙草商的對策

### Tactics by Tobacco Companies

作為眾多體育活動冠名贊助商，煙草公司假借支持運動或大型體育活動，不單為企業建立健康有活力的良心企業形象，更成功接觸大量青少年及市民。在1997年法例修訂後這些由煙草公司贊助的體育項目，甚至其後贊助歌星製作音樂錄像亦得以禁制。

Tobacco companies lavished title sponsorships on different types of sports activities in Hong Kong in the guise of supporting sports and large-scale sports events. This helped tobacco companies create a positive, caring and energetic corporate image for the brands and increased exposure to children, youths and the general public. In the amendment to the Smoking (Public Health) Ordinance in 1997, tobacco companies were banned from sponsoring sports events and music videos.



煙草品牌贊助大型國際體育項目。  
Tobacco brand sponsored international sports event.

## 爭取禁制煙草廣告及宣傳

### Advocating Total Ban on Tobacco Advertising and Promotion

九十年代控煙團體爭取政府修改法例管制煙草廣告，同樣面對廣告業及煙草業的大力反對，認為立法管制違反香港人權法例。委員會聯同社會各界，包括教育界、醫護組織、專業機構及其他控煙團體共同向政府反映支持加強法例管制煙草廣告，以及其幫助減少青少年開始吸煙的長遠效果。

煙草零售點長期展示煙草品牌，例如店鋪展示煙草廣告牌，亦分別於2007年及2009年禁止。



香港在1994年全面禁止煙草自動販賣機，海外多個國家仍然大行其道。

Although vending machines for tobacco products are banned in Hong Kong since 1994, they remain popular in many other countries.

In the 1990s, the tobacco control organizations encountered strong opposition from the advertising industry and tobacco companies, which cited violation of human rights, to the amendments to the legislation banning all advertising for tobacco products. COSH collaborated with the education sector, medical organizations, professional organizations and other tobacco control groups to express the public desire to toughen the control on tobacco advertisements which was effective in curbing smoking among local youths.

In 2007 and 2009, the Government put the ban on the permanent display of tobacco brands in points of sale, such as advertising banners.



煙草商過往藉零售店鋪及報紙攤檔宣傳煙草品牌。

In the past, tobacco companies used the spaces at retail shops and newspaper stalls to promote tobacco brands.



## 進一步管制煙草廣告

### Further Tightened Restriction of Tobacco Advertisements

儘管法例已全面禁止煙草宣傳，唯煙草業仍利用法例的灰色地帶及漏洞作間接宣傳，手法也日趨嚴重，例如以煙草品牌延伸至其他非煙草產品－時裝、手錶等一些以年青人為對象的產品，從而可以合法進行大量以非煙草產品為名，大肆宣傳這些一早已經深入民心的煙草品牌，藉品牌效應變相推動吸煙行為。



煙草商品品牌延伸的廣告。  
Advertisement that derives from a tobacco brand.

Although all tobacco advertisements and promotion are banned by law, tobacco companies still exploit grey area and loopholes to promote tobacco products indirectly. Their strategies have become increasingly sophisticated. For example, tobacco companies combine the cigarette brand with other non-tobacco products such as fashion and watches targeting the youth market. They legally promote non-tobacco products emblazoned with the tobacco brand names which are familiar to the public and ride on the brand's appeal of these lifestyle products to encourage smoking.

現時煙草商不能展示廣告，故另闢途徑，在售賣點展示煙包。根據外國的研究發現，青少年於零售點接觸到展示的產品愈多，他們吸煙機會亦愈大。有見及此，多個國家已全面禁止煙草產品銷售點展示任何煙草產品、品牌名稱及商標，以進一步減低煙草產品的宣傳空間。此項政策對市民甚至吸煙人士影響甚微，而且成效顯著，故此香港可引進全面禁止煙草產品及其品牌在銷售點展現的措施，不單可預防青少年被誘導吸煙，更可協助開展戒煙大計的人士較少接觸到煙草產品。



現時煙草銷售點均以店舖內最當眼處展示各式煙草產品。

Tobacco vendors display the tobacco products at the most eye-catching places

Under the Smoking (Public Health) Ordinance, tobacco companies are not allowed to use advertising to promote their products. They now rely on display of cigarette packets at points of sale.

According to oversea studies, higher exposure among youths to tobacco products at the points of sale increases their chances of picking up smoking. In view of this, many countries have banned tobacco advertisement and any display of tobacco brands and trademarks at points of sale to further reduce tobacco product promotion. This policy is highly effective and yet it has minimum impact on the public and even the smokers. The Hong Kong Government should consider a complete ban on display of tobacco products and the brands in all points of sale. This will help prevent youths from being attracted to cigarettes and also reduce the exposure to tobacco products among smokers who have started their smoking cessation programme.



自2009年11月1日起報販在攤檔展示煙草廣告的豁免期屆滿後，取而代之報攤以亮麗燈箱展示煙草產品。  
On 1st November 2009 the exemption for newspaper vendors to display tobacco advertisement expired. Tobacco companies have started to place eye-catching display shelves for tobacco products at newspaper stalls.



海外禁止煙草產品及其品牌在銷售點展現的狀況。

Display of cigarette products at point of sale is banned in many oversea countries.



# 煙包警示包裝

## Health Warnings on Tobacco Products

### 煙包警示的作用

#### Purpose of Health Warnings

吸煙及二手煙對健康的影響並非立竿見影，故此吸煙人士往往低估長期吸煙對他們個人及家人的健康影響，誤以為吸煙只是個人習慣，引致的疾病風險並不高，因而繼續吸煙。

為了讓吸煙人士及市民大眾知悉煙害，加上醫學研究不斷提供更多煙害數據，各地政府於六十年代中開始採用健康警示語句，以提醒吸煙人士。



九十年代煙包上健康忠告。  
Health warning on the packet of cigarettes in the 1990's.

Because the harmful effect of smoking and secondhand smoke does not surface immediately, smokers tend to underestimate the dire consequences of smoking that will be borne by themselves and their families. It is a common misunderstanding that smoking is a personal habit. Smokers continue to smoke as they do not see the serious health risks posed by smoking.

To raise the awareness among the smokers and the public about the harmful effect of tobacco consumption as well as the increased findings from many medical studies, many governments began to use health warnings against smoking to remind smokers of the hazards of smoking in the 1960s.

### 煙包健康警示發展

#### Development of Health Warnings

政府在八十年代開始規定煙包上必須註明吸煙危害健康，即使是在媒體播放，廣告後也必須加上「香港政府忠告市民吸煙危害健康」語句。在煙包警示方面，1994年開始以四款忠告交替使用，將吸煙引致的疾病告知市民，例如癌症及心臟病等，更規定廣告上健康忠告須以更明顯的字體展現，並且在廣告中顯示時不可被遮擋。

In the 1980s, the Hong Kong Government introduced a new regulation that strongly worded health warnings against smoking must be displayed on tobacco packaging. In all tobacco advertisements, including those in the print and broadcasting media, the message of "HK Government Health Warning: Smoking harms your health" must be added. Since 1994, a series of four compulsory rotating health warnings on cigarette packaging gave smokers a clear understanding of the various diseases caused by smoking, including cancer and heart disease. The health warnings must be shown in clear font types and must not be covered by any stickers or labels on the packaging.



香港在二千年後將健康警示語句放在煙包上較明顯位置。  
Health warnings are prominently displayed on the upper part of packets since 2000.

煙包上的健康忠告於2000年後，轉為六款警示，並將警告字眼，由煙包的下半部提升到上半部份，令吸煙人士每次拿出煙包時，都會接收到煙害警告信息。政府在1993年修訂法例，將焦油含量限制再次下調，並且必須在煙包上標明焦油及尼古丁含量，令吸煙人士掌握他們吸食煙草的有害成份。

In 2000, the number of health warnings on the cigarette packaging was expanded to six. The warnings were also moved to the upper part of the packet so that the smokers notice the health warnings whenever they take out the packet. The Government amended the Ordinance in 1993 to further lower the limit of tar content in cigarettes. It also stipulates that the description on tar and nicotine contents must be shown clearly on the cigarette packet to let smokers know the level of their exposure to these harmful toxins.





2001年加拿大開始實施圖象健康忠告。  
Canada introduced pictorial health warnings since 2001.

自加拿大在2001年開始實施煙包上展示圖象健康忠告後，世界各地均陸續採用圖象警示，外國有研究顯示圖象煙害警示比單純字句更有效傳遞煙害信息，同時有較大效力鼓勵戒煙。圖象健康警示亦可抗衡煙草商透過市場營銷及推廣建立的品牌形象，對遏止青少年吸煙尤其重要。

Canada was the first nation to pass legislation requiring cigarette packaging to display graphic health warnings in 2001. An increasing number of countries have adopted graphic health warnings. Overseas researches show that graphic health warnings make a more powerful impact than written warnings in terms of illustrating the devastating damages caused by smoking, hence more effective in encouraging smokers to quit smoking. Graphic health warnings debunk the image created by the tobacco brands through marketing and promotion. Graphic health warnings are particularly significant in the initiative to curb smoking among young people.



由2007年開始採用六款健康圖象警示。  
6 graphic health warnings used since 2007.

委員會隨即促請香港政府參考這個做法，政府透過修訂《吸煙(公眾衛生)條例》，成功首度引入六款圖象健康忠告，在2007年正式採用。六款圖象健康警示與相關的文字信息必須展示在煙包主要表面上的一半面積。而煙草商將煙草標籤成「低焦油」、「特醇」等誤導性字眼亦在2007年一併規管，令健康警示的效力得以擴大，從而提醒吸煙人士從健康角度考慮，早日戒煙，以遠離吸煙引致的疾病。

COSH urged the Hong Kong Government to follow the lead of the other countries. Through the amendment of the Smoking (Public Health) Ordinance, the Government successfully introduced 6 versions of graphic health warnings in Hong Kong. Since 2007, Hong Kong has adopted graphic health warning labels on tobacco packets. The warnings, accompanied by relevant descriptive written warnings, must cover the top half of the cigarette packaging. The use of such misleading information and wordings as "light" and "mild" is also regulated. This measure has helped to increase the impact of the warnings and urge the smokers to quit from a health standpoint.



不同煙草品牌早年均標榜「低焦油」、「特醇」以吸引顧客，令吸煙人士以為使用的煙草較健康。

Many tobacco brands developed "low tar" and "light" tobacco products to mislead customers that these tobacco products were healthier.



# 未來發展

## The Way Forward

環顧全球，許多海外國家已開始採用第二輪圖像忠告，務求以更驚慄的健康狀況展示吸煙的嚴重後果，並陸續引入戒煙熱線展現在煙包上，鼓勵吸煙人士隨時致電求助。

Many overseas countries have already adopted a new batch of more gruesome graphic health warnings to discourage smokers by illustrating the shockingly dire consequences of smoking. Smoking Cessation Hotline is also printed on the cigarette packets so that smokers can call for assistance anytime.



煙草商更改煙包尺碼，令圖象煙害警示的效力大減。  
Tobacco companies reduced the size of cigarette packets to undermine the effect of graphic health warnings.

2010年澳洲正式宣布立法統一所有在澳洲發售的捲煙包裝，由2012年底開始禁止煙草公司在包裝盒上使用任何品牌標誌、促銷文字，同時強制煙包上必須附有健康警告圖象及標語。所有包裝標準化後，商標名稱只以標準字體、指定字型大小及顏色，印於包裝下方不顯眼位置。新法例下，包裝盒上均不可印有任何商標、標誌、圖樣和非指定顏色及設計。新包裝盒上只會以指定底色，標示出產品內容信息、消費者信息和健康警告圖象及標語。

多家煙草公司表示全煙害警示包裝禁止它們在煙草包裝上展示商標，是不公正地掠奪其知識產權，亦同時違反澳洲憲法，剝奪它們「以公平的條件獲取資產」的權利，更有可能使冒牌煙草貨品更容易流入市場，故此，它們就澳洲政府的立法提出上訴。澳洲最高法院最後於2012年8月15日駁回煙草公司的上訴，裁定「全煙害警示包裝」並沒有違反憲法，確認了當地政府有權要求所有捲煙以統一包裝發售。



澳洲於2012年12月推行「全煙害警示包裝」，以降低煙草宣傳空間。  
Australia will introduce plain packaging on tobacco products in December 2012 to reduce tobacco promotion.

In 2010 the Australian Government announced the legislation for mandatory standardized plain packaging of all cigarettes in late 2012. Under the new legislation, the appearance of all tobacco packets is standardized. No trademarks or promotional wordings are allowed on the package whereas graphic and written health warnings must be printed. The brand name must only be displayed in a standardized typeface, size and color in the lower inconspicuous part of the packet. All trademarks, logos, and graphics, and use of color other than the mandated one on the packet are prohibited. The packet will carry a standardized colored background to display the product contents, information for consumers, and graphic health warnings.

Tobacco companies claimed that the new law was unconstitutional and appealed to the Australia's High Court. They argued that plain packaging was in breach of their intellectual property rights by banning the use of their brands and logos on the packaging and deprived them of the rights to "acquire assets under equitable conditions". They further questioned the effectiveness of this measure and claimed that plain packaging would only exacerbate the issue of counterfeit products. The Australian High Court upheld the new plain packaging law on 15 August 2012.



多個國家已將戒煙熱線展示在煙包上以推動戒煙。  
Many countries have printed quitline on the cigarette pack to encourage smoking cessation.

# 加煙稅助戒煙

## Heavy Tobacco Tax Helps Deter Smoking

### 本港早期煙草稅概況

#### Tobacco Tax in Hong Kong at Early Stage

香港在上世紀六七十年代已開始透過向煙草徵收入口關稅作為間接稅。

《吸煙(公眾衛生)條例》於1982年生效後，香港政府在1983年大幅增加煙草稅三倍，之後不定期調高煙草稅率，令煙草零售價格上升。

Since the 1960s, Hong Kong Government levied tobacco import tax as an indirect tax to increase its revenues.

With the Smoking (Public Health) Ordinance taking effect in 1982, the Hong Kong Government raised the tobacco tax by 200% in 1983. It made upward adjustments on the tax rate on tobacco on several occasions which led to the surge in prices of tobacco.

### 政府大幅提高煙草稅

#### Significant Increase in Tobacco Tax

1991年3月6日，當時的財政司翟克誠爵士(Sir Piers Jacobs)於立法局上宣讀預算案，基於健康理由增加煙草稅百分之二百，以鼓勵吸煙人士戒煙。許多吸煙人士亦因這一次增加煙草稅而決心戒煙。可惜引起眾多煙草公司群起攻擊，並在報章刊登大篇幅聲明以反對增加煙草稅。

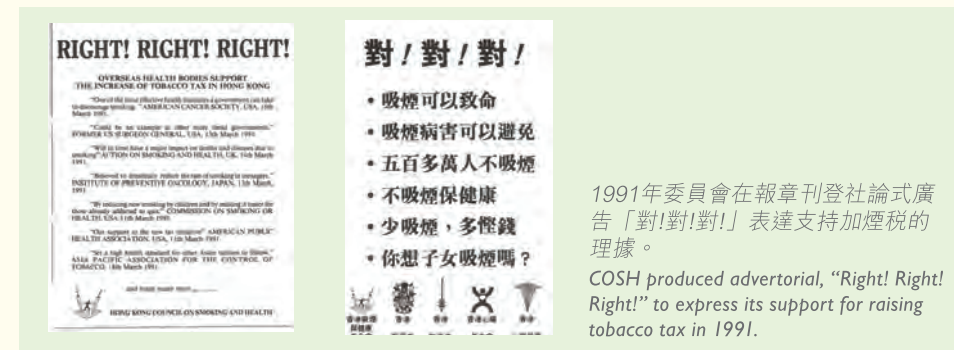
面對強烈的反對聲音，香港吸煙與健康委員會聯同一百二十個醫學組織，以及關注健康團體，在報章刊登廣告，向政府及傳媒表達支持加煙稅，委員會更聯同小學生向行政立法兩局議員遞交請願信，列舉支持增加煙草稅的論點。

最後，立法會在1991年5月15日議決，煙草稅由1991年5月18日起，增加百分之一百。

On 6 March 1991, the then Financial Secretary Sir Piers Jacobs sparked a public outcry when he announced in his budget a 200% increase in tobacco tax, with the intent to encourage smokers to quit. Many smokers eventually made up their mind to kick the habit because of this surge in tobacco tax. Tobacco companies reacted by forming a united front to attack the new tax rate. Some placed public statements in newspapers to voice their opposition.

Amid the strong opposition from the tobacco industry, COSH, in a coalition with 120 medical associations and health concern organizations, placed advertisements in newspapers to express their support for the Government's increased tobacco tax rate. Together with some primary school students, COSH also presented a petition letter to the Executive and Legislative councillors to clearly spell out why it supported raising tobacco tax.

On 15 May 1991, the Legislative Council finally passed the bill to raise tobacco tax by 100%, effective from 18 May 1991.



### 反對聲音

#### Opposition

其後十年，政府再沒有大幅度增加煙草稅，令煙草價格除去通脹率後只有輕微增幅。在2001年後，政府更連續八年沒有增加煙草稅，令煙草售價持續維持在低水平。雖然香港吸煙與健康委員會不斷向政府倡議增加煙草稅，但政府卻擔心經濟不景而未有接納。

大幅增加煙草稅對預防吸煙及鼓勵戒煙成效明顯，但卻被煙草業界及其盟友以助長走私煙草活動為借口大力反對。事實上，煙稅加幅太少或多年才增加，會減弱戒煙效果。煙草業界的策略是高調宣傳加煙稅會助長私煙活動，藉以降低政府煙稅政策的力度，這是煙草商一直沿用的策略，多年來在其他國家及城市皆可見。

根據許多國家過去的經驗，例如加拿大及西班牙，只要加強打擊煙草走私的執法力度，以及加重參與及使用走私煙的刑罰，即可有效打擊煙草走私問題。其實，增加煙草稅及加強走私刑罰，才是徹底解決走私煙的有效方法，不加煙稅絕不會減少走私煙。如果不增加煙草稅，吸煙人士失去戒煙的動力，青少年吸煙問題會增加，在煙草需求增加的情況下，不法分子及走私集團自然更猖獗，也令走私煙草問題更嚴重。故此，香港實行高煙草稅是必須及切實可行的重要控煙政策。

Based on the experiences of many countries, including Canada and Spain, strengthened law enforcement, coupled with heavier penalties on those who participate in smuggling and those who use the smuggled products, is effective in combating cigarette smuggling. In fact, raising the tobacco tax and increasing the penalties for cigarette smuggling is the effective way to curb cigarette smuggling. Maintaining tobacco tax on the same level does not reduce smuggling activities. It will make smokers less driven to quit smoking and more young people will pick up the habit. The growing demand for cigarettes will only encourage smugglers to become more rampant and aggravate the smuggling problem. Thus, high tobacco tax in Hong Kong is a necessary and practicable tobacco control policy.



## 2009年煙草稅增加50%

### Tobacco Tax up by 50% in 2009

香港吸煙與健康委員會在2009年以「加煙稅助戒煙」為口號，向政府倡議大力增加煙草稅，並展開一連串行動爭取市民支持，當中包括街頭簽名運動、網上收集簽名、報章專輯、大型宣傳活動及名人分享戒煙心得等。



委員會2009年街頭簽名運動。  
COSH's petition signing campaign in 2009.



委員會舉行支持加煙稅大行動，並邀請名人分享戒煙心得。  
COSH held a publicity programme to support the tobacco tax policy and invited celebrities to share their smoking cessation experience.

財政司司長曾俊華先生公布2009-2010財政預算案建議增加煙草稅50%，因煙草稅由每包港幣十六元增至港幣廿四元，煙價即時由平均港幣二十九元增加至三十九元，但仍需要獲得立法會通過。有見社會上有來自煙草業及相關行業從業員，以及吸煙人士對增加煙草稅大力反對，委員會聯同香港大學醫學院教職員在2009年3月22日發動遊行，並在政府總部向政府遞交請願信，支持政府堅持增加煙草稅，以保障市民健康。

最後煙草稅成功獲得立法會通過，2009年全年致電衛生署戒煙熱線的數字亦大幅飆升三倍，可見增加煙草稅對推動戒煙有顯著的成效。

Under the slogan of "Raise Tobacco Tax for Smoking Cessation", COSH advocated a significant increase in tobacco tax and launched a series of campaigns to garner public support. The activities included collecting supporters' signatures on the petitions on the street and the internet, putting special supplements in newspapers, holding large-scale promotional events and sessions featuring celebrities sharing their experience in smoking cessation.

The Financial Secretary proposed increasing the tobacco tax by 50 percent in the 2009-2010 budget, subject to passing by the Legislative Council. If passed, the tobacco tax would increase from HK\$16 to \$24 per pack and the retail price of a packet of cigarettes would rise from an average of HK\$29 to HK\$39. In view of the strong opposition to the proposed tobacco tax increase from the tobacco industry, related industries and smokers, COSH and the teaching staff of the Faculty of Medicine of the University of Hong Kong joined forces in a demonstration on 22nd March 2009 and presented a petition letter to the Government at the Central Government Offices in support of using tobacco tax increases to safeguard public health.



委員會聯同香港大學醫學院教職員在2009年3月22日發動遊行，向政府遞交請願信，支持政府務必堅持增加煙草稅，以保障市民健康。

COSH and the teaching staff of the Faculty of Medicine of the University of Hong Kong staged a protest on 22nd March 2009 to support the government's continual upholding of tobacco tax increases to protect public health.

The Legislative Council passed the tobacco tax increase. The usage of the smoking cessation hotline set up by the Department of Health increased 3 times in 2009. It demonstrates that the increase in the tobacco tax has a significant effect on smoking cessation.

## 2010年取消入口免稅煙

### Demolishing Import of Duty-free Tobacco Products in 2010

及後，委員會繼續向政府倡議增加煙草稅，政府在2010年雖然沒有再度增加煙草稅，但卻取消入口免稅煙，令吸煙人士只可以攜帶最多十九支煙入境作自用。禁止入口免稅煙政策有效阻止價格低廉的免稅煙流入本港，提高政府增加煙稅以保障市民健康的成效，並有助市民戒煙。

禁止入口免稅煙政策在多個國家均有採用，包括新加坡為全球首個地方禁止免稅煙入境，斯里蘭卡、巴貝多（加勒比海）、尼泊爾及新西蘭亦已禁止入口免稅煙。

COSH continued to lobby the Government to increase the tobacco tax. The Government did not increase the tobacco tax again in 2010 but banned the import of duty-free cigarettes. Under the new policy, smokers can only bring a maximum of 19 cigarettes into Hong Kong for their own consumption. The ban on import of duty-free cigarettes has helped reduce the availability of lower-priced duty-free cigarettes in the city. It has helped enhance the effectiveness of the policy of tobacco tax increase and has a positive impact on encouraging smoking cessation.

The policy of banning the import of duty-free cigarettes has been adopted in a number of countries. Singapore was the first country in the world to ban import of duty-free cigarettes. Sri Lanka, Barbados (Caribbean Sea), Nepal and New Zealand have followed suit.



免稅煙銷售店。  
Duty-free cigarette selling shops.

## 2011年煙草稅增加41.5%

### Raise Tobacco Tax by 41.5% in 2011

委員會在2010年下旬已開始一系列活動倡議政府增加煙草稅，其中一項是發動全港小學生許下無煙心願，短短數月委員會已收到三萬個小學生以行動支持政府增加煙草稅，務求早日建構無煙香港。與此同時，委員會亦發動「加煙稅 助戒煙」－全民支持大行動，藉網上平台爭取市民支持增加煙草稅，同時邀請全港所有非牟利團體、學校、社福機構、各行各業專業組織、醫療服務機構等等，聯同委員會向政府反映增加煙草稅的迫切性，以及在街上廣邀市民簽名支持增加煙草稅。

COSH launched a series of campaigns advocating further increase in tobacco tax in 2010. Among them was the "Make a Smoke-free Wish" campaign which mobilized over 30,000 primary school students to express their wishes for a smoke-free Hong Kong through the Government's tobacco tax increase policy. At the same time, COSH unveiled the "Raise Tobacco Tax for Smoking Cessation – United Effort Advocacy Campaign" to garner public support through online platforms. COSH invited the participation of non-profit making organizations, schools, social welfare organizations, professional groups of different sectors, and medical services organizations. This campaign conveyed the urgency of increasing tobacco tax and invited the public to express their support for the increase in tobacco tax by signing petitions.



財政司司長曾俊華先生在宣讀2011-2012財政預算案時再度表示，為保障市民健康，建議即時增加煙草稅41.5%，令煙價提升至五十元。一如以往，煙草公司及零售業以影響生計及加劇走私煙問題為理由，聯同吸煙人士大力反對大幅增加煙草稅。部分立法會議員更揚言加煙稅無效，只會令吸煙人士負擔增加，尤其是收入有限的長者，對增加煙草稅不表支持。

為市民長遠健康著想，委員會繼續聯同控煙團體、醫護組織、社福機構、以及香港大學醫學院師生展開一系列的行動，務求令市民大眾支持增加煙草稅，更極力游說全體立法會議員支持通過增加煙草稅。

立法會就增加煙草稅展開《2011年應課稅品(修訂)條例草案》，議員就增加煙草稅的理據及對市民大眾的影響作出多番討論及表達關注。大部份議員同意增加煙草稅可有助預防青少年習染吸煙及推動戒煙。部份議員要求政府應大力加強戒煙服務，以配合增加煙草稅後服務需求量的上升，同時增撥更多資源予香港海關以遏止煙草走私問題。

立法會其後在2011年6月15日會議上就條例草案作出二讀辯論，經過七小時辯論，最後以33票贊成、8票反對及12票棄權，三讀通過加煙稅41.5%的條例草案，令財政預算案提出每支煙加五角(41.5%)的建議，獲正式確認。



全港小學生許下無煙心願。  
The “Make A Smoke-free Wish” Campaign for primary school students in Hong Kong.



委員會廣邀市民簽名支持增加煙草稅。  
COSH invited citizens to sign a petition in support of the increase in tobacco tax.

In his 2012-2013 budget, the Financial Secretary again proposed an immediate 41.5% increase in tobacco tax to protect public health. This would increase the retail price of a packet of cigarettes to HK\$50. The proposal was again greeted with opposition from tobacco companies and the retail sector, saying that it would affect their livelihoods and aggravate cigarette smuggling. Smokers thought the increase was too steep. Some members of the Legislative Council expressed skepticism about the effectiveness of tobacco tax rise and said it would only add to the financial burden of the smokers, particularly the elderly with limited incomes.

To safeguard public health for the long term, COSH continued its campaigns in collaboration with tobacco control organizations, medical organizations, social welfare organizations, as well as the Faculty of Medicine of The University of Hong Kong. The objective was to boost public support for the tobacco tax increase. COSH also lobbied the entire Legislative Council to back the passing of the tax increase.



2011年1月16日各界代表支持增加煙草稅。  
Representatives from all sectors supported the increase in tobacco tax on 16 January 2011.

The Bills Committee on Dutiable Commodities (Amendment) Bill 2011 of the Legislative Council conducted a long discussion and expressed concerns on the rationale behind the tobacco tax increase and its impact on the public. A majority of the councilors agreed the increase in tobacco tax would help discourage young people from starting smoking and encourage smoking cessation. Some demanded the Government should increase its resources to provide more smoking cessation services to meet the increasing demand for assistance from would-be quitters. The Government should also allocate more resources to the Customs and Excise Department to combat cigarette smuggling.

On 15 June 2011, the Legislative Council debated on the tax increase at the second reading of the bill. After 7 hours of debate, the result was 33 Yes, 8 No, 12 abstained and at the third reading Legco passed the bill to increase tobacco tax by 41.5%. The proposal of the budget in which the retail price of each cigarette would increase by \$0.5 (41.5%) was confirmed.

## 國際經驗

### International Experience in Raising Tobacco Tax

世界銀行在1999年出版的報告指出，煙草價格每提高10%，高收入國家及地區如香港，煙草需求量隨之下降4%，而中至低收入國家及地區的需求量更下降8%。世界銀行建議，煙草稅應該佔煙草零售價的百分之六十七至八十，而世界衛生組織則建議煙草稅應佔零售價七成以上。

世衛《煙草控制框架公約》第六條列明，各國政府應以價格及稅收措施降低煙草需求，特別是兒童及青少年對煙草價格最為敏感，成效更為顯著。環顧全球至少已有27個國家及地區的煙草稅佔零售價高於百分之七十五，許多國家均以增加煙草稅作為控煙的主要措施，如日本、紐西蘭及澳洲在2010年增加煙草稅，另外許多國家計劃亦在2012年增加煙草稅，當中包括英國、愛爾蘭及澳洲，從而推動更多吸煙人士戒煙，以及預防兒童及青少年開始和繼續吸煙，同時減少已成功戒煙人士復吸。

According to a report by the World Bank in 1999, every 10% increase in the price of a packet of cigarettes would result in a 4% decrease in tobacco consumption in such high-income regions and countries as Hong Kong, 8% decrease in low to moderate income regions and countries. The World Bank recommended the tobacco tax should account for 67 to 80% of the retail price of cigarettes. The World Health Organization recommended that the tobacco tax should be over 70 percent of the retail price.

World Health Organization's “Framework Convention on Tobacco Control Clause 6” stated that all governments should use price and tax measures to lower the demand for tobacco. Because children and young people are particularly sensitive to the price of cigarettes, high prices are the most effective way to discourage smoking. In 27 countries and regions, the tobacco tax is over 75% of the retail price of cigarettes. Many countries adopted tobacco tax increase as their main tobacco control measure in 2010. They include Japan, New Zealand and Australia. Others, such as United Kingdom, Ireland, and Australia plan to introduce tax increase to encourage smoking cessation and deter children from picking up the habit. It also helps to discourage those who have quit from smoking again.

## 增加煙草稅有助推動戒煙

### Raise Tobacco Tax for Smoking Cessation

香港最近兩次增加煙草稅，令煙草零售價格得以提升，而2011年全年致電衛生署戒煙熱線的數字更上升至超過二萬個，再次引證增加煙草稅可鼓勵吸煙人士戒煙，相信對預防吸煙，尤其是青少年亦有很大幫助。現時捲煙零售價格平均為五十元，當中三十四元為煙草稅，煙草稅佔零售價比率為百分之六十八。世界衛生組織建議煙稅應值煙價七成以上，故本港現時煙草稅率可上調以推動更多吸煙人士戒煙。

The recent two rounds of tobacco tax increases have caused the retail price hikes of cigarettes. The annual usage of the smoking cessation counseling hotline of the Department of Health increased to 20,000 in 2011. This is a solid proof that the increase in tobacco tax encourages smoking cessation and helps discourage young people from picking up the habit. Currently the average retail price of a packet of cigarettes is HK\$50. Tobacco tax accounts for 68%, or HK\$34. WHO has recommended that the minimum percentage of tobacco tax of the retail price should be 70%. Therefore, the current tobacco tax should be raised further to encourage more smokers to quit.

| Year 年份  | 2008  | 2009   | 2010            | 2011   |
|--|-------|--------|-----------------|--------|
| 增加煙草稅比率<br>Tobacco Tax Increment                 | 0%    | +50%   | 0% <sup>1</sup> | +41.5% |
| Tobacco Tax 煙草稅 / USD <sup>2</sup>               | 2.05  | 3.08   | 3.08            | 4.36   |
| Average Retail Price<br>平均零售價 / USD <sup>2</sup> | 3.72  | 5      | 5               | 6.41   |
| Ratio 比率   | 55%   | 62%    | 62%             | 68%    |
| Total no. of calls for hotline<br>全年戒煙熱線總數       | 4,335 | 15,000 | 13,800          | 20,571 |

Note :

1. The quantity of tobacco products exempted from duty for passenger aged 18 or above was tightened to 19 cigarettes, or 1 cigar for personal use 年滿 18 歲的入境旅客只能攜帶 19 支煙或 1 支雪茄入境作自用。
2. Calculated by a pack of 20 cigarettes 以一包 20 支捲煙計算

增加煙稅比率及戒煙熱線的求助數據。

Figures of the proportion of increase tobacco tax and the usage of the smoking cessation hotline.



# 戒煙服務發展

## Development of Smoking Cessation Services

### 戒煙服務需求

#### Need for Smoking Cessation Services

香港有近七十萬以上吸煙人士對煙草成癮，他們往往低估吸煙對健康的風險而開始吸煙，其後卻因尼古丁成癮而未能戒煙。隨著三十年來煙害的宣傳及教育，加上多項研究及數據顯示吸煙引致的二手煙及三手煙問題，影響身邊非吸煙人士的健康，許多吸煙人士因而開始考慮戒煙。

不少吸煙人士視吸煙為個人習慣，認為單憑個人意志便可以戒煙，故此未有積極求助於醫護專業人員或尋求戒煙服務。根據2010年報告顯示，曾嘗試戒煙的吸煙人士之中，只有百分之二點五曾使用戒煙診所及戒煙熱線，但許多吸煙人士尼古丁成癮多年，退癮症狀不容易克服，要成功戒除煙癮亦相對困難。

In Hong Kong approximately 700,000 smokers suffer from tobacco addiction. They have started smoking because they underestimated the harmful effect of smoking on their health. Owing to their addiction to nicotine, they find it difficult to quit. Smoking does not only damage the health of the smokers themselves, secondhand smoke and subsequent indirect exposure to smoking also have negative impact on non-smokers around the smokers, according to numerous studies. Thanks to the intensive public education on the harm of smoking over the past 30 years, many smokers have begun to consider smoking cessation.

Many smokers see smoking as a personal habit. They think that they can rely on their will power to quit smoking and have never thought about seeking help from medical professionals or smoking cessation specialists. According to a report in 2010, among all the smokers who have tried to quit smoking, only 2.5% have sought assistance from smoking cessation clinic or counseling hotline. This makes it very tough for many smokers to overcome the withdrawal symptoms and successfully kick the habit because many have been addicted to nicotine for years.

### 戒煙服務先驅

#### Pioneer of Smoking Cessation Services

香港吸煙與健康委員會在2000年聯同香港大學、香港中文大學以及律敦治醫院開展全港首個戒煙健康中心，為戒煙人士提供免費戒煙輔導。戒煙健康中心作為一項調查及研究項目，旨在評估香港戒煙服務的需求、醫療機構提供戒煙服務的可行性、服務被接受程度及服務效益。

The first Smoking Cessation Health Centre (SCHC) in Hong Kong was established in 2000, offering free smoking cessation counseling to smokers who had decided to quit smoking. Jointly run by the Ruttonjee Hospital, the University of Hong Kong and the Chinese University of Hong Kong and COSH, SCHC was an integral part of a research and study programme aimed at evaluating the local demand for smoking cessation services. It also looked at the feasibility of the smoking cessation services offered by the medical institutions and the public acceptance and the effectiveness of such services.



香港首個戒煙健康中心成立。  
The first Smoking Cessation Health Centre (SCHC) opening ceremony

戒煙健康中心在服務期間(2000年8月至2003年12月)成功協助1,900多名吸煙人士在中心接受戒煙輔導，共提供1,800次跟進服務，最後並完成研究報告。為延續戒煙健康中心的發展，委員會由2003年12月起，將戒煙健康中心的營運工作轉交予香港大學護理學系(現時已升格為護理學院)。

Between August 2000 and December 2003, more than 1,900 smokers visited SCHC for smoking cessation counseling. The number of follow-up counseling sessions was over 1,800 and the study was completed successfully. To sustain the development of the centre, the School of Nursing (formerly Department of Nursing Studies) of the University of Hong Kong took over the operation of SCHC in December 2003.



委員會出版「戒煙之聲」，令吸煙人士掌握更多有關戒煙的資訊。  
COSH published "Quit.com" to give the smokers more information about smoking cessation.



## 政府為市民開展戒煙服務

### Smoking Cessation Services Provided by the Government

委員會歷年來不斷向市民宣傳煙害以及鼓勵戒煙，再加上政府實施多項控煙法例以鼓勵市民戒煙，令戒煙輔導服務的需求增多。有見及此，衛生署及醫院管理局於2002年開始透過分區診所及公立醫院提供戒煙輔導服務。

2010年調查顯示近四成半吸煙人士嘗試戒煙，故此戒煙服務發展對他們尤其重要。政府近年投放大量資源開展戒煙服務，令吸煙人士可以透過不同的平台獲得更多煙害資訊。



The education by COSH on the health hazards posed by smoking, coupled with Government's enforcement of tobacco control measures and its implementation of the Smoking Ordinance, encourages smokers to quit smoking. This has driven up the demand for smoking cessation services. In order to meet the increasing demand, the Department of Health and the Hospital Authority started to offer smoking cessation services through clinics and public hospitals in 2002.

A research in 2010 showed that over 45% of the smoking population had tried to quit smoking. They were among the target groups for smoking cessation services. The Government has devoted a lot of resources to the development of smoking cessation services in recent years. It has helped increase the smokers' access to more information on the hazards of smoking available from multiple service platforms.

控煙辦公室於2010年開始將戒煙熱線1833183連繫全港主要戒煙服務，方便更多有意戒煙人士預約戒煙服務。

*In 2010, Tobacco Control Office linked the smoking cessation hotline 1833 183 to all major smoking cessation service units so that smokers who desire to quit smoking can easily access the services.*

## 戒煙服務擴展

### Expansion of Smoking Cessation Services

隨著政府多項控煙政策陸續推出，當中包括逐步擴大禁煙區及增加煙草稅、禁止煙草宣傳及煙包圖象健康警示，令戒煙求助人數大增，服務需求亦隨之增加，有見及此，政府近年持續投放更多資源加強戒煙服務，邀請多個慈善福利團體加入支援戒煙服務的行列，透過他們的服務網絡，在地區上開展戒煙服務中心及提供流動戒煙服務，聯繫社會大眾推廣無煙信息，同時結合他們在不同範疇的專業力量，為戒煙人士提供更優質及多元化的服務協助他們重建健康人生。

The diverse tobacco control strategies adopted by the Government, which include tobacco tax increase, ban on advertising for tobacco products, and putting graphic health warnings on cigarette packaging, have helped many smokers to make up their minds to kick the habit and increase the demand for smoking cessation services. To satisfy the surge in demand, the Government has continued to increase its resources to strengthen and expand the scope of smoking cessation services. It has invited charitable and welfare groups to provide smoking cessation services. With the significantly expanded network and coverage, community-based smoking cessation service centres and mobile service centres have been established. By leveraging the strengths of these organizations in diverse fields, these centres have been effective in spreading the message of smoking cessation and deepening the public understanding of its importance. The community-based centres have been successful in providing comprehensive and effective services to help smokers quit smoking.

現時香港的戒煙服務由以下部門及團體提供：

Currently the following departments and organizations are providing smoking cessation services in Hong Kong :

● 衛生署戒煙輔導服務於辦公時間內提供專業戒煙輔導，並藉24小時電腦來電處理系統，為使用者提供廣東話、普通話及英語的戒煙資訊和戒煙藥物資訊，並可進行尼古丁依賴程度測試，及以傳真方式索取戒煙資訊。

● 醫管局「無煙新天地」戒煙輔導中心服務，由受訓護士及藥劑師提供治療及輔導模式，為吸煙人士戒除煙癮。

● 東華三院戒煙綜合服務中心，結合心理輔導及藥物治療，由醫生、護士、臨床心理學家或輔導員為戒煙者進行身體檢查及評估，並按其尼古丁依賴程度，度身設計合適的戒煙計劃。

● 博愛醫院透過“博愛醫院社區健康中心”以及18部中醫流動醫療車，提供免費中醫戒煙服務，服務範圍遍及港九新界超過90個地點，以針灸治療為主，配合心理輔導，協助吸煙者成功戒煙。

● 香港大學護理學院及公共衛生學院設有青少年戒煙熱線，以朋輩輔導協助青少年戒煙。同時亦為有意戒煙的女性，由資深護士顧問提供度身訂造的個別面談或電話輔導，協助了解吸煙習慣及上癮程度，從而提供合適的戒煙方案。

● 基督教家庭服務中心—「觀塘愛無煙」針灸輔導戒煙計劃，由資深註冊護士評估，為吸煙人士提供戒煙輔導及針灸服務。社區教育內容包括講座、展覽及小組活動。

● 九龍樂善堂為企業或機構之員工提供戒煙服務，減低一手煙、二手煙，甚至三手煙，對人體之禍害，同時能提升參與企業對外及履行社會責任之正面形象。

Department of Health provides smoking cessation counselling with their registered nurses during office hours. The computerised call handling system is set up to provide round-the-clock information on smoking cessation and medication in Cantonese, Putonghua and English. Smokers can assess their nicotine dependency via the system and collect information by fax.

Smoking Counselling and Cessation Centres , Hospital Authority, provide smoking cessation services to the smokers with their registered nurses and pharmacists via evidence-based therapies and counselling.

Tung Wah Group of Hospitals Integrated Centre on Smoking Cessation provides pharmacotherapy and psychological treatment for quitters. The professional team, including medical officers, nurses, clinicals psychologist and counselors will render a comprehensive assessment including a medical check-up and nicotine dependency for every quitter to develop a tailor-made treatment plan.

Pok Oi Hospital provides free smoking cessation service using traditional Chinese medicine including counselling and acupuncture with their Chinese Medicine Community Health Centre and 18 mobile clinics.

The School of Nursing and School of Public Health, The University of Hong Kong operate Youth Quitline for young smokers with peer counselors. A tailor-made cessation programme is also offered for smoking women with quit attempt. Their experienced smoking cessation nurses can understand their tobacco dependence through face-to-face and telephone counseling and arrange practical cessation plan.

Christian Family Service Centre's "Loving Kwun Tong Smoke-free Programme" offers smoking cessation services for smokers. Registered nurses provide assessment and counselling services whereas Chinese medical practitioners provide acupuncture treatment. Service coverage includes seminars, exhibitions and group activities.

The Lok Sin Tong Benevolent Society Kowloon provides smoking cessation services to employees, in order to lower the hazards of active smoking, secondhand smoke and even thirdhand smoke to health, also to enhance a positive image of the participated corporates in fulfilling the social responsibilities.



政府資助不同團體開展戒煙服務，並提供免費戒煙用品，令戒煙人士可獲得專業及具療效的戒煙支援。

*The Government subsidized various organizations to provide smoking cessation services and distribute free smoking cessation materials to enable smokers to enjoy professional and effective cessation support and services.*



# 宣傳及推動戒煙

## Promoting Smoking Cessation

為鼓勵更多吸煙人士投入無煙生活，香港吸煙與健康委員會多年來積極宣傳戒煙的重要性，透過不同宣傳活動及控煙短片營造一個支持吸煙人士戒煙的社會。

To encourage more smokers to quit for a smoke-free environment, COSH has been actively promoting smoking cessation and highlighting the community's support through a diverse range of programmes and tobacco control videos. COSH has also innovated on territory-wide smoking cessation schemes to encourage more smokers to quit smoking.

1997年，委員會製作了一輯名為「只要意志堅定，成功一定企喺你個邊」電視宣傳短片，更邀得滑浪風帆奧運金牌得主李麗珊擔綱演出，呼籲時下年青人戒除吸煙的習慣。

In 1997, COSH produced a video titled "Quit Now, We Can All Win" featuring Olympic windsurfing gold medalist, Lee Lai-shan, to appeal to young smokers to quit smoking.



「只要意志堅定，成功一定企喺你個邊」  
"Quit Now, We Can all Win"



委員會聯同伊利沙伯醫院展開「戒煙班」為病人提供戒煙服務。啟動禮主禮嘉賓包括委員會主席梁定邦醫生及當時擔任伊利沙伯醫院行政總監的周一嶽醫生。

COSH collaborated with Queen Elizabeth Hospital to develop a smoking cessation programme, offering smoking cessation services for the patients. Officiating guests included Chairman of COSH Dr. Leung Ting-pong and ex-Executive Director of Queen Elizabeth Hospital Dr. York CHOW Yat-ngok.

委員會在「世界無煙日」舉行「一個無煙的婚禮」，十多對夫婦穿上結婚禮服，誓言為至愛家人戒煙，以表達堅定的決心。

COSH organized the "No Tobacco Wedding" on the World No Tobacco Day. Over 10 couples in their wedding outfits pledged that they would quit smoking for their families.

委員會在2000年首度舉行「戒煙大贏家」，鼓勵吸煙人士戒煙。

COSH organized the first "Quit to Win" Smoke-free Community Campaign in 2000 to encourage smokers to quit smoking.

委員會亦舉辦不同類型的全港性戒煙計劃，推動吸煙人士嘗試戒煙，當中包括由家人撰寫計劃書及以獎金獎品吸引吸煙人士戒煙，以贏取健康及豐富禮物，透過與不同界別的合作，為吸煙人士制定戒煙方案等等，陪同吸煙人士一起開展戒煙的旅程。

有戒煙輔導員曾分享，吸煙人士平均要戒煙四次才可以成功，可見戒煙要克服心理及生理對煙草的依賴實不容易。未來政府及社會各界應投放更多資源去支持吸煙人士戒煙，扭轉煙草流行，讓更多市民不再受煙害而損失生命，並保障下一代的健康成長。

COSH has organized a variety of territory-wide quit programmes to encourage smokers to take the first step in smoling cessation. These schemes include appealing to the families of smokers to help draft the quitting plans, winning cash prizes and other rewards along with improved health, and inviting individuals in different sectors to help design the quitting plans for smokers. The objective is to show that many in the community support the smokers in their journeys to smoking cessation.

According to some smoking cessation counselors, it takes an average of four attempts for a smoker to successfully quit smoking. It shows that smokers need to overcome the tough challenges posed by their heavy emotional and physiological dependence on tobacco. Going forward, the Government and the community should continue to allocate more resources to support smokers to quit smoking, diminish the acceptance and consumption of tobacco to minimize the loss of lives to smoking and ensure the next generation will grow and live in a healthy smoke-free environment.



戒煙大贏家2009及2010招募吸煙人士參加戒煙比賽。

COSH "Quit to Win" Campaign 2009 and 2010 recruited smokers to join the smoking cessation contest.



「無煙家庭 我做得好」 — 2007年1月1日室內公共場所實施全面禁煙，委員會以建立無煙家庭為目標，鼓勵全港家庭承諾打造清新健康的家庭，並由中小學生為家人訂下戒煙大計。

Smoke-free Home Promotion Campaign — a 'no tobacco' campaign was run in all in-door public areas on 1st January 2007. The programme aimed to promote the benefits of a smoke-free household. Students from primary and secondary schools were asked to develop smoke cessation plans for their family members.



演藝界名人分享戒煙心得。  
Celebrities shared their smoking cessation experiences : Ms Susie WONG and Mr Roger KWOK



# 科學研究推動控煙政策

## Scientific Research Helps Drive Tobacco Control

要成功推動控煙工作，除了實行已證明行之有效的六項世界衛生組織倡議控煙措施MPOWER外，必須掌握更多有關煙草禍害、吸煙危害健康的數據，以及檢討控煙工作的成效研究，戒煙服務效能等，提供進一步的證據向政府倡議無煙法例，及爭取市民支持加強控煙措施。

世界各地醫學院、公共衛生學及護理學研究學者及專家長期進行煙草禍害的研究，以提供實證令市民大眾掌握煙草禍害。香港的學者自七十年代中期開展的煙害研究，當中包括於1979年發表第一份香港有關吸煙與肺癌論文，其後香港大學亦於1987年發表二手煙及肺癌劑量效應關係的報告，並與多個團體進行一系列有關二手煙影響不同群體的研究。科研項目進一步確立二手煙的禍害，與國際研究結果相符，顯示香港政府修訂控煙法例的迫切性。

To optimize the impact of tobacco control initiatives, it is crucial to conduct researches and studies to gather more data on the harmful effects of tobacco and smoking and to review and evaluate the effectiveness of tobacco control initiatives and smoking cessation services, in addition to the implementation of the WHO's MPOWER. In-depth researches and studies help generate more data and unearth more scientific evidence for the Government to develop its legislation for a smoke-free environment and win more public support for tobacco control measures.

Many researchers and experts from schools of medical, public health, and nursing around the world have devoted their careers to the studies on the hazards of smoking. They provide the solid proof which is instrumental in building public understanding of the issue. Scholars in Hong Kong started their in-depth researches in this area since the 1970s, including the first thesis on the causal relationship between smoking and lung cancer in 1979. The University of Hong Kong released data from a research on the relationship between lung cancer and secondhand smoke. This was followed by a series of studies on the impact of secondhand smoke on different groups. Scientific researches and studies not only help to provide further evidence of the health threats posed by secondhand smoke, which is consistent with data from international studies, they also increase the urgency for the Government to speed up legislation for tobacco control.

## 青少年吸煙與健康調查

### Youth Smoking and Health Survey

香港吸煙與健康委員會聯同香港城市理工學院(現為香港城市大學)法律系，以問卷調查研究青少年吸煙情況，並探討市民對吸煙和健康的認識。1990年發表的調查結果發現香港兩成12至16歲年青人已嘗試吸煙，16歲時更高達百分之四十七，他們大都是從家庭成員獲得第一支煙。

委員會聯同香港大學在1994年進行青少年吸煙與健康調查，結果發現男生及女生的吸煙率有上升的情況，尤其以初中生的情況較為嚴重，大部份都因為被煙草產品廣告吸引而開始吸煙，有吸煙習慣的學生出現呼吸系統症狀的情況普遍。是次調查結果反映煙草商利用法例的漏洞推廣吸煙，因此政府須加強控煙法例，包括全面禁止煙草廣告及贊助活動。委員會亦因此加強宣傳及教育項目，協助青少年認識煙草禍害，免被煙草廣告影響。



1994年青少年吸煙與健康調查，發現男生及女生的吸煙率有上升的情況，初中生情況尤其嚴重。

*The Youth Smoking Survey conducted in 1994 found that smoking prevalence increased in both male and female students, especially at the junior level.*

COSH, together with Department of Law, City Polytechnic of Hong Kong (currently known as City University of Hong Kong), conducted a territory-wide survey on teenage smoking and investigated the depth of their knowledge of health and smoking. The report released in 1990 revealed that about 20% of the surveyed youths in the age group of 12 to 16 had already tried smoking. The percentage soared to 47% among those of 16 years old. They also indicated that the source of their first cigarette was from family members.

The Youth Smoking Survey jointly conducted by COSH and The University of Hong Kong in 1994 found that smoking prevalence increased among both male and female students, especially at the junior secondary school level. Many were attracted to smoking due to the appeal of advertisement of the tobacco brands. Respiratory illnesses among smoking students were commonplace. The survey's findings also drew attention to the tobacco industry's exploitation of legal loopholes to promote tobacco products. COSH urged the Government to further tighten tobacco control measures and prohibit advertising of tobacco products and sponsorships by tobacco companies. COSH also strengthened its promotional and education programmes targeting local youths to ensure they would stay away from smoking.

1995至1996年，香港大學聯同委員會探討兒童吸煙和在家居吸入二手煙情況，結果發現有短暫吸煙經驗的兒童，及在家庭或其他場所吸入二手煙的兒童較多患有呼吸系統症狀。是次調查的結果顯示社會各界應一起支持及保護兒童免受煙草禍害，並應加強管制吸煙的政策，減少非吸煙者人士，尤其是兒童在家庭及公眾場所被迫吸入二手煙。

香港大學社會醫學系及香港職業安全健康局聯同委員會，於1997至1998年進行「香港就業青年吸煙情況」調查，向約一萬位年齡為15歲以上人士作訪問，結果顯示本港15至19歲青年在職人士吸煙情況嚴重，工作場所實施禁煙政策有助降低年青人的吸煙率，亦為立法將工作間列為法定禁煙範圍提供一大理據。

香港大學社會醫學系在2003至2004年進行中學生吸煙調查，探討青少年吸煙情況，發現與較早前的研究相比，青少年吸煙趨勢有所下降。縱然煙草廣告對青少年有一定的吸引力，大部份有吸煙習慣的青少年均有意欲戒除煙癮。

另外香港大學李嘉誠醫學院公共衛生學院多年來一直均有監察香港青少年吸煙情況。

COSH and the University of Hong Kong conducted a joint survey on smoking among children and their exposure to secondhand smoke at home. The survey found that those children who had smoked briefly and were exposed to secondhand smoke at home or other places suffered from more respiratory illnesses compared with those who did not smoke nor have any exposure to secondhand smoke. The survey highlighted the need for all sectors to unite and help protect children from the hazards of smoking. Hong Kong also needed to tighten tobacco control policies to reduce children's exposure to secondhand smoke at home or public places.

The study of "Smoking in the Young Working Population in Hong Kong" was jointly conducted by The Department of Community Medicine of the University of Hong Kong, Hong Kong Occupational Safety and Health Council and COSH in 1997 and 1998. Around 10,000 individuals aged 15 years and above were surveyed. The results indicated that smoking was serious among local young employees (aged between 15 and 19). Banning smoking in the workplaces helped to reduce smoking among the youths. The survey's findings also supported smoke-free workplace legislation.

Department of Community Medicine, The University of Hong Kong conducted youth smoking survey in 2003/2004 with COSH to review the trend of smoking among secondary school students. It was found that the smoking prevalence of youth has been dropped compared with the studies in earlier years. Although exposure to tobacco advertisements and promotion were associated with youth smoking, many of the smokers wished to quit smoking.

School of Public Health, The University of Hong Kong continued to monitor the youth smoking in Hong Kong in subsequent years.

## 禁煙法例的效果

### Impact of Smoke-free Legislation

為配合較大型食肆於1999年開始設立禁煙區，香港大學社會醫學系聯同委員會進行電話調查，以了解普遍市民對食肆禁煙區法例的認識、意見及態度。市民表示在食肆內接觸到二手煙的比率仍然偏高，認為法例不足以保障市民在食肆內免受二手煙影響，他們更特別表示與小孩一起時會選擇設有禁煙區的食肆，食肆全面禁煙令市民增加光顧食肆的次數，可見市民對無煙食肆有極大的需求。

同時，委員會聯同香港大學社會醫學系、香港中文大學社區及家庭醫學系，透過收集員工尿液樣本，以評估不吸煙飲食業員工患肺癌及心臟病的風險。研究反映員工在工作場所接觸二手煙後，患上心臟病及肺癌的綜合額外風險為3%。以香港20萬飲食業從業員計，這額外風險將導致6,000人死亡，其中超過6成為不吸煙者。而通風系統工程並不能解決二手煙問題，唯一安全及有效的策略就是加快步伐修改法例，在食肆及工作間訂立「無煙」條例。

Following the implementation of partial smoke-free areas in restaurants in 1999, COSH commissioned the Department of Community Medicine, The University of Hong Kong, to conduct a telephone survey to gauge the public's opinions, awareness and attitude towards the new ordinance. The percentage of respondents who continued to be exposed to secondhand smoke at restaurants remained high. The respondents said the current legislation was inadequate in protecting non-smokers against secondhand smoke. Most said they would patronize restaurants with no-smoking areas, especially if they went along with children. The survey's findings clearly indicated the public desire for smoke-free restaurants and a complete ban on smoking at restaurants would help them attract customers.



香港大學社會醫學系調查在1999年進行，發現市民期待食肆全面禁煙。

Department of Community Medicine, The University of Hong Kong conducted a survey in 1999 and found that citizens expected for a smoke-free restaurants.

A joint study carried out by the Department of Community Medicine, University of Hong Kong, the Department of Community and Family Medicine, Chinese University of Hong Kong and COSH investigated passive smoking and the risks for heart disease and cancer among Hong Kong workers in the catering industry. By collecting and analyzing the urine samples from non-smoking workers in the catering industry, the researchers found that the combined additional risk of suffering from heart disease and lung cancer among these workers was 3%. With a total of 200,000 workers in the local industry, the additional risk would result in the loss of 6,000 lives, among them 60% were non-smokers. Ventilation did not solve the problem of secondhand smoke. Speeding up the pace of the legislation of smoke-free restaurants and workplaces was the only effective strategy to safeguard the workers' health.





# 研究二手煙對健康的影響

## Impact of Secondhand Smoke

為進一步了解二手煙的害處，香港大學醫學院社會醫學系和公共衛生學院、衛生署及英國牛津大學的研究員，合作進行一項二手煙與非吸煙者健康的研究。結果顯示二手煙損害腦部動脈，是引致中風死亡的一個重要但可預防的因素，經常接觸二手煙會大大增加患上嚴重和致命疾病的風險。保守估計，若35歲以上人口中有50%曾接觸二手煙，每年便有1,324位非吸煙者，因在家或工作間吸入二手煙而死於心臟病、癌症、中風及肺病。



二手煙損害腦部動脈，長期吸入二手煙會增加死於心臟病、癌症、中風及肺病風險。  
Secondhand smoke affects brain arteries and prolonged exposure will increase the risks of non-smokers from heart, cancer, stroke and lung diseases.

香港大學醫學院社會醫學系及公共衛生學院進行「二手煙對吸煙人士的呼吸健康是否有影響」的研究，發現吸煙人士越多於家居及工作間接觸二手煙，他們患上急性和慢性的呼吸系統疾病和使用醫療服務的資源的機會越大。研究結果提供有力的證據，表明在食肆或其他公眾場所設立的「吸煙室」是不安全的，禁煙措施不應附帶這些妥協性的條例。

The School of Public Health and the Department of Community Medicine of the University of Hong Kong, Department of Health and researchers from Oxford University found that secondhand smoke damages brain arteries and is the major yet totally preventable cause of stroke. Exposure to secondhand smoke significantly increases the risk of serious and life-threatening diseases. Based on a conservative estimate, if around 50% of people in Hong Kong above 35 have been exposed to secondhand smoke at home or in the workplaces, 1,324 individuals will die of heart disease, cancer, stroke or lung disease every year.

The University of Hong Kong's School of Public Health and the Department of Community Medicine investigated the impact of secondhand smoke on the health of the respiratory systems of smokers. The study established that the higher the exposure among smokers to secondhand smoke at home or workplaces was, the bigger the risk that they would suffer from acute and chronic respiratory diseases, and the bigger their share would be in the resources for medical services. This study provided strong evidence that ventilation system and smoking rooms were unsafe and tobacco control policy should not include these concessionary measures.

# 二手煙與法例

## Secondhand Smoke and Legislation

委員會聯同香港大學公共衛生學院藉劇場活動，比較小學生在無煙法例生效前後接觸二手煙的情況，發現無煙法例生效前後，如父母或其中一方是吸煙人士，學生在家中接觸二手煙的比率增加56%，促使委員會透過各項社區推廣計劃，鼓勵吸煙人士為家人戒煙。



學生在2007年室內禁煙法例生效後，在家中接觸家人的二手煙增加，故此委員會大力推廣無煙家庭。  
COSH organized smoke-free family programmes to address children's increased exposure to secondhand smoke at home after total smoking ban effective in 2007.

Through their joint education theatre programmes, COSH and the School of Public Health of the University of Hong Kong compared the secondhand smoke exposure among primary school students in Hong Kong before and after the implementation of smoke-free legislation in 2007. It was found that their exposure at home increased by 56% when one or both of their parents were smokers. COSH therefore put more efforts into its community promotional campaigns to encourage smokers to quit smoking for the sake of their families.

# 科研為本 推動控煙工作

## Evidence-based Research Drives Tobacco Control Progress

香港吸煙與健康委員會其中一個使命是進行有關吸煙的研究。由於政府統計處持續進行吸煙人口情況統計，委員會亦隨著控煙法例的演進，推行適切的研究及調查計劃，並配合不同階段的政策倡導工作，收集市民就各項控煙政策及戒煙服務表達意見，推動香港在控煙措施及政策的長遠發展。有關研究已編撰成委員會報告書供市民參考。

控煙工作面對的挑戰不僅是煙草中的有害物質對人們健康構成的影響，更重要的是，面對著煙草業的反宣傳、利用法律的空隙作推廣以及游說政府減輕有關的干預政策等，科研工作任在控煙上扮演著不可或缺的角色，為有效的控煙措施提供「事實勝於雄辯」的實證基礎。

Research on smoking is one of COSH's missions. As the Census and Statistics Department conducts smoking prevalence research, COSH develops and launches researches and studies in line with the development of the tobacco control legislation in Hong Kong. COSH also garners public opinions and ideas on the tobacco control measures and smoking cessation services, in line with the different stages of policy advocacy. The council is committed to driving the long-term development of tobacco control measures and policies in Hong Kong. The council has compiled the results from various researches and studies into reports for public reference.

Scientific researches and studies generate factual evidence and proof in support of effective tobacco control measures, which cannot be dismissed by cleverly worded arguments or debates. The efforts in tobacco control not only have to tackle the physical challenges of the health hazards posed tobacco's toxins to human beings. More importantly, tobacco control campaigners face the challenge of the anti-promotion by tobacco industry that uses legal loopholes to lobby Government to soften their intervention policies.





# 衛生署控煙辦公室成立

Establishment of Tobacco Control Office,  
Department of Health

## 成立及發展

### Establishment and Development

為了進一步加強及協調政府的控煙工作，衛生署於2001年2月成立了控煙辦公室。控煙辦公室主要工作包括健康推廣、執行控煙法例《吸煙(公眾衛生)條例》(香港法例第371章)，協調及提供戒煙輔導服務。

控煙辦公室(控煙辦)成立初期只有十名員工，但隨著控煙法例與控煙督察職務的演變，控煙執法隊伍於2006年成立，全職控煙督察的人數由34名增至近年99名。

To strengthen and coordinate all tobacco control measures by the Government, the Department of Health established the Tobacco Control Office (TCO) in February 2001. TCO is responsible for promoting a smoke-free environment among the public, enforcing the tobacco control legislation (Smoking (Public Health) Ordinance [Cap. 371]), coordinating and providing smoking cessation counseling and other services.

Initially with only 10 members, the TCO's workforce has grown in size in keeping with the changes in the tobacco control legislation and the duties of the Tobacco Control Inspectors. The number of full-time Tobacco Control Inspectors has soared to the present 99 from 34 when it was first established in 2006.



## 衛生署控煙辦公室成立

Establishment of Tobacco Control Office,  
Department of Health



## 健康推廣

### Promoting A Smoke-Free Environment

控煙辦透過宣傳及健康教育以推廣無煙文化及確保公眾遵守《吸煙(公眾衛生)條例》(香港法例第371章)，增加市民對控煙的認識以及了解煙草禍害，當中包括宣傳短片、單張、海報及紀念品等，並製作實施指引，協助法定禁煙區的管理人推行無煙政策。



By means of publicity and education, TCO promotes the smoke-free culture and ensures the public abides by the Smoking (Public Health) Ordinance [Cap. 371]. TCO has utilized promotional videos, distribution of leaflets, posters and other items to increase public awareness on the tobacco control measures and deepen their understanding on the health hazards posed by smoking. TCO has also developed smoke-free environment implementation guidelines to help venue managers of statutory no-smoking areas to implement the policy.

## 執行控煙法例

### Enforcement of Tobacco Control Legislation

為配合法定禁煙區由2007年起不斷增加及便利執法，控煙執法隊伍除了增加控煙督察的人手外，亦與警務處合作。警務處除檢控違例吸煙外，亦借調資深警務人員加強培訓及支援控煙執法隊進行執法工作，康樂及文化事務署、食物環境衛生署及房屋署的指定人員，獲條例授權在他們管理的場地，向違例者發出定額罰款通知書。

由於法定禁煙區近年逐步增多，市民對控煙條例的認識提高，舉報違例吸煙個案亦大幅提升。有見及此，控煙辦設有24小時查詢及投訴熱線、電郵、網上舉報表格或郵遞方式供市民舉報違例吸煙個案。控煙辦在收到投訴後會安排巡查、向違法吸煙人士發出定額罰款通知書，控煙辦聯同相關政府部門突擊巡查違例黑點，進行針對性的執法行動加強阻嚇作用。執法同時，控煙辦與其他政府部門和私人場所管理處緊密合作，教育場所管理人了解禁煙法例及他們的法律責任。



As the number of statutory no smoking areas continued to rise from 2007 onwards, the TCO has increased the workforce of Tobacco Control Inspectors to ensure effective enforcement. In addition, the police prosecute smoking offences. Seasoned police officers have provided training and other support to the Tobacco Control Inspectors. Designated personnel of the Leisure and Cultural Services Department, the Food and Environmental Hygiene Department and the Housing Department are authorized by the ordinance to issue Fixed Penalty Notices at public venues under their management.

Thanks to the heightened public awareness of the tobacco control legislation, the number of reports of smoking ban violations to the TCO by members of the public has recorded an encouraging surge in recent years. The public can report the violations by dialing a 24-hour enquiry and complaint hotline set up by TCO. They can also complain via email or by filling in an online complaint form or by post. Upon receipt of the complaints, TCO carries out inspections and issues Fixed Penalty Notices to the offenders. In collaboration with other government departments, TCO conducts unannounced inspections of violation black-spots as part of its targeted enforcement for added deterrence. TCO also works closely with other government departments and management offices of private establishments to help venue managers deepen their understanding on the tobacco control ordinance and their legal responsibilities.



# 違例吸煙罰款制度

## Fixed Penalty System

過往在法定禁煙區吸煙人士一經定罪，最高可被罰款港幣5,000元。由於以法庭傳票方式檢控違例吸煙人士涉及大量人力和工序，處理需時，2007至2009年中共發出超過15,000張法庭傳票，當中逾95%個案被定罪，平均罰款約港幣870元。為提高執法效率及增加違例吸煙罰款的阻嚇性，衛生署於2009年9月1日引入定額罰款制度，劃一對違例吸煙人士罰款港幣1,500元，以取代工序較多的法庭傳票。



Before September 2009, any person who smoked or carried a lighted cigarette, pipe or cigar in statutory no smoking areas or public transport carriers was liable to a summary conviction on a maximum fine of HK\$5,000. Between 1 January 2007 and 31 August 2009, TCO conducted inspections in response to complaints and over 15,000 summonses were issued against smoking offences. Over 95% of the cases were successfully convicted, with an average fine of about HK\$870. To enhance the efficiency of the enforcement, the Department of Health introduced the Fixed Penalty System on 1 September 2009. Anyone who violates the smoking ban is subject to a HK\$1,500 fixed penalty which replaces the cumbersome court summonses.

| 期間<br>Period          | 巡查次數<br>No. of Inspections | 發出法庭傳票/定額罰款<br>通知書<br>No. of Summonses issued /<br>Fixed Penalty Notices issued | 最多違例吸煙地方<br>Locations where smok-<br>ing offences occurred   |
|-----------------------|----------------------------|---|--|
| 2007/1/1 - 2009/8/31  | 35,000+                    | 15,000+張法庭傳票<br>Summonses   | 30% 遊戲機中心<br>Amusement Game Centres<br><br>17% 購物商場及商店<br>Shops and Shopping Malls   |
| 2009/9/1 - 2010/12/31 | 29,828                     | 10,529張定額罰款通知書<br>Fixed Penalty Notices   | 27% 遊戲機中心<br>Amusement Game Centres<br><br>15% 購物商場及商店<br>Shops and Shopping Malls<br><br>9% 麻雀天九耍樂場所<br>Mahjong-tin kau Parlors         |
| 2011/1/1 - 2012/8/31  | 40,531                     | 13,214張法庭傳票及定額<br>罰款通知書<br>Summonses and Fixed<br>Penalty Notices               | 22% 遊戲機中心<br>Amusement Game Centres<br><br>19% 購物商場及商店<br>Shops and Shopping Malls<br><br>9% 街市<br>Markets<br><br>9% 食肆<br>Food Premises |

## 違例吸煙以外的執法工作

### Enforcement on Other Aspects of the Ordinance

違反煙草產品的售賣規管，一經定罪，最高可被罰款港幣五萬元。任何人推廣、宣傳煙草產品，將煙草產品給予任何人士，或將煙草產品售予18歲以下人士，一經定罪，最高可被罰款港幣二萬五千元。

法例同時管制煙草廣告，任何人不得展示、刊登或分發任何形式的煙草廣告，並禁止在印刷刊物、公眾地方、電影及互聯網等展示煙草廣告。違反管制煙草廣告法例最高可被罰款港幣五萬元。持續罪行期間每日另加罰款港幣一千五百元。



Any person who contravenes any of the regulations on the sales of tobacco products commits an offence and is liable on a summary conviction to a maximum fine of HK\$50,000. No person should sell any tobacco product to any individual under the age of 18 years and give any tobacco product to any person for promotion or advertisement. Any person who violates this regulation commits an offence and is liable on summary conviction to a maximum fine of HK\$25,000.

The Ordinance prohibits the exhibition of tobacco advertisement in printed publications, in public places, by film, or on the internet. Any person who contravenes this regulation commits an offence and is liable on summary conviction to a maximum fine of HK\$50,000 and a further penalty of HK\$1,500 for each day during which the offence continues.

## 戒煙服務

### Smoking Cessation Services

現時衛生署聯同醫院管理局及一些社福醫療團體提供戒煙服務，衛生署戒煙診所提供的戒煙服務包括輔導及藥物。

衛生署於2001年9月設立戒煙熱線，2005年引入電腦系統處理來電查詢，以互動語音回應系統24小時提供廣東話、普通話及英語的戒煙貼士和其他有用資訊。使用者亦可透過系統進行即時尼古丁依賴程度測試，及以傳真方式索取戒煙資訊。由2010年開始，戒煙熱線1833183更提供一線通服務，可接駁至各個戒煙服務機構。經培訓的註冊護士於辦公時間內處理一般的戒煙查詢及提供專業戒煙輔導，為未能親身到戒煙診所接受療程人士，提供十次電話跟進輔導及心理及行為輔導。



The Department of Health operates a number of smoking cessation clinics. The smoking cessation services include both counseling and medication. It also provides cessation services in collaboration with the Hospital Authority and social welfare and healthcare service providers.

The Department of Health set up the Smoking Cessation Hotline in September 2001. The service was upgraded with a computerized interactive voice-responding system to provide tips of smoking cessation and other useful information in Cantonese, Putonghua and English round-the-clock. Callers can conduct an instant nicotine dependence test via the system and obtain information on smoking cessation by fax. In 2010 the hotline 1833183 became a one-stop centralized service which connects the callers with various smoking cessation service providers. For individuals who want to quit smoking but prefer not to visit the smoking cessation clinics, the hotline's professionally trained registered nurses handle general enquiries on quitting and provide professional counseling during office hours. The service includes 10 follow-up phone calls to provide counseling and psychological and behavioural intervention.





流動應用程式「戒煙達人」包含豐富的戒煙資訊，並透過「明星話你知」和「抗煙癮」等功能支持戒煙人士。另一方面，根據吸煙人士的吸煙習慣給予合適的戒煙指導，跟進戒煙進度及定時發出提示信息，幫助吸煙人士成功脫離煙癮。

「網上互動戒煙中心」以電腦網絡提供戒煙資訊，透過遊戲、戒煙貼士及戒煙計劃協助戒煙。戒煙人士可在網絡上登記，然後可接收到電郵以獲得度身訂造的戒煙時間表及建議。



The "Interactive Online Cessation Centre" features a web-based platform providing information and support on smoking cessation through a combination of games, online tips and quit plans. Registered users receive tailor-made quit timetable and advice via email.



The "QuitSmokingMobileApp" for smartphones and mobile devices assists smokers to quit smoking. Apart from a wealth of information on smoking cessation, it encourages the smokers to kick the habit by offering them tips to cope with the withdrawal symptoms through video clips featuring local celebrities. The app also provides customized quitting guidance based on individual smoking pattern, keeps track of quitting progress, and issue regular reminders.

## 展望未來

### The Way Forward

控煙辦公室自成立以來，一直配合政府以循序漸進，多管齊下的策略，透過立法、執法、徵收煙草稅，宣傳教育推動控煙，並提供戒煙服務，務求將煙害減到最低，為香港建立無煙文化，以保障大眾市民的健康。在過去十年，控煙辦在教育、執法與及戒煙三方面均取得良好成果，2012年衛生署更獲世衛委任在香港設立控煙及煙癮治療合作中心，主要是為醫護人員提供以科學實證為基礎的戒煙培訓課程；發展、測試及評估各種戒煙模式；支援世衛倡議的控煙措施；以及協助世衛推廣戒煙資訊。這所合作中心可成為支援戒煙培訓工作的區域樞紐，特別是為西太平洋區及中國內地提供協助。

隨著吸煙比率逐步下降，以及政府資源增加，控煙辦將繼續推動戒煙工作，並與社福及非政府機構強化戒煙服務外，亦支援控煙教育工作。控煙辦公室期望在各界通力合作下，在不久的將來達到「無煙香港」的目標。



Since its establishment, the Tobacco Control Office (TCO) has collaborated closely with various government departments to progressively curb smoking through incremental and multi-pronged strategies and measures. They include legislation and law enforcement, taxation, education and publicity and the provision of smoking cessation services. It aims to minimize the harm of smoking and build a "Smoke free Culture" in Hong Kong. Over the past 10 years, TCO has made remarkable achievements in the areas of public education, law enforcement and smoking cessation services. In recognition of its efforts, the Department of Health was designated by the World Health Organization (WHO) to set up the Collaboration Centre for Smoking Cessation and Treatment of Tobacco Dependence in Hong Kong in 2012. The centre's objectives are to provide evidence-based smoking cessation training for healthcare personnel; develop, test and evaluate various smoking cessation methods; support WHO's initiatives on smoking cessation; and assist WHO in the dissemination of information on smoking cessation. The centre has the potential to develop into a regional hub to support smoking cessation training, in particular for the Western Pacific Region and mainland China.

With a declining smoking prevalence in Hong Kong and more support from the Government, TCO will continue its efforts in promoting smoking cessation and strengthening education on a smoke-free environment with social welfare and non-governmental organizations. In collaboration with all sectors of the community, TCO strives to make "Smoke-free Hong Kong" a reality.

## 香港吸煙與健康委員會的發展

Development of Hong Kong Council  
on Smoking and Health (COSH)

# 香港吸煙與健康委員會 的成長與發展

Development of Hong Kong Council  
on Smoking and Health (COSH)

## 成立及發展

### Establishment and Development

在世界衛生組織的建議下，香港政府於1987年通過「香港吸煙與健康委員會條例」(Cap.389)，成立香港吸煙與健康委員會。

委員會自成立以來，一直致力提高及教育公眾對煙草禍害之認識，並進行或委託專人進行有關吸煙的研究，從而掌握更多資訊向政府、社區衛生組織及社會服務團體提供有關吸煙與健康之意見。

委員會成員由政府委任社會各界專業人士擔任，當中包括來自醫護界、教育界、社會福利界、法律界、市場及公關專業、地區人士及工商各界社會賢達出任，為委員會就策略性規劃事工目標及發展方向，並監督秘書處的行政管理及日常運作，以達成委員會使命。

2012年，委員會成立二十五周年。歷年的主席共五位，包括梁定邦、李紹鴻、賀達理、左偉國及劉文文及八位副主席，包括李家祥、邱健江、穆士誠、關港子、左偉國、林大慶、馬紹良及陳肇始，帶領委員會在不同階段推動本港的控煙工作。



委員會於1987年成立，秘書處有三位職員。

COSH was established in 1987 with three staff in the Secretariat.

Recommended by the World Health Organization, COSH was established under the Hong Kong Council on Smoking and Health Ordinance (Cap. 389) in 1987.

COSH has been committed to raising the public awareness and educating them about the harmful effects of smoking since its establishment 25 years ago. The council conducts, collaborates, and commissions other research organizations to organize researches and studies on smoking. Following thorough analysis of the collected data, it contributes ideas and suggestions on promoting smoking cessation and healthy living to the Government, community healthcare organizations and social welfare services groups.

The members of COSH are appointed by the Government. They are professionals hailing from various sectors, including medical and healthcare, education, social welfare, legal, marketing and communications, trade and industrial, and the community. The members make their contributions in the strategic planning and development of the council and monitor its daily operation to ensure it will accomplish its mission.

COSH celebrates the 25<sup>th</sup> anniversary in 2012. Under the leadership of five Chairmen (Dr. Ronald LEUNG Ding-bong, Prof. LEE Shiu-hung, Prof. Anthony HEDLEY, Dr. Homer TSO and Ms. Lisa LAU) and eight Vice-Chairmen (Mr. Eric LI Ka-cheung, Mr. Rudy KHOO Kian-kany, Mr. Peter MOSS, Ms. Nancy KIT Kwong-chi, Dr. Homer TSO Wei-kwok, Prof. LAM Tai-hing, Mr. MA Siu-leung and Prof. Sophia CHAN Siu-chee), COSH has been facilitating the development of tobacco control in Hong Kong.



委員會架構

COSH Structure



歷任委員會成員及總幹事

Council Members and Executive Directors

|              |                             |                            |            |                              |              |
|--------------|-----------------------------|----------------------------|------------|------------------------------|--------------|
| <b>主席</b>    | <b>Chairman</b>             |                            |            |                              |              |
| 梁定邦          | LEUNG Ding-bong, Ronald     | 1987 to 1994               | 岑敏玲        | SHUM Mun-ling, Elle          | 1996 to 1997 |
| 李紹鴻          | LEE Shiu-hung               | 1994 to 1997               | 左偉國        | TSO Wei-kwok, Homer          | 1996 to 1997 |
| 賀達理          | HEDLEY Anthony Johnson      | 1997 to 2002               | 徐尉玲        | TSUI Wai-ling, Carlye        | 1996 to 1997 |
| 左偉國          | TSO Wei-kwok, Homer         | 2002 to 2008               | 邱可珍        | YAU Ho-chun, Nora            | 1996 to 2004 |
| 劉文文          | LAU Man-man, Lisa           | 2008 to now                | 楊美娟        | YEUNG Mi-kuen, Cecilia       | 1997 to 2005 |
| <b>副主席</b>   | <b>Vice Chairman</b>        |                            | 姚中年        | YIU Joe                      | 1997 to 2003 |
| 李家祥          | LI Ka-cheung, Eric          | 1987 to 1990               | 陳錦祥        | CHAN Kam-cheung, Paul        | 1997 to 2001 |
| 邱建江          | KHOO Kian-kany, Rudy        | 1990 to 1993               | 劉明珠        | LAU Ming-chu, Edith          | 1997 to 2004 |
| 穆士誠          | MOSS Peter                  | 1993 to 1993               | 勞永樂        | LO Wing-lok                  | 1997 to 2006 |
| 關港子          | KIT Kwong-chi, Nancy        | 1993 to 1997               | 麥桂團        | MAK Kwai-po                  | 1997 to 1998 |
| 左偉國          | TSO Wei-kwok, Homer         | 1997 to 2002               | 李偉秋        | LEE Wei-chow, Edna           | 1998 to 2001 |
| 林大慶          | LAM Tai-hing                | 2002 to 2008               | 龐愛蘭        | PONG Oi-lan, Scarlett        | 1998 to 2006 |
| 馬紹良          | MA Siu-leung                | 2008 to 2011               | 張珪于        | CHEUNG Jasminia Kristine     | 2000 to 2006 |
| 陳肇始          | CHAN Siu-chee, Sophia       | 2011 to now                | 劉文文        | LAU Man-man, Lisa            | 2001 to 2007 |
| <b>委員會成員</b> | <b>Council Member</b>       |                            | 黃譚智媛       | WONG TAAM Chi-woon, Vivian   | 2001 to 2007 |
| 鄭維志          | CHENG Wai-chee, Christopher | 1987 to 1989               | 嚴中明        | YEN Chung-ming, Grace        | 2001 to 2005 |
| 唐能           | DONNAN Stuart               | 1987 to 1989               | 林文傑        | LIN Mark                     | 2002 to 2003 |
| 夏永豪          | HA Wing-ho, Timothy         | 1987 to 1991               | 黃熾雄        | WONG Chi-hung, Anthony       | 2002 to 2008 |
| 許晉奎          | HUI Chun-fui, Victor        | 1987 to 1993               | 梁挺雄        | LEUNG Ting-hung              | 2003 to 2007 |
| 邱建江          | KHOO Kian-kany, Rudy        | 1987 to 1990               | 許美嫦        | HUI Mei-sheung, Tennessy     | 2003 to 2009 |
| 李錦洪          | LEE Kam-hung, Daniel        | 1987 to 1990               | 黃梅景頤       | WONG Rebekah                 | 2003 to 2004 |
| 梁家康          | LEONG Ka-hong, Milton       | 1987 to 1989               | 蔡深銘        | CHOI Shum-ming, Alex         | 2004 to 2004 |
| 盧寶娜          | LO Bo-na, Mona              | 1987 to 1990               | 陳永泰        | CHAN Wing-tai                | 2004 to 2006 |
| 穆士誠          | MOSS Peter                  | 1987 to 1993               | 冼日明        | SIN Yat-ming, Leo            | 2004 to 2010 |
| 梁定邦          | NEOH Anthony Francis        | 1987 to 1993               | 譚羅南華       | TAM LO Nam-wah, Ella         | 2004 to 2009 |
| 潘蔭基          | PAN Yin-chi, Joseph         | 1987 to 1993               | 梁永安        | LEUNG Wing-on, Louis         | 2005 to 2009 |
| 潘若芙          | POON Yeuk-foo               | 1987 to 1993               | 馬紹良        | MA Siu-leung                 | 2005 to 2008 |
| 黃瑞良          | WONG Sui-leung, Paul        | 1987 to 1990, 1999 to 2000 | 楊偉誠        | YEUNG Wai-shing, Frankie     | 2005 to 2011 |
| 楊自強          | YOUNG Jee-keung, Job        | 1987 to 1990               | 方玉輝        | FONG Yuk-fai, Ben            | 2006 to 2008 |
| 俞翊鵬          | YUE James                   | 1987 to 1993               | 倪文玲        | NGAI Man-lin, Malina         | 2006 to 2008 |
| 周端彥          | CHAU T.Y.                   | 1988 to 1989               | 溫國雄        | WAN Kwok-hung, Joseph        | 2006 to 2012 |
| 彭國雄          | PANG Kwok-hung              | 1989 to 1991               | 鄺淑賢        | WU Shuk-yin, Brenda          | 2006 to 2012 |
| 楊永強          | YEOH Eng-kiong              | 1989 to 1990               | 周偉強        | CHAO Vai-kiong, David        | 2007 to 2009 |
| 李家仁          | LEE Ka-yan, David           | 1989 to 1997               | 張建良        | CHEUNG Kin-leung, Ben        | 2007 to 2009 |
| 范世義          | FAN Sai-yee                 | 1990 to 1993               | 李國棟        | LI Kwok-tung, Donald         | 2007 to now  |
| 關港子          | KIT Kwong-chi, Nancy        | 1990 to 1993               | 譚麗芬        | TAM Lai-fan, Gloria          | 2007 to 2012 |
| 周融           | CHOW Yung, Robert           | 1990 to 1996               | 陳潔玲        | CHAN Kit-ling, Amy           | 2008 to 2011 |
| 梁魏懋賢         | LEUNG NGAI Mou-yin, Justina | 1990 to 1996               | 陳宇齡        | CHAN Yu-ling, Abraham        | 2008 to now  |
| 李家驊          | LI Ka-wah, Michael          | 1990 to 1993               | 周裔智        | CHAU Yui-chi, Eugene         | 2008 to now  |
| 李思泌          | LI Sze-bay, Albert          | 1990 to 1996               | 伍婉婷        | NG Yuen-ting, Yolanda        | 2008 to now  |
| 莫何敏儀         | MORRIS Eleanor              | 1990 to 1996               | 陳志球        | CHAN Chi-kau, Johnnie Casire | 2009 to now  |
| 陳馮富珍         | CHAN Margaret               | 1992 to 1994               | 陳肇始        | CHAN Siu-chee, Sophia        | 2009 to 2011 |
| 陳家樂          | CHAN Ka-lok, Walter         | 1993 to 1996               | 戴兆群        | DAI Siu-kwan, Daisy          | 2009 to now  |
| 陳福成          | CHAN Fuk-sing, Peter        | 1993 to 1996               | 鄭祖盛        | KWONG Cho-shing, Antonio     | 2009 to now  |
| 陳兆麟          | CHAN Shiu-lun               | 1993 to 1996               | 斐博歷        | FREE Brett McEwan            | 2009 to now  |
| 陳霍寶珍         | CHAN FOK Po-chun, Anita     | 1993 to 1996               | 何明惠        | HO Ming-wai, Celine          | 2010 to 2012 |
| 鄭俊豪          | CHENG Chun-ho               | 1993 to 1996               | 孫益華        | SUN Yee-wha, David           | 2011 to now  |
| 賀達理          | HEDLEY Anthony Johnson      | 1993 to 1997               | 黃帆風        | WONG Fan-foung, Jackson      | 2011 to now  |
| 劉威漢          | LAU Wai-hon                 | 1993 to 1996               | <b>總幹事</b> | <b>Executive Director</b>    |              |
| 蘇天安          | SAW Thian-aun, Paul         | 1994 to 1996               | 麥龍詩迪       | MACKAY Judith                | 1987 to 1989 |
| 丘福生          | YAU Fook-sang, Harold       | 1994 to 1996               | 梁文傑        | LEUNG Man-kit, Christopher   | 1989 to 1991 |
| 賴福明          | LAI Fook-ming, Lawrence     | 1995 to 2001               | 張之珏        | CHEUNG Che-kwok              | 1991 to 1994 |
| 侯傑泰          | HAU Kit-tai                 | 1996 to 1999               | 歐陽英蘭       | OYANG Angeline               | 1994 to 1996 |
| 葉成慶          | IP Shing-hing, Simon        | 1996 to 2002               | 黃匡忠        | WONG Johnston                | 1996 to 1997 |
| 高威林          | KO William                  | 1996 to 2005               | 余衍深        | YU Yin-sum, Marcus           | 1997 to 2003 |
| 林秉恩          | LAM Ping-yan                | 1996 to 2002               | 何理明        | HO Lei-ming, Raymond         | 2003 to 2005 |
| 李建真          | LEE Kin-chun                | 1996 to 2000               | 梁建明        | LEUNG Kin-ming               | 2005 to 2005 |
| 馬逸彰          | MA Yat-cheung               | 1996 to 1997               | 尹慧兒        | WAN Wai-yee                  | 2005 to 2007 |
|              |                             |                            | 黎慧賢        | LAI Wai-yin, Vienna          | 2007 to now  |

# 委員會發展

## Development of COSH

### 1987 - 1992

委員會成立初期只有三至四位全職同事，主要聯同教育界、青少年服務團體及社福機構，在社區推行反吸煙宣傳活動，令市民，尤其是兒童及青少年了解煙草禍害，更搜集市民對立法管制吸煙的意見，從而向政府提交政策建議，更代表香港出席海外及國際多個反吸煙會議，分享及交流控煙工作。

### 1993 - 2000

隨著政府投放更多資源予控煙工作，委員會的人手亦陸續增加，聘請擁有豐富經驗的資深職員，負責項目籌劃、公關及市場推廣、學術研究以及行政支援，以配合委員會在社區推廣多元化大型宣傳計劃，並聯同社會不同階層的專業團體參與，尤其是本地大學公共衛生學研究學者進行一系列研究，令煙害得以數據化，透過媒體報導將煙害信息滲透至吸煙與非吸煙人士當中，從而有效醞釀社會各界對加強控煙措施的認識、了解及支持，例如無煙工作間及無煙食肆的重要性和迫切性，二手煙對身體的影響，讓市民大眾進一步關注吸煙對健康的影響。

### 1987 - 1992

COSH began with a team of three to four full-time staff. The council initially focused on collaborating with the education sector, youth service centres and social welfare organizations, to launch anti-smoking promotional activities at the community level. The main objective was to let the public, especially children and teenagers, gain an understanding of the hazards of tobacco. It collected public's ideas and views on tobacco control legislation and submitted proposals incorporating these ideas to the Government. It also represented Hong Kong at international anti-smoking conferences to share Hong Kong's experiences in the tobacco control efforts.

### 1993 - 2000

Thanks to the Government's increased resources earmarked for tobacco control, COSH was able to increase its manpower. Seasoned project managers, public relations and marketing professionals, researchers and administrators joined COSH to work on the large-scale comprehensive community promotional projects. COSH also engaged various professional organizations in the society, particularly the public health research departments of local universities, to conduct a series of studies and researches. This systemically yielded important data and statistics on the hazards of smoking. Through the collaboration with media, COSH communicated the information of the harmful effects of smoking to both smokers and non-smokers. This integrated approach effectively helped build a better understanding of the urgency and importance of tobacco control and the harmful effect of secondhand smoke among all walks of life and win their support eventually. Public awareness of tobacco's negative impact on health was raised significantly.

### 2001 - 2007

為配合全球大力倡議全面控煙政策，委員會亦將推廣工作由吸煙人士為本，進一步拓展至以全港市民為目標的「無煙香港」運動，務求爭取全民（包括非吸煙人士）支持，爭取他們享有無煙生活環境的權利，以建立一個清新健康的城市為己任，故此在舉行全港性活動計劃時，採用社會營銷的手法，透過媒體倡議的策略，不單以教育及宣傳煙害為根基，更要在爭取市民參與方面，以及促請政府推動無煙法例、加強控煙措施的迫切性等三方面帶來積極果效。

這段期間委員會進行推廣活動時均經過精心設計，以匠心獨運的方式展開，務求令市民得以全面掌握支持「無煙香港」的必要性，並以具體行動參與及響應，反映出大眾對建構一個清新居住環境的渴求。

### 2001 - 2007

In line with the global campaigns for comprehensive tobacco control measures, COSH further expanded the scope of its efforts from targeting individual smokers to engage all Hong Kong citizens in the pursuit of a "Smoke-free Hong Kong". COSH aimed to win the support from all non-smokers in Hong Kong and help them assert their rights to a smoke-free living environment. Committed to the building of a city for healthy living, COSH developed and executed its territory-wide initiatives on a foundation of public education and promoting public awareness of the hazards of tobacco. It also adopted a 'social marketing strategy' and utilized media advocacy to maximize the active engagement of all Hongkongers and lobby the Government to accelerate its pace for legislation for a smoke-free environment and further toughen tobacco control measures.

To optimize the impact of its campaigns, COSH carefully developed its initiatives and ensured they were all well executed. COSH innovated on the unique approach and strategies of its campaigns to ensure the public had a firm grasp of the urgency and importance of a "smoke-free Hong Kong" so that they were fully engaged and supported the campaigns by taking action.



1998 - 1999年度香港吸煙與健康委員會委員及秘書處職員。  
1998 - 1999 Members of the Council and Secretariat staff.



2006 - 2007年度香港吸煙與健康委員會委員。  
2006 - 2007 Members of the Council.



### 2008 - 現在

隨著吸煙(公眾衛生)條例得以修訂及全面落實展開，加上世衛組織發出MPOWER控煙指引，委員會將控煙的重點著眼於增加煙草稅及支援戒煙工作兩大方向，希望推動香港以煙草稅作為控煙策略，配合政府加強資源於戒煙服務，從而降低吸煙人口。

### 2008 - present

The amendments and enactment of the Smoking (Public Health) Ordinance, coupled with the WHO's MPOWER guideline on tobacco control, prompted COSH to strengthen its emphasis on the support for smoking cessation services and advocacy for raising tobacco tax. COSH expected to reduce the local smoking population by leveraging tobacco tax increases as the tobacco control strategy and the increased Government's resources for smoking cessation services.



2008 - 2009年度香港吸煙與健康委員會委員。  
2008 - 2009 Members of the Council.

此外，委員會在煙害宣傳教育及推廣控煙工作上，亦繼續以媒體倡議配合社會營銷策略，加強各項社區宣傳計劃的互動性及參與性，同時利用網上平台，讓市民更直接、立體地了解及支持委員會的使命及建構未來更健康的無煙城市。市民大眾對委員會的工作亦甚為支持，更透過不同渠道向委員會反映意見，建議各項控煙工作的未來發展方向。

而委員會的秘書處亦已發展為十多名全職同事的團隊。

COSH will continue to utilize media advocacy and social marketing to heighten public awareness of the hazards of smoking and tobacco control. This approach also helps to optimize the engagement and interaction with the public in its community projects. The council also makes use of the Internet to let Hongkongers directly build a multi-dimensional understanding and support for its mission to build a future city of healthy living. Hongkongers have lent their support to the council and express their suggestions and views for the future development of tobacco control measures through multiple channels.

The secretariat had been expanded to more than 10 full-time staff.



2012年度委員會秘書處職員。  
2012 COSH Secretariat.

# 香港吸煙與健康委員會歷年回顧

## “Footmark” of COSH

|  |      |  |
|--|------|--|
| 「戒煙大贏家」無煙社區計劃2012 — 十八區招募吸煙人士加入戒煙行列<br>支持香港推行「全煙害警示包裝」記者招待會      | 2012 | “Quit-to-Win” Smoke-free Community Campaign 2012 – Recruitment of smokers for smoking cessation contest from 18 districts<br><br>“Support the Implementation of Plain Packaging in Hong Kong” Press Conference |
| 「無煙青少年領袖訓練計劃」 — 培育未來控煙領袖   |      | “Smoke-free Youth Ambassador Training Programme” – Cultivation of future tobacco control leaders   |
| 「無煙老友記」推廣計劃 — 鼓勵長者拒絕二手煙及儘早戒煙                                     |      | “Elderly Smoking Cessation Pilot Programme” – Rejection of secondhand smoke and promotion of cessation among the elderly   |
| 「香港無煙領先企業大獎」 — 表揚積極推行無煙政策及支持員工戒煙的公司                              | 2011 | “Hong Kong Smoke-free Leading Company Awards” – Recognition of companies with sophisticated smoke-free policies and cessation support for staff  |
| 「無煙青少年獎勵計劃」 — 邀請全港幼稚園、小學及初中生加入無煙部隊                               |      | Smoke-free Teens Campaign – Recruitment of Smoke-free Troops from kindergartens, primary and secondary (junior forms) schools  |
| 無煙社區推廣計劃2011 — 社區團體按各區特色宣傳無煙社區及鼓勵戒煙                              |      | “Smoke-free Community Promotion Campaign 2011” – Organization of district-based programmes to encourage smoke-free lifestyle and smoking cessation   |
| 一連串支持加煙稅行動 — 「加煙稅助戒煙」全民支持大行動、 「綠絲帶行動」、 「支持加煙稅草案請願」               |      | Actions for raising tobacco tax – “Raise Tobacco Tax for Smoking Cessation - United Efforts Advocacy Campaign”, “Smoke-free Hong Kong Green Ribbon” and “Assembly for Raising Tobacco Tax”                     |
| 「無煙女性」宣傳計劃 — 響應2010年世界不吸煙日主題                                     | 2010 | “Smoke-free Women Campaign” in response to the theme of World No Tobacco Day 2010  |
| 「戒煙大贏家」比賽 — 成功招募超過一千人戒煙  |      | “Quit to Win” Smoking Cessation Contest – Recruitment of over 1,000 smokers for cessation  |
| 第三屆兩岸四地煙害防制交流研討會 — 二百多位四地專家及學者聚首香港交流控煙工作經驗                       | 2009 | 3 <sup>rd</sup> Cross-strait Conference on Tobacco Control – Over 200 cross-strait participants gathered in Hong Kong  |
| 「支持01.07.09全面禁煙」記者會  |      | “Support 01. 07. 09 Total Smoking Ban” Press Conference  |
| 「戒煙大贏家」比賽 — 透過地區攤位招募1,000多位吸煙人士參加                                |      | “Quit to Win” Smoking Cessation Contest - Recruitment of over 1,000 smokers from territory-wide booths   |
| 一連串支持加煙稅行動 — 「保障市民健康與生命 支持增加煙草稅」聯簽運動、 「聲援增加煙草稅大行動」、 「支持增加煙草稅大遊行」 |      | Actions for raising tobacco tax – “Support Raising Tobacco Tax Signature Campaign”, “Campaign for Supporting Tobacco Tax Increase” & “Supporting Tobacco Tax Increase” Parade                                  |



|   |      |  |
|---|------|--|
| 「無煙家庭 我做到」 — 20,000個家庭承諾建立無煙家庭                          | 2008 | “Smoke-free Family Campaign” – Pledge from 20,000 Smoke-free families  |
| 電視宣傳片獲頒《TVB最受歡迎電視廣告大獎2009》之「優異獎—綜合類別」及「最受歡迎電視廣告—綜合類別」大獎 |      | 2 Merit Awards for the Most Popular TV Commercial Awards 2009 in Integrated Category   |
| 「香港控煙工作前瞻」研討會 — 探討控煙工作未來策略及發展方向                         |      | COSH Seminar “Priority Issues on Tobacco Control in Hong Kong” - Blue print for future development of tobacco control in Hong Kong   |
| 委員會榮獲「香港驕傲企業品牌」評選團大獎及卓越營銷推廣企業品牌大獎                       |      | “Judging Panel Award” and “Outstanding Marketing Promotion Corporate Branding Award” for COSH on the Hong Kong Proud Enterprise Branding Awards  |
| 『童』享無煙環境相片大募集 — 30,000位兒童參加及支持無煙法例                      | 2007 | “Smoke-free Environment—Create & Enjoy” Photo Collection Campaign - Submissions from 30,000 children supporting smoke-free policies  |
| 「全港領先中小企無煙工作間大獎」 — 加許中小企業推廣無煙文化                         | 2006 | “Hong Kong Leading SME Smoke-free Workplace Award” - Recognition of small and medium enterprises in supporting smoke-free culture  |
| 「無煙領域」、「無煙Web J選拔大賽」 — 香港電台年青人網上電台TeenPower 傳遞無煙信息      |      | “Smoke-free Zone” & “Freshman WebJ Competition” – RTHK online Radio TeenPower for smoke-free lifestyle among youth   |
| 「二手煙與健康」研討會   | 2005 | Seminar on Secondhand Smoking and Health   |
| 「無煙香港運動」 — 一連三齣電視宣傳片關注二手煙禍害                             |      | “Smoke-free Hong Kong” Campaign - A series of 3 APIs raised the public awareness on the hazards of secondhand smoke  |
| 「醫護獻愛心 共創無煙港」 — 表揚十位醫護界「控煙先鋒」                           |      | “Health Professionals Join Hands to Create Smoke-free Hong Kong” – Recognition of 10 health professionals with Certificates of Special Recognition for their outstanding contributions to tobacco control in Hong Kong |





|  |             |   |
|--|-------------|---|
| 「全港無煙工作間領先企業大獎」—<br>表揚推動無煙工作間政策的領先企業           | <b>2004</b> | "Hong Kong Smoke-free Workplace Leading Company Awards" - Recognition of leading enterprises with comprehensive smoke-free workplace policy |
| 「太陽計劃2004—天地不色音樂會」—<br>160位「太陽使者」承諾建立無煙健康生活態度  |             | "Solar Project 2004 – Natural Colour Singing Concert" - 160 Solar Ambassadors pledge for a healthy smoke-free lifestyle                     |
| 訂立五月為全港「工作間不吸煙月」—<br>逾620公司及機構及超過二萬名員工支持參加     | <b>2003</b> | Designation of May as "No Smoking Month in the Workplace" - Participation from over 620 companies and more than 20,000 employees            |
| 「無煙特工隊訓練計劃」—<br>結合學校、家庭、社區力量宣傳無煙信息             |             | "Smoke-free Agent Training Programme" – Promotion of smoke-free messages among school, family and community                                 |
| 無煙音樂電影《煙絲萬縷》—<br>關錦鵬執導、紅星張學友主演                 | <b>2002</b> | Smoke-free Music Movie, "Thousands Memories of Smoking" by Mr Stanley KWAN (Director) and Mr Jacky CHEUNG (Leading Actor)                   |
| 「工作間不吸煙日」—<br>逾730公司及機構及超過四萬名員工支持參加            |             | "No Smoking Day in the Workplace" - Participation from over 730 companies and more than 40,000 employees                                    |
| 「全港簽名運動」及「廣告宣傳運動」—<br>支持政府提出的《吸煙(公眾衛生)條例》的修訂建議 | <b>2001</b> | "Territory-wide Signature Campaign" and "Advertisement Campaign" - In support of Government's proposed legislative amendments               |
| 「無煙OL大搜查」— 推廣無煙工作間                             |             | "Great Search for Smoke-free OL Competition" – Promotion of Smoke-free Workplace  |
| 「工作間不吸煙日」—<br>逾491公司及機構及四萬名員工支持參加              |             | "No Smoking Day in the Workplace" - Participation from over 491 companies and 40,000 employees  |
| 「二手煙問題研討會」                                     |             | Seminar on Passive Smoking  |
| 「無煙生活嘉年華」                                      |             | "Smoke-free Living Carnival"  |

|   |             |   |
|---|-------------|---|
| 5月2日訂為全港「工作間不吸煙日」及<br>舉行「無煙工作間研討會」              | <b>2000</b> | Designation of 2 May as Hong Kong's "No Smoking Day in the Workplace" & Organization of "Smoke-free Workplace Seminar"  |
| 反吸煙電影《煙飛煙滅》—<br>國際知名影星張國榮自編、自導、自演               |             | No smoking film "From Ashes to Ashes" by international movie star Mr Leslie CHEUNG (Director and Leading Actor)   |
| 香港首個戒煙健康中心獲律敦治醫院、<br>香港大學及香港中文大學支持成立            |             | Establishment of 1 <sup>st</sup> Smoking Cessation Health Centre under the support of Ruttonjee Hospital, The University of HK and The Chinese University of HK |
| 2000年「戒煙運動」—<br>「戒煙熱線投入服務」及「戒煙大贏家」比賽            |             | 2000 "Quit Campaign" - Launch of Quit Hotline & "Quit & Win" Contests   |
| 成立「清新麗人」婦女控煙工作小組—<br>向女性宣傳無煙信息                  |             | Formation of "Women for a Tobacco-free Hong Kong" – Promotion of no smoking women   |
| 「無煙藥房運動」  | <b>1999</b> | "Tobacco-free Pharmacy Campaign"  |
| 「兒童約章」—<br>一百萬名兒童及成人簽署承諾為下一代提供無煙成長環境            |             | "Children's Charter" – 1 million signatures from children and adults pledging for a smoke-free environment for the next generation                              |
| 「三、二、一戒煙大行動」—<br>工作坊、研討會、展覽、講座及戒煙班等鼓勵戒煙         |             | "Three-Two-One Quit Campaign" – Promotion of smoking cessation through workshops, seminars, road shows, lectures and quitting classes                           |
| 年度戒煙計劃「戒煙決定 愛心證明」<br>及「一個無煙的婚禮」—<br>鼓勵吸煙人士為至愛戒煙 | <b>1998</b> | 1999 Quit Campaign, "Show Your Love and Quit Smoking" and "A smoke-free Wedding Party" – Promotion of smoking cessation for their loved ones                    |
| 委員會「資訊熱線」—<br>為公眾提供24小時煙害資訊及諮詢服務                |             | Operation of COSH "Information Hotline" – Provision of round-the-clock information on smoking and health to the public  |
| 香港奧運滑浪風帆金牌得主李麗珊擔任委員會<br>控煙宣傳片主角，呼籲年青人戒煙         | <b>1997</b> | Olympic Gold Medalist of windsurfing, Ms. LEE Lai-shan encouraged youth to quit smoking in COSH API   |
| 「戒煙計劃」—<br>香港電台廣播劇、「無煙復活營」、戒煙講座                 |             | "Quit Easy Campaign" – Radio Drama at RTHK, Easter Camp, Quit Smoking Seminar   |
| 「無煙社區活動資助計劃」—<br>資助社區團體舉辦無煙社區教育活動               |             | "Smoke-free Community Subsidy Scheme" - Subsidization for public education campaigns organized by community organizations                                       |





|  |      |  |
|--|------|--|
| 世界不吸煙日主題「體藝攜手支持無煙贊助」—<br>停止利用體育及藝術活動促銷煙草產品           | 1996 | World No Tobacco Day - “Sports and Arts without Tobacco : Play it Tobacco-free” -<br>Put an end to the exploitation of sports and arts by tobacco sponsorships   |
| 「無煙樂滿營」—<br>300位吸煙人士及家人嘗試戒煙                          |      | “Quit Winners’ Camp” –<br>300 smokers and family members tried to quit smoking   |
| 「互動教育巡迴劇場」—<br>以有趣的表演手法培育下一代認識煙害                     | 1995 | “Interactive Education Theatre Programme” –<br>Dissemination of smoke-free messages through attractive drama presentation  |
| 「清新健康人音樂大匯演」   |      | “Health for All Rally”   |
| 委員會一號報告書<br>「香港青少年吸煙與健康調查」出版—<br>報告聯同香港大學進行青少年吸煙調查研究 | 1994 | Issue of COSH Report No.1, “Youth Smoking and Health Survey” -<br>A report on the youth smoking study with The University of Hong Kong<br>“Smoke-free Family” –  |
| 「無煙一家親」—<br>一眾著名藝人決心加入戒煙行列                           |      | Celebrities signed up to quit smoking  |
| 「開心戒煙健康班」—<br>徵召醫院病人宣誓戒煙<br>出版「無煙餐館指引」— 獲香港酒店業協會支持   | 1993 | “Quit for Health & Happiness Campaign” -<br>Recruitment of smoking patients at hospital to declare smoking cessation<br><br>Issue of “Smoke-free Restaurants Guidelines”<br>Gained supports from Hong Kong Hotel Association |
| 聯同企業制訂「無煙工作環境計劃」政策                                   | 1992 | Development of “Smoke-free Workplace Policy” with companies  |
| 「小學反吸煙巡遊大匯演」—<br>小學隊伍列隊以「健康青少年不吸煙」作主題表演              |      | “Anti-smoking Grand Parade for Primary Schools” -<br>Performance by students under the theme of “Healthy Youth Don’t Smoke”  |
| 「勸戒煙部隊閱兵大會」—<br>聯同香港電台舉行反吸煙戶外音樂會                     |      | “Declaration Ceremony for Anti-smoking Ambassadors” –<br>An anti-smoking outdoor concert co-organized with RTHK  |
| 開展「學校健康講座」—<br>向中小學生傳遞無煙健康信息                         | 1991 | “Health talk in schools” –<br>Promotion of smoke-free messages at primary and secondary school   |
| 聯同香港社會服務聯會舉辦<br>「吸煙與健康—社工座談會」                        |      | “Social Workers Seminar on Smoking and Health” co-organized with<br>Hong Kong Council on Social Service  |

|   |      |   |
|---|------|---|
| 世界不吸煙日及兒童遊行集會支持<br>世衛組織「沒有煙草成長路」                | 1990 | “World Smoke-Out Day / Children Parade”<br>in response to WHO “Growing up without tobacco”<br><br>Rotational exhibition of 1400 train cards featuring the<br>Peanuts Characters with anti-smoking messages in MTR<br>compartments |
| 1400張以花生卡通人物為主題的<br>「反吸煙訊息廣告」在地鐵車廂展出            |      |   |
| 24位歌星主唱青少年活動計劃政府宣傳片主題曲                          |      | 24 young singers sang the theme song of API of Anti-smoking Youth Project   |
| 委員會進行首次民意調查—<br>大部分市民支持加大禁煙區及<br>進一步管制健康忠告及煙草宣傳 | 1989 | “1st Public Opinion Survey” – majority respondents supported expansion of no<br>smoking areas and regulation on health warning and tobacco promotion  |
| 向政府發表反吸煙建議書，以爭取加強控煙                             |      | Recommendation to the Government on effective tobacco control measures  |
| 委員會第一個反吸煙電視宣傳短片首映                               |      | 1st COSH TV Commercial released to promote anti-smoking message   |
| 響應世界衛生組織的呼籲及<br>「世界首次不吸煙日」，舉辦多項反吸煙活動            | 1988 | Organized various anti-smoking events to respond to<br>WHO's request and the “World's 1st No Tobacco Day”   |
| 「城市論壇」討論香港現時的反吸煙活動是否足夠                          |      | “City Forum” – Hong Kong has sufficient anti-smoking activities or not  |

|   |      |   |
|---|------|---|
| 香港吸煙與委員會成立 —<br>政府委任梁定邦醫生, 太平紳士為首任委員會主席<br>麥龍詩迪教授擔任首任行政總監 | 1987 | Establishment of COSH – Appointment of Dr Ronald LEUNG Ding-bong, JP as<br>COSH Chairman and Prof Judith MACKAY as Executive Director |
|---|------|---|



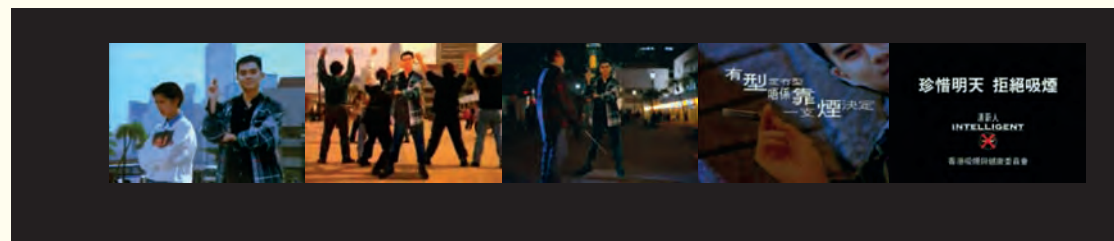


# 經典控煙宣傳短片

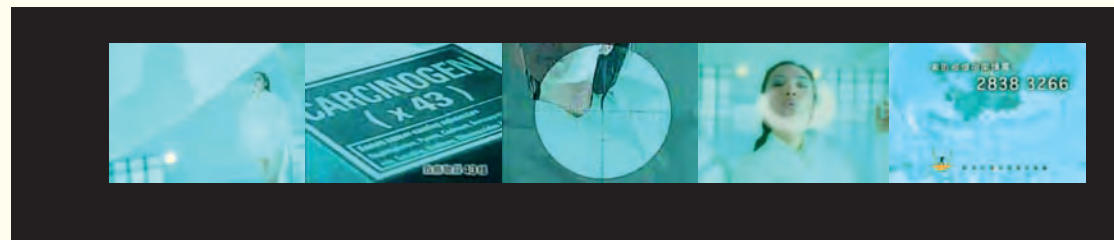
## Announcement of Public Interest on Tobacco Control

委員會在過去二十多年因應控煙策略的發展製作多段控煙短片，以配合不同階段的控煙歷程：

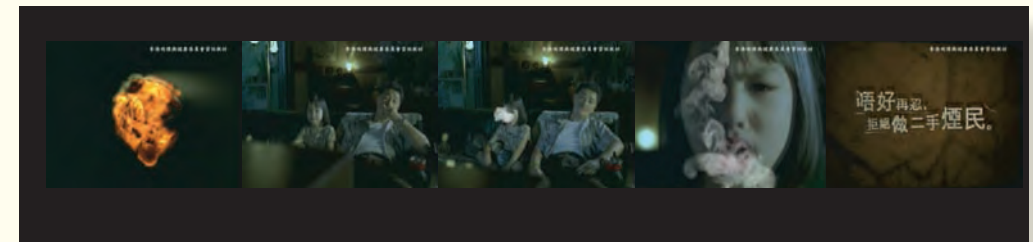
COSH produced a lot of interesting and memorable Announcement of Public Interest (API) on tobacco control in the past 20 years in line with the development of the tobacco control measures.



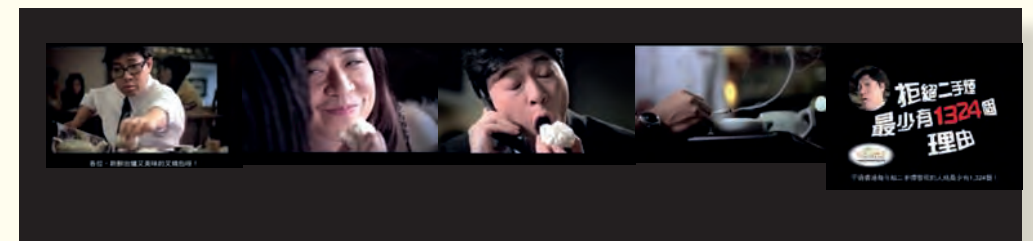
1996年「紙板人篇」(有型定冇型，唔係靠一支煙決定)  
年青人不應被煙草宣傳誤導，誤以為吸煙有型，應堅拒吸煙！  
1996 “Cool” (Smoking just isn't cool!)  
Youngsters should not be misled by tobacco promotion.  
Smoking is not cool. They should say no to cigarette.



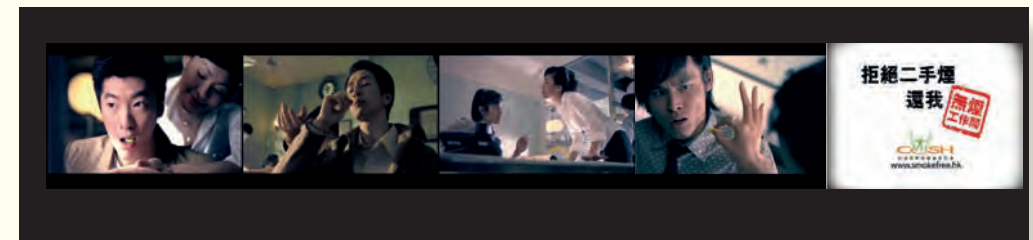
1996年「女性殺手篇」(致命點：鼻、喉、心、肺、子宮，甚至胎死腹中)  
吸煙後患無窮，女性不應吸煙。  
1996 “Women Killer” (Targets : nose, throat, lungs, heart, uterus and even your baby)  
Smoking kills. Women should not smoke.



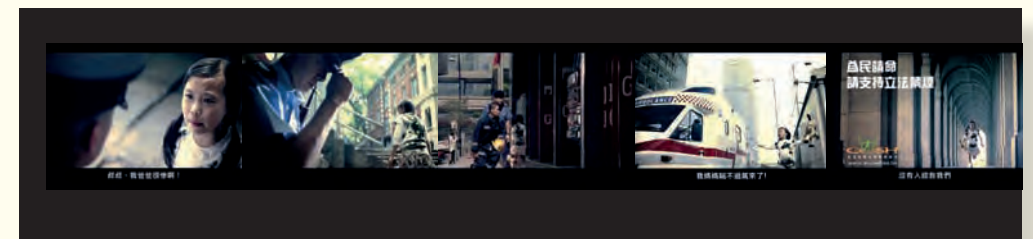
1997 年「二手煙—家庭篇」(唔好再忍、拒絕做二手煙民)  
宣揚「為己為人、請勿吸煙」的信息，希望市民為他人健康設想，不要吸煙。  
1997 “Passive Smoking – Home” (Say No to Passive Smoking)  
The slogan “Please be considerate, Don't smoke” aimed to encourage smokers not to smoke for the sake of others.



2005年「叉燒包篇」(香港給二手煙害死的人，每年至少有1,324個！)  
科研實證反映二手煙致命，引發大眾關注二手煙對健康的嚴重影響。  
2005 “BBQ Pork Bun” (1,324 people died from secondhand smoke in Hong Kong)  
Scientific research indicated the lethal consequence of secondhand smoke and raised public concern of the serious health effects of it.

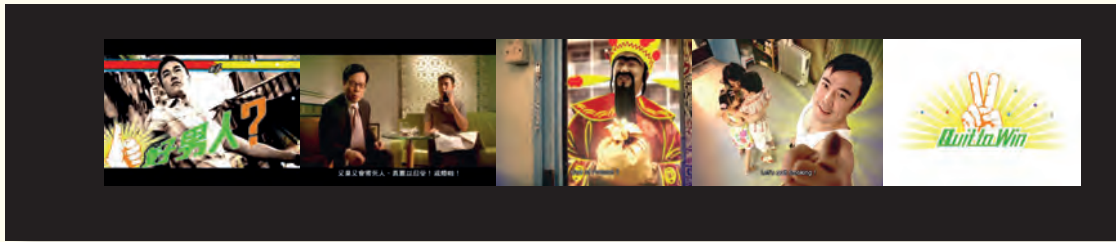


2005年「香口膠篇」及「牙籤篇」(咁都得？咁你迫我食二手煙又得？)  
工作間及食肆是二手煙黑點，短片促使全民一起支持無煙工作間及食肆。  
2005 “Chewing Gum” and “Toothpick” (Are you kidding? No, I'm not kidding. You force us to breathe second-hand smoke!)  
Workplaces and restaurants were black spots of passive smoking, these APIs prompted public support for smoke-free workplaces and restaurants.



2006年「求救篇」(如果再不立法，沒有人能救我們。)  
爭取政府及立法會通過禁煙法例，全面保障市民健康。  
2006 “Ask for Help” (If the law doesn't protect us, nothing else can!)  
Solicit support from the Government and Legislation Council for the smoke-free legislation in order to protect the health of public.

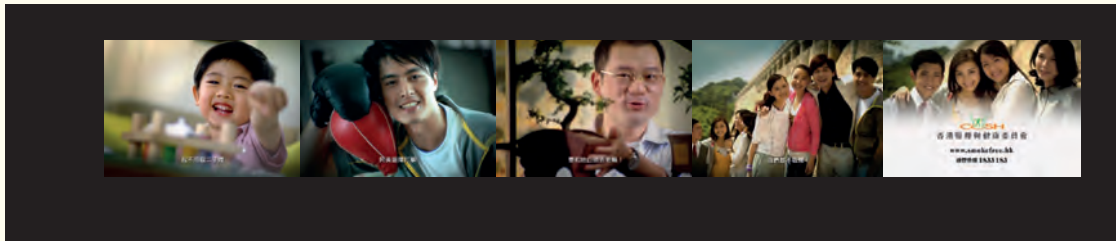




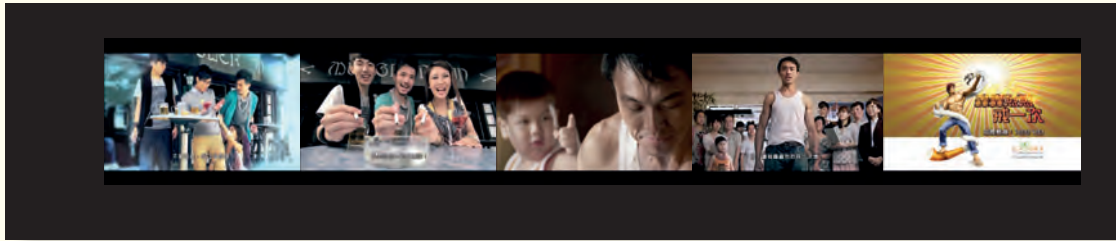
2008年「好男人篇」及「贏上門篇」(戒煙一定贏！)  
 戒煙贏取的絕不止於健康，還有「金錢」、「家庭」、「愛情」、「事業」等。  
 2008 "Good Man" and "Winning" (Quit to Win!)  
 Quit smoking doesn't only gain your health, but also "money", "family", "love" and "career prospect".



2009年「室內禁煙篇」及「全城戒煙篇」(你肯戒煙，我地一定會撐你！)  
 全港市民唱饒舌歌「力撐」吸煙人士加入戒煙行列。  
 2009 "Indoor Smoking Ban" and "Quit Smoking" (Quit now. We'll support you!)  
 Bolster up smokers' determination to cease smoking by a catchy rap song.



2010年「無煙女性篇」(她戒煙了，我們準備生個健康寶寶)  
 從圍繞女性身邊的男性角度，包括父親、孩子、兄弟、朋友、愛侶及丈夫，  
 帶出戒煙及不吸煙的好處。  
 2010 "Smoke-free Women" (She quit, so we could have a healthy baby.)  
 Encourage women to quit smoking with the support from their beloved  
 including father, son, brother, boyfriend and husband.



2011年「集體戒煙篇」及「轟轟烈烈戒一次篇」(我們跟你一起戒煙吧！好！  
 讓我轟轟烈烈戒一次煙！)  
 與其一起吸煙，不如互相支持戒煙！踏出戒煙一大步，建立健康人生路。  
 2011 "Quit Together" and "Quit Now" (Let's quit together! Yes, I can quit it!)  
 Why not get rid of smoking together? Quit smoking is a step forward to healthy life.

# 經典控煙海報

## Posters on Tobacco Control

委員會在過去二十多年配合控煙進程製作不同海報。

COSH produced a lot of interesting and memorable posters on tobacco control in the past 20 years in line with the development of the tobacco control measures.



1991



1998



1998



2000





2005



2008



2005



2009

## 香港吸煙與健康委員會會徽

### COSH Logo

香港吸煙與健康委員會會徽由國際著名圖象設計家石漢瑞先生設計，石先生表示反吸煙標誌通常傾向於以禁止和否定吸煙為著眼點，而委員會的徽號集中加強個人的能力去克服吸煙習慣，從而戒除煙癮。設計的意念其實取材自聖經中參孫的故事，但今次所推開的是捲煙而不是禮堂的支柱。在參孫的腳下是一把扇，用以象徵著亞洲，並帶有清新涼快，驅走所有不快事情的意義。會徽著重表現戒除煙癮後獲得的健康、快樂和自由，其形象充滿積極性，與委員會的宗旨一致。



The original logo of COSH was designed by Mr. Henry Steiner, an internationally renowned graphic designer. Seeing that many emblems associated with anti-smoking focused on the concept of 'prohibition' and 'negating smoking', Mr Steiner designed the council's logo that signifies the empowerment of individuals to achieve smoking cessation. The idea was derived from the biblical story of Samson, with cigarettes replacing the fallen columns. At the base of the figure is a fan symbolizing Asia. It conveys the positive connotation of cool and fresh air dispelling the unpleasantness. The logo emphasizes the healthy living, joy and freedom which are achieved by those who have successfully quit smoking. The image is positive, in keeping with the council's philosophy.



為配合委員會面向全球發展的控煙工作，委員會主席劉文文女士在2004年擔任委員時，將委員會會徽作出優化，採用更加鮮明的企業顏色及加上委員會中文及英文名稱，為委員會建立更鮮明及清晰的形象。

As COSH's tobacco control initiatives have gained more international exposure, chairman of COSH, Ms Liza Lau, enhanced the design of the council's logo in 2004 by adding its Chinese and English names and sharpening its appearance with a bright corporate color. This has helped building and communicating a clear brand image among the Hong Kong citizens.



# 香港吸煙人口演變

## Changes in the Smoking Prevalence in Hong Kong

1982年香港首次進行全港性綜合住戶統計調查至今，香港統計處一共進行了13次全港大規模系統性吸煙情況調查，有助全面了解吸煙人口分佈，當中包括男女吸煙人口比例、年齡分層、開始吸煙的原因及年齡、吸煙習慣、戒煙的計劃及原因、對戒煙服務的認識及使用情況、控煙法例對吸煙的影響等。

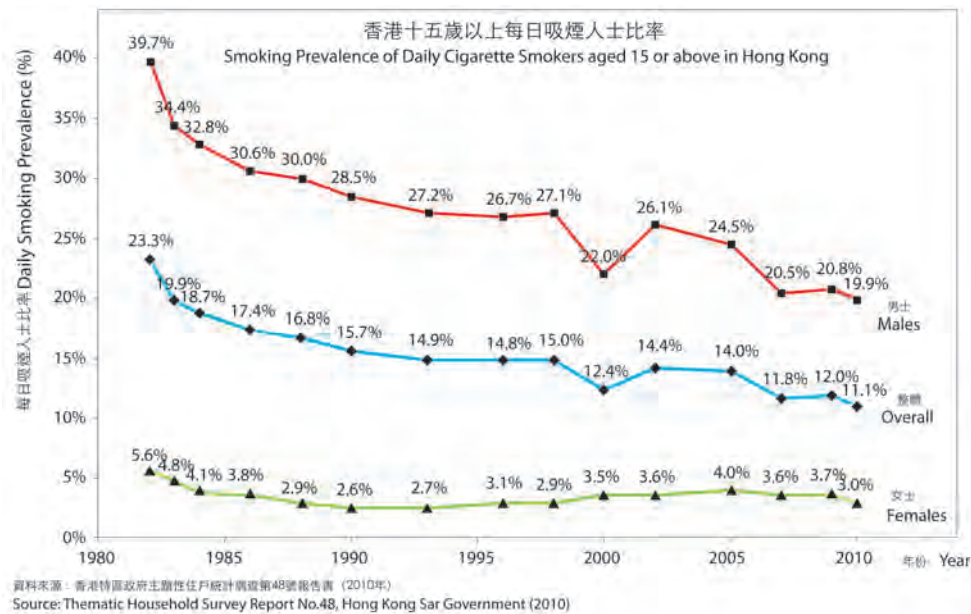
經過30年的努力，香港十五歲以上人士的每日吸煙率已由早年的23.3%下降至11.1%，是全世界最低吸煙率的地區之一，但仍有超過65萬名有每日吸煙習慣，連同近五萬多位偶然吸煙人士，香港70萬名吸煙人士令自身及無數市民被煙草損害健康。

Since the first household survey conducted by the Census and Statistics Department in Hong Kong in 1982, the department has carried out 13 large-scale and comprehensive surveys on smoking pattern. The surveys provide useful data and insights in the distribution and analysis of the local smoking population, including the distribution in terms of gender, age, reasons for starting smoking and the starting age, smoking habits, smoking cessation plans and reasons, knowledge of smoking cessation and usage, tobacco control legislation, and its impact on smoking.

After 30 years of efforts in tobacco control in Hong Kong, the percentage of individuals aged 15 and above who smoke every day has declined from 23.3% to the current 11.1%. Hong Kong is one of the places with the lowest smoking prevalence in the world. However, the 11.1% daily smoking prevalence in the population amounts to 650,000 smokers. Adding around 50,000 occasional smokers, Hong Kong still has around 700,000 smokers who subject millions of non-smokers and themselves to the devastating effects on health brought on by smoking.

## 香港吸煙人口演變

## Changes in the Smoking Prevalence in Hong Kong





# 吸煙人士的年齡及性別分佈

## Sex and Age Distribution of Smokers

| 按年齡及性別劃分的習慣每日吸食香煙的人士數目<br>Daily cigarette smokers by age and sex |                                   |          |              |                                   |          |              |                                   |          |
|--|-----------------------------------|----------|--------------|-----------------------------------|----------|--------------|-----------------------------------|----------|
| 二零一零年十月至十二月進行的統計調查<br>Survey conducted during Oct-Dec 2010       |                                   |          |              |                                   |          |              |                                   |          |
| 年齡組別<br>Age group  | 男<br>Male                         |          |              | 女<br>Female                       |          |              | 合計<br>Overall                     |          |
|  | 人數<br>No. of<br>persons<br>(’000) | 百分比<br>% | 比率*<br>Rate* | 人數<br>No. of<br>persons<br>(’000) | 百分比<br>% | 比率*<br>Rate* | 人數<br>No. of<br>persons<br>(’000) | 百分比<br>% |
| 15 - 19  | 8.2                               | 1.5      | 3.7          | 2.6                               | 2.9      | 1.3          | 10.8                              | 1.7      |
| 20 - 29  | 67.8                              | 12.0     | 15.2         | 21.0                              | 22.9     | 4.5          | 88.8                              | 13.5     |
| 30 - 39  | 116.7                             | 20.6     | 25.4         | 28.3                              | 30.9     | 5.2          | 145.0                             | 22.1     |
| 40 - 49  | 133.8                             | 23.7     | 24.3         | 17.9                              | 19.5     | 2.8          | 151.7                             | 23.1     |
| 50 - 59  | 136.2                             | 24.1     | 24.3         | 10.4                              | 11.4     | 1.9          | 146.6                             | 22.3     |
| ≥ 60   | 102.7                             | 18.2     | 17.1         | 11.5                              | 12.5     | 1.8          | 114.1                             | 17.4     |
| 合計<br>Overall  | 565.3<br>(86.1)                   | 100.0    | 19.9         | 91.6<br>(13.9)                    | 100.0    | 3.0          | 657.0<br>(100.0)                  | 100.0    |

資料來源：香港特區政府主題性住戶統計調查第48號報告書(2010)  
Source: Thematic Household Survey Report No.48, Hong Kong SAR Government (2010)

在現時65萬多名習慣每日吸煙的人士中，八成以上為男士，一成多為女士。按性別分析，男士的比率(19.9%)較女士的(3.0%)高出很多。相比30年前的香港，男士吸煙率由最高峰期的近四成，大幅下跌至不足兩成，是帶動香港吸煙率下降的主要原因。隨著煙害教育的廣泛傳播，以及奏效的控煙法例，市民對吸煙影響健康的信息已根深蒂固，不再認同吸煙等行為。傳統上亞洲女士吸煙率都較歐美等西方社會為低，亦是造成香港吸煙率持續維持在低水平的重要因由。

Among the 657,000 daily smokers, over 80% are men and more than 10% are women. The smoking prevalence of men and women are 19.9% and 3% respectively. The smoking prevalence among men has dropped from the peak level of almost 40% in 1982 to the historically low level. This decline contributes to the significant decrease of overall smoking prevalence in Hong Kong. The effective education about the hazards of smoking and tobacco control measures in Hong Kong helped the public internalize the message that smoking is harmful to health and they object to smoking. Traditionally, the percentage of smoking Asian women is much lower than their counterparts in Europe and United States. It also contributes to the overall low smoking prevalence in Hong Kong.



雖然近年因室內禁煙法例通過後，市面上較多見到女士在室外吸煙，令人以為女性吸煙情況有上升趨勢。統計結果反映女士吸煙率仍然處於低水平，但香港吸煙與健康委員會亦不敢忽視女性吸煙的問題，尤其是吸煙對婦女健康及下一代的影響深遠。自2009年開始展開女士吸煙與健康調查，並將進行更深入的分析，以配合未來開展更多適切計劃及服務以協助吸煙女性加入戒煙行列。

按年齡組別分析，八成以上吸煙人士是30歲以上，習慣每日吸煙的人士佔所有人士的比率，在15至19歲人士中最低，只有2.5%，而在30至39歲人士中則最高，達14.4%，而40至49歲，以及50至59歲人士，比率亦高達12.7%及13.1%。按他們吸煙的煙齡估計，他們大部分都已吸煙十年以上，甚至高達幾十年，推斷他們的尼古丁依賴亦可能較深，要協助他們戒煙必須要加強更多支援服務及提供更大的誘因，方可推動她們決心戒煙。



Affected by the implementation of total smoking ban in indoor areas, more female smokers are puffing away outdoors and give the impression that the issue of smoking among women has aggravated. Statistics indicate that smoking prevalence among local women has remained low. Nevertheless, COSH has not neglected the issue of smoking women in Hong Kong, particularly because it involves a serious health threat to the next generation. The Council carried out a territory-wide telephone survey focused on the issue of smoking women and health in 2009. Further data analysis will be conducted for the development of effective cessation programmes and services targeting women in the near future.



In the breakdown by age group, 80% of the smokers are over 30 years old. The age group with the lowest daily smoking prevalence is 15-19 (2.5%) whereas the highest prevalence is found in those between 30-39 (14.4%), 40-49 (12.7%) and 50-59 (13.1%). Based on the age analysis, many have been smoking for over 10 years or more and they have developed a high level of nicotine dependence. More incentives and support are required to help these heavy smokers quit smoking.



# 關注開始吸煙年齡

## Concern over the Age When People Start Smoking

根據近年進行的主題性住戶統計調查發現，大部分現時吸煙人士開始每週吸煙年齡都是在30歲或以前，而近七成男士都是在19歲之前開始吸煙，故此未來必須開展更多全面及適切的預防吸煙教育及宣傳計劃，並配合控煙法例，令更多兒童及年青人不要吸第一口煙，務求進一步降低吸煙率。

According to the recent Thematic Household Survey Report, a majority of the smokers who started smoking on a weekly basis before they reached 30. Close to 70% of the smoking males started the habit before they were 19. It is therefore crucial to launch more comprehensive and adequate promotion and education programmes aimed at preventing children and youths from trying their first cigarettes. These initiatives should be in line with the tobacco control legislation to help further curb smoking in the city.

| 開始每週食煙年齡<br>Age of Starting Weekly Smoking | 男性<br>Males |       |       | 女性<br>Females |       |       |
|--|-------------|-------|-------|---------------|-------|-------|
|  | 2005        | 2009  | 2010  | 2005          | 2009  | 2010  |
| 年份<br>Year                                 |             |       |       |               |       |       |
| <10  | 1.2%        | 1.3%  | 1.2%  | \$            | \$    | \$    |
| 10-19                                      | 60.5%       | 65.3% | 67.9% | 54.5%         | 59.3% | 61.9% |
| 20-29                                      | 34.6%       | 30.8% | 28.8% | 34.9%         | 33.6% | 30.8% |
| >30  | 3.8%        | 2.6%  | 2.1%  | 10%           | 6.4%  | 7.1%  |

資料來源：香港特區政府主題性住戶統計調查第48號報告書(2010)  
Source: Thematic Household Survey Report No.48, Hong Kong SAR Government (2010)

# 吸煙原因

## Reasons for Smoking

大部分吸煙人士均反映「受朋友影響」、「好奇」、「社交應酬需要」、「提神」、「受家人影響」、「減輕精神壓力」、「消磨時間」、「看來更成熟 / 有氣派」、「受公眾人物 / 明星影響」、「受電視節目 / 電影影響」是引致他們開始吸煙的原因。

Most of the smokers cited the following reasons for starting smoking: 'influence of friends', 'out of curiosity', 'necessity in social functions', 'refreshing one's mind', 'influence of family members', 'easing tension', 'killing time', 'to look more mature/stylish', 'influenced by public figures/artists', and 'influenced by TV programs/movies'.



為預防年青人開始吸煙，以及協助吸煙人士戒煙，政府全面禁止煙草廣告、促銷和贊助，以大大降低煙草消費，並保護市民，特別是青少年，免受煙草業營銷策略的影響。進一步加強煙害教育及全面戒煙服務及支援實在刻不容緩。

To prevent youths from starting smoking and support smoking cessation, a total ban on tobacco advertising, promotion and sponsorship is effective in reducing tobacco consumption and safeguarding the health of Hong Kong citizens. It also helps to keep youths away from the detrimental effects of the marketing strategies adopted by the tobacco companies. Hong Kong must further promote smoking cessation services and educate the public on the negative impact of smoking tobacco companies. The Hong Kong Government must further promote smoking cessation services and educate the public on the negative impacts from smoking.



香港大學護理學院開展青少年戒煙熱線，透過經訓練的戒煙輔導員協助年青人戒煙。  
The School of Nursing, The University of Hong Kong provides Youth Quitline to support young smokers to quit with the trained youth smoking cessation counselors.



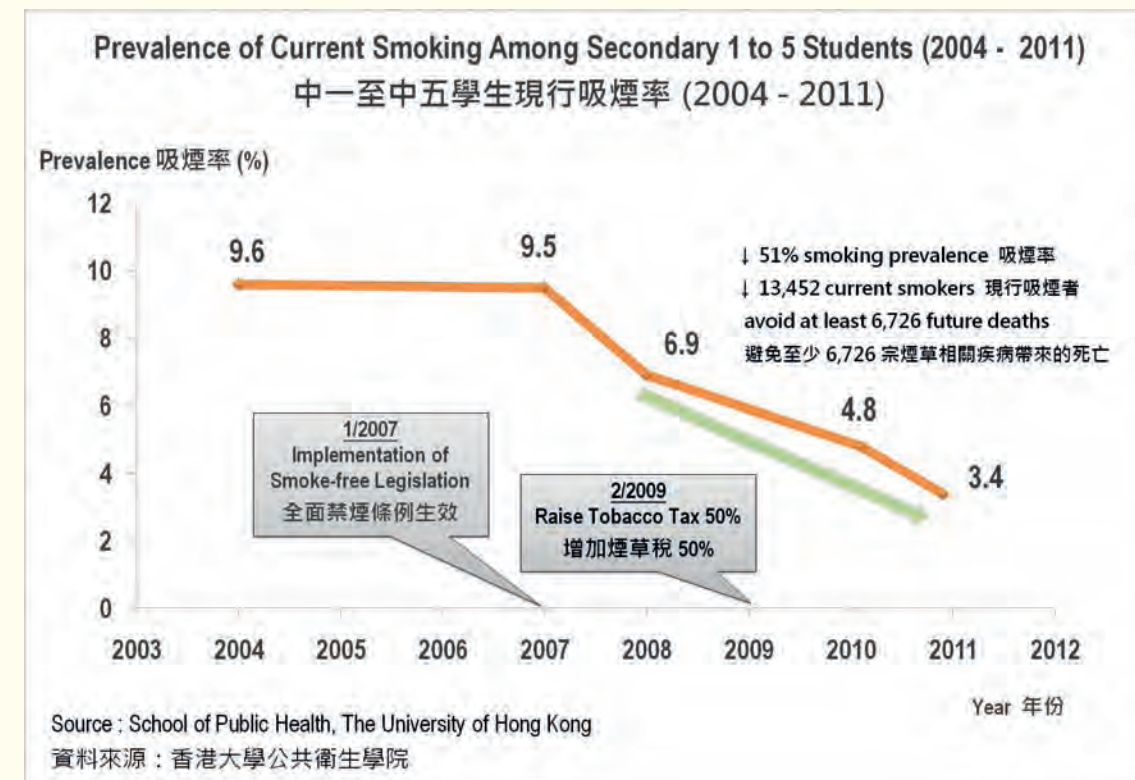
## 青少年吸煙率

### Smoking Prevalence Among Teenagers

香港大學公共衛生學院持續進行青少年吸煙調查，結果顯示2007年實施的全面禁煙條例有助減低青少年的吸煙率，由2006年的9.5%，急劇下降至2008年的6.9%，跌幅為27%。而2009年增加煙草稅50%，令香港青少年的吸煙率進一步降至2010年初的4.8%，到2010年底更減至3.4%，跌幅達51%，足以防止13,452個青少年吸煙，估計可避免至少6,726人將來死於煙草引起的疾病。是次的研究結果為進一步提高煙草稅以保護青少年、減少他們吸煙及鼓勵他們戒煙提供了有力的證據，同時可見政府聯同社會各界，在過去三十年所倡議及大力推行的煙害教育及預防工作已見成效。



The School of Public Health, The University of Hong Kong has been studying youth smoking prevalence in Hong Kong. According to the survey's results in recent years, it has found that the implementation of the comprehensive ban on smoking in 2007 helped reduce adolescent smoking from 9.5% in 2006 to 6.9% in 2008, i.e. 27% decrease in the smoking prevalence among adolescents in Hong Kong. With the 50% increase in tobacco tax in 2009, smoking rate of adolescents further dropped to 4.8% in early 2010 and 3.4% in late 2010, i.e. an overall 51% drop in adolescent smoking. Based on the analysis, 13,452 adolescents are prevented from smoking, which translates into the prevention of 6,726 future deaths caused by tobacco-related diseases. This research provides strong evidence that the increase in tobacco tax is effective in reducing the smoking rate among adolescents. In addition, the education focused on the harmful effects of tobacco and prevention campaigns provided by the government and the community organizations in the past 30 years have effectively diminished the smoking prevalence.



現時15歲以上每日吸煙人口比率由30年前開始持續下降，當日吸煙的年青人，今天可能已成為吸煙的中年人，故此預防青少年吸煙的工作，必須要從小開始，尤其是他們開始吸煙，往往與來自家人吸煙的家庭有關。根據委員會第十號報告書指出，青少年吸煙與家人是吸煙人士有莫大關係，畢竟一位吸煙的父親或母親，較難避免在家中吸煙，不能作為戒煙榜樣，則難以勸告子女不要吸煙，故此，推動控煙的工作以及長遠降低香港的整體吸煙率，對象除了是沒有吸煙的年青人外，鼓勵吸煙人士早日戒煙更是必須及不可延誤的首要目標。

The daily smoking prevalence among individuals of 15 and above has been on a continuous decline since 1982. Those who started smoking in their teens have now become middle-age adults. It is therefore important to initiate youth-focused smoking prevention campaign targeting those at a tender age, mainly because children and teenagers are introduced to their first cigarette by smoking family members. Report No.10 by COSH highlights that youths are more likely to smoke if some of their family members are smokers. Smoking parents cannot act as the role models for smoking cessation and advise their offspring against smoking because they are likely to smoke at home. Hence, in order to promote tobacco control and to further reduce the overall smoking prevalence in the long run, we should not only target the youths who do not smoke, but also encourage smokers to quit smoking.



控煙辦公室於2011年8月聯同一眾控煙團體代表公布2010年香港每日吸煙率跌至11.1%，是有調查以來最低比率。  
In August 2011, Tobacco Control Office, together with the representatives of tobacco control organizations, announced the 2010 daily smoking prevalence in Hong Kong had reached the record-low level, 11.1%.

# 攜手並進

## Coalition

隨著三十年的立法、教育及社區推廣，控煙工作已獲得廣大市民支持及認同。要進一步將無煙的資訊、滲透至社會上的每一個角落，單憑政府及委員會的力量實在有限，必須聯同社會各界，與更多持份者結合更強大的力量，將控煙的種子撒落在社會各界，令無煙的概念在香港每一階層植根，並按各區的土壤培植更多無煙的果子。

Through education, community promotion and legislation in the past 30 years, tobacco control has received wide recognition and won the support from the public. The Government and COSH also rely on the support from diverse groups and organizations in the society to further promote the benefits of the smoke-free environment and deepen community's understanding of its importance. This collaboration with all stakeholders is essential in ensuring that all members of our society will unite and sow the seeds of tobacco control to let the concept of smoke-free environment take root in all districts in Hong Kong, based on the unique needs of each individual district.

## 科研為控煙根基

### Scientific Research Builds the Foundation for Tobacco Control

學術界為控煙工作建立一個以實證為本的根基，令市民大眾了解到吸煙的禍害，並協助香港市民緊貼國際科學社會的步伐，關注二手煙，甚至三手煙對健康的嚴重影響。無論是本地及海外的煙害研究調查，均有助進一步確立煙草對人類健康威脅，從而具體地反映香港需要全面有效的控煙措施。

委員會在過去二十多年一直聯同香港本地大學進行吸煙與健康的調查，包括吸煙與被動吸煙對兒童健康的影響，並關注就業青年吸煙情況，探討煙草品牌與廣告及贊助活動對青少年吸煙的影響，再加上進行全球二手煙提高非吸煙人士中風死亡的風險研究、吸煙與死亡研究，以及吸煙引致香港經濟損失研究，為制定控煙策略提供實證基礎。

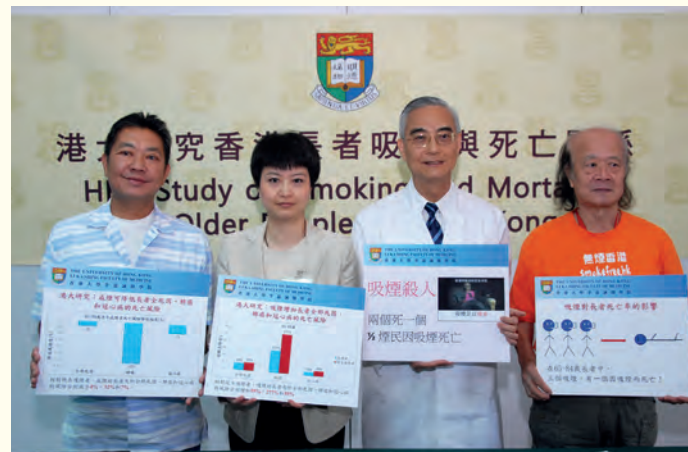
The academia continuously conducts researches and studies to build a sound scientific foundation on which tobacco control develops. The findings in these scientific researches help enhance the understanding on the harmful effects of smoking among the public in Hong Kong and keep them informed of the new developments in the relevant fields around the globe. They have brought the issue of secondhand smoke and subsequent exposure to the harmful effects of smoking to the attention of people in Hong Kong. Local and overseas scientific researches have proven unequivocally the enormous health threats posed by tobacco and point to the needs for effective tobacco control measures in the city.

COSH has been collaborating with local universities in Hong Kong in conducting smoking and health-related studies and surveys in the past 20 years. The studies and researches include the health impact of children's smoking and children's exposure to secondhand smoke. They also investigated the issues of smoking prevalence among young workers, the correlation between tobacco brands, their advertising campaigns and title sponsorships, and smoking prevalence among young people. Others include a global study on the risk of death from stroke attributed to secondhand smoke, research on smoking and death, and Hong Kong's economic loss attributable to smoking. All these scientific researches and their findings help support the development and implementation of tobacco control strategies.



為配合爭取食肆及工作間全面禁煙政策，控煙學者及團體在二千年前後對無煙政策進行調查，包括市民在食肆內接觸二手煙的情況，食肆全面禁煙對生意額的影響等；另一方面，從食肆從業員收集到的數據確定二手煙對員工健康的影響。科研學者為倡導全面禁煙政策提供市民的主流意願及客觀的科學實性作支持，成功促使無煙食肆及工作間得以在香港全面推行。

隨著持續監察煙害數據及長期分析不同年齡人士的吸煙狀況，可引證控煙政策的成效，尤其是擴大禁煙區及煙草稅成功令青少年吸煙率下調，可見一眾默默耕耘的學者對推動控煙工作擔當不可或缺的角色。



香港大學公共衛生學院進行研究追蹤長者吸煙與死亡的關係。  
The School of Public Health, The University of Hong Kong conducted study to establish the association of elderly smoking and mortality.



委員會出版報告書展示控煙研究計劃的結果。  
COSH issued reports to illustrate the results of various scientific studies on tobacco control.

In order to implement the complete ban on smoking in all restaurants, scholars and organizations of tobacco control conducted studies in 2000 on smoke-free legislations, such as exposure to secondhand smoke among non-smokers in restaurants, impacts of smoke-free policies on patronage of restaurants. On the other hand, the data from workers at restaurants revealed that they faced increased risk of suffering from many sicknesses due to workplaces and restaurant with secondhand smoke. These scientific researches provided solid objective evidence and support to the public call for a complete ban on smoking in restaurants and workplace. They helped to convince the Government to implement the plan for smoke-free restaurants in Hong Kong.

The effectiveness of the tobacco control policies can be verified through the close monitoring of updated data of smoking hazards and analysis of smoking prevalence among different age groups. Of particular interest is that the expansion of no smoking areas and tobacco tax increase have successfully helped reduce smoking prevalence among local teenagers. Academics and scientists are the unsung heroes playing an indispensable role in Hong Kong's drive for tobacco control.

## 醫護專業支援戒煙

### Medical and Nursing Professionals Support Smoking Cessation

控煙工作要進一步取得成果，除了要預防市民大眾開始吸煙外，協助吸煙人士在戒煙過程中得到適切及專業的輔導支援尤其重要，而醫護人員在推動戒煙更擔當著不可或缺的角色。

世界衛生組織表示醫護衛生界在全球控煙工程發揮主要作用，醫療衛生專業人員處於守護健康第一線，他們可提供戒煙支援協助吸煙人士戒煙，並且以身作則。衛生專業人員，包括醫生、牙醫、藥劑師、護士、助產士和其它人員，是健康資訊和建議的可信來源。他們本身就是擔任控煙的模範，透過他們與市民，尤其是健康出問題的病人接觸，定必有助他們改變吸煙習慣。研究顯示，來自衛生專業人員對吸煙者的建議，即使相當簡要、亦可將煙草戒斷率提高達30%。由護士領導的戒煙干預已顯示增加成功戒煙的機會達50%。

香港過去並沒有進行香港醫護人員的吸煙率系統性調查，由於香港開展煙害教育已有數十年，「吸煙危害健康」早已深入廣大市民心中，而醫護人員接受過專業醫學訓練，更了解煙草禍害及對健康的長遠影響，故此在香港，大部分醫護人員都沒有吸煙。香港醫護人員低吸煙率不單成為市民大眾的典範，同時有助號召他們在前線照顧病人之餘，積極鼓勵吸煙人士戒煙，以及走到社區，為香港一起倡議及支持控煙法例。



醫護人員在接觸病人時鼓勵戒煙效果顯著。  
Medical and nursing practitioners effectively encourage smoking cessation at among patients during their interaction.

It is important to educate people and prevent them from smoking. And it is equally important to ensure smokers receive adequate and professional medical advice and support throughout their smoking cessation. Medical and nursing professionals play an important role in helping smokers to kick the habit.

World Health Organization emphasizes the important role of medical and healthcare professionals in the global tobacco control effort because they are at the forefront of safeguarding public health. To lead by example, healthcare and medical practitioners should not use any tobacco to be more effective in supporting smokers in their smoking cessation. Healthcare professionals, including doctors, dentists, pharmacists, nurses, midwives and others, are relied upon as the trusted sources of medical and healthcare information and advice. They are the role models in the drive of tobacco control. By interacting with the general public, particularly those who have health issues related to smoking, the medical practitioners are instrumental in helping these patients to quit smoking. Studies show that even brief and concise advice from health professionals can help lift the success rate of smoking cessation by up to 30%. Nurse-led interventions help increase the success rate of smoking cessation by up to 50%.

Although no research on smoking prevalence among medical and healthcare professionals in Hong Kong has been conducted so far, it is safe to say that few of them smoke. The education on smoking hazards has been established in Hong Kong for decades. "Smoking harms your health" is etched in everybody's mind. Medical and health care professionals have received professional training that further enhances their understanding of the health damages caused by smoking. The low smoking prevalence among medical and health care professionals in Hong Kong makes them the ideal role models for the public in the drive for tobacco control. It makes it easier to mobilize local healthcare professionals to encourage smoking patients to quit and promote and support tobacco control in the community.





醫護人員近年積極參與及支持控煙工作，他們不單支持政府擴大禁煙區，同時在增加煙草稅時亦鼎力支持。

The efforts and dedication by medical professionals in promoting tobacco control have paid off in recent years. Not only do they support expanding the no-smoking areas, they have also lent their influence behind tobacco tax increases.



醫護界積極參與2011年「綠絲帶行動」支持增加煙草稅。

Medical professionals actively participated in the "Smoke-free Hong Kong Green Ribbon Campaign 2011" to advocate raising of tobacco tax.



香港醫學專科學院在2010年更聯同十五個專科學院簽署約章，包括牙科、眼科、骨科、耳鼻喉科、兒科、內科、外科、婦產科、病理學科、精神科、放射科、麻醉科、急症科、社會醫學及家庭醫學，在衛生署全力支持下共同簽署控煙約章，承諾各醫護人員從此身體力行，利用與病人接觸的機會，勸籲病人戒煙，並解釋吸煙帶來的負面影響，將反吸煙的理念轉化為實際行動，打造無煙香港。



香港醫學專科學院聯同十五個專科學院在衛生署支持下簽署約章。

Hong Kong Academy of Medicine and 15 other professional colleges adopted and signed the Charter for Promoting Treatment of Tobacco Dependence under the support of Department of Health.

「控煙約章」簽署單位承諾：

確認控煙是他們的專業使命，也是當務之急；

推動並開展無煙生活；

全面了解吸煙所帶來的健康禍害及協助病人戒煙；

時刻關注吸煙情況，倡議及支持控煙政策。

Their Commitments under the Charter for Promoting Treatment of Tobacco Dependence are:

To recognize tobacco control as a professional responsibility and regards it as a priority;

To promote a tobacco-free lifestyle;

To identify and manage tobacco dependence for all patients;

To support and advocate tobacco control policies.

To form a medical profession's coalition for tobacco control, Hong Kong Academy of Medicine and 15 colleges for Dental Surgery, Ophthalmology, Orthopaedic Surgery, Otorhinolaryngology, Paediatrics, Internal Medicine, Surgery, Obstetrics and Gynaecology, Pathology, Psychiatry, Radiology, Anaesthesiology, Emergency Medicine, Community Medicine and Family Medicine, adopted and signed the Charter for Promoting Treatment of Tobacco Dependence under the support of Department of Health in 2010. The medical and healthcare practitioners are committed to being the role models in building a smoke-free Hong Kong. The physicians take every opportunity to encourage their patients to quit smoking and explain the negative impacts of smoking on their health.



# 社區層面推動控煙政策

## Community Supports Tobacco Control Policies

本地兩所提供醫學訓練的大學同樣對控煙工作不遺餘力，在本科訓練期間已鼓勵醫科生關注控煙工作，並就控煙進程作出深入探討，更展開不同行動促請政府加強控煙法例保障市民健康。護理學學者及專家積極培訓護理專業人員支持控煙，更提供全面及專業戒煙輔導訓練予前線醫護及社區人士。多年來，衛生署、醫院管理局及香港大學護理學院均提供戒煙輔導培訓予前線護理人員及中醫，令戒煙服務普及至醫護服務的每一階層。



葵涌醫院多年來積極推動控煙工作。

*Kwai Chung Hospital actively supports tobacco control works for years.*



衛生署及醫院管理局不時為醫護人員舉行控煙工作坊及講座，協助他們掌握最新資訊。

*Department of Health and Hospital Authority conduct seminars and workshops on tobacco control for medical and nursing practitioners.*

The two local universities which provide medical training are also dedicated to tobacco control. They help raise the awareness of tobacco control among the medical students and conduct in-depth studies on the progress of tobacco control measures. They have also launched several initiatives to urge the Government to strengthen the tobacco control legislation to protect the health of local citizens. Nursing scholars and experts are committed to training professionals to contribute to tobacco control. They also offer comprehensive and professional smoking cessation training to the community and frontline medical professionals. Over the years, the Health Department, Hospital Authority and The University of Hong Kong have provided training on smoking cessation counseling to frontline medical professionals and Chinese medicine practitioners, making smoking cessation services and medical care available at all levels in the community.

各個專業在不同的領域服務市民，當涉及與市民息息相關的公共衛生事務，他們都挺身而出，為市民及下一代發出重要的呼籲，回應廣大市民的需要。

二千年年代初，立法會修訂吸煙(公眾衛生)條例時，來自教育、社會服務、婦女、體育界以至家長們均表達他們對控煙進程的關注，有助推動政府為市民大眾及下一代的健康，提供一個無煙清新健康的城市。

社會服務界近年亦積極參與及發展社區健康範疇，以建立「健康城市及社區」為目標，故此委員會在2011及2012年推動社區參與推廣無煙社區時，得到社福機構的大力支持。透過社福機構在十八區建立多年的社區宣傳網絡，藉不同的切入點，將無煙的信息滲透至多元化的服務對象，包括青少年、就業人士、婦女、長者、勞工及新來港人士等等。



無煙社區推廣

*Smoke-free Community Promotion Campaign*

Although individuals in different professions serve the community through their contributions in their diverse fields, they always unite in response to the needs of the community and the younger generation and call for protection of public health.

When the Legislative Council implemented the amendments to the Smoking (Public Health) Ordinance in early 2000s, representatives from various sectors, including education, social service, women, sports, as well as parents expressed their deep concern for the progress of the tobacco control measures. Their action helped provide the impetus to sustain the Government's drive in its creation of a smoke-free city.

In its pursuit of a "healthy city and community", the social service sector is committed to community healthcare initiatives. COSH received enormous support from various social welfare organizations in its campaign to encourage community participation in promoting smoke-free environment in 2011 and 2012. Leveraging their vast communications network in the 18 districts in Hong Kong, COSH was able to convey the message of smoke-free environment to diverse target groups through multiple channels. These diverse groups included teenagers, employees, women, the elderly, labour, new immigrants, among others.





推廣無煙生活的社區活動。  
District-based programmes to promote smoke-free lifestyle.



委員會每年均藉世界無煙日舉行大型社區活動以宣傳無煙生活的重要。  
COSH made use of the annual World No Tobacco Day to promote the smoke-free message to the general public



歷史猶久、服務香港數十年的慈善團體，更集合他們在社區、醫療、教育的網絡，在社區開展由教育無煙信息至戒煙工作，提供全面及多元化的資訊及支援予市民大眾。加上政府在資源上的配合，大大促進吸煙人士獲取專業、免費、便利及成效超卓的戒煙服務。



委員會多年來透過學校展開煙害教育及推廣無煙信息。  
*COSH has been working closely with schools to deliver smoke-free messages and tobacco control education.*

青少年的教育工作由學校開始，故此在推動無煙教育方面，學校是一個重要的合作伙伴及橋樑。教育界在過去二十多年來大力協助委員會開展煙害教育及推廣工作，令同學們得以從小培育無煙的生活態度，推動他們在成長路上拒絕成為煙草商的顧客，以及日後在社會上的不同崗位，均可為支持控煙工作注入新動力。另一方面，藉著他們對煙害的認識，同時促使吸煙的家庭成員遠離煙草。長遠而言，有助減低吸煙人口，並同步降低煙草公司的新增顧客，對未來的控煙工作揭開新篇章。

Well-established charitable organizations in Hong Kong have leveraged their network connecting the community, healthcare and education sectors, in their initiatives to spread the message of a smoke-free environment and provide smoking cessation services. They provide comprehensive information and advice as well as diverse services and support to the community. The efforts by the charitable organizations, coupled with support from the Government, have helped increase smokers' access to professional, free-of-charge and convenient smoking cessation services which have helped them kick the habit successfully.



Education of young people starts from schools, which are the essential partners and bridge for the promotion and education of a smoke-free environment. COSH has enjoyed the full support from the education sector in its drive to promote awareness of the serious harms of smoking to public health. From a tender age, youths have cultivated a positive attitude towards a smoke-free lifestyle, leaving them with a lifelong resistance to the temptation of tobacco products. When they grow up and work in different fields, they will continue to embrace the vision for a smoke-free environment and work to make it a reality. Equipped with this in-depth knowledge of the harmful effects of smoking, they help encourage their smoking family members to quit smoking. Youths in Hong Kong blessed with a deep-rooted belief in a smoke-free environment make their contributions to preventing people from picking up smoking. They help usher Hong Kong into a new era of tobacco control.

婦女界對控煙工作的支持及參與亦同樣重要。香港整體吸煙率維持在低比率與偏低的女性吸煙率有莫大關係，雖然如此，煙害教育及宣傳工作卻不能因女性吸煙率較低而放緩，因為她們亦要面對二手煙，故此應動員婦女參與控煙工作，發揮她們在社會及家庭中擔任多個重要角色的特性，以提高對抗二手煙及鼓勵戒煙的效力。委員會在2000年初展開婦女控煙工作小組，得到社會上多位女性領袖參與及支持。委員會亦藉著2010年世衛以女性吸煙為題，再次提倡關注婦女吸煙及面對二手煙問題，並進行全港婦女吸煙與健康調查，希望掌握更多數據，協助婦女們開展健康無煙生活。



婦女控煙工作小組  
*Women Tobacco Control Work Group*

Women's support for tobacco control is equally important. Hong Kong owes its low overall smoking prevalence to the relatively small number of smoking women in the city. Nevertheless many women are exposed to secondhand smoke. Women's active involvement in tobacco control initiatives is crucial because they hold multiple important roles at home and society. They help enhance the effectiveness of campaigns designed to combat secondhand smoke and encourage smoking cessation. COSH started a women tobacco control work group in early 2000 and received enthusiastic support from the leaders of many local women associations. In 2010, COSH responded to the appeal from World Health Organization for concern over smoking women and launched campaigns to draw more public attention to the harmful effects of cigarette smoking and secondhand smoke on women. A territory-wide smoking and health survey focused on local women was conducted to collect more evidence to formulate future plans to help women develop a smoke-free lifestyle.

## 各界支持

### Support from Various Sectors

香港的就業人口逾360萬，他們分佈在各行各業服務市民，推動社會發展，他們對控煙政策的支持，不單成就法例得以全面推廣，亦令從業員享有無煙的工作間，對建立健康社會帶來正面效果。

有見及此，香港吸煙與健康委員會在過去二十多年，在推動及倡議工作以前，先收集各界持份者的意向，並積極推動他們的參與，令政策推出前已得到業界的廣泛支持，增加公眾接納度及法例開展的可行性。2007年無煙工作間正式展開，委員會遠在九十年代已開始就無煙工作間的概念向工商業企業及中小企展開討論及探討政策，經過多年來管理層的推動，以及員工的積極參與，令法例順利展開。



委員會嘉許企業支持控煙，提供無煙工作間及支援戒煙。

COSH recognized business companies for their support to tobacco control through provision of smoke-free workplaces and smoking cessation programmes.

Over 3.6 million people in Hong Kong work in different industries. Their support to tobacco control is indispensable for the full implementation of tobacco control legislation. They also play an instrumental role in creating smoke-free workplaces, making a positive contribution to the society.

In view of this, COSH has spared no effort in collecting the views and ideas from the stakeholders in various industries before it launched its promotional and advocacy campaigns over the past 20 years. This has helped secure the support from these stakeholders prior to the roll-out of the programmes. COSH has also actively engaged them in these initiatives. This approach has helped increase the public acceptance of the initiatives and enhance the viability of the implementation of the legislation. In the 1990s, COSH embarked on its initiative to promote the concept of smoke-free workplaces among local corporations. Meetings with enterprises were held to explore the feasibility and measures. The years of efforts in promoting the collaboration with the management of corporations, backed by the full support from the workforce, facilitated the effective implementation of the smoke-free workplace policy in 2007.

無煙香港在過去三十年得以成功展開，不能遺忘演藝人員、廣告界、傳媒以及體育界的支持，他們利用自己的知名度、創意、健康形象以至公眾平台推動控煙工作，支持政府透過立法及增加煙草稅，以身作則分享無煙生活以及戒煙的重要性。憑藉他們的創新思維，一點一滴的分享與教育，對市民卻有滴水穿石的漣漪效應，推動吸煙人士作出最大的決心，務求令煙草不可再禍害市民的健康。



2010-2011年戒煙大使郭晉安先生

Mr. Roger Kwok Chun-on, smoking cessation ambassador 2010-2011



2012年無煙大使馬國明先生

Mr. Kenneth MA Kwok-ming, smoke-free ambassador 2012

The building of a smoke-free environment also owes much of its success to the support from entertainment personalities, celebrities, advertising and media professionals, and well-known athletes. Many have leveraged their celebrity, creativity, wholesome image and access to a public platform to voice their support for tobacco control through legislation and tobacco tax increase. They also lead by example to underline the importance of a smoke-free lifestyle and smoking cessation to public health. Their original ideas in public education and incremental efforts in sharing their experiences have created a ripple effect on spreading the message of tobacco control among the public and helping smokers to steel their resolve in smoking cessation.



# 國際地區聯繫

## International and Regional Networking

為使香港的控煙工作與世界接軌，控煙辦公室及香港吸煙與健康委員會藉著不同渠道的參與、交流及訓練，以掌握全球在對抗煙草流行的最新措施及策略，並在修訂法例和提升戒煙服務質素等範疇上，參考不同地區及專家的經驗，以配合香港開展長遠及全面的控煙策略。



國際控煙專家來港交流，並探訪委員會分享控煙進程。

International renowned tobacco control experts visited Hong Kong to exchange experiences in tobacco control.



世界衛生組織亞太區控煙主管馬卡度醫生於2009年到訪委員會了解香港控煙工作進程及委員會的倡議及教育工作。

Dr. Susan MERCADO, Head of Tobacco Control, Asia Pacific, WHO visited COSH to study Hong Kong's progress on tobacco control and advocacy and educational work of the Council.

To align the tobacco control efforts in Hong Kong with international initiatives, the Tobacco Control Office and COSH have kept themselves on top of the latest measures and strategies adopted overseas and mastered their application through active participation on various platforms, exchanges of ideas and expertise, and training programmes. The organizations also study the legislation and work on further quality enhancement of smoking cessation services offered in other countries and integrate the knowledge into the formulation of long-term comprehensive tobacco control strategies.

# 與國際控煙專家聯繫及交流

## Networking and Exchange with International Experts on Tobacco Control

控煙辦公室於2008年成立煙草成癮治理國際諮詢小組，就煙草成癮相關的策略及科學研究交流資訊及提供意見。諮詢小組在香港舉行會議時，不時與香港各控煙組織及專家交流，從而加強及推動香港在控煙政策的發展空間，並提升本港戒煙服務的質量，以及培育更多優秀的戒煙專業團隊。

委員會過去亦曾邀請不同範疇的國際控煙專家到港舉行研討會，分析全球控煙形勢及探討未來發展方向。



政府邀請本地及海外控煙專家舉行控煙研討會。

The Government invited local and international experts to share their expertise at Seminar on Tobacco Control.

The International Advisory Panel (IAP) was set up in 2008 by the Tobacco Control Office to exchange information and advice on the strategies and scientific matters related to tobacco addiction. Seminars have been organized to share and exchange information of the latest developments in tobacco control with local tobacco control experts and organizations to facilitate the formulation of future strategies in tobacco control-related legislation, enhance the quality of local smoking cessation services and cultivate a pool of qualified tobacco treatment specialists.

COSH has invited international experts in various areas related to tobacco control to host seminars in Hong Kong to analyze the global trends and future directions of tobacco control.



委員會邀請不同範疇控煙專家到港探討未來控煙方向。

COSH invited a wide spectrum of tobacco control experts to Hong Kong to explore the future directions on tobacco control.





委員會先後參訪澳洲及英國，拜會控煙及戒煙專家分享經驗。  
COSH made study visits to Australia and United Kingdom and met many experts on tobacco control and smoking cessation.



## 兩岸四地煙害防制交流研討會

### Cross-strait Conferences on Tobacco Control



委員會於2009年主辦第三屆兩岸四地煙害防制交流研討會。  
COSH organized the 3<sup>rd</sup> Cross-strait Conference on Tobacco Control in 2009.

兩岸四地非政府組織自2007年開始定期舉辦研討會，為兩岸四地的控煙工作者提供一個溝通的平台之餘，更凝聚華人團體的力量及資源，促進華人社群在煙害防制推動經驗的分享、學習與交流，以達到互相學習、共同推動控煙工作的目的，有助推動全球華人控煙工作。

研討會的主辦機構分別為香港吸煙與健康委員會、中國控制吸煙協會、台灣財團法人董氏基金會及澳門戒煙保健會，第三屆兩岸四地煙害防制交流研討會由香港吸煙與健康委員會於2009年10月舉行，以《建構無煙社會 推動MPOWER》為主題，逾二百位來自中國大陸、香港、台灣及澳門不同單位和團體的控煙專家、學者及非政府組織的代表雲集香港，交流各地控煙工作的經驗。

會議上更邀請海內外於控煙範疇中舉足輕重的學者及專家作專題演講，加上彭博基金會就減少煙草使用倡議行動亦舉行介紹會，令參會人士進一步了解四地及海外的控煙經驗及資訊。

每屆兩岸四地煙害防制交流研討會上均會頒發年度四地「華人煙害防制貢獻獎」予致力推動及領導當地控煙運動的傑出人士，以表揚他們在控煙工作上所作出的巨大貢獻。

衛生署控煙辦公室、委員會及香港各控煙組織及學者由2007年開始已派出代表團參加研討會，令四地控煙者可以分享經驗，互相取長補短，以表達各界對控煙工作的決心，並標示兩岸四地正朝著共同的控煙目標進發。

Since 2007, the tobacco control organizations from mainland China, Taiwan, Hong Kong and Macau regularly organize conferences to develop an idea exchange platform for tobacco control practitioners and consolidate and coordinate the efforts and resources of tobacco control organizations in Chinese communities.

The co-organizers of Cross-strait Conferences on Tobacco Control, including Hong Kong Council on Smoking and Health, Chinese Association on Tobacco Control, John Tung Foundation from Taiwan and Macau Smoking Abstinence, Good Health Association, take turn to host the annual conference. The third conference was hosted by COSH under the theme "Build a Smoke-free Community & Promote MPOWER" in October 2009. More than 200 experts of tobacco control, scholars and non-governmental organizations from China, Hong Kong, Taiwan and Macau gathered and shared their experiences on tobacco control issues.

International and local experts were invited to deliver keynote presentations during the conference. The Bloomberg Initiative also held a session to share its experiences in tobacco control.

The Awards for Chinese Contributions to Tobacco Control is held at the annual conference to recognize the outstanding contributions by individuals' to tobacco control in their respective communities

Since the conference's debut in 2007, the Department of Health's Tobacco Control Office, COSH and many tobacco control organizations as well as scholars have sent delegates to attend the event to share their experiences, learn from each other and demonstrate their support and determination in fostering closer collaboration on tobacco control.



第一屆兩岸四地煙害防制交流研討會 (台北)  
1<sup>st</sup> Cross-strait Conference on Tobacco Control (Taipei)



第二屆兩岸四地煙害防制交流研討會 (北京) - 華人煙害防制貢獻獎得主合照  
2<sup>nd</sup> Cross-strait Conference on Tobacco Control (Beijing)  
- Awardees of Awards for Chinese Contributions to Tobacco Control



第三屆兩岸四地煙害防制交流研討會 (香港) - 華人煙害防制貢獻獎得主合照(上)、主禮嘉賓合照(左)  
3<sup>rd</sup> Cross-strait Conference on Tobacco Control (Hong Kong)  
- Awardees of Awards for Chinese Contributions to Tobacco Control (top) and Launch Ceremony (left)



第五屆兩岸四地煙害防制交流研討會 (台北) - 香港代表團合照  
5<sup>th</sup> Cross-strait Conference on Tobacco Control (Taipei) - Hong Kong delegation



第四屆兩岸四地煙害防制交流研討會 (澳門) - 研討會主禮嘉賓合照  
4<sup>th</sup> Cross-strait Conference on Tobacco Control (Macau) - Officiating Guests

## 國際煙害會議、探訪及交流

### International Tobacco Control Conferences, Visits, and Exchanges

為促進控煙工作的交流，香港控煙團體及學者參加國際及亞太地區煙草或健康會議，並藉此展示香港在控煙工作的成績。

海外及各地控煙團體及學者亦不時探訪委員會，一起分享、研究及討論在不同控煙範疇經驗，包括爭取控煙法例、執法工作的經驗、煙害教育及宣傳活動、控煙策略及措施、戒煙服務、煙草稅、煙害研究計劃、委員會媒體倡議項目等。

Representatives of tobacco control organizations and academia on public health in Hong Kong attended the World Conference and Asia Pacific Conference on Tobacco or Health, and many other conferences to share experience and achievements on Hong Kong's tobacco control measures.

Overseas and regional tobacco control organizations and researchers pay visits to COSH to share experiences on a wide array of related areas, including policy advocacy for tobacco control measures, law enforcement, smoke-free education and publicity, tobacco control strategies, smoking cessation services, tobacco tax, researches and media advocacy campaigns.



委員會參與國際會議並設置展覽攤位展示香港控煙進程及成果。

COSH set up exhibition booth at conferences to showcase the progress and achievements of tobacco control in Hong Kong.





# 全球控煙趨勢

Global Trend of Tobacco Control

## 煙草流行

### Tobacco Epidemic

世界各地控煙專家及公共衛生學者均認同任何形式及類型的煙草對全球健康帶來重大災禍——每年全球死於吸煙的人口高達六百萬人、無數因煙害衍生的病患及每年數以十億計的經濟損失。如果現時煙草流行的情況持續及不再處理，煙草使用在2010至2025年將耗用低收入至中收入國家共七萬億美元資源。

Tobacco control and public health experts around the world agree that tobacco, in all its different forms, has become a global health catastrophe. It causes 6 million deaths annually and millions more to suffer from diseases, costing billions of dollars. If the current situation persists and is left un-tackled, tobacco use will cost US\$7 trillion between 2010 and 2025 among the low and middle-income countries.



## 全球控煙力量

### Global Tobacco Control Efforts

世界衛生組織《煙草控制框架公約》是在世衛支持下談判的第一份條約。該公約於2003年5月21日獲得世界衛生大會通過並於2005年2月27日生效。它現已成為聯合國歷史上獲得最廣泛接受的條約之一。制定世衛組織《煙草控制框架公約》是為了應對煙草流行的全球化，這是一份以證據為基礎的條約，重申人人有權享受最高的健康標準。該公約是促進公眾健康方面的一個里程碑，為國際衛生合作提供了新的法律層面。

條約內容包括透過價格和稅收措施，以及非價格措施減少煙草需求。非價格措施即防止接觸煙草煙霧；煙草製品成份管制；煙草製品披露的規定；煙草製品的包裝和標籤；教育、交流、培訓和公眾意識；煙草廣告、促銷和贊助；以及與煙草依賴和戒煙有關的降低煙草需求的措施。公約中亦有減少供應的主要規定涵蓋煙草製品非法貿易、向未成年人銷售和由未成年人銷售；以及對經濟上切實可行的替代活動提供支援。

截至2012年9月21日，全球已有176個公締約方。中國已於2005年10月11日簽署《煙草控制框架公約》，於2006年《國際控煙框架公約》正式於中國生效，而適用範圍亦擴大至香港。

The World Health Organization Framework Convention on Tobacco Control (WHO FCTC) is the first treaty negotiated under the global body's auspices. It was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005. It has since become one of the most widely adopted treaties in United Nations' history. The WHO FCTC was developed in response to the globalization of the tobacco epidemic and is an evidence-based treaty that reaffirms the rights of all people to the highest health standard. The convention represents a milestone in the promotion of public health and provides new legal dimension for international health cooperation.

WHO FCTC is a global trendsetter. The core demand reduction provisions in the WHO FCTC consist of "price and tax measures to reduce the demand for tobacco", and "non-price measures to reduce the demand for tobacco". They are namely the protection from exposure to tobacco smoke; regulation of the contents of tobacco products; regulation of tobacco product disclosures; packaging and labeling of tobacco products; education, communication, training and public awareness; tobacco advertising, promotion and sponsorship; and the demand reduction measures concerning tobacco dependence and cessation. The core supply reduction provisions in the WHO FCTC are "illicit trade in tobacco products"; "sales to and by minors" and "provision of support for economically viable alternative activities".

As of 21 September 2012, FCTC has 176 parties. China signed FCTC on 11 October 2005. In 2006, FCTC came into effect in China and its application extended to Hong Kong.





## 煙草業干預及挑戰控煙法例

### Tobacco Industry Interference and Legal Actions

隨著越來越多國家採取控煙措施，全面履行各自在世界衛生組織《煙草控制框架公約》中的義務，煙草業對於這一條約的破壞卻變得越見嚴重。例如，為了阻止煙草包裝上採用圖象健康警示，煙草行業最近採取了根據雙邊投資協定對國家進行起訴的新手法，並聲稱這些警示影響了各個公司使用各自依法登記的品牌的努力。

同時，煙草業繼續企圖在其他方面破壞該條約，特別涉及各國努力禁止在封閉的公共場所吸煙以及禁止煙草廣告、促銷和贊助方面。

2012年3月，在新加坡舉行的世界煙草或健康大會上，世界衛生組織總幹事陳馮富珍醫生發表演說，堅決反對煙草業透過高調法律訴訟，反對煙草控制措施，公然挑戰保護公眾衛生措施的合法性。這些衝擊不單是恐嚇採用嚴格煙草控制措施的國家，令他們因面對持久的訴訟壓力，從而動搖其他國家開展控煙工作的決心。她呼籲各國領袖面對煙草業干預控煙政策時，必須要堅定立場，堅決反對煙草業顛覆這一公約的可恥行徑。



As more and more countries have moved to fully meet their obligations under the WHO FCTC, the tobacco industry has stepped up its efforts to undermine the treaty. For example, in an attempt to halt the adoption of graphic health warnings on packaging of tobacco products, the industry has recently adopted the novel tactic of suing countries under bilateral investment treaties, claiming that the warnings impinge on the companies' attempts to use their legally-registered brands.

Meanwhile, the industry has used other means to undermine the treaty, particularly with regard to countries' efforts to ban smoking in enclosed public places and to prohibit tobacco advertising, promotion and sponsorships.

At the recent World Conference on Tobacco or Health held in Singapore in March 2012, Director-General of the World Health Organization, Dr Margaret Chan, called on the various governments to stand firm against the despicable efforts by the tobacco industry to subvert the treaty with high-profile lawsuits. The tobacco companies openly challenge the legality of tobacco control measures designed to protect public health. They deliberately stoke fear in the countries wishing to introduce similar tough tobacco control measures with threats of launching costly, drawn-out litigation.

## 推行嚴厲控煙措施

### Stringent Tobacco Control Measures

許多國家已就他們的控煙進程訂下長遠目標，並將在未來五至十年展開更嚴厲控煙措施：

- 各國提高煙草稅以增加購買煙草的負擔，令稅率佔零售價75%以上，並可將稅收部分收益用作資助推行世界衛生組織《煙草控制框架公約》控煙及健康推廣工作；
- 為保護市民免受二手煙影響，室內公共地方、工作間、酒吧及餐廳等地方推行全面禁煙政策，並且不設吸煙房；
- 煙包上除了廣泛使用圖象警示及禁止誤導性描述及詞句外，「全煙害警示包裝」得到澳洲最高法院確定沒有違反憲法，將是下一項劃時代控煙措施，以進一步減低煙包作為推銷工具，以及減少煙草宣傳渠道；
- 完全杜絕煙草廣告、宣傳及贊助等空間，包括禁止在銷售點展示煙草產品、互聯網上銷售及推廣，以及引入法例禁止電影出現吸煙畫面。

Many countries have set their long-term goals for tobacco control. The following are some of the stringent tobacco control measures expected to be introduced in the next 5 to 10 years:

- More countries will raise tobacco tax to a minimum of 75% of the retail price so as to reduce affordability. They would dedicate a portion of their tobacco tax revenue to fund the implementation of the WHO FCTC, tobacco control measures and health promotion.
- Legislation mandating 100% smoke-free indoor public places and workplaces including bars and restaurants, with no provision for designated smoking rooms, would be introduced to protect people from exposure to secondhand smoke.
- In addition to graphic warnings and removal of misleading descriptions on tobacco packaging, Plain Packaging, upheld by Australia's High Court, will be the next defining tobacco measure to remove the packet as a promotional vehicle and eliminate the promotion channels of tobacco products.
- Implementation of a comprehensive ban on tobacco advertising, promotion and sponsorship, including prohibition of any display of tobacco products at points of sale and ban on internet sale and promotion of tobacco products. Measures will also be introduced to address the issue of tobacco imagery in films.



## 總結

## Conclusion

# 總結

## Conclusion

1982年香港正式開展煙草控制的工作，政府透過《吸煙(公眾衛生)條例》的制定、實施及修訂，以及社會各界攜手推動，三十年後的今天，香港的控煙成績在全球已取得一定的成果。從三十年前首次進行香港吸煙情況調查至今，比率持續下降。

香港在控煙工作起步較先，多年來面對重重艱巨的挑戰，憑著政府的決心及市民的支持，在各方面控煙工作範疇上得以逐步落實及推行，更成為海內外多個鄰近城市、地區及國家作參考及觀摩對象。然而在控煙法例及不同領域仍有未盡之處，但是憑著政府及社會各界的攜手努力，相信達到「無煙香港」的目標亦不遠。

Hong Kong launched a comprehensive and integrated tobacco control campaign utilizing multiple platforms in 1982. The implementation and enforcement of the Smoking (Public Health) Ordinance by the Government and the subsequent amendments throughout the past 30 years, coupled with the support from all sectors in the society, tobacco control in the city has achieved success and fruitful results. Since the first survey on smoking prevalence conducted in Hong Kong 30 years ago, smoking prevalence has been on a continuous decline.

As one of the earlier places to adopt tobacco control, Hong Kong has had to tackle enormous challenges. Thanks to the determination by the Government and full support from the public, the progressive implementation of various tobacco control measures in Hong Kong have paid off and become exemplary for neighboring countries and regions. Although Hong Kong's tobacco control policies still have room for improvement in various areas, through the collaboration between the Government and the community, the city should soon achieve its goal of being a truly "Smoke-free Hong Kong".

## 擴大禁煙範圍

### Expansion of No Smoking Areas

對比三十年前控煙條例生效之初，禁煙範圍已有所擴大，市民於大部份的室內環境能受到保障。然而，市民大眾期待有更多地方可以列為法定禁煙區，例如大廈的出入口、所有巴士站、食肆室外範圍等。此外，公共場所禁煙法例實施多年，亦應檢討場所管理人遵行控煙條例的法律責任問題，以進一步確保禁煙政策的原則得以全面落實。擴大法定禁煙區的範圍，不但可以進一步減低二手煙的禍害，同時可以創造有利的社會氣氛，鼓勵吸煙人士加入戒煙行列，以提升香港的空氣質素。



市民期望更多地方列為法定禁煙區。  
The general public expects for more no smoking areas.

Compared with 30 years ago, Hong Kong has seen much expanded statutory no-smoking areas following the implementation of the tobacco control ordinance. Although Hongkongers enjoy a smoke-free environment in most indoor areas, they want more places, such as bus stops, entrances of buildings and outdoor areas of restaurants, to be designated as no smoking areas as well. The legal liability of venue managers of designated no smoking areas when smoking offences occur should be reviewed to ensure effective enforcement of the ban on smoking in public places. The expansion of no smoking areas in Hong Kong has proven to be the effective strategy to help reduce the harmful effects of secondhand smoke. It also creates a favourable setting encouraging smokers to embark on smoking cessation to further enhance the air quality in Hong Kong.

## 限制煙草宣傳

### Prohibition of Tobacco Promotion

經過多年的爭取，煙草廣告已絕跡於平面雜誌或傳播媒體，大大減低青少年及兒童因好奇或被廣告吸引而嘗試吸煙。隨之而來卻是煙草銷售點上以層出不窮的手法，包括包裝美侖美奐、五光十色的燈箱展示煙草產品，在店舖內最當眼處鋪天蓋地展現不同品牌的煙包，以達到推廣煙草售賣的目的。許多國家已禁止煙草產品在銷售點展現，香港亦應該立法推行。相比其他措施，這項控煙政策較易執行，而且成效顯著。

除此以外，部分國家除捲煙外，亦有售賣沒有煙霧的煙草產品，例如嚼煙、口香糖煙、電子煙、此外亦有一些餐廳提供水煙作招徠吸引食客。部分產品更聲稱不會產生二手煙而較為健康、或者對吸煙人士的健康影響較低。印度盛行使用嚼煙，而嚼煙卻大大增加患上口腔癌的機會；電子煙是否可以協助戒煙效果成疑，即使沒有尼古丁也不代表可以有效幫助戒煙，但卻成功打入未成年人士的市場，可能誘導他們成年後開始吸煙，不少曾使用水煙的人士均不曉得吸水煙等同吸煙，故應提供更多資源作宣傳及推廣這些另類煙草產品的禍害，令市民大眾不會因資訊不足而被誤導，從而開始尼古丁成癮。



澳洲已禁止煙草產品在銷售點展現。  
Display of cigarettes has been banned at points of sale in Australia.

Tobacco advertisement has completely vanished from the print and electronic media because of years of lobbying to ban it. This has helped reduce the number of teenagers and children who pick up the habit simply because of curiosity or being lured to smoking by the advertisements. Tobacco companies have continued to innovate on marketing tactics to promote smoking, including the use of eye-catching illuminated boxes for tobacco products and cigarette packets crowding the most prominent display areas in points of sale. Many countries have banned the display of cigarettes at points of sale. The Government should do the same. Compared with other measures, this is relatively easier to execute and is likely to yield encouraging results.

In some countries, smoke-free tobacco products are available. They include chewing tobacco, tobacco chewing gum and electronic cigarettes. Some restaurants supply water pipes to lure customers. Vendors claim that these products are relatively less harmful because they do not produce secondhand smoke and create less health threat to the smokers. Chewing tobacco is popular in India and has been proven to increase the risk of oral cavity cancer. Critics are highly skeptical that electronic cigarettes can help smokers to quit. The absence of any nicotine does not mean that it can contribute to smoking cessation. It may be an excuse for the producers to lure teenagers to start using electronic cigarettes and they may start using the regular tobacco products when they come of age. Most water pipe smokers do not know it has the same harmful effects as regular cigarettes. The Government should put more resources on raising public awareness of the health hazards of these alternative tobacco products to protect the public from being misled into nicotine addiction.



# 健康警示

## Health Warning

香港有每日吸煙習慣的人士平均每天吸煙13支，即每天至少看到煙包十多次，因此煙草商對煙包均有精心設計，好讓目標顧客對品牌建立忠誠及長期正面的印象。香港的圖象煙害警示於2007年開始使用，即使煙包主要版面的一半範圍已被六款圖象警示所覆蓋，但環顧市面上的煙包，煙草公司對剩餘的面積、煙盒的設計、煙草的產品名稱及成份等作出不同的包裝，務求將致命的煙草產品標籤成較健康，企圖針對不同顧客的形象及喜好，並降低煙害警示作鼓勵戒煙的效力。



英國亦計劃推行「全煙害警示包裝」。  
UK is planning to adopt plain packaging on tobacco products.



「全煙害警示包裝」包括擴大煙包上的煙害警示圖象，而任何形式的煙草品牌只可以樸實形式展現。 Plain packaging is an extension of current pictorial health warning, while all forms of tobacco branding should be labeled exclusively with simple unadorned text.

澳洲即將成為全球首個國家立法推行「全煙害警示包裝」，雖然早前被煙草公司提出訴訟，企圖阻止該項有效控煙措施出台，但法院已裁決政府勝訴。另一方面，英國政府亦就控煙政策推出草案，並考慮未來採用「全煙害警示包裝」以進一步限制煙草宣傳。外國的經驗對香港未來引進「全煙害警示包裝」提供重大參考價值，從而全面扭轉煙草商多年來「成功」建立吸煙行為的「正面」形象，並大大加強煙害宣傳，加快推動戒煙。

Australia will be the first country to adopt plain packaging for cigarettes. The country's high court has upheld its plain packaging law despite strong challenges by tobacco companies. The U.K. Government will consider using plain packaging to further restrict promotion of tobacco products. Hong Kong should draw on the experiences of these countries to adopt plain packaging for tobacco products. This will help to completely decimate tobacco companies' 'successful' efforts in promoting smoking as 'positive' and add momentum to the promotion of the harmful effects of smoking. It will also help to accelerate the drive to encourage smoking cessation among smokers.

A daily smoker in Hong Kong consumes 13 cigarettes on average. It means that he looks at the cigarette packet a dozen of times every day. To retain customer's loyalty and build a positive image, tobacco companies lavish on the attractive design of cigarette packet. Hong Kong adopted pictorial health warnings on tobacco packaging in 2007. At least 50% of the surface on the main sides of the cigarette packet must be covered by either one of the six different pictorial health warnings. For the remaining surface on the packet, tobacco companies continue to spend a lot of resources on the design of the box and employ diverse packaging tactics in terms of the naming of the tobacco products and ingredients. Their goals are to cater to the different preferences of customers and to market tobacco products as less harmful. This strategy undermines the deterring effect of the health warnings.

# 增加煙稅

## Raise Tobacco Tax

香港最近兩次(2009及2011年)成功增加煙稅，令煙草平均零售價大幅提高至港幣五十元，當中煙稅佔現行的捲煙售價68%。多項研究已指出提升捲煙價格有效降低吸煙人士的購買意欲，特別是對價格較為敏感的年輕人及低收入人士。故此香港吸煙與健康委員會聯同社會各界在未來必定繼續爭取增加煙草稅，令煙價作為控煙措施的效力得以增強。由於走私煙及影響煙販收入成為反對加煙稅的主要原因，政府必須增撥資源予相關部門，大力打擊煙草走私問題。

Hong Kong raised tobacco tax in 2009 and 2011 which has helped to significantly increase the average retail price of a packet of cigarettes to HK\$50 each. Tax accounts for 68% of the retail price of cigarettes now. Years of studies have proven that raising tobacco tax is effective in deterring people from smoking, particularly among the more price-sensitive youths and individuals in the low-income group. In collaboration with other organizations, COSH will continue to lobby the Government to raise tobacco tax further to strengthen its impact. The Government should also allocate more resources to combat smuggling of cigarettes because many oppose to tobacco tax increase under the pretext that cigarette vendors' incomes have been affected by smuggled products.

香港的煙稅比率必須持續增加至國際水平，令吸煙人士早日加入戒煙，並有效預防青少年吸煙，以及阻礙已成功戒煙人士復吸。

The tobacco tax rate in Hong Kong must be increased to the international level. This helps encourage smokers to quit smoking, deter the youths from starting smoking, and prevent the quitters from taking up the habit again.



增加煙草稅有助推動年青人戒煙  
明報 2009.2.26  
Raising tobacco tax encourages smoking cessation among youth  
Ming Pao 2009.2.26

# 拓展戒煙資源

## Allocation of Resources for Smoking Cessation

戒煙是唯一直接及徹底有效解決吸煙對健康帶來長遠及嚴重影響的方法，不單可以解決二手煙，更可減低因吸煙引致的醫療開支及社會資源的損失，為家人及下一代建立無煙及健康的典範。現時政府透過公共醫療系統以及慈善機構為市民提供多元化、優質以及成效顯著的戒煙服務，並透過不同的平台，推動吸煙人士掌握更多健康與戒煙的資訊，從而鼓勵他們及早戒煙。

委員會在宣傳及推廣工作方面，將繼續呼籲社會上各行各業協助他們有吸煙習慣的員工戒煙，透過不同類型的社區宣傳活動計劃，聯繫各個醫護團體在專業層面勸喻吸煙人士為健康戒煙，組織強大地區網絡支持戒煙人士得到適切的鄰舍支援及輔導，再加上他們的家人作為推動吸煙人士戒煙的最大引擎，務求使身邊每一位吸煙人士都成為戒煙大贏家。委員會在開展各個戒煙推廣項目時，亦希望能透過研究了解吸煙人士的需要，拓展戒煙服務及進一步完善現有的資源分配，從而使更多吸煙人士受惠，提升市民整體的健康水平。

Smoking cessation is the only and direct way to save people from the harmful effects of cigarettes. Not only does it help solve the issue of secondhand smoke, it also helps to reduce the amount of public fund and resources for medical services allocated to treat diseases caused by smoking. Individuals who have quit smoking successfully are good role models for their families and the younger generation, inspiring all to build a smoke-free environment for healthy living. The Government offers quality and effective smoking cessation services through public hospitals, social welfare and charitable organizations. It also promotes smoking cessation and a healthy lifestyle through various platforms to help and encourage smokers to quit smoking.



地區組織亦加入與委員會一起推動服務使用者戒煙。  
District organizations are joining COSH to promote smoking cessation to their service users.

COSH will continue its call for all enterprises to support their smoking employees to quit smoking. By organizing different educational and promotional activities in the community, COSH invites various medical organizations to offer professional counseling to help smokers kick the habit. It will also develop a strong community network to provide support in the neighborhoods. Combined with the major motivation from their families, all these efforts should support every smoker to achieve complete cessation and become the 'winners'. Before rolling out the programmes promoting smoking cessation, COSH builds an in-depth understanding of the needs of smokers through studies and researches to upgrade the quality of the smoking cessation services and optimize the resource allocation. The goal is to maximize the positive impact of the services on more smokers and improve the health of all Hongkongers.



加大力度打擊走私煙草有效預防不法分子藉加煙稅而猖獗  
明報 2012.5.9  
Effective enforcement can reduce the problem of tobacco smuggling after raising tobacco tax  
Ming Pao 2012.5.9



## 宣傳及推廣無煙生活

### Promote Smoke-free Environment and Living

香港吸煙與健康委員會一向重視傳統的宣傳渠道如電視廣告、平面廣告及健康講座等，但同時亦積極開拓多面向及嶄新的宣傳方法，運用社會營銷及結合媒體倡議策略，加強與市民大眾的互動，以網上平台及流動資訊系統，加強煙害信息的流通，又改進傳統的健康講座模式，於學校設立互動劇場及舉行無煙領袖訓練營等。

另外委員會又積極推展伙伴計劃，與不同界別如工會及專業團體合作於業界宣傳控煙資訊，又與地區組織合作舉辦嘉年華及工作坊等，使戒煙及煙害資訊能深入社區層面，使有關的概念於社區得以植根及持續推廣。

同時委員會亦會保持現有控煙相關議題的研究及資訊項目，繼續向政府爭取修訂法例，加強國際間的緊密聯繫，與海內外各控煙工作者分享交流工作經驗，共同為全球控煙工作出一分力。

Traditional media, including TV, print advertising, and health talks and seminars, are the important channels for COSH to communicate its messages. The Council has also been actively innovating on new promotional programmes on the online and mobile platforms and utilizing the integrated media advocacy and social marketing strategies to maximize interaction with the public. COSH has also revamped the format of traditional health seminars targeting students by introducing innovative activities such as interactive theatres and training camp for smoke-free leaders.

COSH promotes its partnership programmes and has formed alliances with workers unions and professionals associations to promote tobacco control in different industries. It also collaborates with various community organizations to organize carnivals and workshops to deepen the spread of messages of smoking cessation and hazards of tobacco at community level and ensure that communities will carry on the promotion.

COSH will continue the existing researches and studies on tobacco control and continue to lobby the Government on amendments to tobacco control legislation. It will also enhance its connections with international tobacco control organizations to step up exchanges of experiences in tobacco control measures and contribute to the global tobacco control effort.

委員會於2012年透過區議會聯同地區組織一起推動控煙。

COSH networked District Council and collaborated with district organizations to promote tobacco control.

## 無煙願景

### Go for a Smoke-free Hong Kong

香港吸煙與健康委員會未來將繼續配合政府，透過教育及立法等多管齊下的方式，把無煙健康生活的信息傳遞至不同年齡、地區以及各行各业人士，鼓勵更多市民關注煙害及支持政府控煙政策，為香港的控煙工作創造有利的社會氣氛及環境，增進市民對煙害的認識及吸納社會上不同界別人士的支持，預防新生代被煙草所迷惑，鼓勵更多吸煙人士加入戒煙行列，務求在不久的將來令香港吸煙率進一步降低至單位數字。

香港的吸煙率現時為11.1%，隨著未來二十年人口增長至八百多萬，即使吸煙率維持在百分之十左右，實際吸煙人數將不會減少，故此委員會將聯同各界團體，支持政府為香港控煙進程訂下長遠目標，透過全面及多元化的控煙政策 - 包括持續大力增加煙草稅、擴大法定禁煙範圍、提供更多資源協助戒煙、推動無煙教育及社區宣傳等等，令香港吸煙率可每年持續下降半個百分點，期望在回顧香港控煙四十年之時，香港的吸煙率將下調至5%或以下，達成「無煙香港」的目標。


Through the integrated approach of public education and legislation, COSH will continue to work with the Government to convey the message of a smoke-free healthy lifestyle to everybody in the community, encourage more people to pay attention to the hazards of tobacco and support Government's tobacco control measures. This will create a favourable climate beneficial for the tobacco control efforts, enhance the public's understanding the harmful effects of smoking, and win the support from individuals from different sectors and backgrounds. This approach is crucial in preventing the younger generation from the allure of tobacco and in encouraging more smokers to embark on smoking cessation. COSH is committed to lowering smoking prevalence in Hong Kong to a single digit in the near future.



「無煙香港」將作為全球借鏡及典範的健康城市。  
Hong Kong would become a truly smoke-free and healthy city in the world.

Smoking prevalence in Hong Kong now stands at 11.1%. With the projected population growth to over 8 million in the next 20 years, the actual number of smokers will remain the same, assuming the percentage of smokers remains at around 10%. COSH will therefore collaborate with various organizations to support Government's efforts in setting long-term goals for the tobacco control measures. When the Government implements its comprehensive integrated strategies, including significant tobacco tax increase, continual expansion of statutory no smoking areas, provision of additional resources for smoking cessation services, education on a smoke-free environment, and community promotion, the smoking prevalence is likely to go down by half a percentage point annually. COSH wishes that when it looks back on 40 years of developments of tobacco control efforts in Hong Kong, the local smoking prevalence will be below 5% and reach the goal of a "Smoke-free Hong Kong".





二零一二年九月出版

Published in September 2012

© 2012年香港吸煙與健康委員會版權所有

Copyright © 2012 Hong Kong Council on Smoking and Health

All Rights Reserved

地址：香港灣仔皇后大道東183號合和中心44樓4402-03室

Address: Unit 4402-3, 44th Floor, Hopewell Centre,  
183 Queen's Road East, Wanchai, Hong Kong

電話 Tel: (852) 2838 8822

傳真 Fax: (852) 2575 3966

電郵 Email: [enq@cosh.org.hk](mailto:enq@cosh.org.hk)

網址 Website: [www.smokefree.hk](http://www.smokefree.hk)

編寫：香港吸煙與健康委員會秘書處

Published by Secretariat, Hong Kong Council on Smoking and Health

設計：flipNfill 及明報報業有限公司

Designed by flipNfill and Ming Pao Newspapers Limited



**香港控煙三十周年**

**30<sup>th</sup> Anniversary of  
Tobacco Control in Hong Kong**