

China

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: China has no national smoke-free law. Local laws include many exceptions and enforcement is inadequate. In May 2009 civilian and military authorities ordered the health bureaucracy and half of medical facilities nationwide to go completely smoke-free by the end of 2010, with remaining medical facilities required to follow by the end of 2011.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: A national law bans tobacco advertising on movie, television, radio, and in newspapers and magazines. Local jurisdictions have the authority to regulate outdoor tobacco advertising and some have banned it. Tobacco companies can advertise their products at point of sale, through sponsored events and branded schools, on billboards, online, and through extensive advertising of affiliated companies with the same names as tobacco brands.

HEALTH WARNINGS ON TOBACCO PACKAGES: Health warnings do not effectively warn smokers about the dangers of smoking. They are text only on a background that is the same color as the rest of the pack, use small type, and communicate just two, nearly identical, rotating messages, which do not spell out specific health consequences of smoking: "Smoking is harmful to your health; quit smoking reduces health risk" and "Smoking is harmful to your health; quit smoking early is good for your health." The messages are printed in Chinese on the front and in English on the back of the pack, although English is not a main language of China.

TOBACCO TAXATION AND PRICES: Tobacco taxes remain low and the most popular brands of cigarettes are cheap. Government increased tobacco taxes in May 2009 but ordered the tobacco industry to absorb the increases, so prices have not risen and the tax increase has not produced public health benefits.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS			
Health-care facilities	No	Indoor offices	No
Educational facilities, except universities	No	Public transport	No*
Universities	No	Restaurants	No
Governmental facilities	No	Pubs and bars	No
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP			
National TV and radio	Yes	Free distribution	No
International TV and radio	Yes	Promotional discounts	No
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	No
International magazines/newspapers	Yes	Non-tobacco brand used for tobacco product	No
Billboards and outdoor advertising	No	Appearance of tobacco products in TV and/or films	No
Point-of-sale	No	Sponsored events	No
Internet	No		

HEALTH WARNINGS ON TOBACCO PACKAGES			
Law mandates specific warnings	Yes	Number of approved warnings	3
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes
Warnings include a picture or graphic	No	Warnings are written in the principal language(s)	Yes
% of principal display areas covered (front and back)	30%	Warnings have mandated font style, font size and color	Yes
Front	30%	Ban on misleading descriptors	Yes
Back	30%		

TOBACCO TAXATION AND PRICE ¹				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE) [†]	
In currency reported by country	CNY	5.00	Total taxes	41%
In US\$ at official exchange rate	USD	0.74	Total excise (specific and ad valorem)	26%
			Value added tax (VAT)	15%

* Data not approved by national authorities

† Individual categories of tax may not add to total due to rounding

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>