

Introduce Standard Packaging for Smokeless Tobacco and Bidi for Effective Implementation of Pictorial Warnings in Bangladesh

Background: In Bangladesh 37.8 million adults currently used tobacco in different format. Among these 19.2 million adults used tobacco in smoking format (15 million used cigarettes & 5.3 million used bidi). 22 million adults (16.2% men and 24.8% women) currently used smokeless tobacco (GATS 2017). The report shows that the smokeless tobacco user is higher than smoking tobacco. As per Bangladesh Cancer Society total 12.6 million people died for using tobacco in Bangladesh, which makes total expenses 30,570 Coror Bangladeshi taka in a year.

Objectives: The primary objectives of the study was to identify the distribution policy of Smokeless and bidi and the major objectives were to measure the obstacles for implementation of Pictorial warnings and find out the best/suitable packets for effective implementation of GHWs for Smokeless and Bidi.

Methodology: Cross sectional study design, quantitative and qualitative approaches have been used to conduct the study. In qualitative approach observational methods and checklist form were developed to collect the primary data. Checklist form was developed on the basis of section 10 of tobacco control law in Bangladesh. All types of tobacco products (all Varity and unique pack as per availability) was observed for GHW implementation as per law (all contents of section 10) and three retail shops and three wholesale shops was selected in a big market area (Mostly Public Gathering Place) from a district. Purposive sampling methods and systematic technique was followed. Data were collected by using GHWs monitoring software from all 64 districts by 8 cycles in 8 different times. 8 Districts and sub-districts were selected covering from all 8 divisions in a cycle. Data collection period were selected on the basis of tobacco control law. As per law tobacco industry must change rotationally the image of GHWs (In every three months). That's why data collection period was on the three months. All types of tobacco products (as per availability and unique pack) were observed for GHW implementation as per law and at least three retail shops and three wholesale shops were selected in a big market area from each district.

Findings and Results:

Total 10,641 packets were collected and analyzed that covered all 64 districts and sub-districts which include 270 big market areas and 583 wholesale shops. The study were found 10, 12 and 20 stick size paper packet using for cigarette manufacturing and 20 and 25 sticks filter and non-filter normal paper round shape packets used for bidi packaging. GHWs implementation and monitoring is very complex on Jordha/Zordha because different size, shapes, structures and ingredients of the packet. The study were found 42% Tin Casket/Box, 34% Plastic Casket/Box, 16% poly pack and 8% others forms used for Jordha/Zordha packaging. On the other hand GHWs implementation is very challenge on Gul pack because of small round shape plastic box used for packaging.

Besides Tobacco Industry using attractive clour, Mosque theme design, Halal, Arabic Letter, Indian packets design with hindi letter, religious brand name, logo and clour (Muslim and Hindu) for draw customer attention. SLT products especially Jordha/Zordha using different brand element (*Sade Gondhe Atullonio*, best quality, *Sade alada* etc) and adding different flavor for creating positive mindset (Not Harmful) among the users.

In the last cycle study the visibility of GHWs on Bidi was 85% , Zordha 87% and Gul 88% but only 3% Zordha pack 100% compliance and no other pack was compliance 100 %. GHWs were not clear and understandable among 73% bidi pack, 82% violate to print both side and 91% packets covered GHWs by Banderole/Taxrole. 65% gul pack violates to print GHWs on 50% principal area, 80% violate to print both side and 95% GHWs was not clear and understandable. In zordha, 39% image of GHWs was used foreign picture, 94% pack violates to print both side, 58% pack violate to print 50% principal area and 95% image was not clear and understandable.

Why Standard Pack?

- ❖ Different size, shapes, structures and ingredient of the packets .
- ❖ Absence the date of manufacturer
- ❖ Absence of the complete address of the manufacturer
- ❖ Using same brand name, logo, colour, shape and packaging by different manufacturers



Same Brand by Different Manufacturer



Different Structure of the Pack

Shape- 03
Round & Tall
Height-7 to 9cm
Diameter-8 to 10cm
Quantity-Not mention



Shape- 02
Round & medium
Height-6.9cm
Diameter-11.2cm
Quantity-Not mention



Shape- 01
Round & Short
Height-5.1cm
Diameter-8cm
Quantity-Not mention



Different Shapes of Bidi Pack



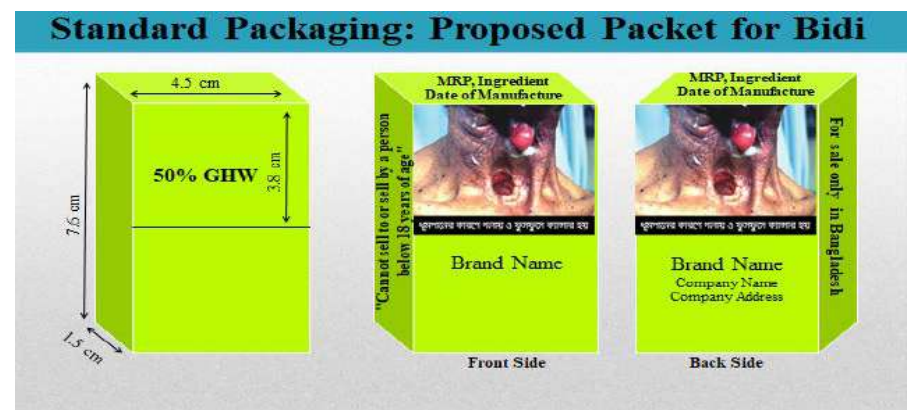
Print GHWs in additional page and attach with Gul pack



Proposed Standard Packaging Model:

TCRC team was conducted a discussion meeting in supporting with National Tobacco Control Cell (NTCC), Ministry of Health and Family Welfare. Government high officials and tobacco control leaders were present the program. TCRC team was presented the paper in favor of standard packets and why it's required for effective implementation of GHWs. The team has able to show and all the participants have agreed to introduce the standard packets and Health Ministry has decided that they will lead to introduce standard packets for smokeless tobacco and bidi in Bangladesh.

Bidi	Zordha & Gul
Must use pack as like current filter bidi pack	Zordha and Gul industry cannot sale their product to below proposed pack
Complete address and name of the company must write clearly on stipulated area	Only Tin Casket can use for packets
Bidi company cannot use owners image	Not less than 50 gram of Zordha and 20 gram of gul pack allowed.
GHWs implement must be implement as per law	Company must be used label print not additional paper, sticker paper will be allowed
	Complete address and name of the company must write clearly on stipulated area
	company cannot use owners image
	GHWs implement must be implement as per law



Recommendations and Policy Directions: Graphic Health Warnings is one of the major proven methods to reduce tobacco consumption. In Bangladesh the consumption of smokeless tobacco is higher among poor and uneducated women but present pictorial warnings were not suitable for understanding. So, government should introduce standard packets for bidi, gul and zordha as GHWs can be implemented effectively. Single stick and sales zordha with betel nut and betel leaf should be banned and government should implement the standard packaging model.

Conclusions

Implementation of GHWs has increased but sales single stick is still great barrier. Smokeless tobacco and Bidi has still challenged because unregulated even government cannot trace; most of the SLT industry are illegal and does not provide accurate address. So, government should take initiative to stop sales single stick and should ban illegal company and enact uniform packaging model for effective implementation.



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