

December 8, 2016* **18415**

No. /MSAS/SG/BL

[EMBLEM]

REPUBLIC OF SENEGAL

One People – One Aim – One Faith

**MINISTRY OF HEALTH
AND SOCIAL ACTION**

Analysis: Administrative Order determining the list of health warnings, procedures for their placement and renewal on packages of tobacco and tobacco products.

THE MINISTRY OF HEALTH AND SOCIAL ACTION,

IN LIGHT OF the Constitution,

IN LIGHT OF the Framework Convention on Tobacco Control of the World Health Organization of May 21, 2003;

IN LIGHT OF Law No. 2014-14 of March 28, 2014, concerning the manufacture, packaging and labeling, sale and use of tobacco;

IN LIGHT OF Decree No. 2004-1404 of November 4, 2004, concerning the organization of the Ministry of Health and Medical Prevention;

IN LIGHT OF Decree No. 2014-845 of July 6, 2014, concerning the nomination of the Prime Minister;

IN LIGHT OF Decree No. 2014-853 of July 9, 2014, concerning the distribution of services of the State and the control of public establishments, national companies and companies with public participation among the Presidency of the Republic, the Prime Minister and the Ministers, as amended;

IN LIGHT OF Decree No. 2014-867 of July 22, 2014, concerning the attributions of the Minister of Health and Social Action;

IN LIGHT OF Decree n° 2015-855 of June 22, 2015, concerning the composition of the government, as modified by Decree No. 2016-1705 of October 28, 2016;

IN LIGHT OF Decree n° 2016-1008 of July 26, 2016, concerning the manufacture, packaging, labeling, sale and use of tobacco;

ORDERS

Article 1. – The purpose of this Administrative Order is to determine the list of health warnings in the form of texts and images, as well as procedures for their placement and renewal on packages.

This Administrative Order is accompanied by an Annex which comprises an integral part hereof.

Article 2. – Health warnings in the form of texts must be printed in a fashion that is visible, legible, indelible and unremovable.

Images must be printed in color.

Article 3. – Messages selected by the Ministry of Health are to be stored on electronic media, and are to be sent to manufacturers, growers and importers of tobacco and tobacco products to be placed on each one the main surfaces of the pack, carton, or case of tobacco outer packaging.

Any other health warnings are strictly forbidden.

Article 4. – Information concerning either quitting tobacco, the risk of tobacco addiction, or the negative economic and social effects of tobacco use are to be printed on the lateral surfaces.

Article 5. – The number of images, each one coupled with a written message to be placed on the main surfaces for twenty-four (24) months is set at two (02).

Article 6. – One image is to be used for the first twelve (12) months, and the other image for the ensuing twelve (12) months.

Article 7. – During transition phases for the renewal of series of health warnings and messages, a period of three (03) months is allowed during which the two successive series are to be used simultaneously.

Article 8. – The Director General for Health, the Director of Prevention and the Coordinator of the National Program for Tobacco Control are charged,

each within the scope of their concern, with the execution of this Administration Order, which is to be registered and published wherever it may be necessary.

THE MINISTER OF HEALTH AND SOCIAL ACTION

[STAMP:]

Republic of Senegal
[illegible signature]
The Minister
**Ministry of Health and
Social Action**
[Pr Awa Marie Coll SECK]

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Republic of Senegal

One People – One Purpose – One Faith

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MINISTRY OF HEALTH AND SOCIAL ACTION

GENERAL BUREAU OF HEALTH

OFFICE OF PREVENTION

NATIONAL PROGRAM FOR TOBACCO CONTROL

Guide for positioning of health warnings on packages of tobacco products

2017

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Introduction

This guide only provides the technical details to assist with the actual and effective implementation of the provisions of Law No. 2014-14 of March 28, 2014, concerning the manufacture, packaging, labeling, sale and use of tobacco.

It does not replace the aforesaid law.

1	Guide for positioning of health warnings on packages of tobacco products			
1-1	Image and warning message on standard cigarette pack			
	FRONT	RIGHT SIDE	BACK	LEFT SIDE
	55 mm	22 mm	55 mm	22 mm
Labeling on cigarette packs 70%	Image	Message	Image	Message
	Message		Message	

[RIGHT MARGIN: 88 mm]

2	Images to be used
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Image A To be used for the first 12 months



Image B To be used for the ensuing 12 months



3	Messages to be used with image A	
<p>Message Message to be used on the main front and back surfaces</p>		Smoking causes a slow and painful death
<p>Message Message to be used on the lateral surfaces</p> <p>Lateral surface 1</p>		Smoking makes you impotent and sterile
<p>Message Message to be used on the lateral surfaces</p> <p>Lateral surface 2</p>		To quit smoking, call 800 00 50 50 toll free

4	Messages to be used with image B	
<p>Message Message to be used on the main front and back surfaces</p>		<p>Smoking causes heart disease</p>
<p>Message Message to be used on the lateral surfaces</p> <p>Lateral surface 1</p>		<p>Smoking is seriously harmful to your health and the health of those around you</p>
<p>Message Message to be used on the lateral surfaces</p> <p>Lateral surface 2</p>		<p>To quit smoking, call 800 00 50 50 toll free</p>

Illustration of pack with image A

[GRAPHIC]

	 <p>Smoking causes a slow and painful death</p>	<p>Smoking makes you impotent and sterile</p>	 <p>Smoking causes a slow and painful death</p>	<p>To quit smoking, call 800 00 50 50 toll free</p>
		<p>Call 800 00 50 50</p>		<p>Call 800 00 50 50</p>

Illustration of pack with image B

[GRAPHIC]

	 <p>Smoking causes heart disease</p>	<p>Smoking is seriously harmful to your health and the health of those around you</p>	 <p>Smoking causes heart disease</p>	<p>To quit smoking, call 800 00 50 50 toll free</p>
		<p>Call 800 00 50 50</p>		<p>Call 800 00 50 50</p>

3-2	Images and warning messages on standard cigarette carton
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Carton with image A

280

90

		Smoking causes a slow and painful death	
	To quit smoking, call 800 00 50 50 toll free		<u>Call 800 00 50 50</u>

		[Text backward]	
<u>Call 800 00 50 50</u>	Smoking makes you impotent and sterile		

Carton with image B

		Smoking causes heart disease	
	Smoking is seriously harmful to your health and the health of those around you		<u>Call 800 00 50 50</u>

		[Text backward]	
<u>Call 800 00 50 50</u>	To quit smoking, call 800 00 50 50 toll free		

3-3	Warning messages on standard cigarette case
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Smoking makes you impotent and sterile	Smoking causes a slow and painful death	Smoking causes a slow and painful death	To quit smoking, call 800 00 50 50 toll free
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Smoking is seriously harmful to your health and the health of those around you	Smoking causes heart disease	Smoking causes a slow and painful death	To quit smoking, call 800 00 50 50 toll free
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5	Typographical references
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The Arial Black, **Helvetica Bold** and Futura Medium type faces are the three typographies that have been retained for all publications and communication documents.

These three fonts are used to differentiate levels of information.
Arial Black and Helvetica Bold were chosen for their qualities of legibility, efficacy and convenience. *
Futura Medium was chosen for its identical qualities. *

N.B.: These typefaces exist in electronic composition (micro-edition).

SMOKING PROHIBITION
INDICATION OF SMOKING AREA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TOBACCO CAUSES A SLOW AND PAINFUL DEATH
TOBACCO CAUSES A SLOW AND PAINFUL DEATH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

“All offenders will be punished by a fine of 50,000 to 100,000 francs CFA (Article 26 of Law 14-2014 of March 28, 2014).”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

N.B. *The type face of the logo must be faithfully reproduced.*

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