

PRIME MINISTER

SOCIALIST REPUBLIC OF VIETNAM

Independence – Freedom - Happiness

No: 12/2007/CT-TTg

Hanoi, 10 May 2007

DIRECTIVE

On strengthening tobacco control activities

On 14 August 2000, the Vietnamese Government issued the Resolution 12/2000/NQ-CP on “the national tobacco control policy” in the period 2000-2010. After 6 years of implementation, we have achieved some positive results. Awareness about tobacco harms to health is enhanced among the public. More and more smokers wish to quit smoking. However, compared to the stated objects, what has been obtained is inadequate. Vietnam is still among the countries with the highest smoking prevalence. According to the WHO’s forecast, if no urgent measure is exercised, about 10% of Vietnam’s present population will die of tobacco-related diseases. According to the 2001 National Health Survey, there was a rapid increase in the smoking prevalence among men, the rate of children exposed to tobacco smoke was very high and smoking at public places was becoming more popular

There are many reasons for the foregoing limitation. 1st, information, education and communication about tobacco control has not been conducted frequently and effectively. 2nd, there is a lack of multi-sector close cooperation while many social resources has not been mobilized into tobacco control activities. 3rd, the tobacco industry tries to undermine all tobacco control efforts via sophisticated indirect advertising, promotion and sponsorship. 4th, tobacco products are still affordable to the majority of smokers. 5th, health warnings on tobacco products’ packs are printed of small size and text only, having no impact on consumers as well as preventing the youth from starting to smoke

In order to strengthen tobacco control activities, to fulfill Vietnam’s commitment when joining the FCTC and to seek to achieve the stated objectives of the National Tobacco Control Policy 2000-2010, the Prime Minister ratifies the Directive 12/2007/CT-TTg with the following content:

I. STRENGTHENING TOBACCO CONTROL ACTIVITIES

1. Tobacco control information, education and communication:

a) To further tobacco control information, education and communication on mass media and in workplaces and communities to enhance awareness and encourage behavior changes; To communicate to and mobilize government's officials and mass organizations' members to play as role-models in tobacco control

b) To communicate to the public about reducing and gradually stopping using and offering tobacco products in weddings, funerals, festivals and other private parties

2. Strict implementation of smoking bans at indoor workplaces and public places:

a) To strictly prohibit smoking at schools, kindergarten, indoor work places, places with high risks of firing and on public transport. At places with smoke-free regulations, no-smoking signs need to be displayed;

b) At indoor public places (libraries, cinemas, theatres, palaces of culture, sport event halls, stadiums, exhibition centers and waiting rooms of train stations, bus stops, airports, wharfs), indoor entertainment areas, restaurants, bars, karaokes, hotels and discos, separate areas need to be arranged for smokers;

c) To consider breaches of tobacco control regulations as breaches of internal regulations set by offices and public places.

3. Step-by-step implementation of the FCTC regulation about printing health warnings on tobacco packs

a) Since 17 March 2008, to print the health warning with the text "Smoking can cause lung cancer" on a contrast background and of 30% of the pack's area. Since 1 January 2010, to print health warnings of 50% of the pack's area;

b) Other issues relating to safety conditions of tobacco products are implemented according the present regulation.

4. Strengthening controlling tobacco production:

a) To strictly prohibit tobacco sales in workplaces, schools, hospitals, public transport and other smoke-free areas stated in Article 2.a - Section 1 of this Directive;

b) To strictly control wholesale trade and wholesale agents by frequent monitoring and inspecting and to gradually control retail trade by specifying location, sphere, scale, duration and number of traders in conformity with socio-economic development plans of each region according to the Ministry of Trade's guideline;

c) To strengthen cooperation among anti-smuggling forces in fighting against trade of smuggled, fake and low-quality products;

d) To prohibit sales by vending machines, via the Internet and phone;

e) To completely abrogate smuggled, fake and low-quality products.

5. Strengthening the implementation of the ban on advertising, promotion and sponsorship linked with tobacco production and trade purposes:

a) To strictly implement the ban on advertising, promotion, marketing and using tobacco products as promotion products of other goods/services in any form;

b) To totally prohibit direct or indirect sponsorship of tobacco manufacturers and traders with the purpose of advertising;

c) To prohibit all organizations or individuals from receiving sponsorship from tobacco companies for cultural, art, sport, entertainment events, educational and health care programs, specific workshops and other social activities related to tobacco advertising.

6. Strengthening measures of tobacco taxation and pricing to reduce tobacco use; to develop the suitable tax increase plan to limit the public's accessibility to tobacco products

II. RESPONSIBILITITES

1. Ministry of Health:

a) the Ministry of Health is the focal point, having the duties to cooperate with other ministries, sectors, socio-economic organizations in implementing the tobacco control program, to organize the National No Tobacco Week, to conduct tobacco control information, education and communication, to encourage research on tobacco harms and suitable cessation methods, to do frequent monitoring and inspecting, to review and annually report to the Prime Minister tobacco control achievements.

b) To cooperate with Ministry of Science and Technology, Ministry of Culture and Information to develop regulations of and inspect the implementation of printing health warnings on tobacco packs and to develop national standards of cigarette safety conditions;

c) To cooperate with inspectors of other ministries, sectors and relevant units in inspecting and fining breaches of article 16 of the Resolution 45/2005/ND-CP dated 06 April 2005 of the Government on administrative fining in the health sector;

d) To chair the development of Tobacco Control Law to submit to the Government to consider submitting to the National Assembly's law agenda in 2008;

e) To integrate tobacco control communication into other health and social programs such as reproductive health, HIV/AIDS prevention and treatment and developing villages of healthy lifestyle.

2. Ministry of Culture and Information:

a) To steer mass media organizations to strengthen tobacco control information, education and communication in order to increase behavior changes; To reduce at a maximum level the portrayal of smoking in art works;

b) To steer functional organizations under the management of the Ministry to strictly control the ban on tobacco advertising and to fine breaches according to the present regulation.

3. Ministry of Education and Training, Ministry of Labor, Invalids and Social Affairs:

- a) To insert tobacco control knowledge and skills into extra-curricular activities for students of all high schools, colleges and universities;
- b) To strengthen tobacco control activities in all educational facilities; to launch and regularly maintain the no-smoking campaign in educational facilities.

4. Ministry of Trade:

- a) To strictly control wholesale and retail trade according the present regulation; to strictly fine breaches of the ban on tobacco promotion, marketing and trading;
- b) To cooperate with relevant agencies in bringing forward and implementing effective measures against smuggled, fake and low-quality products, strictly fining breaches according the present regulation; to develop the plan of allocating budget from the annual budget for this activity

5. Ministry of Industry:

- a) To steer and control the tobacco industry from tobacco growing, material processing to production and trade; to strengthen production to increase productivity and material quality to gradually reduce importation
- b) To cooperate with relevant agencies in rearranging cigarette manufacturing businesses according the national plan; to strengthen controlling investment, importation and utilization of machines, wrapping papers, tobacco materials according to the present regulation

6. Ministry of Finance:

- a) To balance and to secure the budget for tobacco control activities out of the annual budget of ministries, sectors and provinces according to the present policy of budget allocation;
- b) To evaluate impacts of Special Consumption Law on tobacco use and the national income; to continue researching to develop a tobacco tax increase plan to reduce tobacco use;
- c) To issue circulars guiding the mechanism of mobilizing funding for anti-smuggling and anti-fake product activities

7. Ministry of Planning and Investment:

a) To cooperate with Ministry of Industry and relevant organizations in controlling investment into the tobacco industry according the Government's present regulation; to proactively bring forward measures against joint venture enterprises breaking tobacco control regulations

b) To cooperate with Ministry of Industry and other relevant Ministries and sectors to control tobacco investment and production according to the present regulation.

8. Committee on Population, Family and Children: to strengthen education and communication on tobacco harms to children and pregnant women; To mobilize families, schools and the whole society to prevent children from tobacco trade and consumption.

9. Vietnam Television, Vietnam Radio and Vietnam News Agency:

a) To cooperate with mass media organizations to increase broadcasting of tobacco control issues, disseminate tobacco control regulations and cessation methods;

b) To develop specific programs and columns about tobacco control; To reduce at a maximum level the portrayal of smoking.

10. All ministries and sectors: To cooperate with Vietnam Fatherland Front, Vietnam Labor Federation, Central Farmers' Union, Central Women's Union, Central Youth's Union and Veterans' union to develop and issue tobacco control guidelines; to create favorable conditions for all social organizations to participate in tobacco control activities

11. People's Committee of cities directly under the central government:

a) To steer the provincial health department to lead the multi-sector cooperation on tobacco control; to inspect and strictly fine breaches of article 16 of the Resolution 45/2005/ND-CP dated 06 April 2005 of the Government on administrative fining in the health sector;

b) To steer local communication organizations to strengthen tobacco control information and education to increase behavior changes; to regularly disseminate tobacco control regulations and cessation methods

c) To socialize tobacco control activities; to integrate tobacco control issues into internal regulations of the office and the village

This Directive comes into effect 15 days after being issued on the Official Gazette.

Based on this Directive, ministries, sectors and People's committees of cities directly under the central government to develop action plans and to allocate the budget for tobacco control activities according to the present regulation

Ministers, leaders of organizations equal to ministries, leaders of governmental organizations, chairpersons of People's committees of cities directly under the central government bear the responsibility to implement this Directive, to annually report tobacco control activities in the office and community to the Ministry of Health so that the Ministry of Health should gather all information to report to the Prime Minister./.

Attn:

- Central Party's Secretariat;
- Prime Minister, Vice Prime Ministers;
- Ministries, organizations equal to ministries, governmental organizations;
- Anti-Corruption Committee;
- People's Councils, People's Committee of cities/provinces directly under the central government;
- Central Bureau and the Party's departments;
- President's bureau;
- People's National Council and the National Assembly's committee;
- National Assembly's Bureau;
- People's Supreme Court;
- People's Supreme Procuracy;
- State Auditing Board;
- National Fatherland Front;
- Headquarters of all mass organizations;
- National Institute of Administration;
- The Government's Website CP, Steering Board 112,
Prime Minister's Spokesperson,
Official Gazette

PRIME MINISTER

(signed)

Nguyen Tan Dung