From: Tan Pin Ho <[redacted]>
Sent: Sunday, 4 February 2018 8:30 PM
To: MOH Tobacco Control (MOH) <Tobacco_Control@moh.gov.sg>
Subject: Cigarette Packaging

Hi,

Graphic pictures on cigarette packaging has been introduced since 2004.

Did it work? No.

They were 'invisible' to smokers.

So, you think it'll work even if you attach a piece of diseased lung or tumour with every pack?

Non-smokers choosing not to smoke got nothing to do with the graphics, either.

We could try a multipronged approach:

1. Higher taxes.
2. Heavier penalties.
3. More restricted areas.
4. Employers and head-hunters could be persuaded to give preference to non-smokers.
5. Local and visiting international celebrities could be roped in to publicize that smoking is 'uncool'.

I would have added 'Education'.

But knowing our Singaporean mentality, that wouldn't work, too.

If only we could do it the 'gum' way, but I suppose that's not possible.

However, we could do it the 'casino' way.

Smokers have to show their IDs or passports to buy cigarettes.

Foreigners can buy without question.

Singaporean smokers, however, will be registered and must undergo a mandatory health check every year before they are allowed to purchase any tobacco product.

To prevent locals from using foreigners to buy cigarettes on their behalf, only a maximum of, say, 20 sticks could be purchased each time.

Of course, smokers can go round this without too much difficulty, but any added inconvenience would make the habit less desirable.

Some of the above may work, some may not.

They were ideas that immediately came into mind.

Good luck, and Good health to all.

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