

March 11, 2013

H.E. Dr. Pradith Sinthawanarong
Minister of Public Health
Thailand

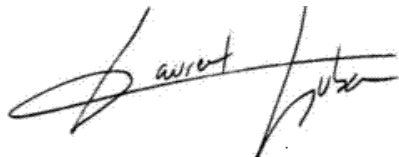
Dear H.E. Minister of Public Health,

On behalf of Action on Smoking and Health (ASH), I would like to sincerely congratulate Your Excellency for your firm commitment to strengthen health warnings on cigarette packages in Thailand. The new graphic health warnings will lead the world and further protect public health.

Thailand has long been a champion in the fight against the tobacco epidemic. We are delighted that you continue to offer leadership to the rest of the world with these larger pictorial health warnings. Increasing the size of pictorial warnings from 55% to 85% will help create greater awareness of the harms of smoking, reduce the number of smokers and prevent youth from starting, enhance public health, and in the long run save on health care costs. We look forward to the implementation date to admire the world's largest health warnings.

The tobacco industry – the vector of the tobacco epidemic - and its front groups will likely lobby to fight and block the regulation. Your strong support and commitment is crucial to see this policy through to its fruition. Rest assured that ASH will stand with you.

Sincerely yours,



Laurent Huber
Executive Director