

# Plain Packaging: Exposing tobacco for what it is (or What, Why and When!)



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# Overview

- Role of tobacco packaging
  - Evolution of plain packaging
- What we expect from plain packaging
  - How will it affect smokers and non-smokers?
- When should we implement the policy?
  - Is it logical to wait for the outcome of Australian litigation?

# Why is packaging important?

Packaging used to protect products

- But now has a key role in promoting them
  - “Silent salesperson”



# Countering marketing

Plain packaging - a logical response to marketing undertaken via tobacco packs

- Not a new idea (first raised in 1989)
- Discussed in Canada in early 1990s

Emerged in Australia when a political champion (Nicola Roxon) led the process

- Minister Turia NZ's counterpart



# What is plain packaging?

**NOT** generic packaging:



# What is plain packaging?

It is **dissuasive** packaging

- Designed to reduce the appeal of smoking (among other aims)





# What can we expect of plain packaging?

Australian government set three aims:

- Reduced misperceptions about the risks of smoking



# What can we expect of plain packaging?

- Increased prominence of health messages





# What can we expect of plain packaging?

- Reduced appeal of smoking



# Key outcomes from plain packaging

Higher awareness of risks and enhanced warning impact

- Larger format with fewer distractions will increase knowledge

Reduced initiation

- Non-smokers (young people) will not be enticed to experiment with tobacco
  - Key measure will be tracking trends in youth prevalence

Trigger that will prompt some smokers to make a quit attempt

- **But cessation is a benefit, not the primary goal**

# Why act now

Government has stated implementation will occur *after* Australian litigation determined

## THIS IS A PROBLEM

- Uncertain timeline (and every incentive for the tobacco industry to delay)



# Why act now?

We have a very clear evidence base

- Diverse study locations, methodologies and research teams
- Strikingly consistent findings

**Logic of plain packaging well established**

We need to avoid industry arguments about behavioural effects

- Effects will be seen in medium term, not short-term

**We cannot evaluate before we implement**

# In summary

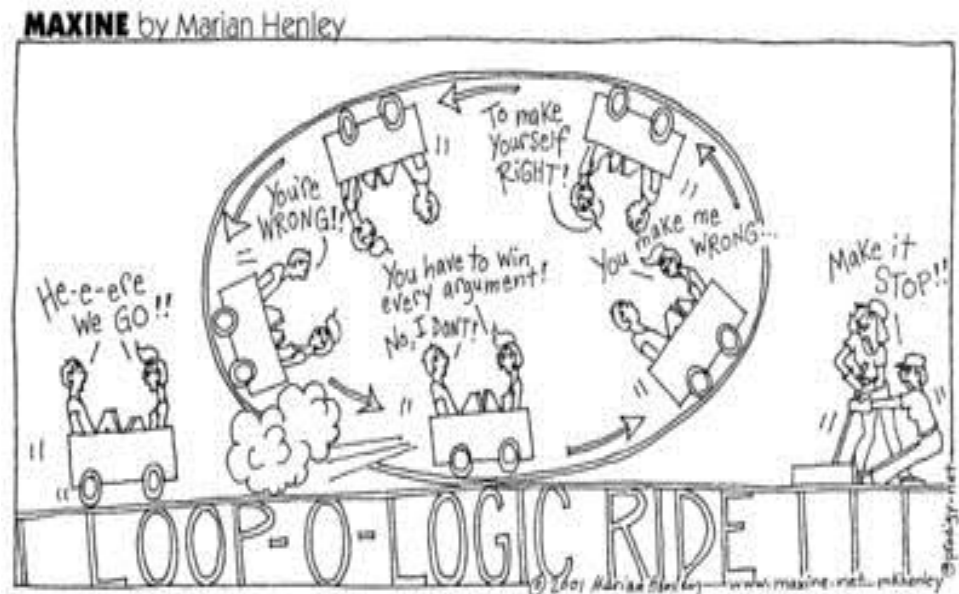
Plain packaging has a very clear evidence base

Its main effect will be deterring youth initiation

- Evidence will arise over medium-term

Industry strategy of delay and threat

- Needs to be challenged
- We have the evidence to do this!



For further information on plain packaging, please visit our website:

**aspire2025.org.nz**

The screenshot shows the ASPIRE2025 website homepage. At the top left is the logo "ASPIRE2025" with the tagline "Research for a tobacco-free Aotearoa". A navigation menu includes "Home", "Research Themes", "ASPIRE Researchers", "Findings & Views", "Events", "PhD Opportunities", and "Contact". The main content area features a large banner for "The 18th Public Health SUMMERSCHOOL" (Feb 3-27, 2014) at the University of Otago, Wellington, with an image of a woman with cigarettes on her back. To the right of the banner is an event announcement: "Event | What does the Tobacco Endgame mean for young adults?" with a "Read more" button. Below the banner is an article snippet dated "Jan 28" titled "Article | Smoking Cessation and Subsequent Weight Change" with a "Search" box to its right. Social media icons for Twitter and RSS are also visible.

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The 18th Public Health SUMMERSCHOOL  
3 - 27 February 2014  
University of Otago, Wellington

Event | What does the Tobacco Endgame mean for young adults?

If you have a special interest in promoting smokefree behaviour to young adults, register for this course to be held in Wellington on 18 Feb.

Read more

Jan 28  
Article | Smoking Cessation and Subsequent Weight Change

Smokers wanting to kick the habit needn't be too worried about gaining a lot of weight after quitting, according to new University of Otago research.

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