Plain Packaging

ASPIRE2025 plain packaging research

Why NZ should introduce plain packaging

Plain Packaging: The time for implementation is now. New Zealand Medical Journal, 128(1417), 47-51.


Changing Stick Appearance

Dissuasive cigarette sticks: the next step in standardised (‘plain’) packaging? Tobacco Control. doi:10.1136/tobaccocontrol-2015-052533


Better Control Over Variant Names


New and More Salient On-Pack Warnings and Information


A comparison of on-pack Quitline information formats. Tobacco Control. doi: 10.1136/tobaccocontrol-2014-051820

A qualitative exploration of young adult smokers’ responses to novel tobacco warnings. BMC Public Health, 13(609). doi: 4374126090846971

A qualitative analysis of messages to promote smoking cessation among pregnant women. BMJ Open, 4(11), e006716.

The importance of packaging in choice of brand

A cross-sectional analysis of how young adults perceive tobacco brands: Implications for FCTC signatories. BMC Public Health. DOI: 10.1186/1471-2458-12-796

Young adults’ interpretations of tobacco brands: Implications for tobacco control. Nicotine and Tobacco Research, 13 (10), 911-918. doi: 10.1093/ntr/ntr094
The likely effect of plain packaging


Tobacco branding, plain packaging, pictorial warnings and symbolic consumption. Qualitative Health Research, 22, 630-639.

The effects of dissuasive packaging on young adult smokers. Tobacco Control, 20, 3, 83-88. doi: 10.1136/tc.2010.037861

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