

GET READY FOR PLAIN PACKAGING

No logos, colours,
brand images
or promotional
information

Pack surfaces in
a standard colour

Brand and product
names in a standard
colour and font

**SMOKING
HARMS UNBORN
BABIES**

Graphic health
warnings used in
conjunction with
plain packaging



World Health
Organization

31MAY:WORLDNOTOBACCODAY

www.who.int/world-no-tobacco-day

#NoTobacco

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**World Health
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May 31st 2016 World No Tobacco Day

Tobacco packaging is a mobile billboard promoting consumption of tobacco products. Tobacco packaging makes products more attractive, advertises and promotes tobacco consumption, distracts from health warnings and deceives people into thinking that some products are less harmful than others.

If you strip back the decoration, gloss and misleading elements of tobacco packaging, you are left with little more than a box of deadly and addictive products that kills approximately 6 million people a year and harms the health of many more. Plain packaging helps reveal the grim reality of tobacco products.

What is plain packaging?

Plain packaging (also called standardized packaging) refers to “measures to restrict or prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style (plain packaging)”.¹

Plain packaging has also been described as packaging that is “black and white or two other contrasting colours, as prescribed by national authorities; nothing other than a brand name, a product name and/or manufacturer’s name, contact details and the quantity of product in the packaging, without any logos or other features apart from health warnings, tax stamps and



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other government-mandated information or markings; prescribed font style and size; and standardized shape, size and materials. There should be no advertising or promotion inside or attached to the package or on individual cigarettes or other tobacco products.”²

Guidelines for Implementation of Article 11 (Packaging and labelling of tobacco products) and Article 13 (Tobacco advertising, promotion and sponsorship) of the WHO Framework Convention on Tobacco Control (WHO FCTC) recommend that Parties consider adoption of plain packaging.



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Goals of plain packaging

The goals of plain packaging include:

1. reducing the attractiveness of tobacco products;
2. eliminating the effects of tobacco packaging as a form of advertising and promotion;
3. addressing package design techniques that may suggest that some products are less harmful than others; and
4. increasing the noticeability and effectiveness of health warnings.

As the WHO FCTC recognizes, tobacco control relies upon implementation of comprehensive multisectoral measures that work together in a complementary way. In this respect, plain packaging is a demand-reduction measure that builds on other measures designed to reduce demand for tobacco products, such as mandatory health warnings and comprehensive prohibitions on tobacco advertising, promotion and sponsorship.

¹ Guidelines for Implementation of Article 11 (Packaging and labelling of tobacco products) of the WHO Framework Convention on Tobacco Control, paragraph 46.

² Guidelines for implementation of Article 13 (Tobacco advertising, promotion and sponsorship) of the WHO Framework Convention on Tobacco Control, paragraph 16.

Status of implementation

In December 2012, Australia became the first country to implement fully tobacco plain packaging. It is now possible to observe the globalization of plain packaging. France, Ireland and the United Kingdom of Great Britain and Northern Ireland have all passed laws requiring implementation of plain packaging from May 2016. Other countries are at an advanced stage of the policy process.

Evidence justifying plain packaging

A large body of evidence justifies the introduction of plain packaging. Experimental studies, surveys and focus group studies conclude that plain packaging achieves its objectives. These conclusions are supported by three separate systematic reviews of the evidence conducted since adoption of the guidelines to Articles 11 and 13 of the WHO FCTC.

Early evidence of Australia's experience implementing plain packaging suggests that the measure has begun to achieve its public health objectives. The evidence shows that plain packaging in Australia is reducing the appeal of tobacco products, increasing the effectiveness of health warnings and reducing the ability of the pack to mislead. An expert analysis conducted as part of Australia's review found that introduction of plain packaging together with introduction of larger health warnings and new warnings had reduced smoking prevalence in Australia beyond the pre-existing downward trend.

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