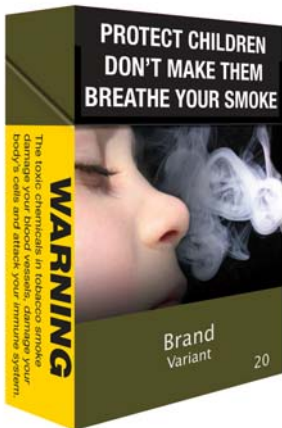


Appendix 1 Smokefree Action Coalition Briefing Protecting children from tobacco marketing



Why we want your support for plain packs in the UK

The UK Government has committed to carrying out a public consultation on plain packaging of tobacco products. The Smokefree Action Coalition supports plain packs because there is good evidence¹ that they:

- are less attractive, particularly to young people;
- make the health warnings stand out more; and
- reduce the ability of the packaging to mislead consumers about the harms of smoking.

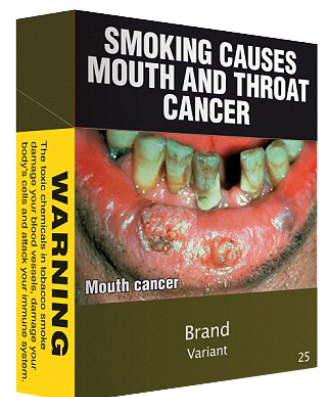
Smoking is an addiction of childhood – we need to protect the next generation

- Smokers start as children and continue as addicts: two thirds of smokers start before they are 18 and the vast majority while still teenagers;²
- Every year 340,000 children in the UK are tempted to try smoking;³
- Two thirds of smokers want to quit and many more regret having started; and⁴
- Smoking remains the major cause of premature death and disease killing over 100,000 people in the UK each year, more than the next six causes of preventable death put together.⁵

Plain packs required in Australia

From December 2012 tobacco packs in Australia will be plain and standardised:

- The only branding will be the product name in a standard font and colour;
- The pack and contents will be a standard shape, size and colour;
- Health warnings on front and back will be increased in size;
- Tax stamps will remain; and
- All packs will have the quitline number and web address.



Australian pack

Fact not Fiction: The truth behind tobacco industry myths

Myth #1: *There is no evidence plain packs will work*

FACT: A large body of evidence demonstrates plain packaging would be effective. Peer reviewed studies from around the world consistently show that plain packs are less appealing, make health warnings more effective and reduce the ability of the packaging to mislead consumers about the harms of smoking.⁶

Myth#2: *Tobacco smuggling will increase because plain packs are easily counterfeited*

FACT: Existing packs are no obstacle to counterfeiting. There is no evidence that plain packaging will lead to an increase in the illicit trade in tobacco, thereby reducing legal sales. Tobacco packs are already easily counterfeited which is why the industry is required to put covert markings on all tobacco packs to distinguish between authentic and counterfeit packs. Plain packs may not have tobacco brand logos and colours but they will have all the health warnings and other markings required on current packs – so they will be no easier to counterfeit.

Myth #3: *Plain packs will cause confusion and extra costs for small businesses*

FACT: It's no more difficult selling plain packs than branded packs. Industry estimates that it would take 45 seconds longer per sale are based on a survey of the opinions of just 6 tobacco retailers. Objective research measuring over 5,000 transactions found that plain packs if anything reduced transaction times and selection errors. Retail sales will decline gradually but not overnight as the main impact will be on reducing uptake amongst young people not on current smokers, so shops will have time to adapt. It's no more difficult selling plain packs than branded packs.^{7 8}

Myth #4: *There is no public support for plain packs*

FACT: Eight out of ten people would support plain packaging if there was evidence that plain packs are less attractive to children and young people than branded packs, according to a YouGov poll.⁹

Myth #5: *Plain packaging will breach intellectual property rights leading to compensation claims*

FACT: The use of tobacco trademarks is already limited by law. All plain packaging does is limit the use of tobacco company trademarks. The government will not be acquiring trademarks or other property from the companies so compensation will not be due. International trade agreements do not create a right to use trademarks, and in any case, they allow for governments to implement measures to protect public health.¹⁰

Myth #6: *Tobacco is going to be put out of sight so we don't need plain packs*

FACT: Legislation already passed by parliament will put cigarette packs out of sight in shops, but once outside they will continue to work as the industry's 'silent salesman' advertising brands and promoting smoking to children. Tobacco packs have been described as 'badge products' that become 'mobile advertising for the brand'.¹¹

Myth #7: *It may be tobacco today but other consumer products will follow*

FACT: Tobacco is not like any other product, it is the only legal consumer product on the market which is lethal when used as intended. That is why the UK and over 170 other governments have signed up to the WHO Framework Convention on Tobacco Control which places legal obligations on governments to strictly regulate tobacco products. Plain packs for tobacco will not therefore set a precedent for other consumer products.¹²

A full briefing is available www.smokefreeaction.org.uk/plain-packaging

¹ [Plain packaging of tobacco products: A review of the evidence](#). Cancer Council Victoria, 2011

² Robinson S & Bugler C. [Smoking and drinking among adults, 2008](#). General Lifestyle Survey 2008. ONS, 2010.

³ [Impact Assessments for the Health Bill](#). Department of Health, January 2009 page 18 para 54

⁴ Smoking and Drinking Among Adults 2009 Office for National Statistics

⁵ [Written Evidence to the Health Select Committee](#), Royal College of Physicians 2005

⁶ [Plain Packaging of tobacco products: A review of the evidence](#). Quit Victoria 2011

⁷ [Potential impact on retailers from the introduction of plain tobacco packaging](#). Deloitte Australia, February 2011

⁸ Carter OBJ, Mill BW, Phan T, et al [Measuring the effect of cigarette plain packaging on transaction times and selection errors in a simulation experiment](#). *Tob Control* doi:10.1136 Published on-line 26 September 2011

⁹ The poll was a representative sample of 2,328 adults and was carried out by YouGov for ASH. Fieldwork was undertaken between 29th October - 1st November 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

¹⁰ Freeman B, Chapman S, Rimmer R, [The case for the plain packaging of tobacco products](#) *Addiction* 2008;103(4):580–590.

¹¹ Alemanno A., Bonadio E., [Do you mind my smoking? plain packaging of cigarettes under the trips agreement](#). *J. Marshall Rev. Intell. Prop. L.* 450 Spring 2011

¹² WHO [Framework Convention on Tobacco Control](#)