Graphic warnings and plain packaging

Evidence

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Disclosure

Expert Advisory Group on Plain Packaging, Australian Government

Expert Witness on behalf of the Commonwealth of Australia in plain packaging litigation.

Consultant/Paid Speaker/Advisory Committees
  - Health Canada
  - European Commission
  - US Centers for Disease Control & Prevention

Litigation
  - Expert UK Department of Health, Point of sale legal challenge
  - Government of Canada, health care cost recovery litigation
  - Craft vs. Philip Morris USA
“I’m going to grow a hundred years old!”

...and possibly she may—for the amazing strides of medical science have added years to life expectancy

- It's a fact—a warm and wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother’s, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier.

Thank medical science for that. Thank your doctor and thousands like him...tolling ceaselessly, often with little or no public recognition...that you and yours may enjoy a longer, better life.

According to a recent Nationwide survey:

More Doctors smoke Camels than any other cigarette!
IS THIS YOU FIVE YEARS FROM NOW?
When tempted to over-indulge
"Reach for a Lucky instead"

Be moderate—he moderates in all things, even in smoking. Avoid that future shadow by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.
Warning Labels stopped you from having a cigarette.

<table>
<thead>
<tr>
<th>Wave</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>0</td>
</tr>
<tr>
<td>Wave 2</td>
<td>10</td>
</tr>
<tr>
<td>Canada</td>
<td>20</td>
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<tr>
<td>Australia</td>
<td>30</td>
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<tr>
<td>US</td>
<td>40</td>
</tr>
<tr>
<td>UK</td>
<td>6</td>
</tr>
</tbody>
</table>

Second level

Third level

Fourth level

Fifth level
Warning Labels stopped you from having a cigarette.

0
10
20
30
40
Wave 1
Wave 2
Percentage
Canada
Australia
US
UK

Second level
Third level
Fourth level
Fifth level
Warning Labels stopped you from having a cigarette.

<table>
<thead>
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- Second level
- Third level
- Fourth level
- Fifth level
Warning Labels stopped you from having a cigarette.

Wave 1, Wave 2
Percentage

Canada
Australia
US
UK
“Our final communication vehicle with our smoker is the pack itself. In the absence of any other marketing messages, our packaging...is the sole communicator of our brand essence.”

M. Hullit

Philip Morris, 1994
Australia Fights Tobacco With Taxes and Plain Packs

By BETTINA WASSENER and MERAIAH FOLEY
Published: April 29, 2010

Australia could become the first nation to ban brand images and colors on cigarette packages under a wide-ranging set of antismoking measures that the government unveiled Thursday.

Starting July 1, 2012, tobacco products would have to be sold in the plainest of packaging — with few or no logos, brand images or colors. Promotional text would be restricted to brand and product names in a standard color, position, type style and size, rendering them not unlike the bland boxes that carry generic prescription drugs.

Plain packaging
Australia

Plain packaging

“We view generic packaging as the biggest regulatory threat to the industry, as packaging is the most important way tobacco companies have to communicate with the consumer...”

Citigroup Analyst 2010

Source: Adam Spielman, Citigroup Investment Research. Australia Plans To Introduce Generic Packaging  28 April 2010
Warning Labels stopped you from having a cigarette.

Evidence
Packaging influences consumer behaviour.
Plain packaging will reduce perceived quality and appeal of brands.
Warning Labels stopped you from having a cigarette.

Wave 1 Wave 2 Percentage
Canada
Australia
US
UK

Prevalence?
Plain packaging reduces product appeal among youth.
Positive associations & targeting

Someone who chooses to smoke this brand is more likely to be “female”...

Source: Doxey J, Hammond D. Tobacco Control; 2011;
Youth less likely to accept an offer of plain vs. branded cigarettes.

Plain packaging reduces **false health beliefs.**
“Slim” & “Superslim”

🔥 Plain packs decrease belief that smoking helps people to control their appetite and belief that smokers would be “slim.”

Source: Doxey J, Hammond D. Tobacco Control ;2011;.
No effect on youth?

“Plain packaging will only affect brand switching among current smokers but will have no impact on smoking among youth”

Not plausible.
Plain packaging has a very high likelihood of reducing smoking among young people.