Population-level impact & reach
Lower prices?

“Plain packaging.... will lead to an increase in low-priced cigarettes. These consequences could actually lead to an increased consumption of tobacco products.”

Philip Morris International 2012

Contraband tobacco?

“...the introduction of generic packaging will stimulate both the demand and supply of illicit trade...”

Philip Morris International 2012
Health warnings

Warning Labels stopped you from having a cigarette.

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

- Second level
- Third level
- Fourth level
- Fifth level
Health warnings reach non-smokers.

“43% of never-smokers” in the UK say that the health warnings have persuaded them not to start smoking.”

“approximately 60% of non-smokers could recall a specific warning on UK packs.”

EU countries fall below international standards.
Countries with pictorial warnings
Countries with pictorial warnings

- Latvia 2010
- Mexico 2010
- Mongolia 2010
- Pakistan 2010
- Switzerland 2010
- Turkey 2010
- France 2011
- Malta 2011
- Spain 2011*
- Norway 2011*
- Philippines 2011*
- Ukraine 2012*

*Proposed implementation date at time of publication.
Health warnings reach young people.

...more than 90% of Canadian youth agreed that picture warnings provide information about the health effects and make smoking seem less attractive.

Health warnings can reduce brand appeal.
Size

82%  Australia
80%  Uruguay
75%  Canada
65%  Madagascar
65%  Mauritius
65%  Mexico
60%  Philippines
60%  New Zealand
60%  Cook Islands
56%  Belgium

Warning Labels stopped you from having a cigarette.

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Front vs. Back

Warning Labels stopped you from having a cigarette.

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Front label: Smoking kills
Warning Labels stopped you from having a cigarette.
Content must be refreshed
Cigarette addiction affects generations.

Mother and daughter are both addicted to tobacco. Nicotine is the drug in tobacco that causes addiction.

You can quit. We can help.

1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada
Warning Labels stopped you from having a cigarette.

0
10
20
30
40

Wave 1
Wave 2

Percentage

Canada
Australia
US
UK

Content
This is what dying of lung cancer looks like.

Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.

1-866-366-3667

gosmokefree.gc.ca/quit

Health Canada

Accord
QUITTING WILL IMPROVE YOUR HEALTH
Health Authority Warning

CALL QUITLINE TODAY

 Quitting smoking at any age benefits your health and fitness. Quitting reduces your risk of developing diseases such as cancer, heart attack and stroke. In the case of heart attack, the risk is halved one year after quitting.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au.

Produced by SHANGHAI CIGARETTE FACTORY
PROCHAI TOBACCO (GROUP) CORPORATION, CHINA
Message Content

⚠️ ~1,500 and 4,000 callers / month

You CAN quit smoking!

Tobacco products are highly addictive

· If you’re thinking of quitting, having a plan and sticking to it really helps overcome your addiction.

Cigarette smoke causes oral cancer, gum diseases and tooth loss.

Health Canada
Pictorial warnings promote cessation.

34% of smokers in Australia say the warnings have helped them to try to quit.

Pictorial warnings and plain packaging are complimentary.
Summary

• Packaging policies **cost-effective** and **sustainable**.

• Plain packaging is an **extension of advertising and marketing restrictions**.

• Reductions in smoking behaviour **highly likely**.

• Health warnings **must be revised** to maintain or enhance impact.
Summary
Warning Labels stopped you from having a cigarette.

- Wave 1
- Wave 2

Percentage

- Canada
- Australia
- US
- UK

Second level
Third level
Fourth level
Fifth level

www.tobaccolabels.ca
Thank you.

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School of Public Health & Health Systems
University of Waterloo

Tel.  519 888 4567 ext.36462
Email  dhammond@uwaterloo.ca
Web  www.davidhammond.ca
Industry arguments

Transaction time

Plain packaging will increase transaction time at retail outlets and lead to general confusion.
PLAIN PACKAGING, IT’S A PLAIN WASTE OF TIME

Warning Labels stopped you from having a cigarette.

Canada  Australia  US  UK

Second level  Third level  Fourth level  Fifth level

C’mon Harry, I’ve been waiting too long, sorry mate but next time I’ll go to the supermarket.

Harry can’t find them and I can’t see them...

All I want is this bread. Convenience store? More like inconvenient store.

If it takes much longer I’ll lose these customers.