

# Tobacco plain packaging: is it effective in tobacco control?

**Karine Gallopel-Morvan**

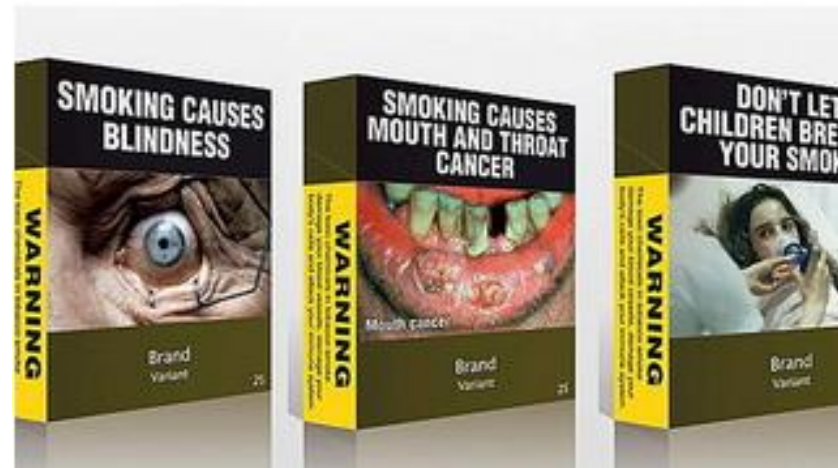
Professor in social marketing, French School of Public Health (EHESP), Rennes (France)



# Tobacco plain packaging?



Australia implemented plain packaging in 2012



Some other countries plan to implement it:  
France, UK, New Zealand, Ireland

A package on which the brand name is printed in a standardized font and type size and trademarks are prohibited (logos, decorative elements).

Its color must be unattractive and the package must have no text other than (visual) warnings and information required by law.

# **Role of packaging in tobacco marketing**

Examples

# tobacco**reporter**

January 2010

[www.tobaccoreporter.com](http://www.tobaccoreporter.com)

€ 5.6



## THE POWER OF **PACKAGING**

■■■  
**TABINFO**  
The show  
that went on  
Page 10

■■■  
**Tobacco**  
The business  
of pleasure  
Page 18

■■■  
**Beyond 2010**  
Tobacco's strategic  
challenges  
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Tobacco reporter, 01-2010

*«In recent years, governments around the world have passed ever-greater restrictions on tobacco marketing and advertising. This trend is likely to intensify as signatories to the WHO's FCTC [...]. **In many countries, the cigarette pack is now the ONLY remaining avenue of communication.**»*



«Some **women** admit they buy Virginia Slims, Benson & Hedges etc when they go out at night, to complement a desire to look more feminine and stylish»

Philip Morris, 1992, bates  
2060037883-7936



(about a specific shape of a pack) : « Test concluded: pack has **tremendous appeal among young smokers** »

Philip Morris, 1990, bates 2044762173-2364





## APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

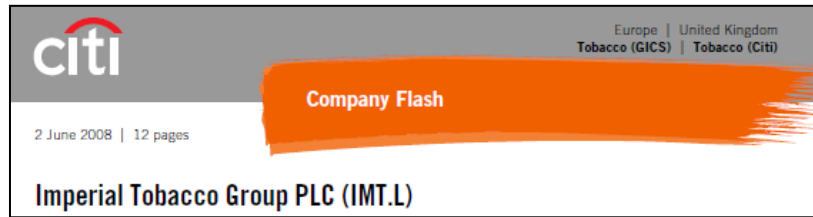
Brown & Williamson (1972)

## SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.



«The pack  
is the  
brand»



In the medium-term, we think plain packaging would go a long way to undermine the power of tobacco brands and it is the brands that make the industry so profitable. In our view, in cigarettes, the pack is the brand. Smokers handle their cigarette packs probably 20 times a day.





# The pack conveys information



# Role of PLAIN packaging in tobacco DEmarketing

What is the evidence?



# More than 50 articles published in academic journals

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- ETC.



- **Different countries:**
  - Australia, UK, France, Canada, USA, New Zealand, Mexico, Norway, Spain, etc.
- **Different methods to explore plain packaging effect:**
  - qualitative (focus groups, in-depth interviews)
  - quantitative (surveys, questionnaires)
  - mixed methods designs
  - eye-tracking research
  - naturalistic approach (imitation of the experience of using plain packs in a country where it has not been introduced)
  - etc.
- **Different targets:**
  - teens, minors, young adults, adults
  - women, men
  - smokers, non smokers

## Plain Tobacco Packaging Research: An Update

Crawford Moodie, Kathryn Angus, Martine Stead and Linda Bauld

September 2013



ISM Institute for Social Marketing  
A partnership between the University of Stirling and The Open University



UNIVERSITY OF STIRLING

# Plain packaging of tobacco products: a review of the evidence



Proposed design of plain cigarette packaging.

Source: Commonwealth of Australia (2010). Public consultation on plain packaging of tobacco products.

Prepared by Quit Victoria, Cancer Council Victoria, May 2011

**Standardized packaging:**  
The impact of removing colour and brand imagery from cigarette packages.

Evidence review.

David Hammond, PhD  
Department of Health Studies  
University of Waterloo  
Canada

## Plain Tobacco Packaging: A Systematic Review

Crawford Moodie<sup>a,d</sup>, Martine Stead<sup>a,d</sup>, Linda Bauld<sup>a,d</sup>, Ann McNeill<sup>a,d</sup>,  
Kathryn Angus<sup>a,d</sup>, Kate Hinds<sup>b</sup>, Irene Kwan<sup>b</sup>,  
James Thomas<sup>b</sup>, Gerard Hastings<sup>a,d</sup>, Alison O'Mara-Eves<sup>b</sup>

<sup>a</sup>: Institute for Social Marketing & CRUK Centre for Tobacco Control Research,  
Stirling Management School, University of Stirling & the Open University

<sup>b</sup>: EPPI-Centre, Institute of Education, University of London

<sup>c</sup>: Division of Epidemiology & Public Health, University of Nottingham

<sup>d</sup>: UK Centre for Tobacco Control Studies

## Standardised packaging of tobacco

Report of the independent review undertaken by Sir Cyril Chantler

## Le paquet de cigarettes neutre ou standardisé : quelle efficacité pour lutter contre le tabagisme ?

Karine Galloper-Morvan (karine.galloper-morvan@ehesp.fr)

École des hautes études en santé publique, CREM (Centre de recherche en économie et management), UMR CNRS 6211, Rennes, France

### Résumé / Abstract

Parmi les mesures efficaces et peu onéreuses de lutte contre le tabagisme, l'Organisation mondiale de la santé (OMS) préconise de travailler sur le conditionnement des produits du tabac. Cet article traite de l'impact du paquet de cigarettes neutre ou standardisé, recommandé par l'OMS : emballage identique pour toutes les marques de tabac et exempt des stimuli marketing habituels (logo, couleurs, images, forme, inscription commerciale, etc.). Il résume les résultats des recherches académiques menées sur l'effet de ce dispositif. Les retombées attendues du paquet neutre sont positives, car l'emballage neutre améliore l'efficacité des avertissements sanitaires, réduit la désinformation des consommateurs sur la dangerosité des cigarettes, annule l'attractivité du packaging et de la marque et, finalement, influence les intentions de changement de comportement. Par ailleurs, il est également mis en évidence le rôle marketing essentiel du packaging pour l'industrie du tabac.

### Tobacco plain packaging: how effective is it for tobacco control?

Labeling policies have been mentioned by the World Health Organization (WHO) as cost-effective and effective tobacco control measures. In this article, we focus on the potential effect of plain packaging recommended by the WHO, a pack whose colour, design, shape and commercial writings would be standardized. The current paper reviews academic research conducted on tobacco plain packaging. Results reveal benefits of plain packaging: it increases the effectiveness of health warnings, it decreases false health beliefs about cigarettes, it reduces brand and packaging appeal (especially among youths and women), and finally it may turn into behavioural changes. In addition, this paper highlights the growing recognition of the importance of packaging as a marketing and communication tool for the tobacco industry.

### Mots-clés / Keywords

Paquet neutre, tabac, marketing / Plain packaging, tobacco, marketing

# Plain packaging combined with warnings:

- increases the salience and effectiveness of warnings (more credible, more serious)





# Plain packaging combined with warnings:

- reduces the ability of packaging to mislead consumers on dangers of tobacco
- increases consumers' awareness about the harmful effects of smoking



# Plain packaging combined with warnings:

- reduces the appeal of tobacco products to consumers (young people, women)
- reduces the brand image and the positive image of tobacco products



# Plain packaging combined with warnings:

- increases negative perceptions of the cigarettes (e.g. poorer taste, less satisfying, less quality)





# Plain packaging combined with warnings:

- increases avoidant behaviors (hiding the pack, smoking less in front of others)
- reduces the visibility of tobacco packs in the environment (denormalization)

## Personal tobacco pack display before and after the introduction of plain packaging with larger pictorial health warnings in Australia: an observational study of outdoor café strips

Meghan Zacher<sup>1</sup>, Megan Bayly<sup>1</sup>, Emily Brennan<sup>2</sup>, Joanne Dono<sup>3</sup>, Caroline Miller<sup>3</sup>, Sarah Durkin<sup>1</sup>, Michelle Scollo<sup>1</sup> and Melanie Wakefield<sup>1,\*</sup>

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Research paper

## Perceptions of plain packaging among young adult roll-your-own smokers in France: a naturalistic approach

Karine Gallopel-Morvan,<sup>1</sup> Crawford Moodie,<sup>2</sup> Figen Eker,<sup>3</sup> Emmanuelle Beguinot,<sup>3</sup> Yves Martinet<sup>4</sup>

# Plain packaging combined with warnings:

- increases cessation-related smoking behaviours (e.g. greater feelings of reducing consumption, quitting and calling a quitline).

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Research

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## Introduction effects of the Australian plain packaging policy on adult smokers: a cross-sectional study

Melanie A Wakefield, Linda Hayes, Sarah Durkin, Ron Borland



## Association between tobacco plain packaging and Quitline calls: a population-based, interrupted time-series analysis

Jane M Young  
MPH, PhD, FRPHM,  
Professor in Cancer  
Epidemiology  
Ingrid Stacey  
BSc(Hons),  
Biostatistical Officer

Timothy A Dobbins  
MSc, PhD,  
Senior Lecturer

Sally Dunlop  
PhD,  
Research Associate

Anita L Dossale  
MPH,  
Manager,  
Cancer Prevention  
David C Currow  
MD, MPH, FRACP,  
Chief Executive

1 Cancer Epidemiology  
and  
Services Research (CESR),  
Sydney School of Public  
Health, University  
of Sydney,  
Sydney, NSW

2 Cancer Institute NSW,  
Sydney, NSW

jane.young@sydney.edu.au

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### Abstract

**Objectives:** To investigate whether the introduction of tobacco plain packaging in Australia from 1 October 2012 was associated with a change in the number of calls to the smoking cessation helpline, Quitline, and to compare this with the impact of the introduction of graphic health warnings from 1 March 2006.

**Design and setting:** Whole-of-population interrupted time-series analysis in New South Wales and the Australian Capital Territory between 1 March 2005 and October 2006 for the comparator; graphic health warnings, and October 2011 and April 2013 for the intervention of interest, tobacco plain packaging.

**Main outcome measure:** Weekly number of calls to the Quitline, after adjusting for seasonal trends, anti-tobacco advertising, cigarette costliness and the number of smokers in the community.

**Results:** There was a 78% increase in the number of calls to the Quitline associated with the introduction of plain packaging (baseline, 363/week; peak, 651/week [95% CI, 523–780/week;  $P < 0.001$ ]). This peak occurred 4 weeks after the initial appearance of plain packaging and has been prolonged. The 2006 introduction of graphic health warnings had the same relative increase in calls (84%; baseline, 910/week; peak, 1673/week [95% CI, 1303–1963/week;  $P < 0.001$ ]) but the impact of plain packaging has continued for longer.

**Conclusions:** There has been a sustained increase in calls to the Quitline after the introduction of tobacco plain packaging. This increase is not attributable to anti-tobacco advertising activity, cigarette price increases nor other identifiable causes. This is an important incremental step in comprehensive tobacco control.

Introduction of the Tobacco Plain Packaging Act, complementing a recent report of smokers' feedback.<sup>1</sup> We did this by investigating the impact of the introduction of tobacco plain packaging on Quitline calls. To provide context, we compared the impact on Quitline calls of the introduction of tobacco plain packaging with the nationwide introduction of graphic health warnings on cigarette packaging in 2006.<sup>2</sup> The null hypothesis was that there would be no change in call numbers, adjusting for known confounders.

### Methods

We used an interrupted time-series analysis to investigate trends in the weekly volume of calls from New South Wales and the Australian Capital Territory to the Quitline.

As plain packs were phased in from 1 October 2012, we considered this

date the start of the intervention. Similarly, 1 March 2006 was the date of the introduction of graphic health warnings on cigarette packaging. We looked at Quitline call numbers before and after these dates for the two interventions. Call data from 1 April 2004 to 28 February 2006 were provided by Macquarie Telecom (Sydney, Australia) and from 1 March 2006 to 31 March 2013 by the Telstra Analyser (Telstra, Melbourne, Australia).

This study did not require institutional ethics approval as it did not involve data about individuals. The study received no external funding. Reporting of the study complies with the STROBE (STrengthening the Reporting of Observational studies in Epidemiology) consensus guidelines for reporting observational studies.<sup>3</sup>

### Potential confounders

An increase in anti-smoking advertising in mass media such as television is

# Plain packaging combined with warnings:

- motivates young people not to start smoking, not to buy a pack





# To sum up: plain packaging is effective to

- increase the salience and effectiveness of warnings (more credible, more serious)
- reduce the ability of packaging to mislead consumers on tobacco dangers
- increase consumers' awareness about the harmful effects of smoking
- reduce the appeal of tobacco products to consumers (young people, women)
- reduce the brand image and the positive image of tobacco products
- increase negative perceptions of the cigarettes (e.g. poorer taste, less satisfying, less quality)
- increase avoidant behaviors (hiding the pack, smoking less in front of others)
- reduce the visibility of tobacco packs in the environment (denormalization)
- increase cessation-related smoking behaviours (e.g. greater feelings of reducing consumption, quitting and calling a quitline).
- motivate young people not to start smoking, not to buy a pack

# Thank you for your attention

Karine Gallopel-Morvan  
French School of Public Health (EHESP)  
Rennes, Brittany, France  
[karine.gallopel-morvan@ehesp.fr](mailto:karine.gallopel-morvan@ehesp.fr)



**EHESP**



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