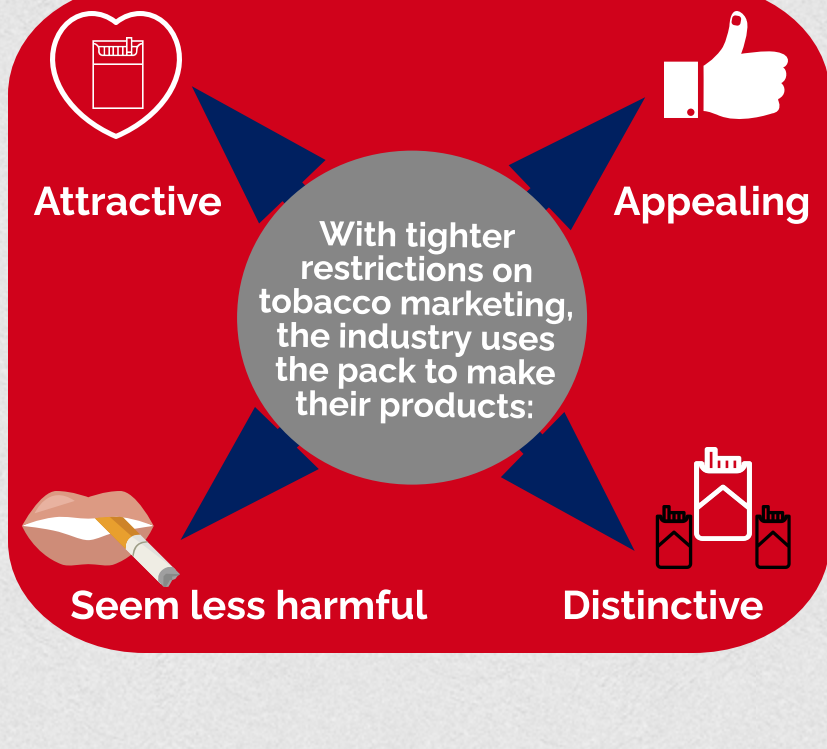


## Why Plain Packaging?



WHO FCTC guidelines recommend plain packaging (PP) to:

Increase the noticeability and effectiveness of health warnings (Article 11)

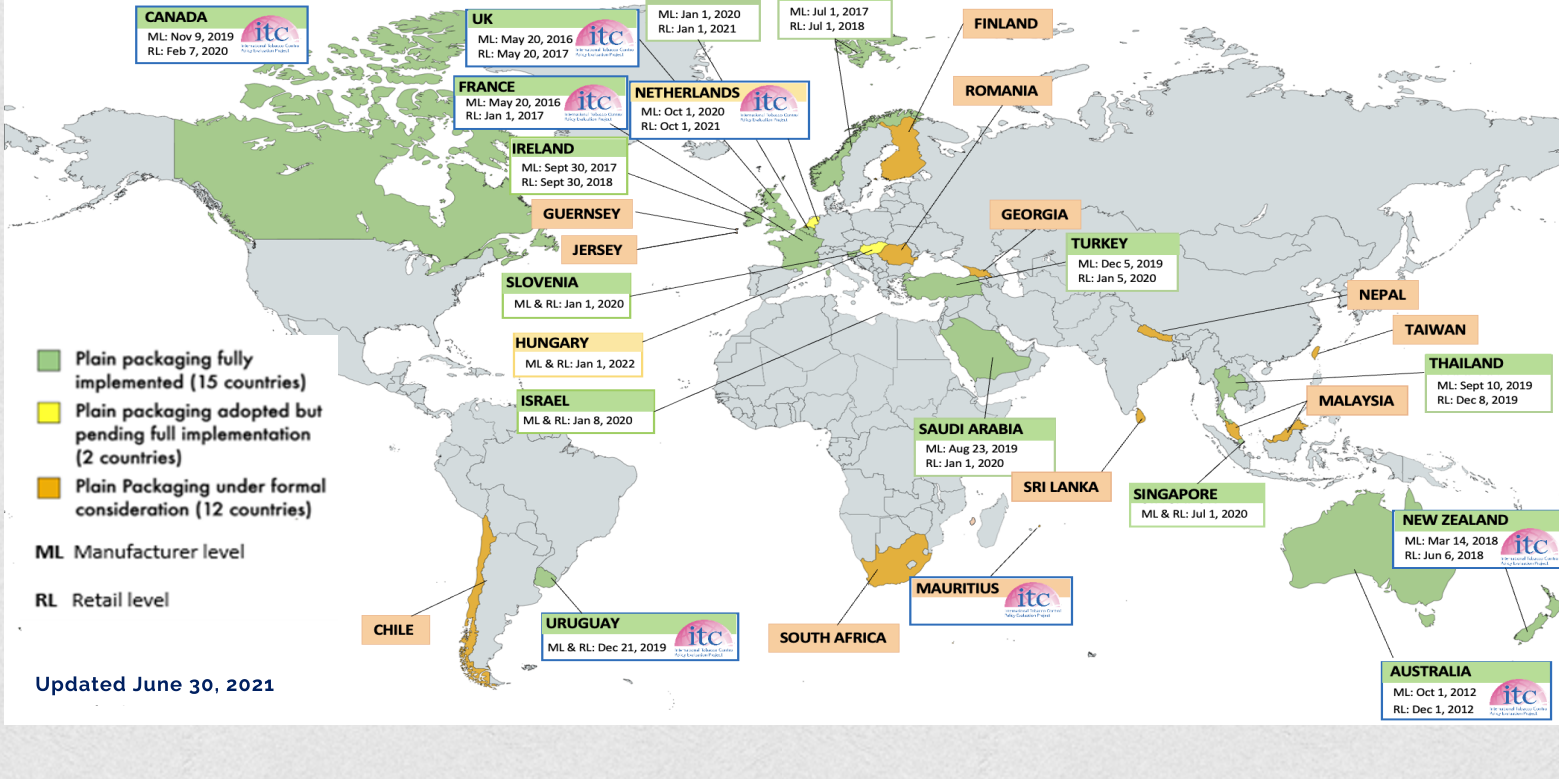
Eliminate package-based marketing of tobacco products (Article 13)

PP is an important next step to eliminate the use of the package as a marketing tool to...

- Reduce tobacco product appeal
- Reduce misperceptions about the harmfulness of tobacco products

## Growing International Momentum for PP

PP fully implemented in 15 Countries



## Real-world Evidence of PP Impacts

Did PP in Australia, United Kingdom, & New Zealand work?

- PP reduced appeal of tobacco packaging/products
- PP increased effectiveness of warnings

PP implemented with new & larger PHWs\* in

- Australia (2012)
- United Kingdom (2017)
- New Zealand (2018)

\* Pictorial Health Warnings



PP with new and larger PHWs increased:

- Warning salience
- Cognitive reactions
- Behavioral reactions in smokers

PP impact in the United Kingdom vs Norway: Do new PHWs matter?

Before PP implementation-both countries had:

- 43% text warnings on front of cigarette pack
- 53% PHWs on back of cigarette pack

United Kingdom vs Norway<sup>1</sup>

After PP implementation in the United Kingdom WITH new & larger PHWs

Increased impact of warnings

After PP implementation in Norway WITHOUT new & larger PHWs

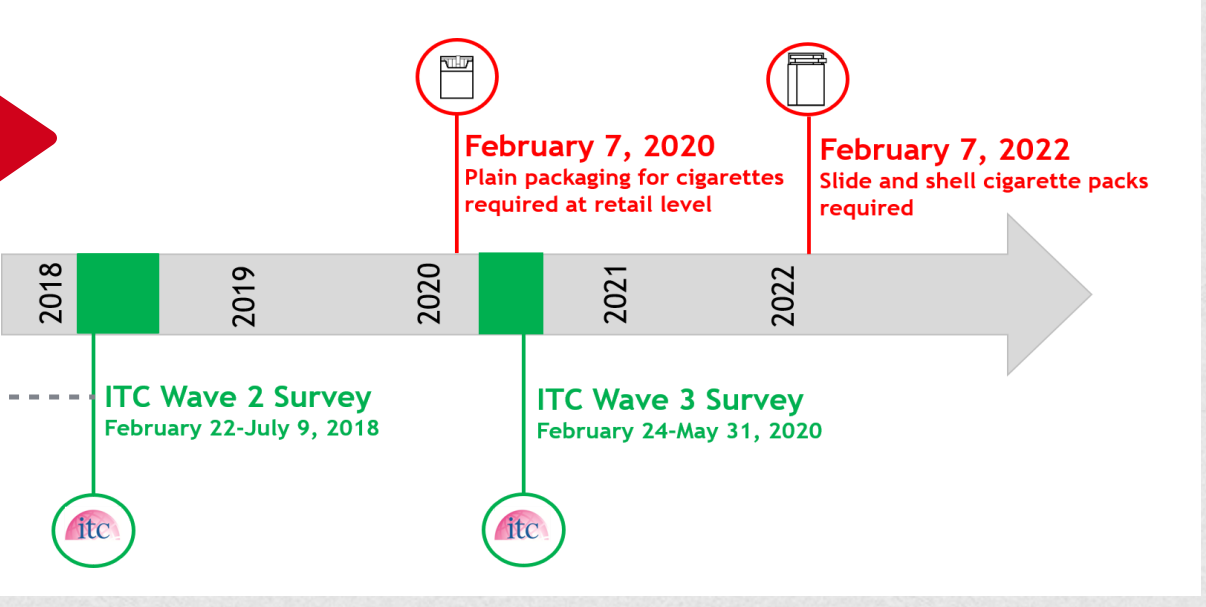
Decreased/ no change in impact of warnings

## PP in Canada

Canada's PP regulations are the STRONGEST in the world and the FIRST to:



PP implementation timeline in Canada

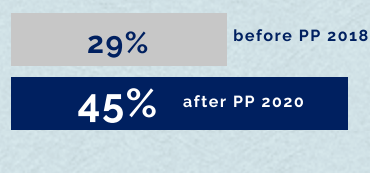


## Impact of PP in Canada

How did PP impact Canadian smokers?

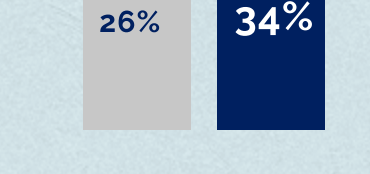
Decrease in pack appeal

~1/2 of Canadian smokers disliked the look of their cigarette pack after PP implementation



Increase in support for PP

>1/3 of Canadian smokers 'agree' that tobacco companies should be required to sell cigarettes in PP after implementation



ITC Canada Survey found:

- Reduced pack appeal after PP
- Increased smokers' support for the law after PP



CHANGE: PP enhanced the impact of new & larger PHWs in Australia, New Zealand, & the United Kingdom

NO CHANGE: Canada's 8 year-old PHWs have not changed since 2012

NO CHANGE: PP did not enhance the effectiveness of PHWs in Canada

Did PP implementation enhance the effectiveness of PHWs in Canada?

7300 times/year: A pack-a-day-smokers look at their pack

Over 58,400 views of pack: In the past 8 years

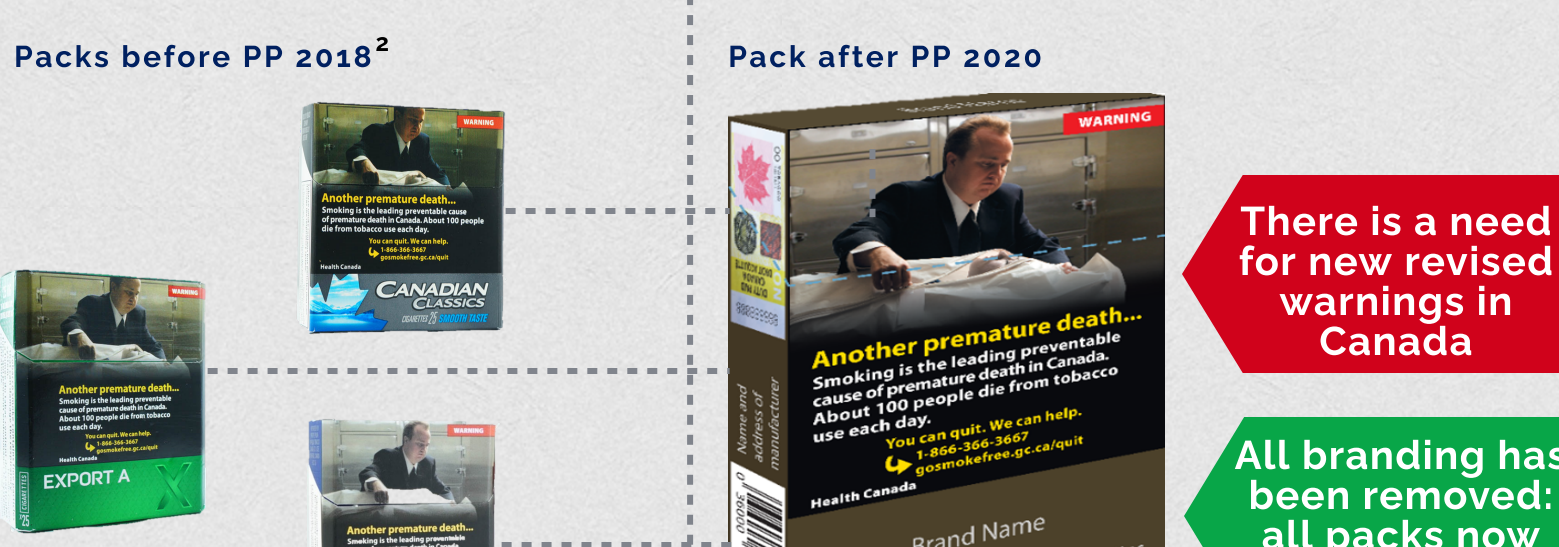
34% vs 36% of smokers: Noticed warning labels often/very often before & after PP

20% vs 19% of smokers: Avoided warning labels before & after PP

PP did not increase the salience and effectiveness of 8-year old health warnings in Canada

Packs before PP 2018<sup>2</sup>

Pack after PP 2020



There is a need for new revised warnings in Canada

All branding has been removed: all packs now look the same

## Key Messages

- PP reduces pack appeal
- PP enhances the effectiveness of new PHWs
- PP cannot revive old PHWs - the wear-out effect is too powerful
- Prevent warning wear-out by revising PHWs every 2-3 years, as recommended by WHO FCTC Article 11 guidelines
- Smokers' support for PP increases after the policy is implemented

References: 1. Moodie C, Best C, Lund I, Scheffels J, Critchlow N, Stead M, McNeill A, Hitchman S, Mackintosh AM. The response of smokers to health warnings on packs in the United Kingdom and Norway following the introduction of standardised packaging. Nicotine Tob Res. 2021; nta027. <https://doi.org/10.1093/ntr/ntab027>

2. Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control. TPackSS: Tobacco Pack Surveillance System - Examining Menthol Ban in Alberta and Nova Scotia Canada. Accessed on June 25, 2021 from <https://globaltobaccocontrol.org/tpackss/special-collections/country-pack-search/Canada>