

17. Tobacco packaging and labelling: A global perspective

Thursday, 19 March 2015, 14:00 - 15:30

Room Conference Hall AA



Type	Symposium
Track	Demand side: FCTC Art. 6 14, Art. 20
Topic	Health warnings and standardised packaging
Description	Tobacco packaging is a critical communications tool for the tobacco industry and also for governments. This symposium will consider international trends in tobacco packaging and labelling, the importance of health warning design, and the need for innovation with respect to using the packaging to communicate health messages. We will also explore consumer and stakeholders' perceptions of plain packaging. This will include presenting the only existing plain packaging studies from Asia and Africa, and a panel study from Australia conducted before and after the introduction of plain packaging.
Target audience	Given the significant global interest in tobacco packaging among academics, civil society and policy makers, this symposium will have a broad target audience.
Objectives	<ol style="list-style-type: none"> 1. To explain the importance of tobacco packaging as a communications tool 2. To outline key policy developments, and successes, with respect to packaging and labelling 3. To highlight the need for continued policy innovation in relation to packaging and labelling 4. To demonstrate the need for plain packaging research in developing countries 5. To provide an insight into stakeholders perceptions of plain packaging in developing countries
Keywords	Packaging; Health Warnings; Plain Packaging; Policy
Coordinator(s)	Crawford Moodie (UK)
Chair(s)	Linda Bauld (UK), Florence Berteletti (Belgium)
Presentations	<p>14:00 - 14:10» Tobacco packaging and labelling: Policy developments and international precedents David Hammond (Canada)</p> <p>14:15 - 14:25» Regular smokers' visual attention to health warnings: An eye-tracking study Olivia Maynard (UK)</p> <p>14:30 - 14:40» Smokers' perceptions of novel ways to use tobacco packaging to communicate health risk and cessation messages with consumers Crawford Moodie (UK)</p> <p>14:45 - 14:55» Adult smokers' responses to warning labels on plain packaging in Australia James Thrasher (USA)</p> <p>15:00 - 15:10» Socio-cultural differences in reaction to plain cigarette packs among a population of South Africans Olalekan Ayo-Yusuf (South Africa)</p> <p>15:15 - 15:25» Perceptions of stakeholders on the issue of plain packaging in India Monika Arora (India)</p>