Session N.00317

37. Implementation and evaluation of Australia's plain packaging policy

Friday, 20 March 2015, 09:00 - 10:30

16th World Conference on Tobacco OR Health

Type Symposium

Track Demand side: FCTC Art. 6 14, Art. 20

Topic Health warnings and standardised packaging

Description This symposium will summarise the results of a series of major evaluation studies to understand the extent to which policy objectives were met among Australian consumers. In addition, the session will elucidate tobacco industry counter-marketing mitigation strategies and present research findings that test the veracity of industry claims that standardised packaging would lead prices to plummet, increase use of illicit tobacco, and cause chaos in small retail outlets.

Target audience Government personnel, policy advocates and researchers from nations interested to implement standardised packaging.

Objectives

1. Identify how the tobacco industry tried to mitigate plain packaging with new product developments
2. Determine whether industry claims of adverse consequences of standardised packaging were realised
3. Identify the early effects of the legislation on consumers
4. Consider implications of the Australian experience for other nations

Keywords standardised packaging; consumers; tobacco industry; illicit tobacco; trade disputes

Coordinator(s) Melanie Wakefield (Australia)

Chair(s) Mike Daube (Australia)

Presentations

09:00 - 09:30» Tobacco industry claims and counter-marketing strategies versus empirical eidence
Kylie Lindorff (Australia), Michelle Scollo (Australia)

09:40 - 10:10» Response of smokers to standardised packaging
Sarah Durkin (Australia), Emily Brennan (Australia)

10:10 - 10:20» Summary of evidence and implications for other nations
Melanie Wakefield (Australia)

10:20 - 10:30» Summary and conclusions