

## 62. Standardised Packaging: tobacco industry counter campaigns in Australia, UK and Ireland

Saturday, 21 March 2015, 14:00 - 15:30



### Type

Symposium

### Track

Globalisation of tobacco industry interference: FCTC Art. 5.3

### Topic

Country level examples: case studies and counter strategies

### Description

The tobacco companies know standardised packaging will be effective so they are fighting to overturn the first such policy introduced in Australia in December 2012, and running multi-million dollar campaigns to block similar measures from being introduced in Ireland, UK and New Zealand. This symposium will use 3 case studies to analyse their counter-campaigns and share lessons learnt. It will focus on how strategies familiar from other campaigns are being used: front groups; casting doubt on the evidence; using the threat of illicit trade; and the threat of legal action.

### Target audience

Tobacco control advocates, public health policy makers, funders.

### Objectives

1. To inform and encourage other countries to take on standard packs campaigns by sharing experience
2. To inform defence against tobacco industry strategies across policy areas by sharing lessons learnt
3. Share analysis of tobacco industry's use of evidence requirements under EU Better Regulation requirements
4. Provide latest update on legal challenges against Australia, and industry efforts to create regulatory chill

### Keywords

Standardised Packaging; Tobacco Industry Tactics; Illicit Trade; Front Groups; Legal Challenges; Evidence; Trade Agreements

### Coordinator(s)

Alison Cox (UK), Eoin Bradley (Ireland)

### Chair(s)

Alison Cox (UK), Eduardo Bianco (Uruguay)

### Presentations

[14:00 - 14:15»](#) Australia - What Really Happens When Plain Packaging Is Implemented  
Kylie Lindorff (Australia)

[14:15 - 14:30»](#) Back From The Brink: The Uk Experience Of The Standard Packs Campaign  
Deborah Arnott (UK)

[14:30 - 14:45»](#) Having It Both Ways: Tobacco Industry's Attempt To Hijack The Evidence Based Policy Agenda While Misusing Evidence  
Andy Rowell (UK)

[14:45 - 15:00»](#) A Foot In Every Door: The Irish Experience Of Tobacco Industry Influence  
Donal BUGGY (Ireland)

[15:00 - 15:15»](#) The Latest In The Legal Challenges To Plain Packaging  
Kylie Lindorff (Australia)

[15:15 - 15:30»](#) Discussion and conclusions