

# FACTSHEET 6

## SUMMARY OF THE LATEST FINDING ON PLAIN TOBACCO PACKAGING (NOVEMBER 2013)



### **Cigarette pack design and adolescent smoking susceptibility: a cross-sectional survey**

The study randomly selected 1,025 adolescents throughout UK and examined the relationship between future smoking intention and their responses to three different styles of cigarette packaging with varying amount of design features and shape – *novelty*, *regular* and plain packs. The study covered students who have never smoked in different socio-economic areas and demographic background. Students were presented with images that display different cigarette package. They rated each packaging on a scale with opposite terms such as attractive/unattractive, cool/not cool, I would not like to have this pack/I would like to have this pack, etc.

The results showed that participating teens who gave a higher rating to packages with more design features, distinctive shape or bright colours were also those who indicated they are more likely to smoke in the future. Plain packs were found to directly reduce the appeal of smoking to adolescents.

<http://bmjopen.bmj.com/content/3/9/e003282.abstract?sid=92b77bce-29ed-44ca-8feb-e33bf721d2d9>

Ford A, MacKintosh AM, Moodie C, Richardson S, Hastings G. Cigarette pack design and adolescent smoking susceptibility: a cross-sectional survey 10.1136/bmjopen-2013-003282 *BMJ Open* 2013 3 (9).

### **Teens say 'slim cigs are cool' while government stalls on packaging**

The UK study found that teens were most attracted to cigarette sticks that were slimmer and displayed more decorative features. They also rated slimmer sticks as weakest and least harmful having smaller diameter and less tobacco. On the contrary, participating teens viewed a long brown plain stick as particularly harmful, labeling it 'disgusting' and 'old fashioned'. The full article will be published in the *European journal of public health* by end of 2013.

<http://medicalxpress.com/news/2013-11-teens-slim-cigs-cool-stalls.html>

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### Counter-argument on the industry commissioned report on illicit tobacco market in Australia

Findings from the illicit trade report commissioned by the British American Tobacco Australia was immediately dismissed by researchers in Australia due to questionable methodology and over-sampling of foreign brands as well as contra-brand of these brands. This leads to an overestimation of the current black market in the BATA's commissioned report. More details could be found in the website of Quit Victoria.

<http://www.cancervic.org.au/plainfacts/browse.asp?ContainerID=plainfacts-news#yet-more-alarmist-data-illicit-tobacco>