

# FACT SHEET 3:

## A list of research conducted on plain tobacco packaging



### Systematic Review

#### UK

Public Health Research Consortium - Plain Tobacco Packaging: A systematic review (June 2011)

[http://phrc.lshtm.ac.uk/papers/PHRC\\_006\\_Final\\_Report.pdf](http://phrc.lshtm.ac.uk/papers/PHRC_006_Final_Report.pdf)

#### Australia

Quit Victoria and Cancer Council Victoria – Plain packaging of tobacco products: a review of the evidence

(May 2011)

[http://www.cancer.org.au/file/policypublications/position\\_statements/tcuccvbkgndresrchplainpak190511reend\\_final2.pdf](http://www.cancer.org.au/file/policypublications/position_statements/tcuccvbkgndresrchplainpak190511reend_final2.pdf)

### Australian Papers in Peer Reviewed Journals and Scholarly e-Depositories re Australian Plain Packaging

- Freeman B, Chapman S, Rimmer M. The case for the plain packaging of tobacco products. *Addiction* 2008;103:580-90.
- Physicians for Smoke-Free Canada. *The plot against plain packaging*. How multi-national tobacco companies colluded to use trade arguments they knew were phony to oppose plain packs. April 2008
- Wakefield M, Germain D, Durkin S. How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. *Tobacco Control* 2008;17(6):416-21.
- Germain D, Wakefield MA and Durkin SJ. Adolescents' perceptions of cigarette brand image: does plain packaging make a difference? *Journal of Adolescent Health* 2009;46(4):385-92.
- Chapman S, Freeman B. The cancer emperor's new clothes: Australia's historic legislation for plain tobacco packaging. *BMJ* 2010;340:c2436
- Wilson T. *Governing in ignorance*: Australian governments legislating without understanding intellectual property. Institute of Public Affairs, May 2010. [This is a hilarious document from Australia's most prominent right wing think tank which contains the priceless calculation that the Australian government could face a bill of \$3billion per year in compensation from the tobacco industry if it introduced plain packaging. This calculation is set out in Table 2. It is based on a 30% annual fall in sales including the tax component (which of course is paid by consumers not by tobacco manufacturers!). Annual falls in tobacco consumption are typically less than 1% per year – there has never been anything even remotely approaching 30% per year).
- Davison M. Plain packaging of cigarettes: would it be lawful? *Australian Intellectual Property Law Bulletin* 2010;23(5):105–8.

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- Mitchell A. Australia's move to the plain packaging of cigarettes and its WTO compatibility *Asian Journal of WTO and International Health Law and Policy* 2010;5(2)
- Wakefield M. Welcome to cardboard country: how plain packaging could change the subjective experience of smoking. *Tobacco Control* 2011;20(5):321-2.
- Chapman S, Freeman B. From brand to bland-the demise of cigarette packaging. *BMJ* 2011;343:d4376.
- Freeman B. Tobacco plain packaging legislation: a content analysis of commentary posted on Australian online news. *Tobacco Control* 2011;20(5):361-6.
- Mitchell AD, Wurzberger SM. Boxed in? Australia's plain tobacco packaging initiative and international investment law. *Arbitration International* 2011;Vol27.
- Voon TS, Mitchell AD. Time to quit? Assessing international investment claims against plain packaging in Australia. *Journal of International Economic Law* 2011; 14(2)
- Carter OBJ, Mills BW, Phan T, Bremner JR. Measuring the effect of cigarette plain packaging on transaction times and selection errors in a simulation experiment. *Tobacco Control* 2011.
- Currow D, Dessaix A. Plain packaging for tobacco products. *BMJ* 2011;343:d5693.
- Borland R, Savvas S, Sharkie F, Moore K. The impact of structural packaging design on young adult smokers' perceptions of tobacco products. *Tobacco Control* 2011
- Wakefield M, Germain D, Durkin S, Hammond D, Goldberg M, Borland R. Do larger pictorial warnings diminish the need for plain packaging of cigarettes? *Addiction* 2012; doi:10.1111/j.1360-0443.2012.03774.x
- Voon T and Mitchell A, 'Plain Packaging and International Investment Law' in Tania Voon et al (eds), *Public Health and Plain Packaging of Cigarettes: Legal Issues* (Edward Elgar, 2012)
- Voon T and Mitchell A, 'Implications of WTO Law for Plain Packaging of Tobacco Products' in Andrew Mitchell et al (eds), *Public Health and Plain Packaging of Cigarettes: Legal Issues* (Edward Elgar, 2012) (with Tania Voon).
- 'Plain Packaging of Tobacco Products in Australia: A Novel Regulation Faces Legal Challenge' (2012) 307(3) *Journal of the American Medical Association* 261–262 (with David Studdert).
- Mitchell A and Voon T, *Face Off: Assessing WTO Challenges to Australia's Scheme for Plain Tobacco Packaging*. (2011) 22(3) *Public Law Review* 218-240.