

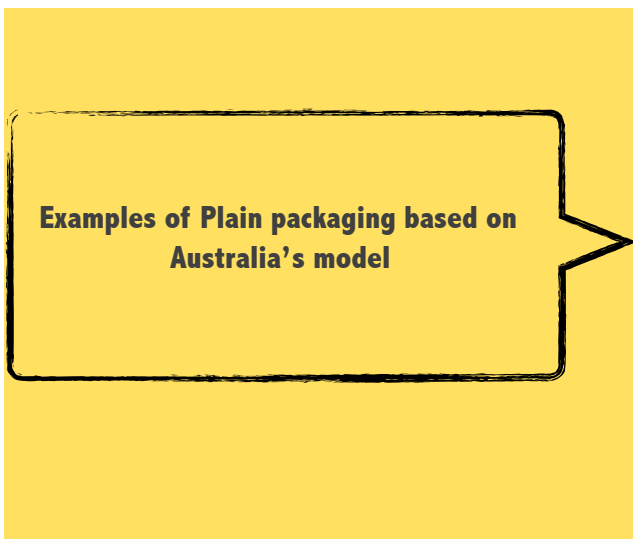
World No Tobacco Day 2016 - What you need to know

On May 31, tobacco control advocates all over the world join efforts to commemorate World No Tobacco Day. The Theme for this year's campaign is **'Get ready for Plain Packaging'**, otherwise known as **'standardized packaging.'** It was first introduced by Australia in December 2012 while countries like Ireland, France and the United Kingdom have passed laws to begin implementing plain packaging from May 2016. <http://www.who.int/campaigns/no-tobacco-day/2016/brochure/en/>.



According to WHO, Plain packaging refers to "measures to restrict or prohibit the use of logos, colors, brand images or promotional information on packaging other than brand names and product names displayed in a standard color and font style. According to the guidelines for Implementation of the WHO FCTC Article 13 on Tobacco advertising, promotion and sponsorship (TAPS), plain packaging should have the following attributes;

- Should be black and white or have two other contrasting colors, as prescribed by national authorities;
- Should have nothing other than a brand name, a product name and/or manufacturer's name and contact; details and the quantity of product in the packaging, without any logos or other features.
- Apart from health warnings, the other acceptable features are tax stamps and other government-mandated information or markings;
- The font style and size should be prescribed by government, with standardized shape, size and materials.
- There should be no advertising or promotion inside or attached to the package or on individual cigarettes or other tobacco products.



Why Governments should embrace plain packaging

Plain packaging is a suitable policy for any country implementing a comprehensive approach to tobacco control. It is an evidence based intervention that builds upon other measures as part of a comprehensive multi-sectoral approach to tobacco control. Its implementation can save lives and protect public health by:

- reducing the attractiveness of tobacco products;
- restricting use of tobacco packaging as a form of tobacco advertising and promotion;
- limiting misleading packaging and labelling; and
- increasing the effectiveness of health warnings.

Tobacco control & the Sustainable Development Goal (SDGs)

- The Sustainable Development Goals call for accelerated implementation of the WHO Framework Convention on Tobacco Control (FCTC)
- Tobacco use has negative implications for economic development as it diverts household expenditure from food, health-care and education.
- Tobacco use also results in substantial economic costs in terms of health expenditure and lost productivity.
- The economic impacts of tobacco use are most acute in developing countries.
- Increasing taxes on tobacco has been identified as a source for domestic public financing of SDG goals.

Tobacco Industry fighting plain packaging

As expected, Tobacco companies have fought plain packaging with a massive misinformation campaign since as far back as 1993. WHO observes that Internal industry documents show a coordinated industry response designed to resist plain packaging for fear that it will reduce demand. To date, the industry makes baseless claims that plain packaging is not effective, will increase illicit trade, push prices down and hurt retailers. These claims are however not supported by the evidence.

Call to action

WHO and Partners are calling on countries to start preparations for implementing Plain packaging.

Efforts to ensure globalization of Plain packaging are underway. WHO recommends that plain packaging be implemented as part of a comprehensive approach to tobacco control. This includes comprehensive bans on tobacco advertising, promotion and sponsorship as well as other tobacco packaging and labelling measures, such as health warnings. Policy-makers, civil society organizations and the public can take action to ensure that their governments consider adoption of plain packaging.

Adopted by CTCA from WHO <http://www.who.int/campaigns/no-tobacco-day/2016/brochure/en/>

Eliminate tobacco advertising and promotion

Limit deceptive tobacco packaging

Increase effectiveness of tobacco health warnings