
December 13, 2016

FACT SHEET: PLAIN PACKAGING FOR CIGARETTES

Smoke-Free Nova Scotia encourages the Minister of Health to initiate action now to “introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom”, per the Prime Minister’s Nov. 13, 2015 mandate letter naming plain packaging as a “top priority”.

Overview

- Plain packaging is a form of marketing restriction that prohibits the use of logos, colours, brand images and promotional information on tobacco packaging. Under plain packaging regulations, the colour of the pack is uniform across different brands and varieties. Regulations may also standardize the size and shape of packages.¹
- The goals of plain-packaging are to reduce the appeal of tobacco products to consumers, particularly young people; increase the effectiveness of health warnings on the retail packaging of tobacco products; reduce the ability of the tobacco product and its packaging to mislead consumers about the harms of smoking and reduce smoking rates.²
- Unlike most other consumer products, cigarettes remain in the package in which they are sold until the very last cigarette. Cigarette packages are used and displayed in public, and are effectively endorsed by the person smoking in front of friends, family and other social networks. The advertising impact is the equivalent of five million square feet of billboard exposure every day.³
- Australia has approved "standardized" packaging that involves the use of a standard-size package; graphic health-warning images covering the package; a single, drab background colour; and only the name of the brand and the cigarette on the front of the package in uniform lettering.⁴ Plain packaging was implemented in Australia in 2012, has been adopted in Ireland and the United Kingdom for implementation May 20, 2016, and is under formal consideration in Norway, Hungary, Sweden, Finland, France, Canada, New Zealand, Singapore, Turkey and South Africa.⁵

¹ Source: Dave Hammond

² Wakefield M, Coomber K, Zacher M, et al. (2015) “Australian adult smokers’ responses to plain packaging with larger graphic health warnings 1 year after implementation: results from a national cross-sectional tracking survey,” *Tobacco Control*, 24(2) pp ii17–ii25:

³ Physicians for a Smoke-Free Canada: <http://www.smoke-free.ca/plain-packaging/documents/2008/otru/draft-packagereform-may25.pdf>

⁴ Liberman, Jonathan, Plainly Constitutional: The Upholding of Plain Tobacco Packaging by the High Court of Australia (February 11, 2013). *American Journal of Law and Medicine*. Available at SSRN:<http://ssrn.com/abstract=2215346>

⁵ Canadian Cancer Society: *Plain Packaging – International Overview*

- There is compelling evidence, including extensive studies, supporting implementation of plain packaging.⁶ The evidence indicates that plain packaging reduces false beliefs about the risks of smoking, increases the efficacy of health warnings, reduces consumer appeal among youth and young adults, and may promote smoking cessation among established smokers. This was the conclusion of the March 2014 evidence overview reviewing 75 empirical studies, prepared by University of Waterloo Professor David Hammond for the Irish Government.
- In the United Kingdom, the Chantler Review (2014) and the Stirling Review (2011) provide extensive evidence. A special issue of the journal *Tobacco Control* was published in April 2015 with a series of studies on the Australian experience, providing yet further evidence.
- Figures released by the Australian Bureau of Statistics in 2015 show that tobacco consumption in that country fell to the lowest level ever recorded in the 2014 March quarter. In the three years since Australia implemented plain packaging, consumption has dropped 18.3%,⁷ and consumption of tobacco products overall has decreased by 20.8% since March 2013.⁸ Smoking rates among students are the lowest since surveys began 30 years ago.⁹

The Canadian Situation

- Plain packaging was recommended in 1994 by the House of Commons Standing Committee on Health.¹⁰
- Plain packaging could be required by regulation under the federal *Tobacco Act*.¹¹
- The new national government elected October 19, 2015 committed to implement plain packaging in its electoral platform. On Nov. 13, 2015, the Prime Minister's mandate letter to the Minister of Health included plain packaging as a "top priority".¹²
- On March 15, 2016, Canada's federal government posted a public tender to conduct a "cost-benefit analysis of the plain packaging of tobacco products."¹³

⁶ Source: Rob Cunningham

⁷ Labour News, Dec 2 2015, FLICKR/Raul Lieberwirth (CC BY-NC-ND2.0)

⁸ Chapman, Simon, Professor of Public Health, University of Sydney, "The slow-burn, devastating impact of tobacco plain packs," Dec 2 2015.

⁹ "National Survey release: tobacco use by Australian secondary school students declines," Cancer Council Victoria, <https://www.cancervic.org/au/about/media-releases/2015-media-releases/november-2015/tobacco-use-secondary-school-students.html>

¹⁰ Canadian Cancer Society: *Plain Packaging – International Overview*

¹¹ Canadian Cancer Society: *Plain Packaging – International Overview*

¹² Canadian Cancer Society: *Plain Packaging – International Overview*

¹³ <http://www.cbc.ca/news/canada/ottawa/plain-package-cigarette-plan-1.3492992>

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- Marketing research commissioned by Health Canada found that the lifestyle associations connected to tobacco brands held by teenagers were reduced when cigarettes were contained in a plain package.¹⁴

The Opportunity

- Canada's federal *Tobacco Act* contains explicit bans on "lifestyle" or "deceptive" tobacco advertising.¹⁵ It also provides the federal government with the authority to mandate how cigarettes are packaged and sold. Using this law, the Canadian government could respond to initiatives by tobacco companies to use the tobacco package as a vehicle for lifestyle and deceptive advertising by requiring all tobacco products to be sold in plain packaging with standardized package size and shape specifications.
- Given that the tobacco package is designed to function like a tobacco advertisement, it follows that the provisions that restrict advertising in order "to protect young persons and others from inducements to use tobacco products and the consequent dependence on them"¹⁶ should be applied.
- Tobacco companies design tobacco packages to function on many levels in order to maintain or increase tobacco use. Governments should similarly respond with policies which ensure that these packages provide only truthful and helpful information to smokers, and that they support smokers in their attempts to quit.
- In its election platform, the Liberal Party of Canada stated in its "Healthier Kids" section, page 21, that, "We will introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom."
- Canada's federal government has now announced that as a first step in its commitment to require plain packaging it will undertake a cost-benefit analysis.

¹⁴ Physicians for a Smoke-Free Canada: <http://www.smoke-free.ca/plain-packaging/documents/2008/otru/draft-packagereform-may25.pdf>

¹⁵ Physicians for a Smoke-Free Canada: <http://www.smoke-free.ca/plain-packaging/documents/2008/otru/draft-packagereform-may25.pdf>

¹⁶ *Tobacco Act*: <http://laws-lois.justice.gc.ca/eng/acts/T-11.5/page-2.html>

UPDATES:

"Norway adopts standardised packaging to save lives and prevent suffering from tobacco use," Vigander, Erik, Norwegian Cancer Society, Oslo, December 9, 2016.

UICC and the Norwegian Cancer Society are delighted to report that Members of the Norwegian Parliament have overwhelmingly voted in favour of implementing standardised packaging for tobacco products. This builds on the success of similar plain packaging measures implemented in Australia in 2012.

<http://www.uicc.org/norway-adopts-standardised-packaging-save-lives-and-prevent-suffering-tobacco-use>

"Tobacco giants lose appeal over plain packaging," ITV Report, November 30, 2016.

Some of the biggest tobacco companies have lost an appeal in their legal battle against the government's new plain-packaging rules. In May, they suffered what anti-smoking campaigners described as a "crushing defeat" at the High Court, just one day before new regulations came into force. A number of companies, including British American Tobacco, Imperial Tobacco and Japan Tobacco International, argued that the new regulations violated UK and EU law, destroying valuable property rights by rendering products indistinguishable.

<http://www.itv.com/news/2016-11-30/tobacco-giants-appeal-over-plain-packaging-defeated-at-court-of-appeal/>

"Tobacco plain packaging catching on worldwide: Society report," Cunningham, Rob, The Canadian Cancer Society, November 10, 2016.

The trend to reduce smoking and cancer rates by forcing tobacco companies to use plain packaging is gaining momentum across the globe, concludes an international report released today by the Canadian Cancer Society. The report shows that 4 countries have plain packaging laws in place and 14 others are working on it. Plain packaging requirements prevent tobacco companies from using colours, logos and design elements to market their cancer-causing products. The shape of the package must be in a standardized format, outlawing sales tactics such as slim packs appealing to girls and young women. Health warnings still appear on plain packages.

<http://www.cancer.ca/en/about-us/for-media/media-releases/national/2016/international-cigarette-packaging-report-2016/?region=on#ixzz4PzPrTmUg>

[Cigarette Package Health Warnings report in English](#)
[Cigarette Package Health Warnings report in French](#)

"Plain packaging on cigarettes and tobacco due in May 2017, Health warnings with graphic images of health consequences to dominate packaging," O'Halloran, Irish Times, October 4, 2016.

Plain packaging on cigarette and tobacco products will come into effect in Ireland in May next year, Minister for Health Simon Harris has confirmed in the Dáil. The Government has been adamant it will introduce plain packaging despite threats from the tobacco industry of legal action and the loss of 87 jobs in Mullingar following the decision to close the Imperial Tobacco manufacturing plant.

<http://www.irishtimes.com/news/politics/oireachtas/plain-packaging-on-cigarettes-and-tobacco-due-in-may-2017-1.2816748>

"Statement on Tobacco Control," Holland, Senator Mark, House of Commons, Hansard, September 30, 2016.

Madam Speaker, for a generation, Canada led the world in tobacco control. Successive Liberal and Conservative governments worked with not-for-profit organizations like the Heart & Stroke Foundation, the Canadian Cancer Society, and The Lung Association to drive down youth prevalence rates and see smoking reduced to some of the lowest levels in the world. Then, for a decade, that leadership was lost and Canada watched as the rest of the world passed us by in tobacco control. We watched as stagnant rates in Canada on smoking continued. This means that about 37,000 die every year in the leading cause of preventable death. To give an idea of scope, that is the equivalent of an entire riding disappearing every three years. We have an opportunity to re-establish leadership in areas like plain packaging, where we have seen Australia, the United Kingdom, and others take action. We made a commitment to act and we know that will work. It is time for us to lead again.

<http://nslegislature.ca/index.php/proceedings/hansard/>

"Plain Package Cigarettes Coming," Thomas, Mary, quintenews, September 8, 2016.

The Hastings and Prince Edward health unit is throwing its weight behind plain packaging for cigarettes to cut down on smoking. Program manager Roberto Almeida reminded the board that smoking is the number one cause of preventable deaths and tobacco companies depend on packaging to market cigarettes. (audio included)

<http://www.quintenews.com/2016/09/plain-package-cigarettes-coming/125873/>

News Release: "Standardised Packaging Bill passed," Peseta Sam Lotu-liga, New Zealand, September 8, 2016.

The Bill standardising the packaging of tobacco products has passed its third reading in Parliament today. Associate Health Minister Peseta Sam Lotu-liga guided the Smoke-free

Environments (Tobacco Standardised Packaging) Amendment Bill through its final reading with a vote of 108 in favour to 13 against.

<https://www.beehive.govt.nz/release/standardised-packaging-bill-passed>

New Zealand Parliament: Legislation:

https://www.parliament.nz/en/pb/bills-and-laws/bills-proposed-laws/document/00DBHOH_BILL12969_1/smoke-free-environments-tobacco-standardised-packaging

"Magyarország Hivatalos Lapja," Hungary Gazette, Hungary, August 16, 2016.

Hungary has finalized plain packaging requirements, continuing international momentum. Hungary joins Australia (2012), UK (May 20, 2016) and France (May 20, 2016) that have already implemented plain packaging. Ireland is awaiting a commencement date. Many other countries are in progress. The implementation dates for Hungary are as follows:

- effective August 20, 2016 the new 65% picture warnings apply at the manufacturer level*
- effective May 20, 2017, the new 65% picture warnings apply at the retailer level*
- effective May 20, 2019, plain packaging is required (this is an unusually long transition period)*

Hungary's new plain packaging requirements (still subject to a substantive transition period) have been included as part of a Decree that includes provisions related to implementation of the new EU Directive. This is a link to the Hungary Gazette of August 16, 2016 (see Decree starting at p.11993, in Hungarian).

<http://www.magyarokzlony.hu/dokumentumok/2da534225ced907f63e73ebef84fa62923926ad7/megtekintes> (not translated to English)

SFP Press release: SFP welcomes European Court of Justice ruling upholding the Tobacco Products Directive," Toma Friedlaender, Anca, Brussels, May 4, 2016.

The Smoke Free Partnership calls on EU Member States to implement the provisions of the Tobacco Products Directive (TPD). The European Court of Justice today (link) ruled that all provisions of the TPD, adopted in 2014, are valid. It rejected a challenge brought by the tobacco industry[1] against the validity of the directive or various provisions of it; a challenge brought by Poland[2] against the ban on characterizing flavours in particular menthol; and it rejected a challenge brought by totally Wicked[3], an e-cigarette maker, against the provisions on electronic cigarettes.

<http://www.smokefreepartnership.eu/news/item/press-release-sfp-welcomes-european-court-of-justice-ruling-upholding-the-tobacco-products-directive-4>

"The new EU directive on tobacco products is valid," Court of Justice of the European Union, Luxembourg, 4 May 2016.

The extensive standardisation of packaging, the future EU-wide prohibition on menthol cigarettes and the special rules for electronic cigarettes are lawful. The new 2014 directive on tobacco products¹ seeks, first, to facilitate the smooth functioning of the internal market for tobacco and related products, taking as a base a high level of protection of human health and, secondly, to meet the obligations of the European Union under the WHO Framework Convention on Tobacco Control.²

<http://curia.europa.eu/jcms/upload/docs/application/pdf/2016-05/cp160048en.pdf>

Case C-547/14 (brought by tobacco industry against standardized packs, 65% warnings, ban on flavours including menthol)
English: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177724&pageIndex=0&doclang=en&mode=req&dir=&occ=first&part=1&cid=567975>
French: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177724&pageIndex=0&doclang=FR&mode=req&dir=&occ=first&part=1&cid=567975>

Case C-358/14 (brought by Poland against menthol ban)
English: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177721&pageIndex=0&doclang=en&mode=req&dir=&occ=first&part=1&cid=570458>
French: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177721&pageIndex=0&doclang=FR&mode=req&dir=&occ=first&part=1&cid=570458>

Case C-477/14 (e-cigarettes)
English: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177723&pageIndex=0&doclang=EN&mode=req&dir=&occ=first&part=1&cid=570087>
French: <http://curia.europa.eu/juris/document/document.jsf?text=&docid=177723&pageIndex=0&doclang=FR&mode=req&dir=&occ=first&part=1&cid=570087>

"Montreal city councillors press for neutral smokes," Montreal Gazette, June 13, 2016.

Three city councillors want Montreal to become the first municipality to ask the Canadian government to make all cigarette packaging neutral. Marvin Rotrand, the city councillor for Snowdon, along with Outremont borough mayor Marie Cinq-Mars and Bois-de-Liesse councillor Justine McIntyre, say they will submit a motion at the next city council meeting June 20 to urge the federal government to remove any branding or advertising on tobacco packaging in a bid to make cigarettes less attractive, especially to younger generations.

<http://montrealgazette.com/news/montreal-city-councillors-press-for-neutral-smokes>

"Secretary-General, in Message for International Observance, Supports Plain Packaging of Tobacco Products to Reduce Demand, Ensure Healthy Lives," Secretary-General, WHO, May 27, 2016.

Cigarettes and other tobacco products kill almost 6 million people every year. Sustainable Development Goal 3 aims to “ensure healthy lives and promote well-being for all at all ages”. As part of that approach, Governments have committed to strengthen the implementation of the World Health Organization (WHO) Framework Convention on Tobacco Control in all countries to reduce the proportion of people who use tobacco.

<http://www.un.org/press/en/2016/sgsm17794.doc.htm>

"On World No Tobacco Day, UN urges plain packaging of tobacco products to save lives," UN News Centre, May 31, 2016.

As the global community marks World No Tobacco Day, the United Nations is advocating for the use of plain packaging of tobacco products in an effort to save lives by reducing demand for such products, which kill nearly 6 million people every year. "Tobacco use is one of the largest causes of preventable non-communicable diseases, including cancers, heart and lung disease," UN Secretary-General Ban Ki-moon said in his message on the Day, which is observed annually to highlight the health risks associated with tobacco use and to advocate for effective policies to reduce tobacco consumption.

<http://www.un.org/apps/news/story.asp?NewsID=54094#.V1FuSfkrLq6>

"World No Tobacco Day, 31 May 2016: Get ready for plain packaging," Garwood, Paul, Christian Lindmeier, WHO, Geneva, May 31, 2016.

Recent moves to introduce plain (standardized) packaging of tobacco products can save lives by reducing demand for tobacco products, according to WHO and the WHO Framework Convention on Tobacco Control Secretariat (WHO FCTC). Plain packaging of tobacco products restricts or prohibits the use of logos, colours, brand images and promotional information on packaging other than brand and product names displayed in a standard colour and font style.

<http://www.who.int/mediacentre/news/releases/2016/world-no-tobacco-day/en/>

<http://www.who.int/mediacentre/commentaries/no-tobacco-day/en/> (commentary by Dr. Margaret Chan, Director-General, WHO)

<http://www.who.int/campaigns/no-tobacco-day/2016/key-messages/en/> (Tobacco Day 2016 campaign)

"Canada moves forward on plain tobacco packs," Kirkup, Kristy, The Waterloo Chronicle, June 1, 2016.

The federal government plans to consult Canadians about how best to implement measures to curb smoking that include requiring plain packaging for tobacco products, Health Minister Jane Philpott said Tuesday. The dialogue is one of the initial steps in Canada's plan to mandate a standard package size for tobacco products and a total ban on the use of colours, logos and graphics on cigarette packs.

<http://www.waterloochronicle.ca/news-story/6699840-canada-moves-forward-on-plain-tobacco-packs/>

"Support for Plain and Standardized Tobacco Packaging Regulations in Ontario," Chaiton, Michael, Pam Kaufman, Roberta Ferrence, Shawn O'Connor, Robert Schwartz, The Ontario Tobacco Research Unit, May 2016.

Plain and standardized packaging regulations remove graphics, logos and brand colours from tobacco packages and standardize pack shape and size. Plain packs have drab colors and larger health warnings. The Canadian Cancer Society suggests that plain packaging regulations would "1) eliminate promotional aspects of packaging; 2) curb deceptive messages conveyed through packaging; 3) enhance the effectiveness of health warnings; 4) reduce tobacco use."

http://otru.org/wp-content/uploads/2016/05/update_may2016.pdf

"U.K. Court Strikes Down Tobacco Industry Challenge to Plain Packaging," Chaudhuri, Saabira, The Wall Street Journal, May 19, 2016.

A legal challenge by the tobacco industry against plain packaging in the U.K. has failed, opening the door for cigarette packs to be stripped of branding across the country and setting a precedent for other countries in Europe. Starting Friday, any cigarettes produced for sale in the U.K. will have to follow plain-packaging rules under which cigarettes will be sold in uniform packs stripped of distinctive logos and colors, and adorned with graphic health warnings. Companies will be granted a grace period to sell their current stocks.

<http://www.wsj.com/articles/u-k-court-strikes-down-tobacco-industry-challenge-to-plain-packaging-1463659300>

"UK court rejects Big Tobacco's appeal against plain packaging," Sandle, Paul, Reuters, May 19, 2016.

Britain got the go-ahead on Thursday to make plain packaging compulsory on cigarettes when a UK court rejected a legal challenge brought by the world's top four tobacco companies. Philip Morris International, British American Tobacco, Japan Tobacco International and Imperial Brands had argued the law, due to come into force on Friday, unlawfully took away their intellectual property.

<http://uk.reuters.com/article/us-tobacco-idUKKCN0YA1E6> (article)

<https://www.judiciary.gov.uk/wp-content/uploads/2016/05/bat-v-doh-summary.pdf> (summary)

<https://www.judiciary.gov.uk/wp-content/uploads/2016/05/bat-v-doh-judgment.pdf> (full judgment)

Act concerning the fight against smoking (Bill 44), Government of Quebec, May 18, 2016.

<http://www.msss.gouv.qc.ca/documentation/loi-tabac/#principales-modifications%E2%80%8E>

SFP Press release: "SFP welcomes European Court of Justice ruling upholding the Tobacco Products Directive," Brussels, May 4, 2016.

The Smoke Free Partnership calls on EU Member States to implement the provisions of the Tobacco Products Directive (TPD). The European Court of Justice today ruled that all provisions of the TPD, adopted in 2014, are valid.

<http://www.smokefreepartnership.eu/news/item/press-release-sfp-welcomes-european-court-of-justice-ruling-upholding-the-tobacco-products-directive-4>

Press Release 48/16: "The new EU directive on tobacco products is valid," Court of Justice of the European Union, Luxembourg, May 4, 2016.

The extensive standardisation of packaging, the future EU-wide prohibition on menthol cigarettes and the special rules for electronic cigarettes are lawful.

<http://curia.europa.eu/jcms/upload/docs/application/pdf/2016-05/cp160048en.pdf> (English)
<http://curia.europa.eu/jcms/upload/docs/application/pdf/2016-05/cp160048fr.pdf> (French)

"Health Minister launches anti-tobacco plan," Expatica, April 11, 2016.

The Federal Health Minister Maggie De Block (Flemish liberal) has launched her anti-tobacco plan. Ms De Block hopes that the measures contained in her plan will help to bring the percentage of people living in Belgium that smoke under 17% by 2018. Currently 18.3% of those resident in Belgium are regular smokers.

http://www.expatica.com/be/news/Flanders-Health-Minister-launches-anti-tobacco-plan_643440.html

"Imperial Tobacco Canada files legal challenge against New Brunswick menthol ban," CNW, March 24, 2016.

Imperial Tobacco Canada, the country's leading legal tobacco company, has filed a legal challenge against New Brunswick's menthol ban, which took effect on January 1, 2016. "By prohibiting the sale of menthol cigarettes, the Government of New Brunswick has stepped beyond its legislative authority, which leaves us with no other choice than to bring this matter before the courts," said Tamara Gitto, Vice President, Legal and External Affairs at Imperial Tobacco Canada.

<http://www.newswire.ca/news-releases/imperial-tobacco-canada-files-legal-challenge-against-new-brunswick-menthol-ban-573364201.html>

"Federal government moves ahead on plain packaging for cigarettes: Government seeks 'cost-benefit analysis' on plain packaging for cigarettes," Pfeffer, Amanda, CBC News, March 15, 2016.

The federal government is moving forward with its plan to make tobacco companies adopt generic packaging on cigarette packs. Plain packaging featuring standard sizes, neutral fonts and the same dull colour for all brands has already been adopted in Australia, and is about to begin in France, Ireland and the United Kingdom. The Liberal Party platform included a promise to introduce generic packaging in this country, if elected.

<http://www.cbc.ca/news/canada/ottawa/plain-package-cigarette-plan-1.3492992>

"World No Tobacco Day 2016: Get ready for plain packaging," WHO, February 16, 2016.

Plain packaging of tobacco products is an important demand reduction measure. It reduces the attractiveness of tobacco products, restricts use of tobacco packaging as a form of advertising, limits misleading packaging and labelling, and increases the effectiveness of health warnings. For World No Tobacco Day, 31 May 2016, WHO and the Secretariat of the WHO Framework Convention on Tobacco Control are calling on countries to get ready for plain (standardized) packaging of tobacco products.

<http://www.who.int/campaigns/no-tobacco-day/2016/en/>

"La ligne Téléassistance pour fumeurs voit le nombre d'appels qu'elle reçoit monter après l'inclusion de son numéro sans frais sur l'emballage des paquets de cigarettes," CNW, Toronto, February 10, 2016.

Une étude appuyée par la Société canadienne du cancer a révélé une forte hausse du nombre d'appels reçus par la ligne Téléassistance pour fumeurs après que son numéro de téléphone a été inclus sur l'emballage de tous paquets de cigarettes, à la suite d'un règlement fédéral de Santé Canada.

<http://www.newswire.ca/fr/news-releases/la-ligne-teleassistance-pour-fumeurs-voit-le-nombre-dappels-quelle-recoit-monter-apres-linclusion-de-son-numero-sans-frais-sur-lemballage-des-paquets-de-cigarettes-568319241.html>

"Smokers' Helpline Sees Surge in Calls After Toll-Free Number Included on Cigarette Packaging," CNW, Toronto, February 9, 2016.

A study supported by the Canadian Cancer Society has found a major jump in calls to a Smokers' Helpline after its telephone number was included on all packaging for cigarettes, as a result of a federal regulation from Health Canada.

<http://www.newswire.ca/news-releases/smokers-helpline-sees-surge-in-calls-after-toll-free-number-included-on-cigarette-packaging-568160981.html>

"More Smokers Calling for Help Thanks to Package Changes," Aumell, Christian, Talk Radio AM640, February 9, 2016.

A change in cigarette packaging has more smokers calling for help. The federal regulation change pushed ahead by Health Canada in March 2012 required the phone number for the Smokers' Helpline to appear on all cigarette packaging. Since then, monthly calls to the Ontario number have gone up 160%, or about 1,400 calls a month.

<http://www.640toronto.com/syn/107/117063/more-smokers-calling-for-help-thanks-to-package-changes>

"Plain packaging for cigarettes might help dull allure," Teitel, Emma, The Star.com, January 29, 2016.

Prepare to say goodbye to royal blue Belmonts, ruby red Du Mauriers, and burgundy Dunhills. In hopes of curbing national smoking rates, Health Minister Jane Philpott has announced the federal government "will introduce new plain-packaging requirements for tobacco products."

<http://www.thestar.com/news/canada/2016/01/29/plain-packaging-for-cigarettes-might-help-dull-allure-teitel.html>

"Anti-smoking advocates want to force 'end game' in war against tobacco," Quigley, Joseph, CBC News, January 23, 2016.

Although Canadian smoking rates have declined dramatically over the past 50 years, anti-smoking advocates say more federal government support is needed to further the cause.

<http://www.cbc.ca/news/health/end-game-smoking-rates-canada-1.3414199>

"More action needed to address Saskatchewan's high smoking rate," Regina Leader-Post Editorial Board, January 18, 2016.

As Saskatchewan politicians craft their policy platforms for the April 4 provincial vote we trust they'll take note of the federal government's new push to deter smoking.

<http://leaderpost.com/opinion/editorials/more-action-needed-to-address-saskatchewans-high-smoking-rate>

"Liberals can help stub out smoking epidemic," Mahood, Garfield, The Star.com, January 18, 2016.

In his platform, the future prime minister promised to implement plain tobacco packaging, a reform that Big Tobacco has always fought ferociously.

<http://www.thestar.com/opinion/commentary/2016/01/18/liberals-can-help-stub-out-smoking-epidemic.html>

Press Release, Physicians for Smoke-Free Canada, Ottawa, January 18, 2016.

Physicians for a Smoke-Free Canada today welcomed the confirmation that the new government of Canada will be moving forward with regulations to require that cigarettes be sold in plain packaging.

http://www.smoke-free.ca/eng_home/2016/news_press_18_Jan-2016.htm

"Tobacco firms face more limits on cigarette packaging," Kennedy, Mark, *Ottawa Citizen*, January 5, 2016.

The federal government plans to force tobacco companies to sell their cigarettes in packages that lack distinctive brand designs aimed at enticing smokers to buy their product. Prime Minister Justin Trudeau signalled in the mandate letter he recently delivered to Health Minister Jane Philpott that he wants the initiative to be one of her "top priorities."

<http://ottawacitizen.com/news/national/tobacco-firms-face-more-limits-on-cigarette-packaging>

Editorial: "Plain packaging for cigarettes makes sense in Canada and beyond," Montreal Gazette Editorial Board, January 6, 2016.

The federal government's plan to impose plain packaging on cigarettes is a welcome addition to the long list of measures already taken to make smoking unattractive, inconvenient, expensive and socially unacceptable.

<http://montrealgazette.com/opinion/editorials/editorial-plain-packaging-for-cigarettes-makes-sense-in-canada-and-beyond>

"Plain packaging works, Re: Cigarette Packs to Get More Plain," Shatenstein, Stan, National Post, January 6, 2016.

Despite claims to the contrary by Imperial Tobacco Canada spokesman Eric Gagnon, there is a significant amount of evidence showing that the Australian plain packaging policy is working to help reduce smoking rates.

<http://news.nationalpost.com/full-comment/letters-bill-59-is-an-assault-on-free-speech>

"Plain tobacco packaging: a systematic review," Moodie C, Stead M, Bauld L, McNeill A, Angus K, Hinds K, Kwan I, Thomas J, Hastings G, O'Mara-Eves A, Public Health Research Consortium, London, 2012.



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This systematic review outlines findings from 37 studies that provide evidence of the impacts of plain tobacco packaging.

http://www.smoke-free.ca/plain-packaging/documents/2012/UKconsultation/PHRC_006_Final_Report.pdf