The Case for Plain Packaging
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Head of Cancer Prevention

Key Elements of this Presentation
- Why smoking is still a priority for public health
- Why we need plain packaging
- Tobacco industry myths

Smoking Still Main Cause of Premature Death

Of every 1,000 children who become long-term smokers:
- How many murdered? 1
- How many do other road accidents? 6
- How many die from smoking? 500

Tobacco is lethal
Tobacco is the only legally available product which when used as intended
- Kills half of its users!
- 2,300 local people here every year
- That’s 6 local people each and every day
- And many others with ill health and disease
Smoking prevalence

- 9% Professional
- 36% Unskilled manual workers

A Decade of Success
1998 - 2008

- Comprehensive strategy popular and successful
- 2 million fewer smokers in UK
- 75,000 fewer smokers in N.Ireland
- Smoking rates fell in children

BUT

Deprivation and Lung Cancer

<table>
<thead>
<tr>
<th></th>
<th>Cases</th>
<th>Deaths</th>
<th>5-year relative survival</th>
<th>Average Cost per case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Least Deprived</td>
<td>108</td>
<td>95</td>
<td>11.2%</td>
<td>45,764</td>
</tr>
<tr>
<td>Most Deprived</td>
<td>279</td>
<td>249</td>
<td>7.4%</td>
<td>44,871</td>
</tr>
</tbody>
</table>

* Remained after allowance for cell type, stage, co-morbidity
Smoking Life Cycle

- 2,300 smokers die each year and others quit
- They have to be replaced by the tobacco industry
- Two thirds of smokers start before 18 nearly all while still teenagers
- Once started hard to quit

International evidence suggests that removing packs from sight at Point of Sale would reduce adolescents’ exposure in stores by as much as 83%. It would also help adults to quit.

When will our 2009 Legislation be implemented?
**Where do our 11-16 years olds get cigarettes from?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
<th>Percent of Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy them from the supermarket</td>
<td>44</td>
<td>19.1</td>
</tr>
<tr>
<td>I buy them from the newsagent, tobacconist or sweet shop</td>
<td>118</td>
<td>51.1</td>
</tr>
<tr>
<td>I buy them from a garage shop</td>
<td>56</td>
<td>24.0</td>
</tr>
</tbody>
</table>

**Young Persons’ Behaviour & Attitudes Survey 2010**

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>122</td>
<td>3.4</td>
<td>70.6</td>
</tr>
<tr>
<td>No</td>
<td>51</td>
<td>1.4</td>
<td>29.4</td>
</tr>
<tr>
<td>Total</td>
<td>173</td>
<td>4.9</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Importance of the Pack

• Smokers are brand loyal
• Brand imagery is much more important to the young who’ve not yet started smoking
• New, young smokers are the primary target of industry marketing.

Less Attractive

• Since the advertising ban in 2003, packaging increasingly used to recruit youth smokers
• Children are attracted by brands and are often more brand aware than adults

Plain Packs – Less attractive especially to the young

Peer reviewed research findings:
• Children are attracted by brands and are often more brand aware than adults
• Young people rate PP as significantly less attractive and appealing than current packs

Strengthen Impact of Health Warnings

Peer reviewed research findings:
• Brand visuals lessen the impact of health warning messages.
• Reducing the extent of branding on cigarette packaging increases the effect of health warnings
• Plain packs (with large warnings) significantly more likely to lead to behaviours associated with quitting.
Make the Packs Less Misleading

Peer reviewed research findings:

- Light and mild descriptors banned in 2003 but adults and young people still rate silver and gold packs as lower tar and lower health risk
- Plain packs significantly reduce false beliefs about health risk and ease of quitting.

Australian Plain Packs

- Only branding product name in standard font and colour
- Contents will be standard shape, size and colour
- Large picture warnings front and back
- Tax stamps remain
- All packs have quitline number and website.

YouGov Survey March 2012

Do you support or oppose Plain Packs?

<table>
<thead>
<tr>
<th></th>
<th>UK</th>
<th>N. Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Oppose</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

“No sir, nicotine is not addictive!”
Big 5 Tobacco CEO’s to US Congress 1994

Fact Not Fiction
The truth behind the industry myths

- Is there evidence it will work? YES
- Will it increase smuggling? NO
- Is it legal? YES
- Does the public support it? YES
- Will it make life difficult for retailers? NO

For all the arguments – see SFAC briefing at: http://www.smokefreedaction.org.uk/plain-packaging.html
Contact Details

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More information can be found on our website
www.cancerfocusni.org

and sign up to Plain Packs Protect
http://www.plainpacksprotects.co.uk/truth.aspx

Belfast 1992

STOP THE KILLING

• http://action.cancerresearchuk.org/eo-action/action?ea.client.id=149&ea.campaign.id=13114