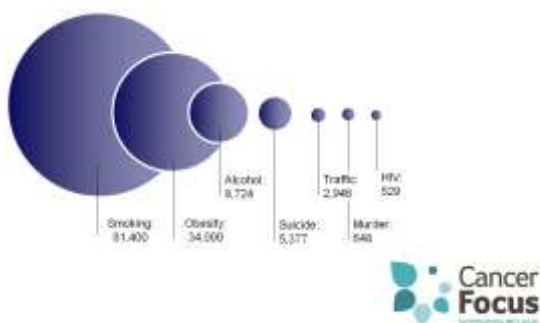


Key Elements of this Presentation

- 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 die from 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**



Table 2: Estimated Number of Hospital Admissions Attributable to Smoking in Northern Ireland - 2010/11

Reason for hospital admission	Male	Female
Lung cancer	2,064	1,163
Other cancers	2,173	527
Chronic Obstructive Lung Disease	1,884	2,229
Pneumonia	603	497
Ischaemic Heart Disease	2,728	841
Cerebrovascular Disease	575	440
Aortic Aneurysm	204	67
Other Circulatory Diseases	16	6
Stomach / Duodenal Ulcer	264	273
Total Admissions	10,532	6,064

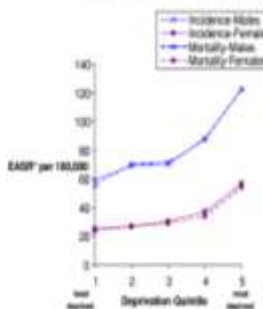
*Attributable admissions for 10 four cases submitted to the Health Development Agency in England



Smoking prevalence

- 9% Professional
- 36% Unskilled manual workers

Figure 3 Lung cancer incidence and mortality by deprivation quintile*



Deprivation and Lung Cancer

	Cases	Deaths	5-year relative survival	Average* Costs per case
Least Deprived	100	95	11.2%	£5,764
Most Deprived	279	249	7.4%	£4,871

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



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

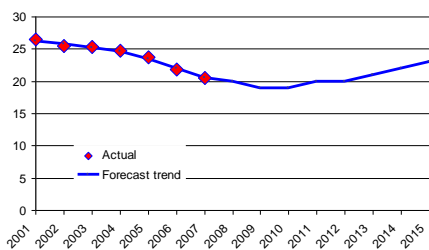
BUT



Prevalence of smoking Great Britain



If Pressure Not Kept Up



NI Adult Smoking Prevalence (%)

Gender	1983	1991	1993	1997	2001	2005	2008	2010	2011
Males	39	33	31	31	26	27	23	24	25
Female	29	31	29	27	28	25	23	24	23
All	33	32	30	29	27	26	23	24	24



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



NI Adult Smoking Prevalence (%)

1983	2011	DHSSPS Tobacco Strategy target for 2020
33	24	15

- That's a 1% drop every year
- Since 1983 we've had 0.3% drop
- No drop at all in last 4-5 years
- How will we do it?



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?

- USA 20% (2007)
- Australia 18% (2004)
•New South Wales 15.8% (2010)
- Canada 17% (2010)
•British Columbia 14%



Where do our 11-16 years olds get cigarettes from? NISRA

	Count	Percent of Cases
I buy them from the supermarket	44	19.1
I buy them from the newsagent, tobacconist or sweet shop	118	51.1
I buy them from a garage shop	56	24.0



Young Persons' Behaviour & Attitudes Survey 2010 NISRA

H7. Would you like to give up smoking cigarettes altogether

		Frequency	Percent	Valid Percent
Valid	Yes	122	3.4	70.6
	No	51	1.4	29.4
	Total	173	4.9	100.0



Importance of the Pack



Importance of the Pack

Popular brands with children



Importance of the Pack



Designed to attract young women



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?

UK

62% Support

11% Oppose

N. Ireland

64% Support

11% Oppose



"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.smokefreeaction.org.uk/plain-packaging.html>



Contact Details

Gerry McElwee, Head of Cancer Prevention
028 9066 3281
gerrymcelwee@cancerfocusni.org

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>

• http://action.cancerresearchuk.org/ea-action/action?ea_client_id=149&ea_campaign_id=13114



Belfast 1992



Belfast 1992

