



INTERNATIONAL CONFERENCE  
ON PUBLIC HEALTH PRIORITIES  
IN THE 21st CENTURY

NEW DELHI, INDIA

September 10-12, 2013



# Adding leadership to plain packaging



**ASPIRE2025**

Richard Edwards  
Department of Public Health  
University of Otago, Wellington

[www.aspire2025.org.nz](http://www.aspire2025.org.nz)

<http://smokefree.org.nz/smokefree-2025>  
[richard.edwards@otago.ac.nz](mailto:richard.edwards@otago.ac.nz)

# Outline

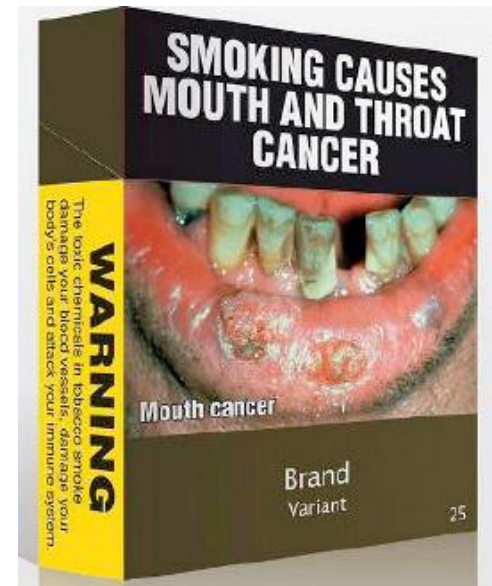
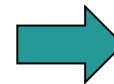
---

Leadership in plain packaging

Plain packaging leadership in NZ?

NZ research developments

Leadership in tobacco control



# Leadership in tobacco control

---

- Visionaries and 'spark plugs'
- Strategists/doers
- Statespersons
- Communicators
- Movement builders
- Evidence/science builders

Adapted from: Strategy planning for tobacco control movement building (ACS/UICC)

# Plain packaging in New Zealand

---

- May 1989: NZ Dept of Health (Toxic Services Board) report: "Health or tobacco: an end to tobacco advertising

"To manage this, Cabinet has decided that the Government will wait and see what happens with Australia's legal cases, making it a possibility that if necessary, enactment of New Zealand legislation and/or regulations could be delayed pending those outcomes."

this year."

n plain  
gin  
h will  
lth  
end of

# Leadership in New Zealand

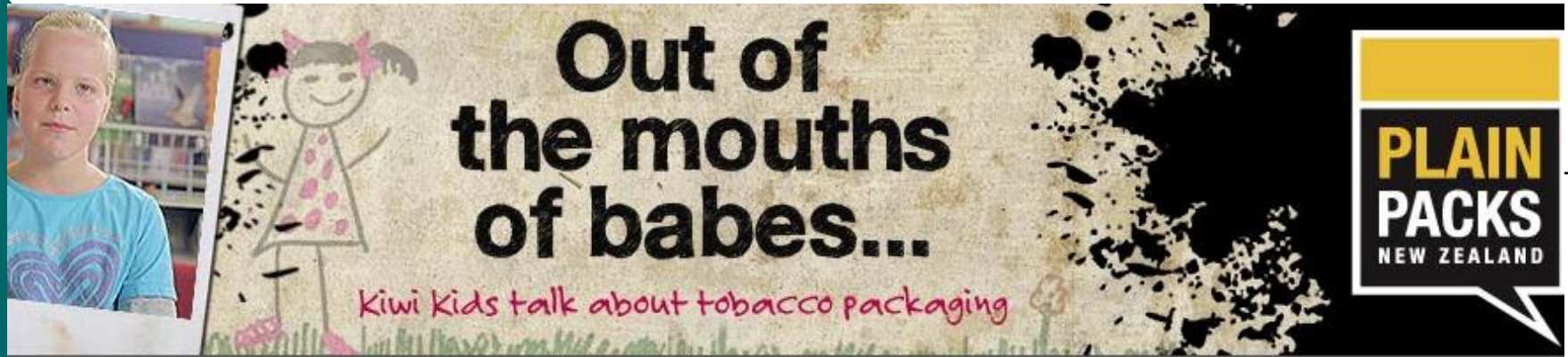
---

- Political
- NGO/Health sector
- Research



**Smokefree Aotearoa 2025**  
**Next Steps Action Plan**  
2013 -2015





UNPACKING THE INDUSTRY    PROTECT OUR KIDS    THE EVIDENCE    TAKE ACTION

## PROTECT OUR CHILDREN - SUPPORT PLAIN PACKS

### WAI TE MOKOPUNA

Tobacco packs are a powerful marketing tool that attract young people - especially Māori. Whilst unbranding cigarette packs won't stop everyone from smoking, it will give our kids one less reason to start.

The New Zealand government intends to introduce plain packaging to all tobacco products in Aotearoa within the next 18 months so be sure to visit the **TAKE ACTION** page to find out how you can continue to lend your voice to this campaign.

Use the navigation menu to navigate through this site to look at evidence on the impact of tobacco packaging.



<http://www.plainpacks.org.nz/>

# NZ Research on plain packaging

---

- Early research- Beede and Lawson (1991)
- NZ ITC study
  - 39% support 52% oppose mandatory plain packaging (2008 survey)
- HSC Health and Lifestyle Study (2010)
  - 54% support for plain packaging (22% opposed), 32% of smokers (41% opposed)

# NZ Research on plain packaging

---

Hoek et al (ASPIRE 2025), 2010->

- Qualitative studies investigating responses to plain packs (identity creation and communication)
- Interaction of GHW size and branding elements with choice of packs among 18-30 years smokers
- Views of adults and 14-15 year olds about plain packaging
- Qualitative work investigating response to dissuasive sticks
- Investigation of impact of new GHWs messages



# Plain packaging loses appeal – qualitative studies with young adults

---

## Young adults' responses to plain packs

- Reduces product appeal

*"There's just **nothing attractive** with it; there **isn't a cool colour**, there **isn't any kind of marking that would grab you**"*

- Undermines aspirational attributes

*"that **just doesn't look trendy at all**... you're **not... flying in the face of convention**, rebel; like - cancer, whatever, pfff... with that, **it's just budget.. it's like lame**"*

# Plain packaging loses appeal

---

## ○ Plain packs destroy mystique

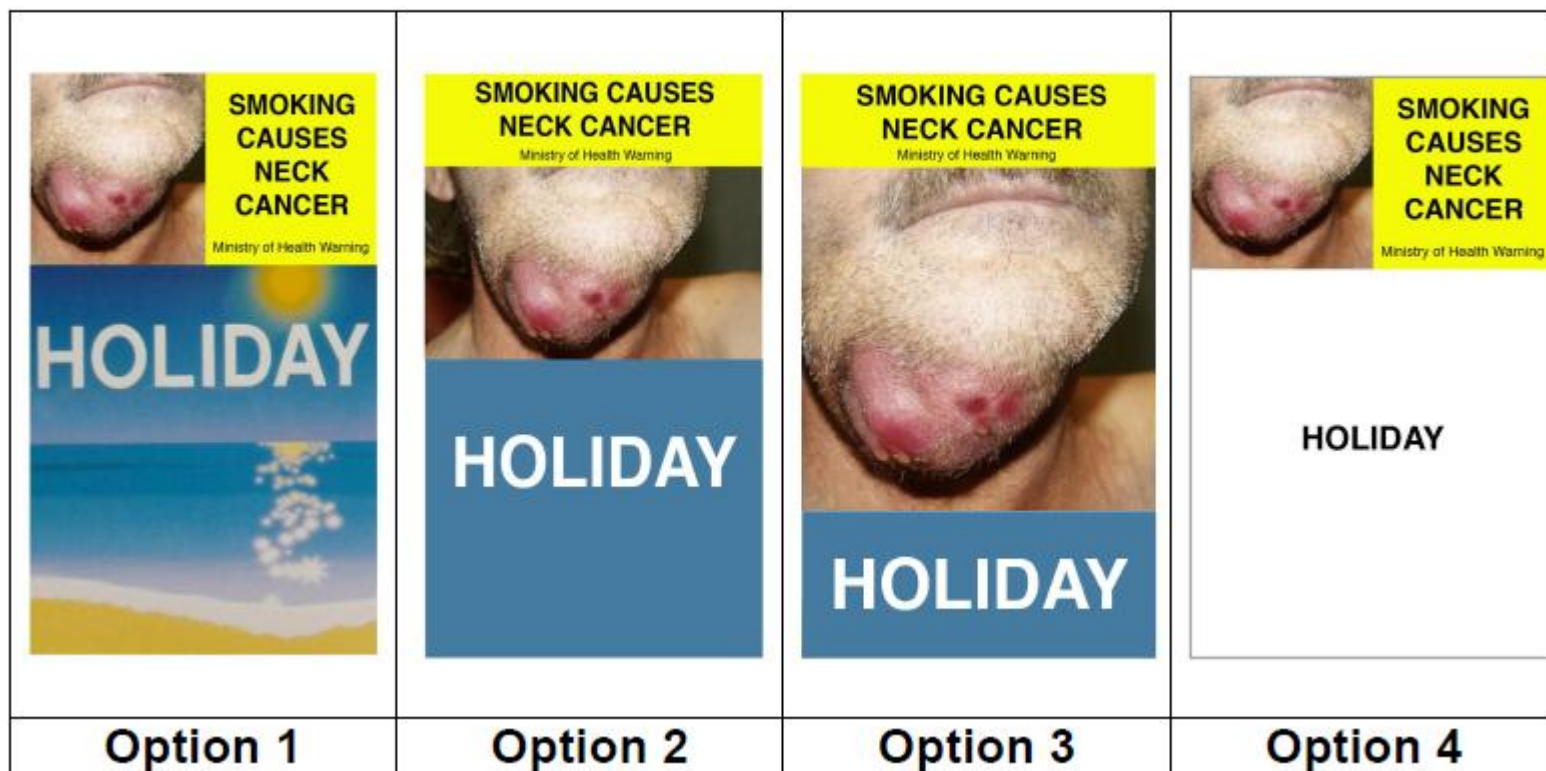
*"It looks so boring and ... you sort of **see the cigarette for what it is...** They **just look kind of very plain and filthy sorts of things**"*

## ○ Smokers' identity diminished

*"It **loses that whole alternative explanation for being, like looking trendy or cool, 'cause it's so white...it just presents you as 'I'm smoking because I'm addicted**"*

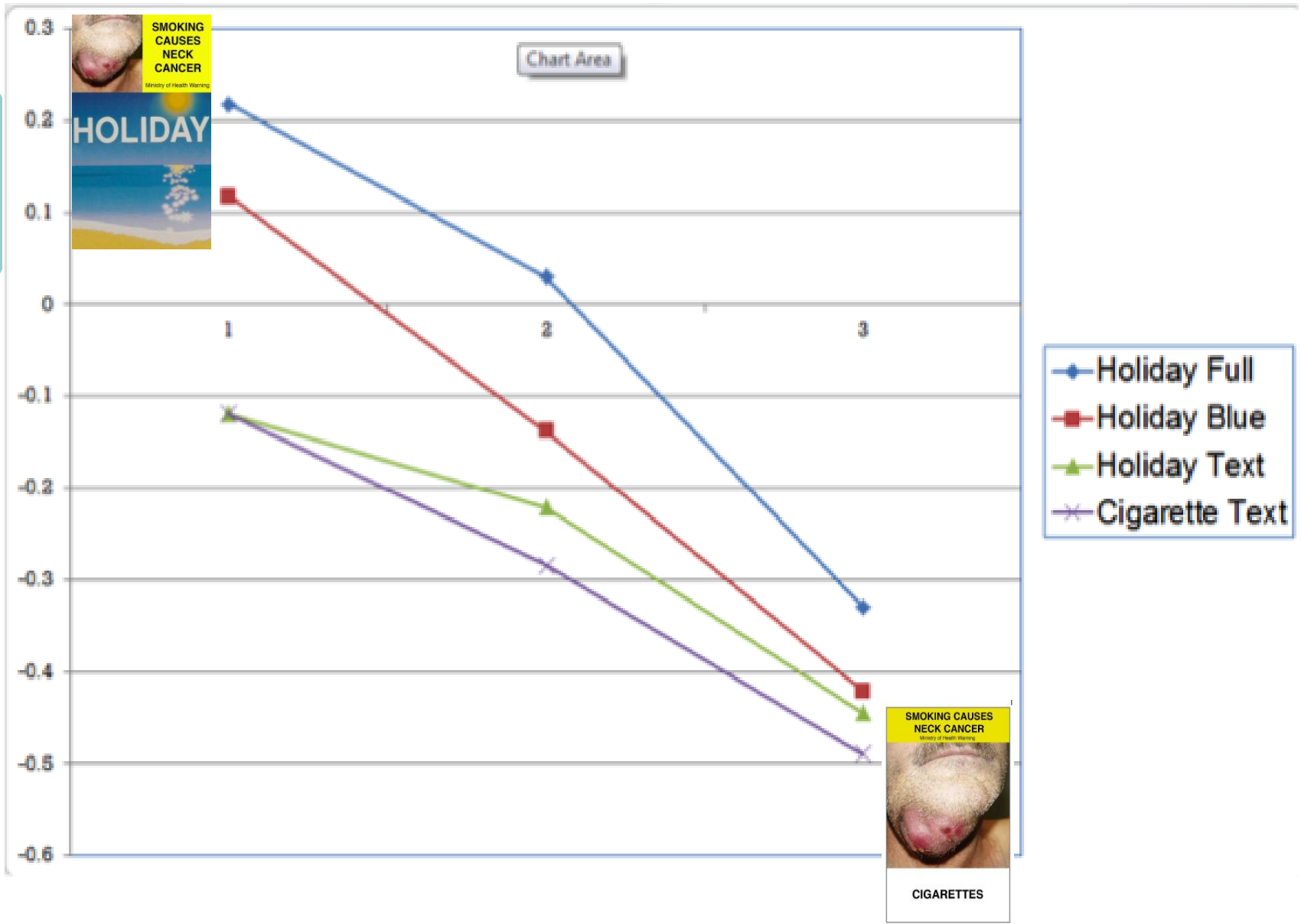
# Plain packaging loses appeal – choice experiments

## CARD B



Hoek, J., et al. (2011). Effects of dissuasive packaging on young adult smokers. *Tobacco Control* **20**(3): 183-188.

# Plain packaging loses appeal

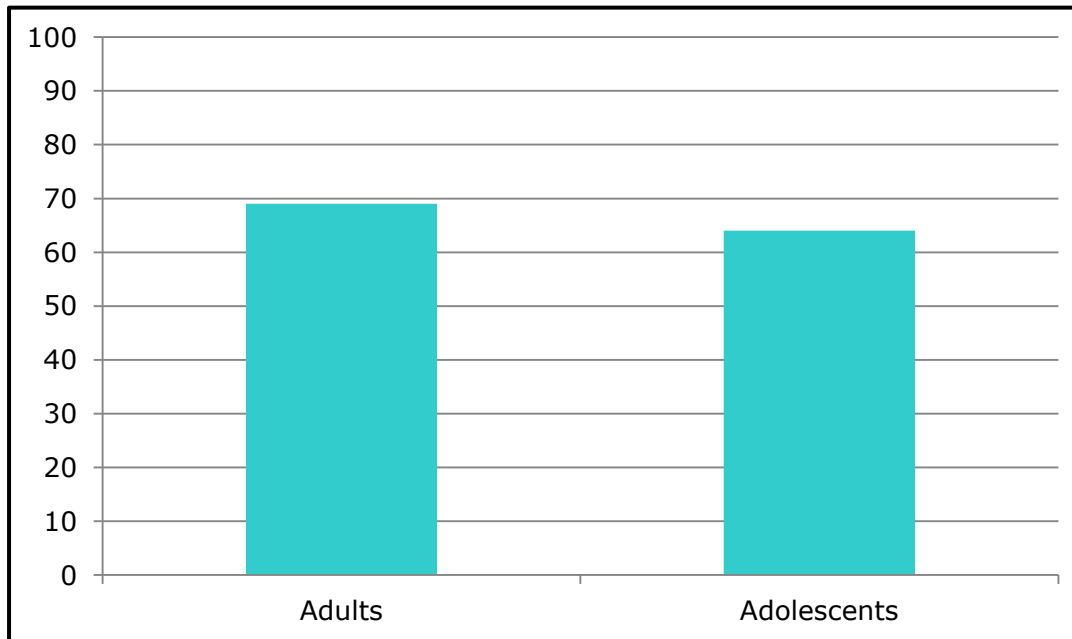


# Does plain packaging have any appeal?

---

**YES!**

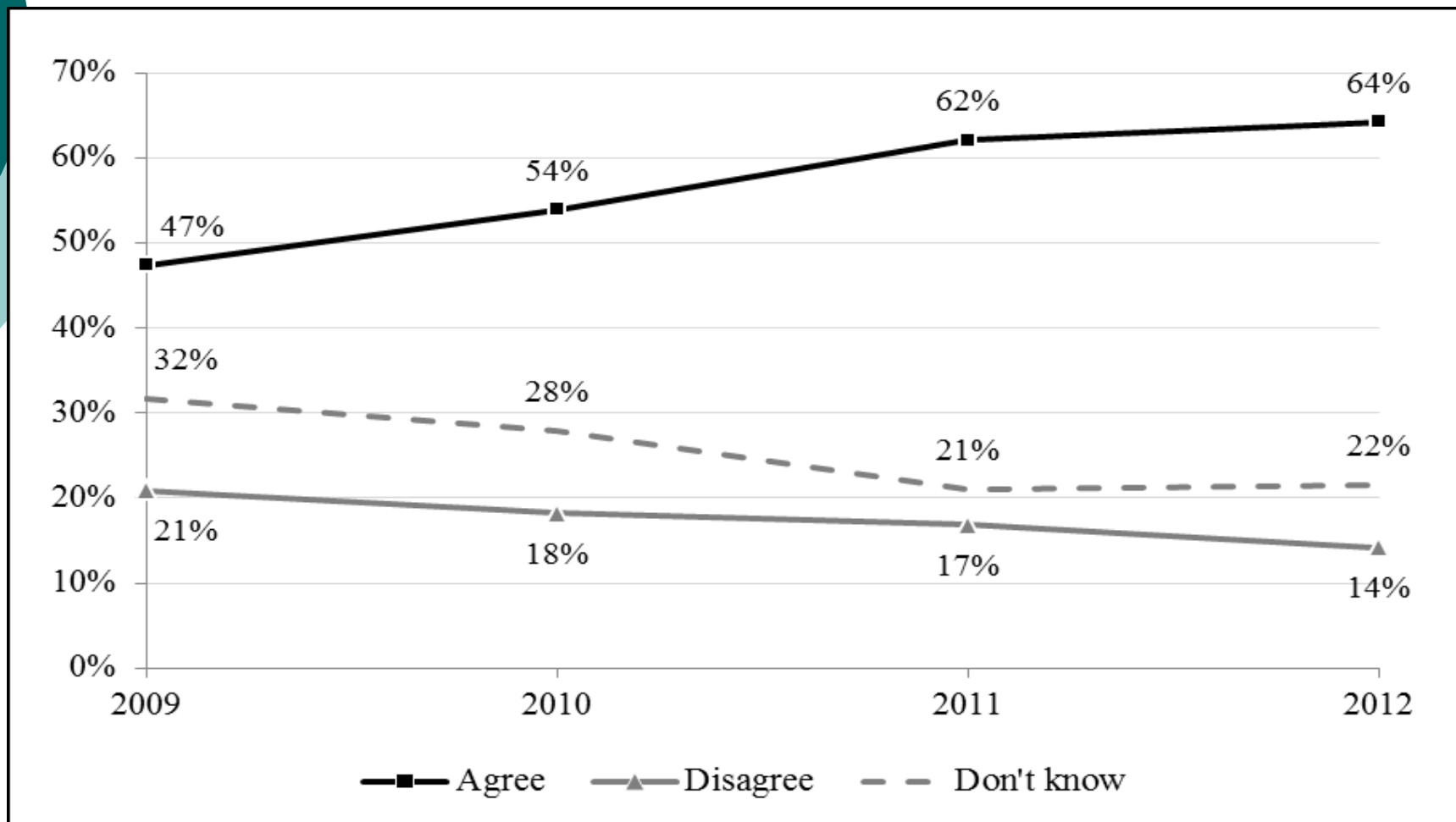
- Very strong support for plain packaging policy



Hoek, J., et al. (2012). Strong public support for plain packaging of tobacco products. Australian and New Zealand Journal of Public Health 36(5): 405-407.

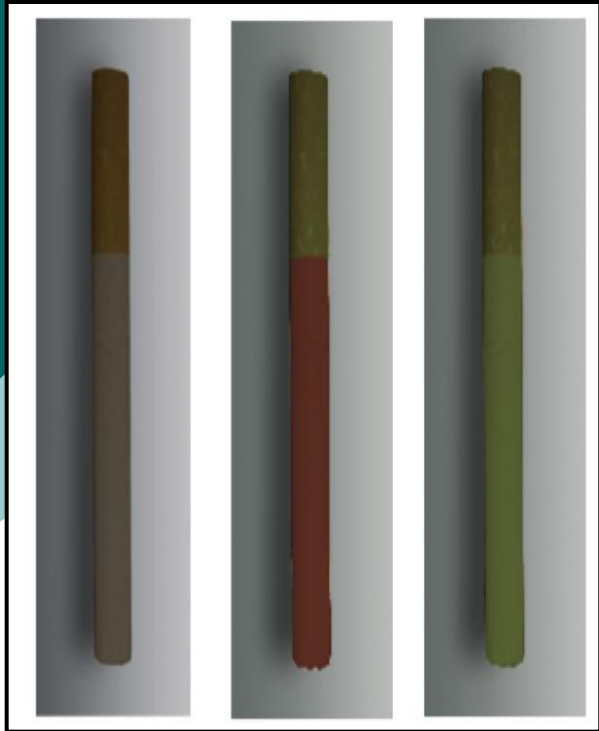
Hoek et al. In press NZMJ 2013

# Support for Plain Packaging Among 14 and 15 Year Olds: 2009-2012 (ASH Year 10 survey)



Hoek et al. In press NZMJ 2013

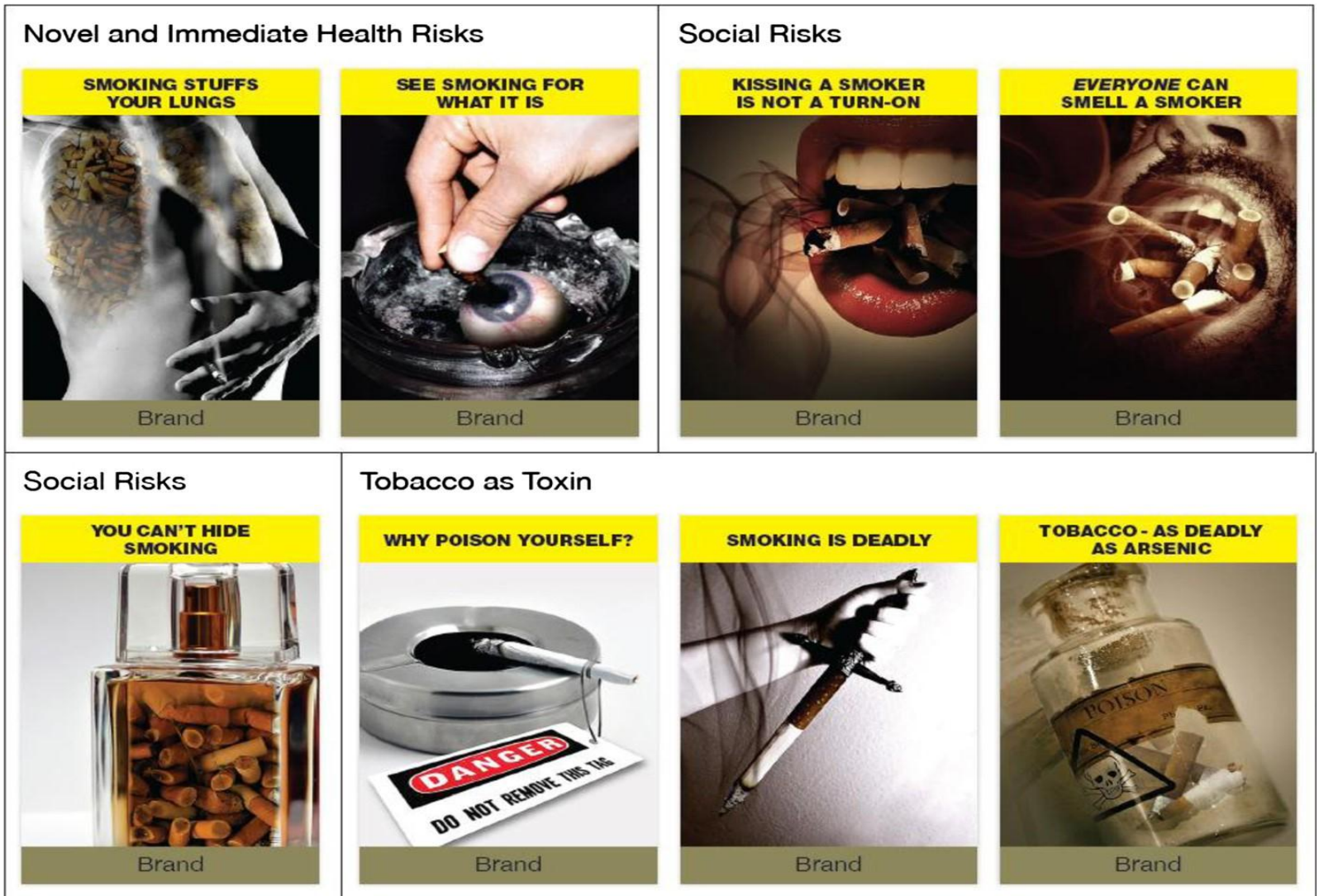
# Future work – plain sticks?



*"If I saw someone smoking these and I was just a social smoker, then it'd probably remind me how dirty it was and maybe I would have been able to stop a lot earlier ... I wish they had brought it in... they would have made me stop."*

Hoek, J., et al. (2012). The Next Step? Smokers' Interpretations of Dissuasive Cigarette Sticks. International Non-Profit and Social Marketing Conference.

# Investigating warnings that are more salient to young adults



Hoek, J., et al. (2013). A qualitative exploration of young adult smokers' responses to novel tobacco warnings. *BMC Public Health* **13**(609).



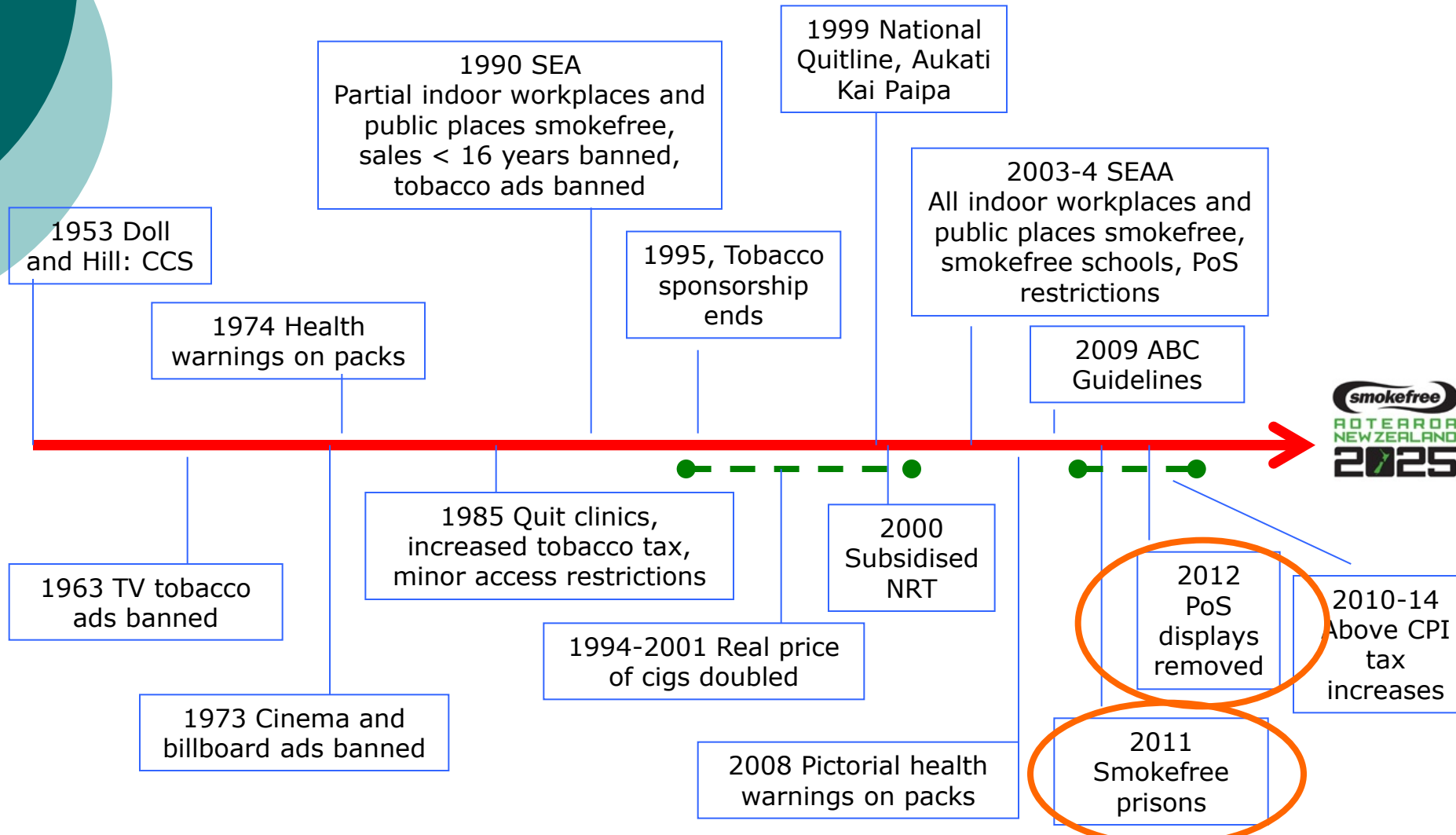
# Leadership in tobacco control

---

- Visionaries and 'spark plugs'
- Strategists/doers
- Statespersons
- Communicators
- Movement builders
- Evidence/science builders

Adapted from: Strategy planning for tobacco control movement building (ACS/UICC)

# NZ Tobacco Control landmarks



# Concluding comments

---

- Many ways to add leadership to plain packaging
- Australia demonstrating most of them
- Countries as well as individuals and organisations need to demonstrate different facets of leadership in tobacco control

---

**Kia ora**  
**Thank you**

[richard.edwards@otago.ac.nz](mailto:richard.edwards@otago.ac.nz)