

Tobacco warning labels and plain packaging: How can we make them even more effective?

Challenging tobacco warning labels confront smokers every time they light up a cigarette. A small number of countries, including the UK and recently, New Zealand, have now introduced plain packaging, which means the warnings are even more prominent.

Dr Maynard's work offers a new perspective on health warnings. She uses a range of experimental techniques, including eye-tracking, EEG and randomised controlled trials to answer questions such as:

- What are the mechanisms through which warnings and plain packaging impact smoking attitudes and behaviour?
- How can warning labels be made even more effective?
- Can these approaches to communicating risky behaviour be used for other harmful products, such as alcohol?

In this seminar Dr Maynard will provide insights into how we can enhance the effectiveness of tobacco packaging and apply the same principles to other products posing health risks.

Keynote speaker: Dr Olivia Maynard



Olivia Maynard is a Research Fellow at the University of Bristol. Her research on plain packaging contributed to UK and worldwide policy debates on this issue and in 2014 she was awarded an ESRC Outstanding Engagement Award.

In late 2017, Olivia was awarded a Parliamentary Academic Fellowship to work in the Parliamentary Office of Science and Technology (POST) to research issues related to tobacco smoking, and tobacco control policies

Seminar Schedule

3.15pm Coffee/Tea

3.30pm Welcome

3.35pm Keynote address

4.15pm Questions & discussion

HOW TO REGISTER

To register, please email aspire2025@otago.ac.nz by Monday 9 April.

NOTE: This seminar is also available by web-conference. Please email ASPIRE2025 for details.

ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.