



Cigarette Packaging (Including Plain Packaging)

A Selected Bibliography from the Tobacco Control Reference Catalogue

May 2010

(2006). Tobacco Labelling Resource Centre [home page]. from http://www.igloo.org/tobacco_labelling.

The aim of this website, developed by David Hammond and Geoffrey T. Fong of the University of Waterloo, Waterloo, Ontario, is to promote effective, evidence-based tobacco packaging and labelling policies.

Cancer Council Australia (4/2010). Cigarette pack plain packaging materials. from

http://www.cancer.org.au/Newsmedia/Cigarette_plain_packaging_materials.htm.

Presents four downloadable high resolution images of cigarette pack plain packaging as advocated by tobacco control organizations. The Australian government is committed to phasing out glossy branded tobacco packaging by 2012.

Cunningham, R. and K. Kyle (1995). "The case for plain packaging." Tobacco control. 4(1): 80-86. <http://tobaccocontrol.bmj.com/cgi/reprint/4/1/80>

Plain packaging requires removing all appealing aspects of cigarette packages, to be replaced with a standard colour, size, brand name, materials, and opening method. This article responds to arguments made against plain packaging by the tobacco industry, how plain packaging would be helpful to tobacco control, and including reasons why this would decrease cigarette consumption.

Framework Convention Alliance (FCA) (2007). Briefing paper : guidelines on Article 11 (packaging and labelling of tobacco products). Geneva: The Alliance.

<http://www.fctc.org/dmdocuments/fca-2007-cop-article11-cop2-briefing-en.pdf>

Recommendation - Background - The need for guidelines on Article 11 as a matter of priority - What guidelines on Article 11 might include - Civil society participation in the development of guidelines - Further information - Annex.

Framework Convention Alliance (FCA) (2008). Plain packaging of tobacco products. Geneva: Framework Convention Alliance.

http://www.fctc.org/index.php?option=com_content&view=article&id=238:cop-3-fact-sheet-plain-packaging&catid=118:packaging-and-labelling&Itemid=62

Tobacco packs should be regulated and required to be sold in "plain packaging". Plain packaging would curb the use of the pack as a promotional vehicle, increase the effectiveness of health warnings and reduce the tobacco industry's ability to create misleading and deceptive packaging.

Freeman, B., S. Chapman, et al. (2008). "The case for the plain packaging of tobacco products." Addiction. 103(4): 580-590.

<http://tobacco.health.usyd.edu.au/assets/pdfs/publications/generic-addiction-article.pdf>

Reviews the literature and tobacco industry documents on the possible impact of plain packaging on tobacco advertising. Plain packaging would remove a significant ability of the tobacco industry to advertise its product to people who smoke and who do not smoke. The Framework Convention on Tobacco Control (FCTC) should include cigarette packaging as tobacco advertising.

Germain, D., M. A. Wakefield, et al. (2010). "Adolescents' perceptions of cigarette brand image : does plain packaging make a difference?" Journal of adolescent health. 46(4): 385-392.

<http://dx.doi.org/10.1016/j.jadohealth.2009.08.009>

Examines the effect of plain packaging on adolescents' perceptions of cigarette packs, attributes of smokers, and expectations of cigarette taste, and identifies the effect of increasing the size of pictorial health warnings on appraisal of plain packs. Findings suggest that removing brand information from cigarette packs is likely to reduce positive cigarette brand image associations among adolescents.

Hammond, D. (2007). Tobacco labelling and packaging : a review of evidence.

Waterloo, Ont.: University of Waterloo.

http://www.tobaccolabels.ca/download/factsheet/article_?action&data=flashpaper&attachment=0

Preface - Executive summary - Background: the package - Health warning labels - Constituents and emission labelling - Prohibitions on misleading information - References.

Hammond, D., M. Dockrell, et al. (2009). "Cigarette pack design and perceptions of risk among UK adults and youth." European journal of public health. 19(6):

631-637. <http://dx.doi.org/10.1093/eurpub/ckp122>

Examined consumer perceptions of cigarette packs in the United Kingdom, including perceptions of "plain packaging", in which colour and other design elements are removed, while retaining the brand name. 516 adult smokers and 806 youth aged 11–17 participated in an online survey.

Hammond, D. and C. Parkinson (2009). "The impact of cigarette package design on perceptions of risk." Journal of public health (Oxford). 31(3): 345-353.

<http://dx.doi.org/10.1093/pubmed/fdp066>

In this Canadian mall-intercept study, participants viewed pairs of cigarette packages that were different by one feature and rated them on perceived taste, tar delivery, and health risk. Participants were significantly more likely to rate packages with "light", "mild", "smooth" and "silver" as

having a smoother taste, delivering less tar, and having a reduced health risk than brands with descriptions of “regular” and “full flavour”.

John, G. A. (1994). "De-facing" brands are darkening horizons." Tobacco international. 20-24. <http://legacy.library.ucsf.edu/tid/pxd28a99>

This article, from a tobacco industry journal, discusses the impact of a report from the Center for Behavioral Research in Cancer (CBRC) in Australia, which recommends additional health warnings and changes to cigarette packaging. Australian tobacco industry groups and cigarette manufacturers believe that adopting these policies will have a significant effect on trademarks and cigarette packs.

Moodie, C., G. Hastings, et al. (2009). A brief review of plain packaging research for tobacco products. Stirling, Scotland: Institute for Social Marketing, University of Stirling; Open University.

http://www.ctcr.stir.ac.uk/pdf_docs/Review%20of%20Plain%20Packaging.pdf
Introduction - Health warnings, pack as promotion and pack as deception -
Early plain packaging research - Recent plain packaging research -
Summary and conclusions - References.

Physicians for a Smoke-Free Canada (8/ 2009). Plain packaging : resources to support standardized generic packaging of tobacco products. from

<http://www.smoke-free.ca/plain-packaging/default.htm>.

Presents documents and resources related to the plain packaging of tobacco products, including the history, research and policy context for plain packaging. Includes a timeline of events related to plain packaging.

Thibodeau, M. and J. Martin (2000). Smoke gets in your eyes : branding, and design in cigarette packaging. New York : Abbeville Press.

<http://www.abbeville.com/bookpage.asp?isbn=0789206404>

This compendium presents more than 300 cigarette packs showing how designers have used words and pictures and eye-catching graphic design to make smoking irresistible. Michael Thibodeau is a graphic designer and brand identity consultant, as well as an avid accumulator of cigarette ephemera.

Wakefield, M., C. Morley, et al. (2002). "The cigarette pack as image : new evidence from tobacco industry documents." Tobacco control. 11(Suppl 1) : i73-i80. http://dx.doi.org/10.1136/tc.11.suppl_1.i73

Cigarette packaging plays an important role in advertising and communicating a brand's image. Industry research is conducted to ensure that packaging appeals to specific groups such as women and young adults. Industry documents also demonstrated the strategies used in cigarette packaging to advertise light and mild cigarettes.