

The 5 Ws of Plain and Standardized Tobacco Packaging

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Canadian Cancer Society



Webinar, Clean Air Coalition of BC

June 7, 2016

GET READY FOR PLAIN PACKAGING

World No Tobacco Day



- Reduce attractiveness of tobacco packaging
- Eliminate tobacco advertising and promotion
- Limit deceptive tobacco packaging
- Increase effectiveness of tobacco health warnings

World No Tobacco Day, May 31, 2016



**WHO Director-
General Dr
Margaret Chan**

“Strip back the glamour and glossy packaging that contain tobacco products, and what is left? A product that kills almost 6 million people every year. Tobacco packaging is a form of advertising and promotion that often misleads consumers and serves to hide the deadly reality of tobacco use. ... plain packaging works.”

World No Tobacco Day, May 31, 2016



**UN Secretary-
General Ban
Ki-moon**

“the United Nations is lending its support to one simple measure with proven effectiveness in reducing demand: the plain packaging of tobacco products. ... Plain packaging reduces the attractiveness of tobacco products, restricts tobacco advertising and promotion, limits misleading labeling, and increases the effectiveness of health warnings. On this World No Tobacco Day, I call on Governments around the world to get ready for plain packaging.” ⁴

Global Momentum

- UK, France – May 20, 2016
- Ireland – awaiting commencement date
- Under consideration: Norway, Hungary, New Zealand, Canada, Belgium, Singapore, Sweden, Finland, South Africa
- included in international guidelines under WHO Framework Convention on Tobacco Control

World No Tobacco Day, May 31, 2016

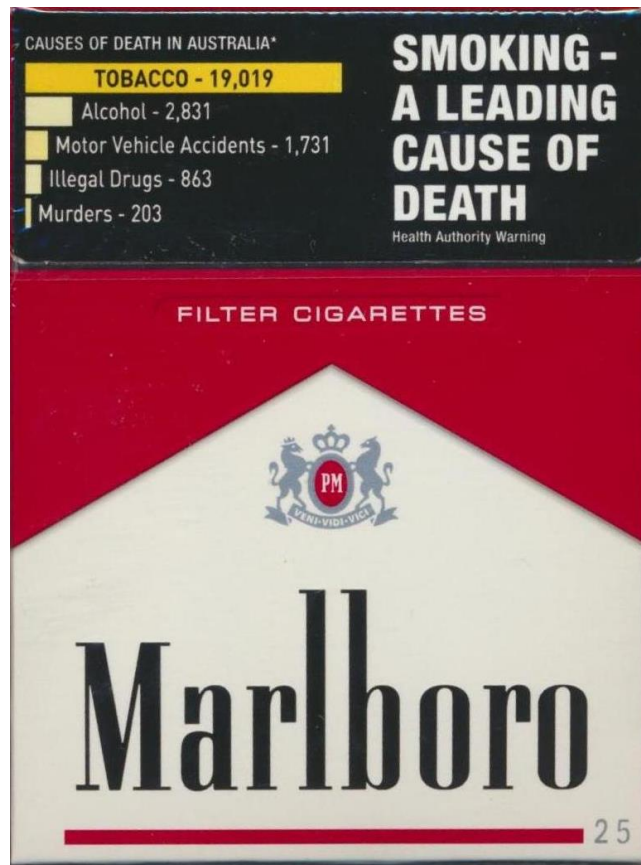


New Zealand Health Minister (left)

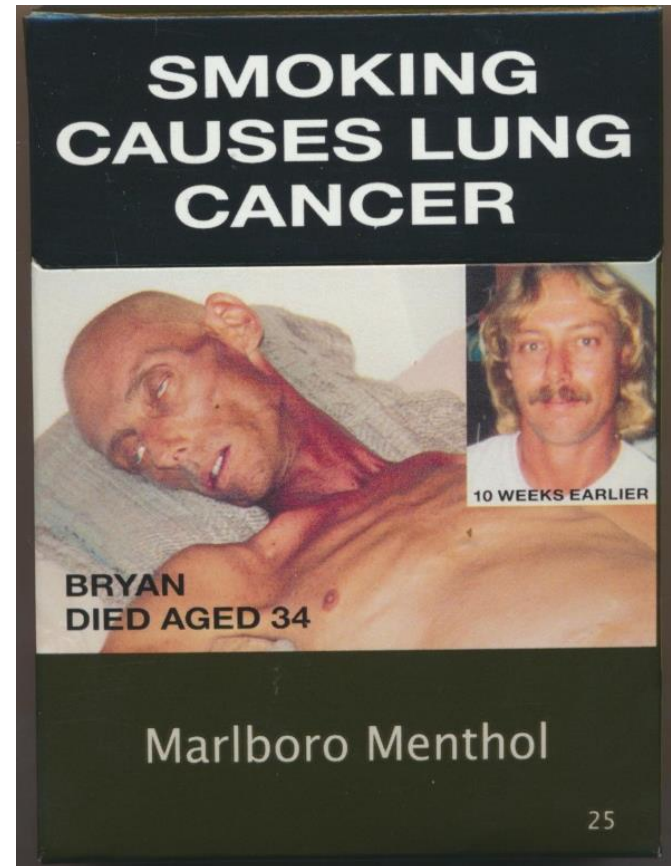


Norwegian Health Minister

Plain packaging – Dec. 1, 2012

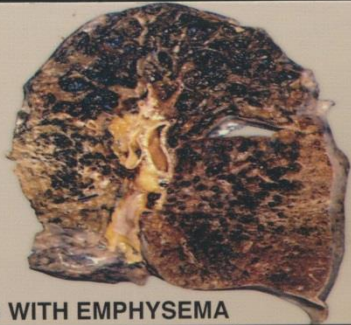


Before



After

SMOKING CAUSES EMPHYSEMA



LUNG WITH EMPHYSEMA

Benson & Hedges

Smooth

25

SMOKING HARMS UNBORN BABIES



Dunhill

Blonde Blend

25

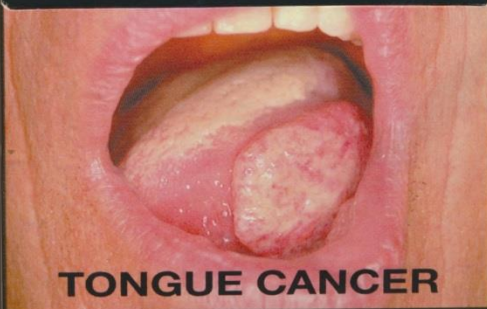
SMOKING CAUSES PERIPHERAL VASCULAR DISEASE



Marlboro Gold

25

SMOKING CAUSES MOUTH CANCER

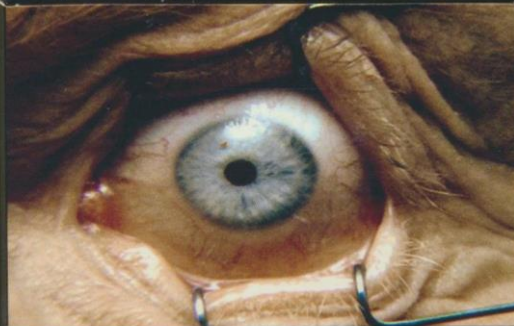


TONGUE CANCER

Marlboro Gold

25

SMOKING CAUSES BLINDNESS



Dunhill

Blonde Blend

25

SMOKING CAUSES LUNG CANCER



BRYAN
DIED AGED 34

10 WEEKS EARLIER

Marlboro Menthol

25



Cigarillo/ small cigar tin



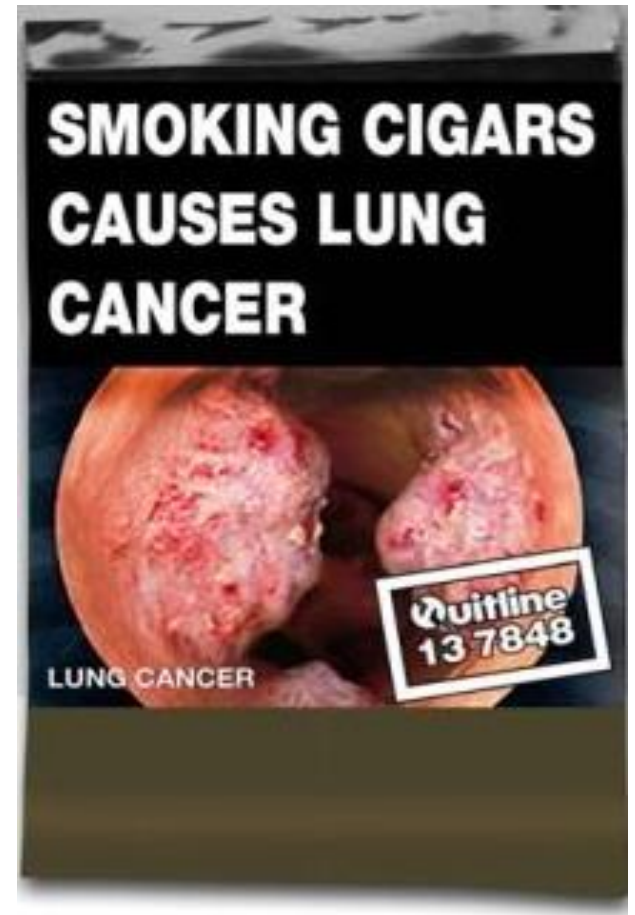
RYO tobacco pouch



Tube for single sale cigar



Bag for multiple cigars





House of Commons
Canada

Towards zero consumption

Generic packaging
of tobacco products



Standing Committee on Health
The Hon. Roger Simmons, P.C., M.P.
Chairman

June 1994

1994



Mandate Letter

Nov. 13, 2015



MINISTER OF HEALTH MANDATE LETTER

Office of the
Prime Minister



Cabinet du
Premier ministre

Ottawa, Canada K1A 0A2

Included as a “top priority”:

“Introduce plain packaging requirements for tobacco products, similar to those in Australia and the United Kingdom.”

Implementation in Canada

- Can be done by regulation under federal Tobacco Act
- Process includes consultation



May 31, 2016





May 31, 2016

**CONSULTATION ON
“PLAIN AND STANDARDIZED PACKAGING”
FOR TOBACCO PRODUCTS**

POTENTIAL MEASURES FOR REGULATING THE
APPEARANCE, SHAPE AND SIZE OF TOBACCO
PACKAGES AND OF TOBACCO PRODUCTS

**DOCUMENT FOR CONSULTATION
MAY 2016**



Plain Pack Mockups for Canada



2001



2012



WARNING

Smoking in the car hurts more than just you.

Having the windows open does not protect passengers from the over 70 cancer causing chemicals in tobacco smoke.

You have the will. There is a way.

1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

CANADIAN CLASSICS SILVER

25 CIGARETTES



"Look at the power of the cigarette... Remember this face and that smoking killed me."

Barb Tarbox died at 42 of lung cancer caused by cigarettes.

You can quit. We can help.

1-866-366-3667
gosmokefree.gc.ca/quit

© The Edmonton Journal
 Health Canada

CANADIAN CLASSICS SILVER

25 CIGARETTES



"Just breathing is torture."

"Smoking caused my lungs to collapse four times before I was diagnosed with emphysema at 42. Without my oxygen tank, it feels like I'm breathing through a straw."
 - Lena

Need help to quit?

1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

CANADIAN CLASSICS SILVER

25 CIGARETTES



WARNING

Cigarettes are a major cause of heart disease.

Smokers are up to 4 times more likely to develop heart disease than non-smokers.

You can quit. We can help.

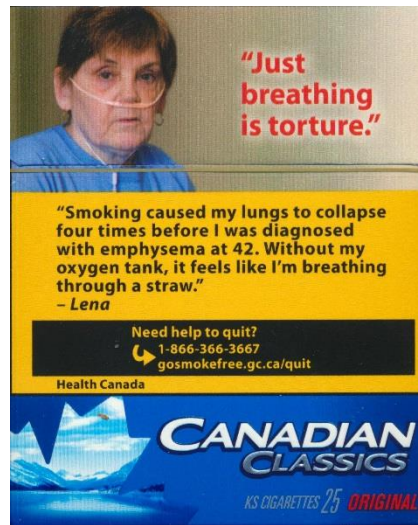
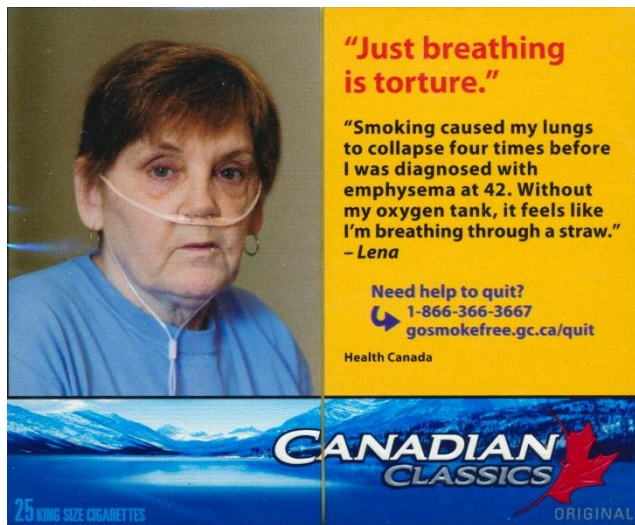
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Health Canada

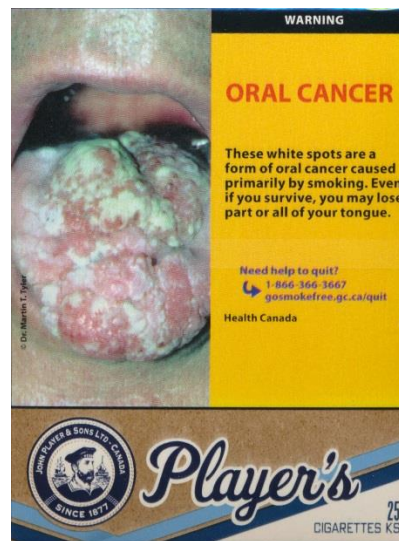
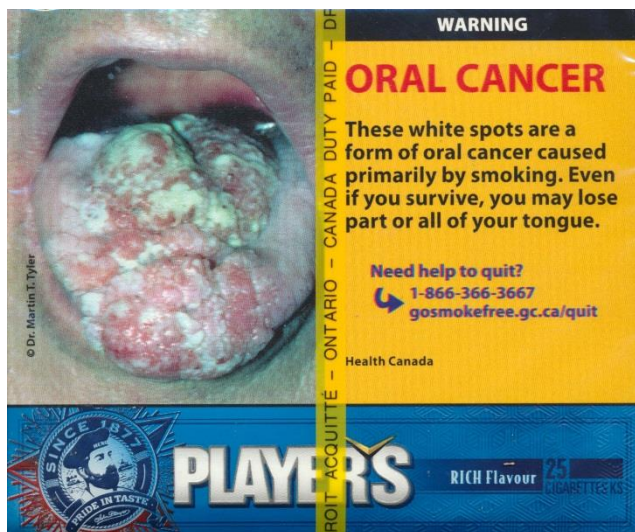
CANADIAN CLASSICS SILVER

25 CIGARETTES

Industry moving away from slide & shell packs (all packs shown are 25 King Size cigarettes)



Canadian Classics
Original KS 25



Player's Rich KS 25

Switzerland, 2013



Distorts health warnings



© Dr. Martin T. Tyler

WARNING

ORAL CANCER

These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue.

Need help to quit?
1-866-366-3667
gosmokefree.gc.ca/quit

Health Canada

CANADIAN CLASSICS

25 CIGARETTES

SILVER



Dr. Martin T. Tyler

WARNING

— QUÉBEC • CANADA • DUTY PAID —

ORAL CANCER

These white spots are a form of oral cancer caused primarily by smoking. Even if you survive, you may lose part or all of your tongue.

Need help to quit?
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gosmokefree.gc.ca/quit

Health Canada

B&H

NEW PACK SAME BLEND

20 BENSON & HEDGES KING SIZE CIGARETTES

AVERTISSEMENT



© Dr. Martin T. Tyler

CANCER DE LA BOUCHE

Ces taches blanches représentent un cancer de la bouche, surtout causé par le tabagisme. Même si vous échappez à la mort, vous pourriez perdre une partie ou la totalité de votre langue.

Libérez-vous enfin du tabac.
1 866 ARRÊTEZ (1 866 527 7383)
www.anslume.gc.ca/abandon

Santé Canada

Loose

20 CIGARETTES SUPERSLIMS

Industry Arguments

- Will not work – then why is industry opposed?
Plain packaging supported by extensive research; Australian experience
- Will cause contraband – nonsense
- Legal claims (but industry lost all plain packaging legal challenges in Australia (2), UK, European Court of Justice)

Industry Legal Arguments Without Merit

- World Trade Organization (WTO)
- NAFTA
- Canadian Charter

Note: Strong Supreme Court judgment 2007

Note: Trans-Pacific Partnership (TPP) agreement excludes tobacco products from investment chapter



Other Arguments

- Warning already 75%
- Covered up at retail
- What is next? Alcohol? chocolate bars?

Innovative Packaging





Exterior Shell



Interior Package

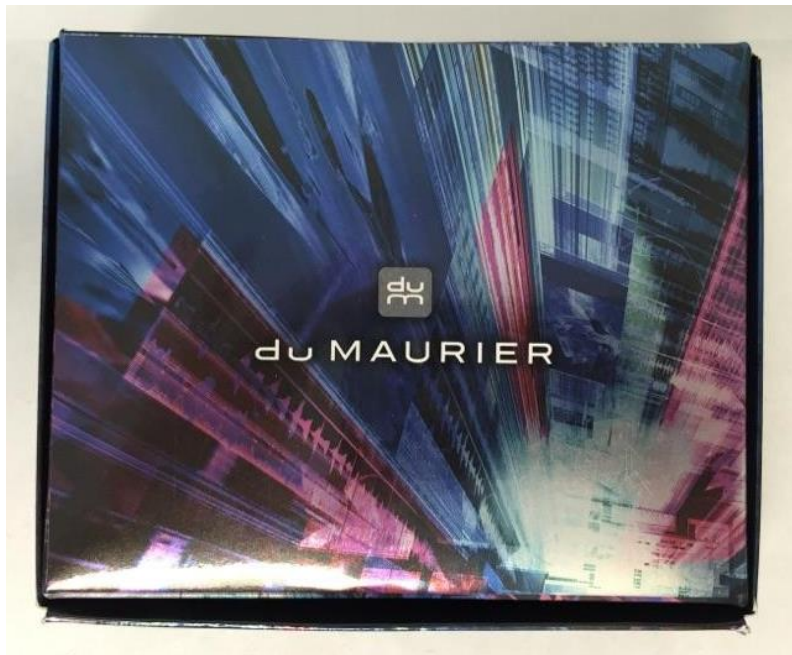
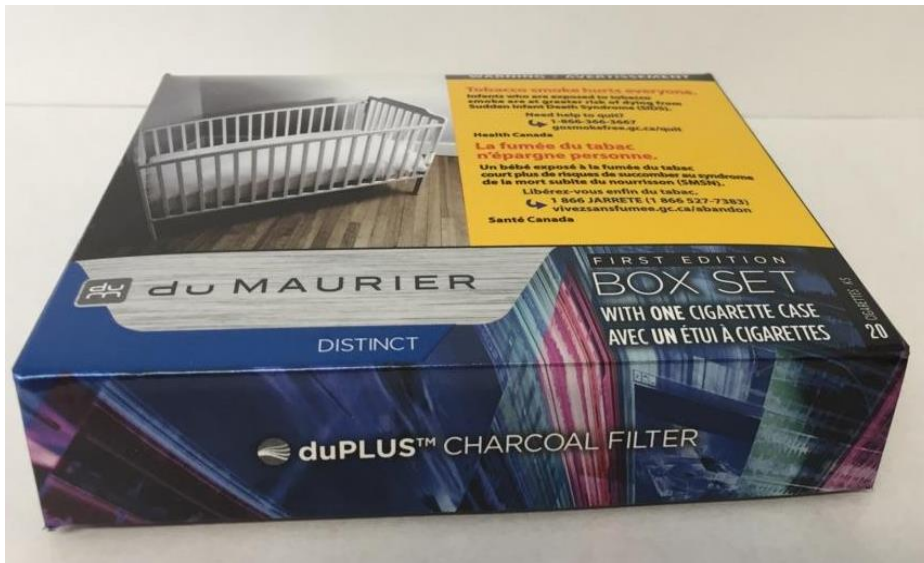


Exterior



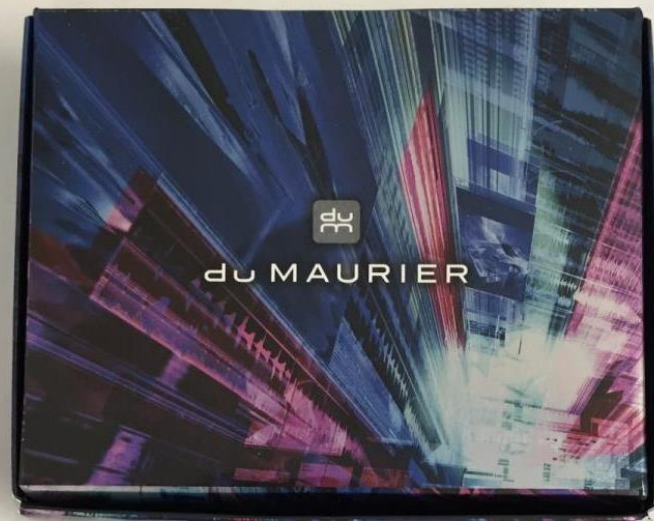
Interior













Quebec World Precedent (Nov. 26, 2016)

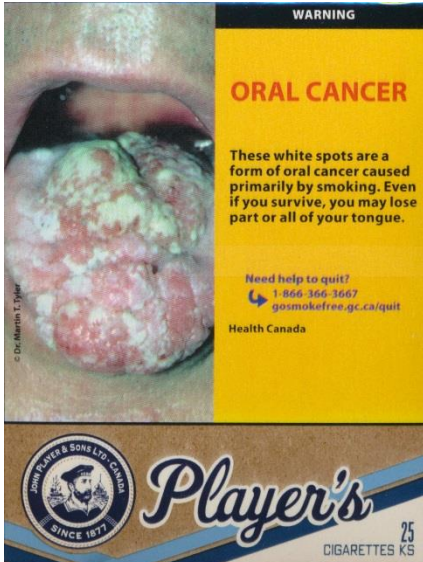
Minimum Warning Surface Area, 46.5 cm²

67 cm²



25 King Size
slide & shell

44 cm²



25 King Size flip top
or side opening

38 cm²



20 King Size
flip top

24 cm²



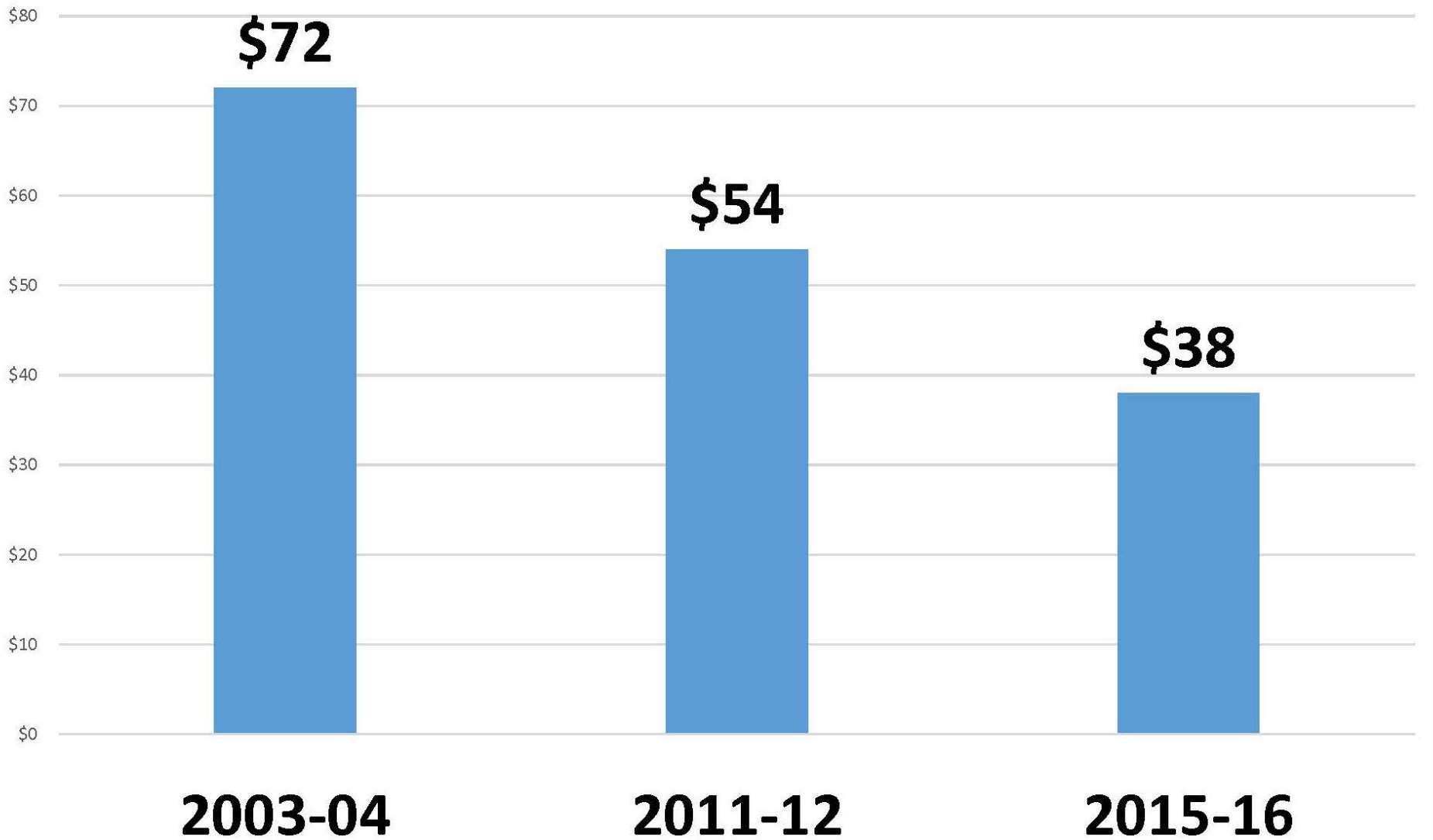
20
Superslimes



Federal Tobacco Control Strategy

- expires Mar. 31, 2017
- Tobacco Act, outdated, 20 years old
- Need better funding
- Per capita funding C\$1.05 in Canada vs C\$2.85 for US federal government

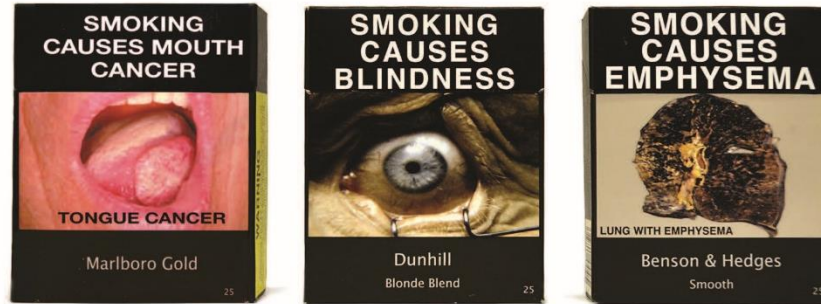
Health Canada's tobacco control budget (\$ million)





Canadian Cancer Society
Société canadienne du cancer

Yes to tobacco plain packaging



Plain packages from Australia

Protect youth. An addictive, cancer-causing product should not be sold in attractive packages.



Canadian Cancer Society
Société canadienne du cancer

Yes to tobacco plain packaging

Tobacco is responsible for **30%** of cancer deaths.

Plain packaging is a key measure that keeps health warnings, but prevents tobacco companies from using the package as mini-billboards to promote tobacco by banning brand colours, graphics and logos.

Package formats would be standardized, prohibiting special formats such as slim/superslim packs targeting women.

Plain packaging is an international trend and has been adopted in Australia, Ireland, the United Kingdom and France.

Dear Member of Parliament:

I support strengthening Health Canada's tobacco control strategy and legislation, and implementing tobacco plain packaging as soon as possible.

First name*: _____

Last name*: _____

Address: _____

City*: _____

Province*: _____

Postal code*: _____

Email: _____

Phone: _____

Signature*: _____

*Required

This postcard will be sent to the local Member of Parliament, the federal Minister of Health and opposition health critics.

I agree to receive periodically news and updates from the Canadian Cancer Society

Plain packaging inevitable in Canada

- **Must do it right**
- **Must overcome industry opposition**

Thank you