

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Additional Estimates 2010-2011, 23 February 2011

Question: E11-030

OUTCOME 1: Population Health

Topic: PLAIN PACKAGING

Written Question on Notice

Senator Bernardi asked:

- a) What evidence does the Department have that plain packaging will reduce smoking rates? Please provide that evidence.
- b) Who provided this evidence and is this publicly available?
- c) If the advice was external, who was the consultant?
- d) How much were the consultants paid?
- e) What other evidence has been provided?
- f) What is the estimated reduction of smoking rates specifically by the plain packaging measure?

Answer:

a –f)

The evidence in support of plain packaging is set out extensively in the reports of the Preventative Health Taskforce available at www.preventativehealth.org.au.

Research into the impact of plain packaging continues to be undertaken both in Australia and internationally. Research published since the Preventative Health Taskforce reported includes:

- Germain D et al 2009, 'Adolescents' perceptions of cigarette brand image: does plain packaging make a difference?', *Journal of Adolescent Health*, (2009).
- Hammond D & Parkinson C 2009, 'The impact of cigarette package design on perceptions of risk', *Journal of Public Health*, 31(3).
- Hammond, D 2010. "Plain packaging" regulations for tobacco products: the impact of standardizing the color and design of cigarette packs. *Salud pública Méx.* 2010, vol.52, suppl.2.
- Hammond D, Daniel S 2011. Plain packaging: Findings from female youth in the UK. Paper presented at the Society for Research on Nicotine and Tobacco, 17 Feb 2011; Toronto, Canada.

- Hoek J, Wong C, Gendall P, et al 2010, 'Effects of dissuasive packaging on young adult smokers', Tobacco Control doi: [10.1136/tc.2010.037861](https://doi.org/10.1136/tc.2010.037861)
- Moodie, C & Hastings, G 2009, 'Making the Pack the Hero, Tobacco Industry Response to Marketing Restrictions in the UK: Findings from a Long-Term Audit', International Journal of Mental Health and Addiction 9(1).
- Moodie, C & Hastings, G 2009, 'Plain packaging: a time for action', European Journal of Public Health, 20(1).
- Moodie C and Hastings G 2010. Tobacco packaging as promotion. Tobacco Control 2010;19.
- Wakefield, M, Germain D, Durkin S, Hammond D, Goldberg M and Borland R 2011. Effects of increasing size of health warnings on plain vs branded packs. Presentation at Society for Research on Nicotine and Tobacco 17th Annual Meeting, February 17, 2011. Toronto, Canada.

It is not possible to quantify an estimated reduction of smoking rates attributable solely to the plain packaging measure. A comprehensive suite of measures are being implemented simultaneously with the aim of reducing demand for tobacco.