

Overview: Developing and Implementing

Effective Packaging Legislation



World Health
Organization



International Union
Against Tuberculosis
and Lung Disease

Key Implementation Measures

- Evidence-based warnings development
- Legislative planning and drafting
- Preparation for introduction
- Public and political awareness campaign
- Enforcement
- Evaluation

Where to start



Source: Heather Selin

Evidence-based warnings development

- Develop warnings based on best practice
 - Look to other countries' research
 - Ask for permission to use existing warnings
 - Effective warnings images can easily be re-created to adapt to relevant culture/ethnicity
- Research: Keep it simple
 - Base new images and text on previous research
 - Do not delay implementation for unnecessarily detailed research
 - Choose warnings that will impact the most smokers
 - Focus testing can quickly identify most impactful images/messages and those that should be discarded
 - Fine-tuning and more detailed research can inform advanced rounds of warnings

Legislative planning & drafting: What do you want legislation to achieve?

Legislative planning should be parallel and coordinated with process of developing warnings and ingredients information

– General questions:

- What do you want to achieve? What is the best standard you think you can achieve politically (images, size, content, placement)?

AIM FOR BEST PRACTICE

– Some key considerations (there are many more):

- Different warnings for different types of products
- Different warnings for different types of packages (e.g. individual packages vs. cartons)? What about products without packaging (e.g. single cigarettes, shisha)?
- What type of ingredient information?
- What labelling elements are to be prohibited?

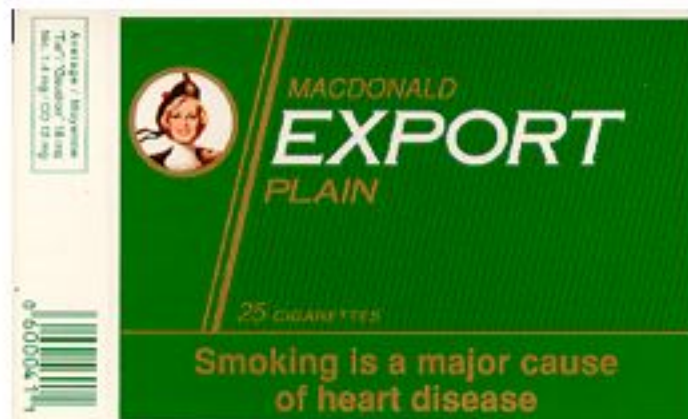
Legislative planning & drafting: Well-drafted legislation/regulations

- Avoid common loopholes
 - Ask not only, “What will this prohibit?” but also “What will this allow?”
- In legislation, aim for
 - broad regulatory authority to make timely changes to warnings/ingredient information;
 - effective enforcement procedures and deterrent penalties
- In regulations
 - aim for specific language and good definitions
 - do not leave any component (font, colour, size) open to interpretation
 - make sure definitions allow for unforeseen circumstances
 - include facsimiles of required images and text in a source document

Specificity

“legible and prominently displayed
in contrasting colours”

Canada health warning, 1989 - 1994



“black on white
and white on black”

Canada health warning, 1994 - 2000



Images: Heather Selin

Preparation for introduction

- Learn the legislative process inside and out
 - Take advantage of political opportunities, be aware of deadlines, recruit legislative allies
- Comments period and consultation with stakeholders
 - Seek expert input without falling prey to vested interests; avoid delays
- Get your research in order
 - Focus testing
 - Cost of implementation
 - Estimated impact
 - Information to respond to tobacco industry claims

Public and political awareness campaign

- Media releases and constant contact with media
- Disseminate facts about health warnings and their impact
- Paid and/or earned media campaign to accompany introduction of warnings
- Rapid response to tobacco industry tactics and arguments

Australian website, fact sheets, television ads

National Tobacco Campaign

Images from these ads were pre-tested and placed on cigarette packs.

The ads have now been re-edited to depict the pack with the ad's image on it.

Department of Health and Ageing

<http://www.health.gov.au/internet/main/Publishing.nsf/Content/tobacco-warn>

Australian television ads

Paid advertising campaign to accompany the introduction of picture warnings on packages



The screenshot shows the website for the Quit Victoria Resource & Media Centre. The header includes the text "QUIT VICTORIA RESOURCE & MEDIA CENTRE" and the "Quit Victoria" logo. A navigation menu contains links for "HOME", "POLICY", "TRAINING", "FACT SHEETS", "COMMUNITY", and "KILL". A tooltip over the logo provides file information: "Mouth cancer advert screenshot.jpg", "Type: JPG File", "Size: 146 KB", and "Dimension: 326 x 728 pixels". The main content area is titled "Mouth cancer" with a sub-heading "Campaign: Mouth Cancer". A video player is embedded, showing a woman with a play button over her mouth. To the right, a "Media archive" section lists years from 2011 to 2006 and monthly media links for January through July. A small text box at the bottom right of the page states: "Smokers up to 10 times more likely to die from mouth and throat cancer."

<http://www.quit.org.au/media/article.aspx?ContentID=mouth-cancer>

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Enforcement

- Legislation that supports enforcement
 - adequate penalties, seizure of non-compliant products, manufacturer responsibility
- Identify enforcement agency responsible
- Enforcement plan:
 - Staffing
 - Training of officers
 - Inspection protocols and schedules
 - Enforcement actions

Evaluation

- **Help your country and others to defend health warnings**
- **Develop evaluation plan BEFORE implementation**
 - Know what you want to measure – e. g. Overall impact? What warnings had most impact on which populations?
 - Gather any baseline data needed
- **Doesn't need to be complex:**
 - Could be polling data: awareness, recall, knowledge, attitudes, behaviour
 - Calls to a national quitline
- **Promote results of the evaluation**