Key Implementation Measures

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

NO NEED TO REINVENT THE WHEEL

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 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

Australian television ads

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

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