

Evidence supporting plain cigarette packaging in the UK

UNIVERSITY of STIRLING



LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE



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Stop-smoking website

Smokers are more likely to recall seeing information about the stop-smoking website on packs, with those noticing this information on packs more likely to visit the website.

Health information on side of packs

More smokers are aware that there are over 70 carcinogens in tobacco smoke, with awareness linked to perceiving smoking to be more dangerous.

No branding other than the name in a standardised font

More smokers notice warnings on packs, read or look closely at them, think about them, think about the risks, miss out cigarettes, and think about quitting because of these warnings.

No misleading information allowed on packs

Smokers are less likely to believe that some brands are less harmful than others.

Larger warnings covering 65% of packs

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Drab brown packs

Smokers perceive darker colour packs as containing stronger tasting and more harmful cigarettes.

