

World No Tobacco Day communications actions Get ready for plain packaging

Introduction:

31 May is World No Tobacco Day, the theme of which this year focuses on “plain (standardized) packaging” of tobacco products, which was first introduced by Australia in 2012 and as is being implemented in the UK and France, with other countries moving in the same direction.

Key messages:

1. Plain packaging is an evidence based measure that can save lives and protect public health by:

- reducing the attractiveness of tobacco products;
- restricting use of tobacco packaging as a form of tobacco advertising and promotion;
- limiting misleading packaging and labelling; and
- increasing the effectiveness of health warnings.

2. Globalization of plain packaging is underway as governments around the world seek to embrace this measure.

3. Plain packaging is part of a comprehensive approach to tobacco control that includes comprehensive bans on tobacco advertising, promotion and sponsorship and other packaging and labelling measures, such as large graphic health warnings.

4. Tobacco companies have fought plain packaging with a massive misinformation campaign since as far back as 1993.

- Internal industry documents show a coordinated industry response designed to resist plain packaging for fear that it will reduce demand.
- Today, the industry makes baseless claims that plain packaging is not effective, will increase illicit trade, push prices down and hurt retailers. These claims are not supported by the evidence.

5. Tobacco control is an essential part of sustainable development.

- The Sustainable Development Goals call for accelerated implementation of the WHO FCTC.
- Tobacco use has negative implications for economic development as it diverts household expenditure from food, health-care and education.
- Tobacco use also results in substantial economic costs in terms of health expenditure and lost productivity.
- The economic impacts of tobacco use are most acute in developing countries.
- Increasing taxes on tobacco has been identified as a source for domestic public financing of SDG goals.

Full FAQs document attached, and web version being posted 31 May.

Brochure: <http://www.who.int/campaigns/no-tobacco-day/2016/brochure/en/>

Media actions:

- *Press conferences:*
 - 30 May, 11am: WHO will stage an embargoed press conference at the United Nations Office at Geneva (Salle 1)
 - 31 May, 9-11am: WHO, the Norwegian Ministry of Health and the Norwegian Cancer Society will be staging a launch/press event in Oslo.
- *News angles:*
 - WHO will be providing new evidence on the impact plain packaging has in terms of reducing consumption of tobacco products, issuing a report on WHO plain packaging evidence and implementation.
 - Several countries are expected to make announcements on 31 May regarding national plans on plain packaging.

Visuals: <http://who.int/campaigns/no-tobacco-day/2016/posters/en/>

Videos:

- 45 second PSA (for immediate use): https://youtu.be/rXUCTSp2_58
- DG video statement (for use from 31 May):
<https://youtu.be/qJhFjrhTWSE>

Social media:

- Tweets attached, and please follow the @WHO twitter account.
- Social media squares: https://drive.google.com/folderview?id=0BykdjSLu8icaUUtXNGdfbEsyRG8&usp=drive_web&tid=0BykdjSLu8icaLXQ5M3ZzbDVGW_HM

More information:

More information can be found at: <http://www.who.int/campaigns/no-tobacco-day/2016/en/>

Contact: Paul Garwood, WHO Communications, garwoodp@who.int

Suggested tweets for partners

WNTD website URL: <http://goo.gl/01THmL>

Available for use from 30 May (which is when the press release will be issued)

From press release:

#WorldNoTobaccoDay: Plain packaging of tobacco products to reduce demand, save lives #NoTobacco <https://goo.gl/UGnqoe>

Plain packaging of tobacco products restricts or prohibits use of logos, colours, brand images and promotional information #NoTobacco

In 2012, Australia was first country to fully implement plain packaging #NoTobacco

On 20 May 2016, the United Kingdom & France began implementation of plain packaging #NoTobacco

Plain packaging is recommended in @WHOFACTC guidelines as part of a comprehensive approach to tobacco control #NoTobacco

Health impact of plain packaging is likely to increase over time both in Australia and as more countries implement it #NoTobacco

Health impact of plain packaging is likely to increase over time both in Australia and as more countries implement it #NoTobacco

On #WorldNoTobaccoDay, WHO launches new guide to give govts latest evidence & guidance on implementing plain packaging #NoTobacco

Tobacco-related illness is one of the biggest public health threats the world has ever faced #NoTobacco

Approx. 1 person dies from a tobacco-caused disease every 6 seconds, equivalent to almost 6 million people a year #NoTobacco <https://goo.gl/UGnqoe>

Tobacco control is an essential part of sustainable development #NoTobacco #SDGs

Tobacco control is a powerful tool in improving health in communities & achieving the Sustainable Development Goals #NoTobacco

For use on 31 May

From DG statement:

Dr Chan: WHO encourages governments to implement plain packaging for a good reason: It works #NoTobacco <https://goo.gl/NpXOPv>

Dr Chan: Plain packaging kills the glamour of tobacco products - appropriate for a product that kills almost 6m ppl annually #NoTobacco

Dr Chan: Plain packaging restricts tobacco advertising and promotion #NoTobacco

Dr Chan: Plain packaging limits misleading packaging and labeling & increases the effectiveness of health warnings #NoTobacco

Dr Chan: Tobacco industry opposition to plain packaging underscores evidence of its effectiveness #NoTobacco <https://goo.gl/NpXOPv>

Dr Chan: Plain packaging can help improve global health and achieve the Sustainable Development Goals #NoTobacco

Dr Chan: Governments, like those in Australia, France, Ireland, the UK, have passed plain packaging laws #NoTobacco <https://goo.gl/NpXOPv>

Dr Chan: Plain packaging has been the target of a massive tobacco industry misinformation campaign dating as far back as 1993 #NoTobacco