

Dokumentasjon på effekten av standardiserte tobakkspakninger

Det finnes svært mange studier om standardiserte tobakkspakninger. Enkelte av disse er nærmere omtalt i

- høringsnotatet pkt. 3.4
(https://www.regjeringen.no/contentassets/7066e0ea25d9478ba3e354f50b6a2317/horingsnotat_standardiserte_tobakkspakninger_fctc_art53_170315.pdf) og
- lovproposisjonen pkt. 3.1.1 og 3.8.2
(<https://www.regjeringen.no/contentassets/67c3412a150845349d390b075a3ec4b1/no/pdfs/prp201520160142000dddpdfs.pdf>).

Nedfor henvises det til noen av de viktigste kildene, samt senere publikasjoner:

Kunnskapsoppsummeringer

- *Quit Victoria, Cancer Council Victoria (2011), Plain packaging of tobacco products: a review of the evidence:* https://www.cancervic.org.au/downloads/mini_sites/Plain-facts/TCUCCVEvOverview_FINALAUG122011.pdf
«In summary, there are strong grounds for believing that current packaging glamourises smoking and that tobacco products packaged in a standardised colour, typeface and form would:
 - improve the effectiveness of health warnings
 - reduce misconceptions about relative harmfulness of various brands and
 - reduce the overall appeal of smoking»
- *Moodie m.fl (2011), Plain Tobacco Packaging: A systematic Review:* http://phrc.lshtm.ac.uk/papers/PHRC_006_Final_Report.pdf
«This review found that there is strong evidence to support the propositions set out in the Framework Convention on Tobacco Control relating to the role of plain packaging in helping to reduce smoking rates; that is, that plain packaging would reduce the attractiveness and appeal of tobacco products, it would increase the noticeability and effectiveness of health warnings and messages, and it would reduce the use of design techniques that may mislead consumers about the harmfulness of tobacco products. In addition, the studies in this review show that plain packaging is perceived by both smokers and non-smokers to reduce initiation among non-smokers and cessation-related behaviours among smokers.»
- *Moodie m.fl (2013), Plain Tobacco Packaging Research: An Update:* <http://www.stir.ac.uk/media/schools/management/documents/Plain%20Packaging%20Studies%20Update.pdf>
«This update of the literature, which now includes 54 published studies (37 in our original review and 17 here) shows that since the systematic review the evidence base has continued to grow at considerable pace. Thirteen of these studies are from the UK and a brief overview of the contribution of research from the UK is presented in Appendix 2. As outlined in the ‘overview of studies’ section at the start of this briefing paper, the evidence summarised in this update of the literature, in general, provides further support for the proposed benefits of plain packaging.»
- *Hammond (2014), Standardized packaging of tobacco products – Evidence Review* <http://health.gov.ie/wp-content/uploads/2014/06/2014-Ireland-Plain-Pack-Main-Report->

[Final-Report-July-26.pdf](#) (Vedlegg til rapporten: <http://health.gov.ie/wp-content/uploads/2014/06/2014-Ireland-Plain-Pack-Appendix-A.pdf>)

«The evidence indicates that tobacco packaging is a critically important form of tobacco promotion, particularly in jurisdictions with comprehensive advertising and marketing restrictions, such as Ireland. The evidence indicates that plain packaging reduces false beliefs about the risks of smoking, increases the efficacy of health warnings, reduces consumer appeal among youth and young adults, and may promote smoking cessation among established smokers. (...) Overall, there is very strong evidence that plain packaging would be effective in regards to four of Ireland's specific policy objectives:

- Prevent non-smokers including children and young people from starting to smoke
- Encourage, motivate and support current smokers to quit
- Reduce recidivism rates among those who have quit
- Limit the societal impacts of smoking and protect society, especially those under 18 years, from the marketing practices of the tobacco industry.»

- *Chantler (2014), Standardised packaging of tobacco – Report of the independent review undertaken by Sir Cyril Chantler:* http://www.kcl.ac.uk/health/10035-TSO-2901853-Chantler-Review-ACCESSIBLE.PDF?utm_source=rss&utm_medium=rss&utm_campaign=standardised-packaging-of-tobacco-report-of-the-independent-review-undertaken-by-sir-cyril-chantler-pdf

«In conclusion, research cannot prove conclusively that a single intervention such as standardised packaging of tobacco products will reduce smoking prevalence. For various reasons, as cited, it is not possible to carry out a randomised, controlled trial. Even if it was possible, it would be extremely difficult to control for all the various confounding factors which are known to affect smoking. However, after a careful review of all of the relevant evidence before me, I am satisfied there is sufficient evidence derived from independent sources that the introduction of standardised packaging, as part of a comprehensive policy of tobacco control measures, would be very likely, over time, to contribute to a modest but important reduction in smoking prevalence, especially in children and young adults. Given the dangers of smoking, the suffering that it causes, the highly addictive nature of nicotine, the fact that most smokers become addicted when they are children or young adults and the overall cost to society, the importance of such a reduction should not be underestimated.»

- *Statens institutt for rusmiddelforskning*, nå del av Folkehelseinstituttet, har levert tre kunnskapsoppsummeringer om standardiserte tobakkspakninger, i hhv. 2012, februar 2015 og oktober 2015. Disse er omtalt i høringsnotatet og lovproposisjonen.
- Rapporten fra februar 2015 er publisert på FHI's nettsider: <https://www.fhi.no/nyheter/2015/kunnskapsoppsummering-om-standardiserte-tobakkspakninger/>
- De to andre rapportene er ikke tilgjengelige på nett og vedlegges.

Evalueringsrapport om tiltakets effekter i Australia (2016):

- Rapporten konkluderer med at selv om den fulle effekten av tiltaket er forventet å inntre over tid, tyder den foreliggende evidensen på at tiltaket er i ferd med å nå de oppstilte målsetningene. Alle større datasamlinger viste også at røykeprevalensen er nedadgående. Hele reduksjonen kan ikke tilskrives standardiserte tobakkspakninger, da dette tiltaket

virker i sammenheng med kampanjer og avgifter. Likevel konkluderer rapporten med at pakningsendringene som trådte i kraft i 2012 (standardiserte tobakkspakninger med større helseadvarsler) bidro til en statistisk signifikant nedgang i røykeprevalensen på 0,55 prosentpoeng i løpet av de første 34 måneders virkningstid. Dette tilsvarer om lag 25 prosent av den totale nedgangen i perioden. Rapporten fremholder også at dette antagelig er et underestimat og at tiltakets effekt sannsynligvis vil øke over tid.

- *Post-Implementation Review Tobacco Plain Packaging 2016:*
<http://ris.pmc.gov.au/sites/default/files/posts/2016/02/Tobacco-Plain-Packaging-PIR.pdf>

Spesialnummer av forskningstidsskriftet Tobacco Control (2015)

- 19. mars 2015 publiserte British Medical Journal (BMJ) en spesialutgave av forskningstidsskriftet Tobacco Control, med 15 fagfellevurderte artikler om standardiserte tobakkspakninger i Australia.
- *Implementation and evaluation of the Australian tobacco plain packaging policy:*
http://tobaccocontrol.bmj.com/content/24/Suppl_2

Tobakkskonvensjonen art. 11 (om pakningsdesign) og 13 (om reklame)

- Både retningslinjene til konvensjonens artikkel 11 om merking og emballasje av tobakksprodukter og til artikkel 13 om reklameforbud, anbefaler at partene vurderer innføring av standardiserte tobakkspakker.
- Retningslinjene til artikkel 11 omtaler «plain packaging» i punkt 46:
«46. Parties should consider adopting measures to restrict or prohibit the use of logos, colours, brand images or promotional information on packing other than brand names and product names displayed in a standard colour and font style (plain packaging). This may increase the noticability and effectiveness of health warnings and messages, prevent the package from detracting attention from them, and address industry package design techniques that may suggest that some products are less harmful than others.»

Retningslinjene til artikkel 13 omtaler «plain packaging» i punktene 15–17:

- «Packaging and product features
15. Packaging is an important element of advertising and promotion. Tobacco pack or product features are used in various ways to attract consumers, to promote products and to cultivate and promote brand identity, for example by using logos, colours, fonts, pictures, shapes and materials on or in packs or on individual cigarettes or other tobacco products.
16. The effect of advertising or promotion on packaging can be eliminated by requiring plain packaging: black and white or two other contrasting colours, as prescribed by national authorities; nothing other than a brand name, a product name and/or manufacturer's name, contact details and the quantity of product in the packaging, without any logos or other features apart from health warnings, tax stamps and other government-mandated information or markings; prescribed font style and size; and standardized shape, size and materials. There should be no advertising or promotion inside or attached to the package or on individual cigarettes or other tobacco products.
17. If plain packaging is not yet mandated, the restriction should cover as many as possible of the design features that make tobacco products more attractive to consumers such as animal or other figures, «fun» phrases, coloured cigarette papers, attractive smells, novelty or seasonal packs.
- Recommendation: Packaging and product design are important elements of advertising and promotion. Parties should consider adopting plain packaging requirements to

eliminate the effects of advertising or promotion on packaging. Packaging, individual cigarettes or other tobacco products should carry no advertising or promotion, including design features that make products attractive.»

WHO-rapport om standardiserte tobakkspakninger (2016)

- Solid evidensgrunnlag for innføring av standardiserte tobakkspakninger:
«The rationales for implementing plain packaging, and the objectives described above, are linked to a growing body of empirical evidence concerning the effects of the measure. In short, a strong evidence base underlies implementation of plain packaging. A body of peer-reviewed evidence in the form of experimental studies, focus groups and surveys has tested different forms of plain packaging in different places. Although individual studies each have their limitations, when viewed together the body of evidence permits generally applicable conclusions to be drawn regarding plain packaging. These conclusions include that plain packaging reduces the attractiveness of tobacco products, restricts use of the pack as a form of advertising and promotion, limits misleading packaging and increases the effectiveness of health warnings.»
- *Plain packaging of Tobacco Products – Evidence, design and implementation*
http://apps.who.int/iris/bitstream/10665/207478/1/9789241565226_eng.pdf?ua=1

Cochrane systematisk gjennomgang (2017)

- McNeill m.fl (2017), *Tobacco packaging design for reducing tobacco use. Cochrane Database of Systematic Reviews 2017*:
<http://onlinelibrary.wiley.com/doi/10.1002/14651858.CD011244.pub2/full>
«The available evidence suggests that standardised packaging may reduce smoking prevalence. Only one country had implemented standardized packaging at the time of this review, so evidence comes from one large observational study. A reduction in smoking behaviour is supported by routine data collected by the Australian government. Data on the effects of standardised packaging on non-behavioural outcomes are clearer and provide plausible mechanisms of effect consistent with the observed decline in prevalence. In particular, there is a consistency of evidence, from a variety of differently designed studies, and from a range of diverse outcomes, that standardised packaging reduces the appeal of tobacco packs. Evidence on these secondary outcomes are consistent with the regulatory objectives of standardised packaging in Australia, as well as other countries that have implemented or are implementing standardised packaging to date (Australian Government 2016; French Ministry of Social Affairs 2014). The available evidence suggests that colours, descriptors, and pack shape may all affect the impact of standardized packaging. Better understanding of the impact of standardized packaging on tobacco uptake and cessation and of its longer term effects is likely to come once other countries have implemented and evaluated standardised packaging.»

Studier fra Norge

- Scheffels & Sæbø (2013), *Perceptions of Plain and Branded Cigarette Packaging Among Norwegian Youth and Adults: A Focus Group Study*:
<https://www.ncbi.nlm.nih.gov/pubmed/22949580>
- Lund & Scheffels (2013), *Young smokers and non-smokers perceptions of typical users of plain vs. branded cigarette packs: a between-subjects experimental survey*:
<https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-13-1005>

- Scheffels & Lund (2013), *The impact of cigarette branding and plain packaging on perceptions of product appeal and risk among young adults in Norway: A between-subjects experimental survey*: <http://bmjopen.bmj.com/content/3/12/e003732>
- Scheffels & Lund (2017), *Cute as candy: a qualitative study of perceptions of snus branding and package design among youth in Norway*: <http://bmjopen.bmj.com/content/7/4/e012837>

Oversikt over forskningsartikler om standardiserte tobakkspakninger fra Cancer Council Victoria:

<https://www.cancervic.org.au/plainfacts/browse.asp?ContainerID=packagingresearch>

Oversikt over forskningsartikler om effekten av standardiserte tobakkspakninger i Australia fra Cancer Council Victoria:

<https://www.cancervic.org.au/plainfacts/browse.asp?ContainerID=effectsoflegislation>