



# **CONSULTATION ON “PLAIN AND STANDARDIZED PACKAGING” FOR TOBACCO PRODUCTS**

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POTENTIAL MEASURES FOR REGULATING THE  
APPEARANCE, SHAPE AND SIZE OF TOBACCO  
PACKAGES AND OF TOBACCO PRODUCTS

**DOCUMENT FOR CONSULTATION**

**MAY 2016**



Health  
Canada

Santé  
Canada

**Canada**



# EXECUTIVE SUMMARY

Tobacco packaging is one of the few remaining channels available for the promotion of tobacco products. Independent research, across several countries, has consistently shown that plain and standardized packaging measures reduce the appeal of tobacco products, particularly among young people.

“Plain and standardized packaging” refers to packages without any distinctive or attractive features, that are similar in appearance and shape, and of the same ordinary colour. In recent years, this meaning has been extended to requiring a common appearance for the tobacco products these packages contain, such as cigarettes.

In 2012, Australia became the first country in the world to introduce plain and standardized packaging requirements, which apply to all tobacco products. Since then, the United Kingdom, France and Ireland have all adopted similar measures. Numerous other countries have indicated their intention to follow suit.

In Canada, the federal government and its provincial partners have taken a number of key measures to address tobacco use, including the mandating of large pictorial health warnings on cigarette and little cigar packages, the adoption of smoking bans in indoor public spaces and workplaces, as well as the sponsoring of prevention campaigns. Despite decades of efforts, there are still over 5 million tobacco users in Canada (including 4.2 million current smokers). Tobacco use remains a significant public health issue, killing half of long-term users. Approximately 37,000 Canadians die every year from tobacco-related illness.

Recognizing that more could be done in the area of tobacco control, the Government of Canada made a commitment in November 2015 to introduce plain and standardized packaging requirements for tobacco products. This would continue our efforts to protect Canadians from the devastating health, economic and social costs of tobacco use.

This document sets out measures under consideration that build on those introduced by Australia (currently the most comprehensive) to regulate the appearance, shape and size of packages of tobacco products (i.e. cigarettes, cigarette tobacco, cigars, pipe tobacco, tobacco sticks, smokeless tobacco, kreteks [clove cigarettes], bidis [thin roll of tobacco wrapped in a leaf], shisha, tubes, blunt wraps, rolling papers and others). Specifically, the measures under consideration would: standardize the colour of all tobacco packages and limit the promotion that appears on them; standardize the shape and size of packages of cigarettes and single cigars; and, impose limits on how brand names are displayed on tobacco packages (e.g. font type, colour and size). Health warnings and other required package markings (e.g. tax stamp) would not be affected.

Other measures being considered include standardizing the appearance of cigarettes and other tobacco products that are rolled in cigarette paper (e.g. tobacco sticks, kreteks, tubes, rolling papers). Views are also being sought on measures that would go beyond Australia’s, and which are not in place anywhere in the world, such as standardizing the size of cigarettes (e.g. length and diameter).

We invite all Canadians to review this document and the measures being considered, and to provide us with their feedback.

# WHAT DO YOU THINK?

This document outlines measures being considered by Health Canada to regulate the appearance, shape and size of tobacco packages and of some tobacco products. All interested Canadians are invited to submit their views.

Please do not include any personal information when providing feedback to Health Canada.

Health Canada will consider all responses received in the development of a regulatory proposal under the authority of the *Tobacco Act*. The federal regulatory process, as applied to tobacco products, typically takes up to 2 years. Appendix B of this document provides an overview of the steps that would lead to the adoption of plain and standardized packaging requirements under the *Tobacco Act*.

***Please see section VII for information on how to provide feedback.***

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## I. THE HEALTH BURDEN OF TOBACCO USE

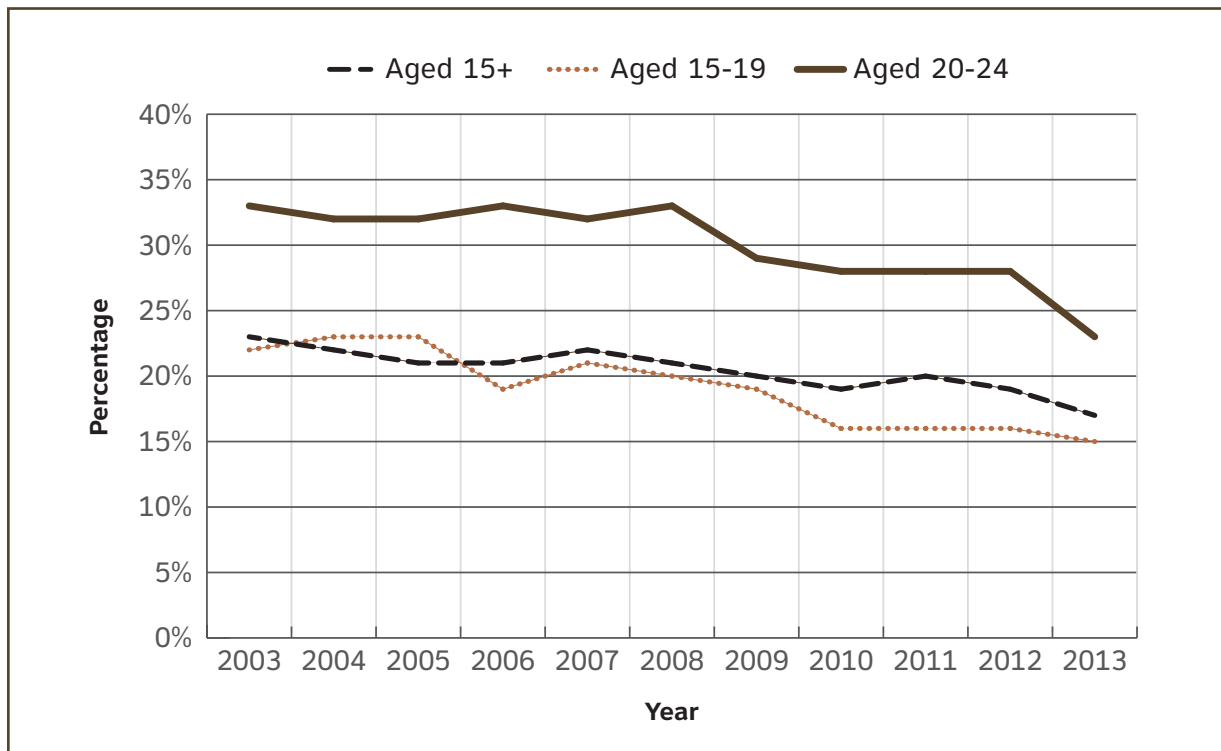
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Tobacco use is the leading preventable cause of premature death in Canada. It is considered to have a role in causing over 40 diseases and other serious health outcomes.<sup>i</sup> Every year, 37,000 people die in Canada from tobacco use<sup>ii</sup>, which is about one of every six deaths.<sup>iii</sup> Canadians incur \$4.4 billion in direct health costs and \$17 billion in combined health and economic costs annually from tobacco use.<sup>iv</sup>

Despite decades of efforts, there are over 5 million tobacco users in Canada (including 4.2 million current smokers or 15% of all Canadians 15 and older). Most tobacco use begins during adolescence: 85% of adult daily smokers (age 25+) began by the age of 18.<sup>v</sup>

The decline in the rate of tobacco use among youth witnessed since 2003 has slowed down. For the period 2003–2010, the rate of past 30-day tobacco use for all tobacco products has dropped from 22% to 16% among 15 to 19 year-olds. However, in the following three-year period, the slope of this decline has mostly plateaued (see figure).<sup>vi</sup>

**FIGURE:** Past 30-day Tobacco Use (any tobacco product) for the Period 2003-2013



**DATA SOURCES:** 2003-2012 Canadian Tobacco Use Monitoring Surveys; 2013 Canadian Tobacco, Alcohol and Drugs Survey

Given the devastating health, economic and social costs, Canada must continue to take decisive action to help protect young people and others from inducements to use tobacco products and the consequent dependence on them, and to help users quit. Towards this goal, key legislative and regulatory measures taken by the federal government and its provincial partners in their fight against tobacco use have included:

- Restrictions on most forms of promotional activity, especially those targeting young people
- Provincial and territorial restrictions on the display of tobacco products at retail
- Bans on most flavours that contributed to making cigarettes, blunt wraps and most cigars more attractive, particularly to youth.

Other past key measures include the mandating of pictorial health warnings that cover 75% of the front and back panels of cigarette and little cigar packages, the adoption of smoking bans in indoor public spaces and workplaces, as well as the sponsoring of prevention campaigns.

As a party to the World Health Organization Framework Convention on Tobacco Control, Canada strives to meet its obligations, including by adopting and implementing important tobacco control measures. Despite Canada's progress in implementing the critical measures contained in the Convention, crucial work remains to be done, particularly to further prevent inducements to tobacco use.





## II. PRODUCTS AND PACKAGING: A MEANS TO PROMOTE TOBACCO USE

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The design and appearance of packages, and of tobacco products, are among the few remaining promotional channels available to the tobacco industry. They are used extensively to develop brand identity, create positive associations and expectations for consumers, and reduce the perception of risk and harm.

Reviews of tobacco industry research as well as independent studies have found that:

- Packages with rounded, octagonal or ‘beveled’ edges are consistently seen as conveying stylishness, elegance and class<sup>vii</sup>
- Packages with novel openings and shapes are perceived as being more contemporary and modern<sup>viii</sup>
- Slim and thin cigarette packages increase the attractiveness of packages, particularly among young women, and the cigarettes they contain are more likely to be perceived as milder and less harmful<sup>ix, x, xi</sup>
- Slim diameter cigarettes can convey weaker or milder taste, and the false belief that they are less harmful<sup>xii, xiii, xiv</sup>
- Packages labelled “smooth” are falsely perceived as having a lower health risk than “regular” versions of the same brand<sup>xv, xvi</sup>
- Tobacco products with lighter colours on packages have been associated with less harm, and perceived strength.<sup>xvii, xviii, xix, xx</sup>

The promotion of tobacco through packages and products is particularly effective in adolescence and young adulthood, when brand loyalty and smoking behavior are beginning to be established. Young adult smokers associate cigarette brand names and package design with positive personal characteristics, social identity and status.<sup>xxi</sup> The 2012 report by the U.S. Surgeon General concluded that “the evidence reviewed [...] strongly suggests that tobacco companies have changed the packaging and design of their products to increase their appeal to adolescents and young adults.”<sup>xxii</sup>

### **A long history of promotion through packaging. . .**

In an internal document on market testing techniques dated 1987, a large tobacco company had the following to say:<sup>xxiii</sup>

“The following key elements are of prime importance in the enhancement of the smoker’s self-perceptions: – the **physical characteristics** and appearance of the product, including length, diameter, tipping, etc. – **the package**, including brand name, logo, color, design, crest, box, soft pack, etc. – **the advertising**, including role models, personality/lifestyle-identification, product support, etc.”



### III. PLAIN AND STANDARDIZED PACKAGING MEASURES REDUCE THE APPEAL OF TOBACCO PRODUCTS

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“Plain and standardized packaging” refers to packages without any distinctive or attractive features, that are similar in appearance and shape, and of the same ordinary colour. In recent years, this meaning has been extended to requiring a common appearance for the tobacco products these packages contain, such as cigarettes.

In independent research spanning at least two decades and multiple countries, numerous studies have suggested that plain and standardized packaging requirements reduce the appeal of tobacco packages and the products they contain, particularly among young people. For example:

- A 2012 systematic review by the University of Stirling, in Scotland, identified 37 published studies demonstrating that plain and standardized tobacco packages were consistently less appealing than branded packages on features such as attractiveness, projected personality attributes (e.g. “cool” and “popular”), and even the quality of the smoking experience. Canadian studies were among those reviewed.<sup>xxiv</sup>
- A 2014 review of 75 original articles, conducted on behalf of the Irish Department of Health, concluded that the “evidence unequivocally demonstrates that plain packaging is perceived as less attractive and less appealing, particularly among youth and young adults.” The effects of plain and standardized packaging were observed in both non-smokers and smokers, including on measures of attractiveness, preference and intentions to smoke. Canadian studies were again among those reviewed.<sup>xxv</sup>

- A survey of close to 6,000 youth (12–17 yrs.) in Australia, found that the introduction of plain and standardized packaging, coupled with increases in health warning sizes, significantly reduced brand appeal and positive character ratings for all brands tested. This included whether brands were perceived as ‘cool’ or associated with perceived success.<sup>xxvi</sup>



## IV. PLAIN AND STANDARDIZED PACKAGING MEASURES IN OTHER COUNTRIES

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The World Health Organization Framework Convention on Tobacco Control, to which Canada is a Party, is the first international treaty negotiated under the auspices of the World Health Organization. The Convention, which came into force in 2005, was developed in response to the globalization of the tobacco epidemic. It is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. Guidelines adopted in 2010 for the implementation of articles 11 and 13 of the Convention recommend that Parties consider introducing plain packaging measures.

Australia's plain packaging legislation came into force in 2012. The United Kingdom, Ireland, and France have since adopted measures that are being implemented this year. There are key similarities in the approaches taken, with some variation, including:

- Standardizing package appearance (i.e. standardized colour, font and finish; prohibitions on brand elements, such as logos, and on promotional information)
- Regulating package size and shape
- Standardizing cigarette appearance (typically white paper and either white or imitation cork for the tipping paper)
- In Australia and Ireland, packaging measures apply to all tobacco products, whereas in the UK and France, they only apply to cigarettes and roll-your-own tobacco.

Australian requirements mandate specific package dimensions (i.e. height, width and depth) and prohibit package designs with rounded or beveled edges. Australia also goes furthest in regulating cigarette appearance by only permitting an optional alphanumeric code in small black text. Other countries allow tobacco brand names to appear on the cigarettes themselves in a standardized font and colour.





## V. MEASURES UNDER CONSIDERATION

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Health Canada is considering introducing plain and standardized packaging requirements that include those in place in Australia. For the packaging, these are:

- A single ordinary colour on all packages of tobacco products (i.e. cigarettes, cigarette tobacco, cigars, pipe tobacco, tobacco sticks, smokeless tobacco, kreteks [clove cigarettes], bidis [thin roll of tobacco wrapped in a leaf], shisha, tubes, blunt wraps, rolling papers and others)
- A standard font type, size and colour for product brand names displayed on packages
- Restriction on the use of brand elements on packages
- Standard shape and size for cigarette packages and single cigar tubes.

**Brand elements**, as used here, include a brand name, trade-mark, trade-name, distinguishing guise, logo, graphic arrangement, design or slogan

For cigarettes and cigars, the Australian measures being considered are:

- Ordinary appearance of cigarettes, with no display of brand elements, but with an optional alphanumeric code
- Ordinary appearance of cigar bands, with standard font type, size and colour for the brand name displayed (appearance of actual cigar would not change).

Measures being considered for packaging that would go beyond Australia's include:

- Limits on the number of words in the brand name displayed
- Prescribed thickness for cigarette package walls
- No insertion of 'space fillers' in cigarette packages.

Measures being considered for tobacco products that would go beyond Australia's include:

- No distinctive colours or designs (e.g. grooves, hole or recess) in cigarette filters
- Single length and minimum diameter for cigarettes
- Single unattractive colour for cigarette and other products that are rolled in cigarette paper (e.g. tobacco sticks, kreteks [clove cigarettes], tubes, rolling papers).

Examples of cigarette, cigar, pipe tobacco and smokeless tobacco packages showing plain and standardized packaging features under consideration can be found in Appendix A.

Any measures adopted with regards to package appearance **would not** remove the current labelling requirements, including the obligation to display pictorial or text-based health warnings. Similarly, requirements for the tax stamp on tobacco products would not be affected.

## A. DETAILED MEASURES: TOBACCO PACKAGING

Measures under consideration by Health Canada include requirements already adopted by Australia and other countries, as well as potential measures that would go beyond these requirements (described here as 'innovative' measures). These measures would apply to the packaging of all tobacco products (i.e. cigarettes, cigarette tobacco, cigars, pipe tobacco, tobacco sticks, smokeless tobacco, kreteks [clove cigarettes], bidis [thin roll of tobacco wrapped in a leaf], shisha, tubes, blunt wraps, rolling papers and others), unless indicated otherwise.

### TOBACCO PACKAGE APPEARANCE

The regulation of tobacco package appearance could include measures standardizing the colour, font and finish of packages. Requirements could also comprise measures regarding the appearance of brand elements and of promotional information on them.

Regulations to standardize the appearance of packages could apply to any container that a tobacco product is packaged in for retail sale. Where there is more than one form of retail packaging, for example where a carton or other container holds one or more packs of tobacco products, plain and standardized packaging requirements would apply to each layer, including the initial container.



## 1. Package Surface Appearance

Requirements on the appearance of tobacco packages could include the following measures:

- Standardized colour (e.g. drab dark brown ) on outer and inner surfaces
- Matte finish
- No brand elements (other than the brand name)
- No promotional colours, images, graphics, patterns or other marks
- Foils and inside lining in standardized colour and matte finish
- Tear strips (which enable wrappers to be opened quickly) in prescribed colour, location and dimensions
- Transparent glues or other adhesives to be used in packaging (not coloured).

To prevent the use of features not readily noticeable at the time of purchase, requirements could also include the following measures:

- No heat-activated inks
- No inks or embellishments that appear gradually over time
- No inks that appear fluorescent in certain light
- No panels that reveal promotional image or text when scratched or rubbed.

## 2. Permitted Information

Brand names could be permitted on the outer surface of tobacco packages, while the consumer product-related information required by the *Consumer Packaging and Labelling Act* could be further regulated.

Requirements to standardize the appearance of permitted information on packages could include the following measures:

### a. Brand Name

- Standardized font type
- Standardized font colour
- Maximum font size
- Specified capitalization.

Placement of permitted information could vary based on the shape of the various tobacco packages (e.g. box, pouch, or can).

## b. Consumer Product-related Information

The measurement mark and the product's common name (e.g. '25 Cigarettes'), as well as the name and address of the manufacturer or importer, are requirements that fall under the *Consumer Packaging and Labelling Act* and its regulations.

Requirements applicable to these markings could include the following measures:

- Standardized font type
- Maximum font size
- Standardized font colour.

## TOBACCO PACKAGE SHAPE AND SIZE

Requirements to standardize tobacco package shape and size could include the following measures:

### 1. Permitted Types of Cigarette Packaging

- Cigarette packages in one of two types:
  - » Rectangular shape flip-top
  - » Rectangular slide-and-shell
- Packages to be made of rigid cardboard (no soft packs).

### 2. Cigarette Package Shape and Related Features

- Package to be cuboid (six-sided)
- Surfaces meet at firm 90 degree angles
- No embellishments (embossing, decorative ridges, bulges, other irregularities of shape or texture, or any other embellishments)
- Only rigid and straight edges (no rounding, bevelling or other shaping)
- Prescribed method of opening
- No cut-out area or window that enable the contents to be visible from outside the packaging
- No designs or features that alter the outer or inner surface areas (e.g. packs that fold open)
- No inserts or onserts, except for government-mandated information
- No use of technologies that link to promotional material (such as websites, images or videos), for instance when scanned by a mobile smart phone or other personal communication device

- Clear cellophane wrappers only, with nothing printed on or affixed to it (except as required by federal or provincial legislation)
- Packaging cannot make a noise, or contain or release a scent, that could constitute a promotion.

### 3. Cigarette Package Size

Regulations could stipulate dimensions regarding the height, width and depth of permitted packages. For slide-and-shell packages, dimensions could also be prescribed for the four inner flaps (upper, lower, left and right) of the 'slide' component.

### 4. Single Cigar Packages

- Cylindrical cigar tubes, in a uniform standard colour, with one or both ends tapered or rounded.

## POTENTIAL INNOVATIVE MEASURES TO REGULATE TOBACCO PACKAGE APPEARANCE, SHAPE AND SIZE

In addition to those adopted by Australia and other countries, the following measures could be considered with regards to regulating the appearance, shape and size of tobacco packages:

- Limits on the number of words in the product brand name
- Package walls of prescribed thickness
- No 'space fillers' inside of packages (to prevent modifications to the inner dimensions of packages).

## QUESTIONS FOR CONSULTATION

Given that an objective of plain and standardized tobacco packaging requirements is to protect young people and others from inducements to use tobacco, Health Canada would like to hear your views with regards to the measures under consideration. In particular, we would like to know:

1. How could the measures under consideration with regards to tobacco packages, as set out in this document, be improved?
2. a) What additional measures to regulate the appearance, shape and size of tobacco packages would you suggest?  
b) Are there any studies that would support the measures that you are suggesting? If so, please list the studies.

## B. DETAILED MEASURES: TOBACCO PRODUCTS

Canada's *Tobacco Act* sets out restrictions on the use of certain additives (e.g. vitamins, caffeine, flavouring agents) aimed at limiting the attractiveness of cigarettes, blunt wraps and most cigars in order to protect young people and others from inducements to use tobacco. However, these measures do not address all aspects of appearance, shape and size that characterize tobacco products.

In addition to standardizing package appearance, Australia's legislation standardized the appearance of cigarettes and cigars in different ways. For cigarettes and cigarette tipping paper, only pre-determined colours (namely white or imitation 'cork') can be used. Further, only an optional alphanumeric code (e.g. 'AA12345') for tracking and inventory control purposes is permitted, in a standardized font type, size and colour. With respect to cigars, Australia requires that their bands (the paper or foil wrapped around the body of the cigar) be in a standardized font type, size and colour. Finally, only the brand name and an optional alphanumeric code can be printed on cigar bands, along with information regarding the country of manufacture.

Requirements to standardize the appearance of cigarettes, cigars and products that are rolled in cigarette paper (e.g. tobacco sticks, kreteks [clove cigarettes], tubes, rolling papers) could include the following measures:

### 1. Cigarettes

- Standardized colour (e.g. white)<sup>1</sup>
- No brand elements
- Optional alphanumeric code on filter or at the mouth-end of the product (in standardized font type, size, and colour)
- The 'lowered permeability band'<sup>2</sup> on cigarettes (if any) to be in a standardized colour.

### 2. Cigars

- Single band in standardized colour
- Standardized font type, size and colour for permitted information
- Permitted information includes country of manufacture.

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<sup>1</sup> Colouring agents to be used for cigarettes and little cigars are set out in the schedule to the *Tobacco Act*.

<sup>2</sup> In Australia, **lowered permeability band** is defined as the concentric band of paper or other material that is included in, or applied to, cigarette paper in order to inhibit the burning of the cigarette.

## POTENTIAL INNOVATIVE MEASURES TO REGULATE TOBACCO PRODUCT APPEARANCE:

### **For tobacco products that are rolled in cigarette paper, other than cigarettes**

- No brand elements.

### **For cigarettes and other products that are rolled in cigarette paper**

- The optional alphanumeric code used for product identification purposes restricted to two letters and no more than 8 numbers, with the two letters referring either to Canada or to the province or territory where it is sold (e.g. “AB12345678” for Alberta, “CA87654321” for Canada)
- Uniform unattractive colour
- No distinctive filter colours or designs (e.g. grooves, hole or recess), where a filter is present.

## POTENTIAL INNOVATIVE MEASURES TO REGULATE TOBACCO PRODUCT SHAPE AND SIZE:

Requirements to standardize the shape and size of cigarettes and other products that are rolled in cigarette paper could include the following measures:

- Single length
- Minimum diameter or width.

## QUESTIONS FOR CONSULTATION

Given that an objective of plain and standardized product requirements is to protect young people and others from inducements to use tobacco, Health Canada would like to hear your views with regards to the measures under consideration. In particular, we would like to know:

- 1.** How could the measures under consideration with regards to tobacco products, as set out in this document, be improved?
- 2.** a) What additional measures to regulate the appearance, shape and size of tobacco products would you suggest?  
b) Are there any studies that would support the measures that you are suggesting?  
If so, please list the studies.



## VI. POTENTIAL CHALLENGES IN THE IMPLEMENTATION OF “PLAIN AND STANDARDIZED PACKAGING” MEASURES

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The decision to require plain and standardized packaging measures invites consideration of potential challenges relating to their implementation. In Australia, various stakeholders identified what they viewed as implementation challenges during the development of the government proposal. Health Canada is asking for your input with respect to some of them.

### 1. PLAIN AND STANDARDIZED PACKAGING MEASURES COULD LEAD TO LESS EXPENSIVE TOBACCO PRODUCTS

**Concern:** Since plain and standardized packaging may make it more difficult for tobacco companies to differentiate their brands from their competitors, tobacco companies may choose to decrease prices to attract new customers.

**Context:** Changes in prices were monitored in Australia. After plain and standardized packs arrived on the market, the inflation-adjusted recommended retail prices of all cigarette products from the three largest cigarette companies increased by 3.4% on average from 2012 to 2013, with increases greater for premium and mainstream brands.<sup>xxvii</sup>

**Question:** Are findings similar to those seen in Australia to be expected for Canada?

## 2. PLAIN AND STANDARDIZED PACKAGING MEASURES COULD LEAD TO AN INCREASE IN COUNTERFEIT CIGARETTES

**Concern:** Plain and standardized packaging measures could make counterfeiting of cigarette packages easier, resulting in an increase in the availability of counterfeited cigarettes.

**Context:** In Canada, contraband tobacco products are generally one of five types of product where applicable duties and taxes are not paid:

- products manufactured in the United States and smuggled into Canada
- products that are illegally manufactured within Canada
- counterfeit products that enter illegally via sea containers
- tax-exempt products that have been diverted to the wider market, and
- stolen tobacco products (e.g. from convenience store and cargo thefts).<sup>xxviii</sup>

**Questions:** Given that cigarette packages sold in Canada will continue to be required to carry pictorial health warnings, and to display a tax stamp comprising both overt and covert features, what is the likelihood that the availability of counterfeit cigarettes will increase? If you think there will be an increase, what specific factors will facilitate this increase and what other potential measures could serve to mitigate this increase in your opinion?

## 3. IMPLEMENTATION COULD BE DIFFICULT FOR TOBACCO RETAILERS

**Concern:** Because of plain and standardized packaging features, it would take more time at retail for clerks to identify the tobacco brands on the shelves requested by customers.

**Context:** An Australian study that reviewed 1,265 package retrievals between June 2012 and July 2013 (before and after the arrival of plain and standardized packs on the market) “found only a small, temporary increase in cigarette pack retrieval times immediately following plain packaging implementation”, after which retrieval time returned to and remained at baseline levels.<sup>xxix</sup>

**Questions:** Would these results likely be different in Canada? If so, what factors would be responsible for the difference?



## 4. THE TOBACCO INDUSTRY CONTINUES TO INNOVATE AROUND PLAIN AND STANDARDIZED PACKAGING MEASURES

**Concern:** Australia's experience has revealed that the tobacco industry continues to innovate around requirements aimed at reducing the attractiveness of both package and product.

**Questions:** What other interventions would go even further than the measures set out in this document in eliminating the appeal of tobacco packages and of tobacco products? What interventions would help limit the introduction by the industry of package or product features that could undermine the effectiveness of plain and standardized packaging measures?





## VII. WE WANT YOUR FEEDBACK

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Health Canada is seeking input from interested Canadians on the measures set out in this document.

### HOW TO SUBMIT YOUR FEEDBACK

1. Email your comments to **[hc.pregs.sc@canada.ca](mailto:hc.pregs.sc@canada.ca)**
2. Write to us at Tobacco Products Regulatory Office, Tobacco Control Directorate, Health Canada, AL 0301A, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0K9
3. Provide online input **[http://surveys-sondages.hc-sc.gc.ca/s/TobaccoPackaging\\_EmballageTabac/langeng/](http://surveys-sondages.hc-sc.gc.ca/s/TobaccoPackaging_EmballageTabac/langeng/)**

Please do not include any personal information when providing feedback to Health Canada. The Department will not be retaining your email address or contact information when receiving your feedback and will only retain the comments you provide.

All feedback received on or before Wednesday, August 31, 2016, will be considered in developing a regulatory proposal under the *Tobacco Act* for plain and standardized package and product requirements (see Appendix B for an overview of the federal regulatory process).

The Department will make the results of this consultation available online.

Thank you for taking the time to consider these proposals and to contribute to further protecting the health of Canadians.

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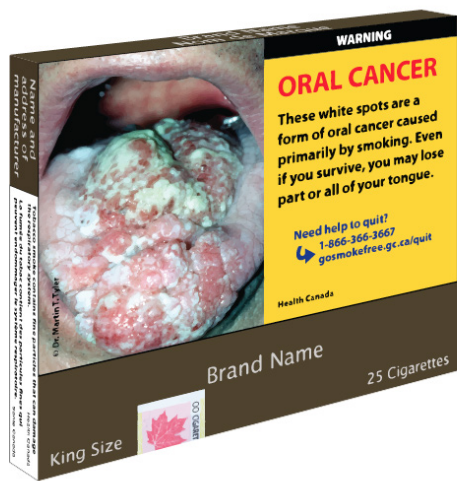
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# APPENDIX A—SELECTED TOBACCO PACKAGES SHOWING “PLAIN AND STANDARDIZED PACKAGING” FEATURES UNDER CONSIDERATION

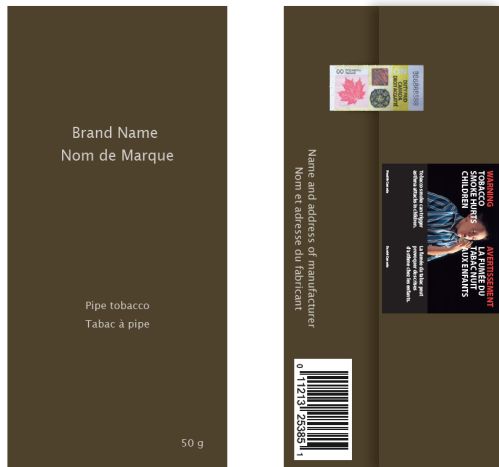
## CIGARETTE PACKAGE (TYPE: SLIDE-AND-SHELL)



## CIGAR PACKAGE



## PIPE TOBACCO PACKAGE (TYPE: POUCH)



## SMOKELESS TOBACCO PACKAGE (TYPE: CAN)



# APPENDIX B—OVERVIEW OF THE FEDERAL REGULATORY PROCESS

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## REGULATIONS MAKING UNDER THE *TOBACCO ACT* TYPICALLY FOLLOWS THE FOLLOWING STEPS:

1. Public consultation, where the proposal is made public and comments are invited from interested parties
2. Prepublication of the proposed tobacco regulations, and its accompanying Regulatory Impact Assessment Statement, in the *Canada Gazette*, Part I, followed by a comment period of 30 or 75 days (the latter where the proposed regulations may affect international trade)
3. Laying of the proposed tobacco regulations before the House of Commons, for a period of no more than 30 sitting days
4. Registration of the regulations and final publication in the *Canada Gazette*, Part II.

Implementation of the regulations may happen 6 months after their registration, where a delay is necessary to meet Canada's trade obligations.