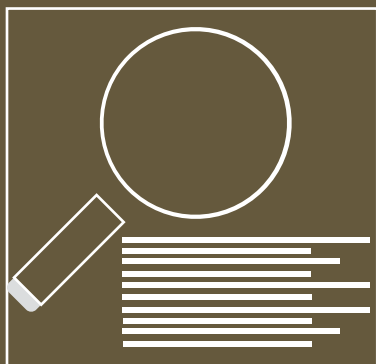# Tips for Advancing Tobacco Plain and Standardized Packaging in Your Country

1

The Cancer Council Victoria maintains an online resource (https://www.cancervic.org.au/plainfacts) that compiles evidence summaries on plain packaging and data that can be used to combat common tobacco industry opposition to plain packaging. The Campaign for Tobacco Free Kids also maintains an online resource (https://www.tobaccofreekids.org/plainpackaging) that provides guidance on the policy development process.

These resources can be used throughout the plain packaging process for guidance and support. Additional individuals at IGTC, or the network of individuals who have informed this work by advocating for plain packaging, are willing to share their experience and advice.

2
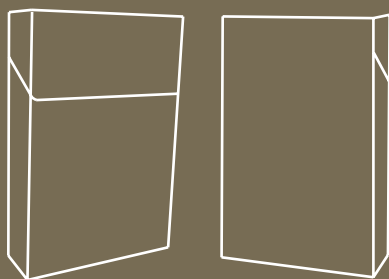
Create a mockup of a plain cigarette package using the same colors as Australia and incorporating your country's health warning lables. This mockup, and utilizing an existing evidence review, can demonstrate to lawmakers what plain packaging is and how effective it can be at decreasing the appeal of cigarette packaging.

It might be helpful to update a prior evidence review (or commission a new one) and add additional evidence from your country (if any) that demonstrates that plain packaging is effective.

3

If you want to do additional studies, conducting focus groups with youth or young adults, both smokers and non-smokers, and comparing branded and plain cigarette packs might be helpful on two fronts:
1. Generate local evidence that confirms previous evidence on plain packaging
2. Generate quotes from participants for use in media campaigns

If there are any major tobacco products other than cigarettes in your country that you intend to include in your plain packaging policy, it might be helpful to conduct focus groups on how plain packaging would decrease the appeal of that product.

4

Identify a political champion to advance plain packaging in your country and support them with data.