Standardised cigarette packs trigger 'rise in Quitline calls'
20 January 2014

The increase could not be attributed to seasonal trends, anti-tobacco advertising, cigarette costliness or the number of smokers in the community.

Australia is the first country in the world to bring in such legislation. Products manufactured since October 2012, and all on sale since December 1, 2012, must be sold in standardised packs.

Mr Currow said: "The impact of plain packaging appears to be significant, immediate and sustained."

Studies have yet to be completed into how many people have given up smoking since the introduction of standardised packaging in Australia, and for how long.

Professor Young added: "Our study demonstrates real behaviour change following the introduction of plain packaging, which is one incremental but important measure of the broader impact of this policy. We did not just measure what people think or intend to do - we saw real action among smokers to quit, which is very encouraging."

Alison Cox, Cancer Research UK’s head of tobacco policy, said: "These results provide further evidence of the impact of tobacco packaging. Our research has already shown that plain, standardised packs make health messaging more prominent and this data gives an insight into the number of smokers who’ve gone on to ask for help to quit after standard packs were rolled out across the country.

"Cancer Research UK wants to protect children from tobacco marketing and standardised packs will help do this. The evidence is clear that putting all tobacco in uniform packaging with large picture health warnings will give millions of children one less reason to start smoking. We urge the UK
government to introduce standardised packaging as soon as possible."


Provided by Cancer Research UK