5 min guide: Plain packaging around the world

The case for plain packs

Plain packs reduce smoking rates: 160% reduction in smoking rates

Plain packs reduce illicit trade: 43% reduction in illicit trade

Plain packs reduce tobacco advertising: 174% reduction in tobacco advertising

Plain packs reduce youth exposure: 80% reduction in youth exposure

The statistics

The impact of setting a uniform place standard: impact to European Union

160% reduction in smoking rates

43% reduction in illicit trade

174% reduction in tobacco advertising

80% reduction in youth exposure

Evidence supports plain packaging

Research from England, Australia, New Zealand, Sweden, Canada, and the US supports the effectiveness of plain packaging.

The return: standardizing packaging

Plain packs reduce smoking rates, reduce illicit trade, reduce tobacco advertising, and reduce youth exposure.

What can you do?

Write a letter to your local government:

Make your voice heard!

The infographic displays various statistics and research supporting the effectiveness of plain packaging in reducing smoking rates, illicit trade, tobacco advertising, and youth exposure. It suggests that setting a uniform standard for packaging could have significant impacts similar to those observed in countries like England, Australia, New Zealand, Sweden, Canada, and the US. It also encourages readers to write letters to their local governments to support the implementation of plain packaging.