

SFAC Party Conference Brief September 2014

Time for Standard Packs Law is Running Out Don't Let the Tobacco Industry Addict the Next Generation



Standard packs: they're not "plain", just honest

- Putting cigarettes in standard "plain" packs, like those in the picture above, will help stop young people from starting to smoke. Two thirds of today's smokers started before they were 18 years old.
- Branded packs advertise smoking to young people every time they are shown in public.
- Australia introduced standard packs in 2012: the number of smokers calling quitlines grew, the number of smokers fell and according to the Australian government there's been no increase in smuggling.
- The Government asked Sir Cyril Chantler to look at the evidence on standard packs. He reported that they would help stop young people from starting to smoke.
- Parliament voted to give the Government the power to introduce standard packs through Regulations. Only 24 MPs voted against. Almost two thirds of the public support the policy in opinion polls.
- The tobacco industry is spending £ millions trying to stop the policy – because they know it will work.
- Time is running out if the Regulations are to be voted on by Parliament before the next General Election. Meanwhile hundreds of children start smoking every day.

Don't let the tobacco industry recruit the next generation to smoking: an addiction that leads to disease and premature death

Tell your MP that you want Parliament to vote on standard packs before the next Election

For more information go to: www.smokefreeaction.org.uk