

---

## **On World No Tobacco Day 'Get ready for plain packaging'**

The diagram shows a 3D perspective of a cigarette pack with several callouts pointing to specific areas:

- Top flap:** A callout points to the top flap, which contains the text "Brand Variant".
- Front panel:** A large graphic health warning is shown, featuring the text "SMOKING HARMS UNBORN BABIES" in bold white letters on a black background, and a photograph of a newborn baby with medical sensors on its face.
- Side panel:** A callout points to the side panel, which contains the following text: "Tobacco Company Name", "Country of Origin", "Serving Size", "Net Weight", "Gross Weight", "Alkalinity Code", and a barcode.
- Bottom flap:** A callout points to the bottom flap, which contains the text "Brand Variant" and the number "25".
- Annotations:**
  - "No logos, colours, brand images or promotional information" points to the top flap.
  - "Pack surfaces in a standard colour" points to the side panel.
  - "Brand and product names in a standard colour and font" points to the bottom flap.
  - "Graphic health warnings used in conjunction with plain packaging" points to the front panel.

- 
- World Health  
Organization**

**[www.who.int/world-no-tobacco-day](http://www.who.int/world-no-tobacco-day)**

Page 2 of 7



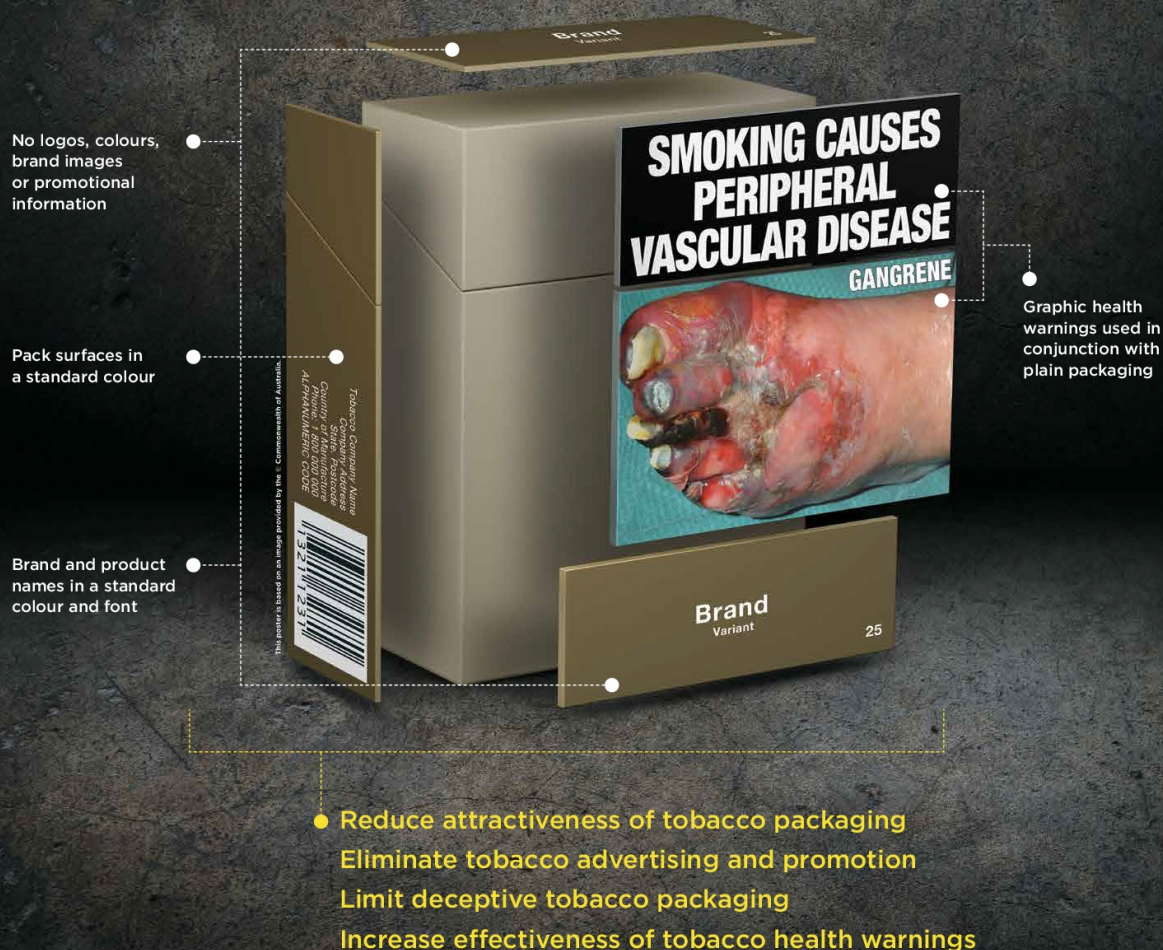
# GET READY FOR PLAIN PACKAGING







# GET READY FOR PLAIN PACKAGING



Language English

© WHO, World No Tobacco Day 2016 campaign

31 May is World No Tobacco Day, the theme of which this year focuses on “plain (standardized) packaging” of tobacco products, which was first introduced by Australia in 2012 and as is being implemented in the UK and France, with other countries moving in the same direction.

Plain packaging of tobacco products restricts or prohibits use of logos, colours, brand images and promotional information. Plain packaging is part of a integrated approach to tobacco control that includes comprehensive bans on tobacco advertising, promotion and sponsorship and other packaging and labelling measures, such as large graphic health warnings.

Globalization of plain packaging is underway as governments around the world seek to embrace this measure. Tobacco companies have fought plain packaging with a massive misinformation campaign since as far back as 1993.

Today, the World Health Organization (WHO) is calling on its Member States to get ready for plain packaging. Australia, United Kingdom, France and Ireland have passed laws to implement plain packaging, and other countries are considering the same. The tobacco industry has filed suits against several countries to stop plain packaging, but without success, most recently in the UK.

At the World No Tobacco Day event held today in Oslo, the Norwegian Minister of Health and Care Services, Bent Høie, has announced that Norway will soon introduce plain packaging.

See WHO Director-General statement Dr Margaret Chan on plain packaging in 6 languages: [AR](#) [1], [CH](#) [2], [ES](#) [3], [EN](#) [4], [FR](#) [5] and [RU](#) [6].

For live updates follow #NoTobacco

For more information contact: Paul Garwood, WHO Communications, [garwoodp@who.int](mailto:garwoodp@who.int) [7]

**Post Date:** Tuesday, 31 May, 2016

 [WHO FAQ about plain packaging of tobacco products.pdf](#) [8]

## On World No Tobacco Day 'Get ready for plain packaging'

Published on NCD Alliance (<https://old.ncdalliance.org>)

---



[WHO Get Ready for Plan Packaging Campaign - EN.pdf](#) [9]

**Category - News:** World Days

**Related Resource:** [Plain packaging of tobacco products](#) [10]

**Related Link:** [WHO: World No Tobacco Day 2016 - WHO Director-General statement on plain packaging](#) [11]

[WHO: World No Tobacco Day 2016 - Get ready for plain packaging](#) [12]

[World No Tobacco Day website](#) [13]

**Related Content:** [Framework Convention on Tobacco Control Implementation](#) [14]

---

**Source URL:** <https://old.ncdalliance.org/news-events/news/today-is-world-no-tobacco-day-get-ready-for-plain-packaging>

### Links

[1] <https://youtu.be/4bR787K9tLY>

[2] <https://youtu.be/RfLPpTfB48Y>

[3] <https://youtu.be/AQZPluScYjQ>

[4] <https://youtu.be/qJhFjrhTWSE>

[5] <http://https://youtu.be/wXUblLFXHYc>

[6] <https://youtu.be/XI9X2j-D1Ac>

[7] <mailto:garwoodp@who.int>

[8] <https://old.ncdalliance.org/sites/default/files/WHO%20FAQ%20about%20plain%20packaging%20of%20tobacco%20products.pdf>

[9] <https://old.ncdalliance.org/sites/default/files/WHO%20Get%20Ready%20for%20Plan%20Packaging%20Campaign%20-%20EN.pdf>

[10] <https://old.ncdalliance.org/resources/plain-packaging-of-tobacco-products>

[11] <https://www.youtube.com/watch?v=qJhFjrhTWSE&feature=youtu.be>

[12] [https://www.youtube.com/watch?v=rXUCTSp2\\_58&feature=youtu.be](https://www.youtube.com/watch?v=rXUCTSp2_58&feature=youtu.be)

[13] <http://who.int/campaigns/no-tobacco-day/2016/en/>

[14] <https://old.ncdalliance.org/framework-convention-on-tobacco-control-implementation>