Implementation and Evaluation of Tobacco Plain Packaging in Australia

Professor Melanie Wakefield
Director and NHMRC Principal Research Fellow
Centre for Behavioural Research in Cancer
Cancer Council Victoria

This seminar will provide an overview of evaluation studies of the late-2012 world-first implementation of tobacco plain packaging in Australia. These include cross-sectional surveys of secondary schoolchildren before and after the policy, early responses and quitting responses of adult cigarette smokers from a continuous cross-sectional tracking survey, and linking of early responses to later quitting thoughts and attempts in a cohort study. The presentation will also summarise evidence on the extent to which four claims of adverse outcomes made by tobacco companies were realised.

Professor Melanie Wakefield is internationally known for her rigorous population-based and experimental research on the effects of mass media campaigns and tobacco control policies on smoking behaviour, recognized in 2012 when she received the American Cancer Society’s Luther Terry Award for Outstanding Research in Tobacco Control. Her Centre undertakes research and evaluation of the impact of health communication campaigns and policies in tobacco control, skin cancer prevention, obesity prevention and alcohol harm prevention, as well as research in cancer screening and supportive care.

Wednesday 27 May 2015
12.30 - 1.30 pm, Seminar Room 515
Melbourne School of Population and Global Health
Level 5, 207 Bouverie Street, Carlton

ALL WELCOME