



## **Pack of Truth**

### **Objective**

To change the brand names and packaging of cigarettes to tell the truth about what they are.

### **Requirements**

Empty cigarettes and cigar packets, pens, glue, paper, felt tips and other art and craft materials

### **Background**

Whilst tobacco advertising is not permitted in the UK except at the point of sale in small shops, tobacco products continue to be sold and packed in bright, sometimes slim packages which show brands and logos clearly. Tobacco control advocates argue that cigarettes should be sold and packaged in standardised packs which have pictorial, written warnings on them about the dangers of tobacco, the NHS stop smoking helpline, and are of universal size and shape and use the same font no matter what brand they are.

### **Method**

1. Young people to look at cigarettes and cigar packets, logos and branding and discuss what kind of images and messages these brands are giving and why.
2. Teacher to lead discussion about what the packets would look like if these names and branding told the truth about the products and the names and images they could have.
3. Young people to work in small groups to produce new design concepts for tobacco products which would tell the consumer the truth about what they are using.
4. Display the 'truthful' packaging and discuss with the whole group what they have learned about branding and why the tobacco companies are so against such packaging.
5. Introduce an example of a standardised pack which is being introduced in Australia in December 2012.

## Discussion Points

Do cigarette names and logos give a brand an image? If so, how?

Should tobacco products be put in standardised/ plain packaging?

Do the new health warnings tell smokers the truth?

Should cigarette packets carry photos of the diseases caused by smoking? (NB: this became law in the UK October 2008)

Would standardised packets be less appealing to young people and why?

## Example of a Standardised Pack

