From: PPF (PAP) [mailto:PPF@pap.org.sg]
Sent: Friday, 9 March 2018 10:18 AM
To: MOH Tobacco Control (MOH) <Tobacco_Control@moh.gov.sg>
Subject: Public Consultation on Proposal to Introduce Standardised Packaging of Tobacco Products in Singapore

Submission on behalf of the PAP Policy Forum

To: Ministry of Health

16 College Road

College of Medicine Building

Singapore 169854

Attention: Director, Epidemiology and Disease Control Division

Email: Tobacco_Control@moh.gov.sg

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Public Consultation on Proposal to Introduce Standardised Packaging of Tobacco Products in Singapore

Introduction

The PAP Policy Forum (PPF) is a wing of the People's Action Party. It is a platform for member of the PAP to engage leaders on policy issues and current affairs, to deepen understanding on matters affecting Singapore. The view expressed within this message are the views of the PPF only.

The PPF declares that it has no direct or indirect links with and does not receive funding from the tobacco industry.

We note certain questions posed in the public consultation and have set forth below comments and responses in relation thereto.

Comments and Responses

The PAP Policy Forum generally agrees with the objectives and conclusions of the Standard Package Proposal (SP Proposal) and we agree that the SP Proposal has the potential to achieve its intended objectives. We note a report from the Australian Government which

suggests that further to implementation in Australia[1] the measures have had a positive impact on smoking prevalence.

The PPF suggest the following packaging ideas to help further the objectives set out in the proposal:

- the removal of the "fresh seal" in all cigarette packets to reduce the shelf-life of the cigarettes;
- changing diameter and length of cigarette sticks to a standardised size to make cigarettes look less attractive to men (In Singapore, male residents are much more likely than female residents to smoke cigarettes daily. A recent survey showed 21% of male residents compared to 3% of female residents smoke cigarettes daily[2]). We note studies that show men are more inclined to rate a slim stick as less attractive[3]; and
- printing of health warnings on sticks itself[4].

If the SP Proposal is adopted, the PPF agrees that it should be applied to other non-cigarette tobacco products such as cigarillos, cigars, ang hoon, and roll-your-own tobacco to reduce the consumption and attractiveness of such other non-cigarette tobacco products.

On a related note, the PPF would also like to highlight apparent efforts by the tobacco industry to put out studies and information which have not stood up to independent scrutiny to argue against the introduction of standardised packaging proposals similar to those set out in the SP Proposal[5] [6].

Best regards

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[1] Australian Government Department of Health "Post-Implementation Review Tobacco Plain Packaging 2016"

[2] Ministry of Health, Singapore. National Population Health Survey 2017 Pilot Study

[3] Borland R, Savvas S. Effects of stick design features on perceptions of characteristics of cigarettes. Tobacco Control. 2013; 22(5):331-7

[4] Hoek J, Gendall P, Eckert C, et al. Dissuasive cigarette sticks: the next step in standardised ('plain') packaging?. Tobacco Control 2016;25:699-705

[5] Evans-Reeves KA, Hatchard JL, Gilmore AB. *Tob Control* 2015; 24:e168-177

[6] Hatchard JL, Fooks GJ, Gilmore AB. Standardised tobacco packaging: a health policy case study of corporate conflict expansion and adaption. BMJ Open2016;6:e012634.doi:10.1136/bmjopen-2016-012634

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