16 March 2018

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

Response from the College of Public Health and Occupational Physicians,
Academy of Medicine, Singapore

1. The College of Public Health and Occupational Physicians (College of PHOP) recognises that smoking and use of tobacco products has a negative public health effect on the population.

2. The World Health Organisation and many scientific studies have stated that plain packaging of cigarettes reduces the attractiveness of tobacco products, eliminates the effects of tobacco packaging as a form of advertising, prevents potentially misleading information from being advertised on the packaging, and increases the noticeability and effectiveness of health warnings.

3. Several countries including Australia, France, Hungary, Ireland, New Zealand, Norway and the United Kingdom are at various stages of putting in place legislation and implementing plain packaging for cigarettes. The College of PHOP's assessment is that there is sufficient evidence to support plain packaging for cigarettes to contribute to an additional reduction in smoking pick-up rates amongst youths and overall smoking prevalence in the population.

4. The College of PHOP therefore supports the Singapore government's proposal to join the above-mentioned countries through the passing of legislation to implement plain packaging for cigarettes in Singapore.

5. The College of PHOP recognises that passing legislation to implement plain packaging for cigarettes in Singapore builds upon the government's consistent efforts to reduce tobacco use in Singapore, move towards a tobacco-free society and improve the health of our population.

6. The College of PHOP's view is that the move to introduce plain packaging for cigarettes in Singapore will contribute to reducing smoking prevalence and improving the health of our population, which is aligned to our College's Motto – *Populi Salus Summa*, Latin for 'Advancing the Health of Populations'.

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