

# A Literature Review on the Efficacy of Plain Packaging in Australia.

- **Author(s):** Chee How Liau ,Leanne White ,Keith Thomas ,Seng Teck Tan ,Alex Hou Hong Ng ,Toong Hai Sam ,Wong Chee Hoo
- **Abstract:** In Australia, plain packaging for cigarette packages is mandatory since late 2012. The aim of the plain packaging is to diminish the attractiveness of cigarette smoking and reduce the smoking rate in the community. Nevertheless, according to recent reports the total number of smokers in Australia has grown from 21,000 to 2.4 million despite the plain packaging implementation since 2012. The number of smokers has remained stable and there are still many young adult smokers continue with their smoking habits. This study reviews the anti-smoking initiative of plain packaging that is opined to be a prominent measurement in smoking cessation. This paper employs mixed methods to understand smokers' perception on plain packaging and is significant and direct relevant to checking the efficacy of antismoking messages in Australia.
- **Keywords:** young adult smokers, antismoking messages, cigarette smoking, cessation