



# Global Policy Coherence for Tobacco Plain Packaging :

## Examining the Challenges for Low - and Middle-Income Countries

Tobacco plain packaging measures have received worldwide recognition as a meaningful and useful tobacco control strategy to eliminate advertising and marketing tactics on tobacco packaging. Plain packaging prohibits using of logos, colours, brand images or other promotional information on tobacco packaging other than prescribed information such as brand and variant names. These measures have proven to be effective at reducing tobacco use prevalence and significantly contribute to changing the consumers' attitudes and behaviours associated with tobacco use. Following Australia's pioneering role, several other countries have already implemented these measures, and there are a considerable number of countries in different stages of implementing plain packaging. However, the implementation of plain packaging measures appears to be unevenly distributed between low- and middle-income countries (LMICs) and high-income countries. The prevailing resource constraints and opposition by the tobacco industry, including threats of litigation, have been key factors obstructing the effective implementation of plain packaging in LMICs. This research examines how can the global community and international law and policy support LMICs who want to implement tobacco plain packaging measures.

**6th December 2021**  
**2:00 PM** via Zoom

**Join Zoom Meeting**

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**Moderator : Dr. S. Pathmanesan**



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*Dr. Sanath Wijesinghe is a lecturer in the Department of Legal Studies at the Open University of Sri Lanka and an Associate Fellow of the UK Higher Education Academy (AFHEA) and an attorney-at-law. He holds a Bachelor of Laws (LL.B) (Honours) and a Master of Laws (with merit pass) from the University of Colombo and a PhD from the Queensland University of Technology (Australia). He researches in health law and intellectual property law, focusing primarily on the intersection of the right to health and intellectual property rights and the role of global health governance. His doctoral thesis examined the approaches to enable low- and middle-income countries' tobacco plain packaging measures through expanding international law and policy and the global community's support.*