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| **Title of Research Presentation** Health promotion by more effective pack regulation: Reduction in tobacco pack display at hospitality venues after the introduction of standardised tobacco packaging with new pictorial warnings |
| **Background/Objectives**Tobacco pack laws can advance health by reducing product appeal and providing better context for health warnings which reach smokers at crucial times, and are more effective when larger. Between March and June 2018, New Zealand introduced standardised tobacco packaging that also featured new pictorial health warnings and larger front of pack warnings. To provide objective data for this health promotion policy, we evaluated how the new packaging affected tobacco pack display and smoking behaviours. **Methods**Observations of smoking and tobacco packs were made at 56 hospitality venues with outdoor tables in Wellington (capital city of New Zealand) in May 2018, and compared to a 2014 study conducted in the same settings. Observational data were systematically collected and recorded on a standardised, online form.**Results**A total of 8191 patrons, 1113 active smokers and 889 packs were observed over 2422 venue observations. There were 0.8 visible packs per active smoker in 2018, compared to 1.26 in 2014 (risk ratio [RR] = 0.64, 95%CI: 0.60 to 0.67, p<0.0001). The new packs in 2018 were also less likely to be displayed face up, compared to packs in 2014 which had brand imagery on the front face (RR = 0.77, 95%CI: 0.72 to 0.83, p<0.0001). Pack visibility per adult patron without children present, compared to with children present, was unchanged from 2014 to 2018 (RR = 3.09 and 3.1 respectively). The RR for active smoking per adult patron without children present, compared to with children present, was also similar from 2014 to 2018. **Discussion**The significant reduction in the number of visible packs per active smoker, along with the reduction in face up positioning of packs, suggests that smokers found the new standardised packs more aversive. These findings are consistent with other research that suggests such changes to tobacco packs will facilitate quitting and reduce youth uptake of smoking. Our results also share some common features with findings in Australia (the only other such jurisdiction where such studies have been conducted). The gains for health from standardised packaging are further confirmed by this objective data. Countries introducing standardised packaging as a public health measure should consider these type of evaluation activities that include field observation.**Keywords**Smoking, Tobacco control, Marketing, Standardised tobacco packaging, Pictorial health warnings |