

# WEBINAR AND EDITORIAL: PLAIN PACKAGING – LESSONS FOR THE NEXT ROUND OF IMPLEMENTING COUNTRIES

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[Plain packaging](#)

The Knowledge Hub on Legal Challenges recently took part in the [World Conference on Tobacco or Health Leadership Summit](#)'s webinar titled 'Plain packaging – Lessons for the next round of implementing countries'. The webinar looked at the conclusion of the legal challenges against Australia's tobacco plain packaging laws, implementation of plain packaging in the countries which followed Australia, and lessons for other countries moving forward.

The webinar panel included Suzanne Zhou from the Knowledge Hub on Legal Challenges at the [McCabe Centre for Law & Cancer](#), who spoke on the many legal challenges to plain packaging. She was joined by Professor Joanna Cohen from Johns Hopkins School of Public Health speaking on the global implementation of plain packaging, and Professor Prakit Vathesatogkit from ASH Thailand discussing the implementation of plain packaging in Thailand. The panel was moderated by Mark Goodchild from the World Health Organization.

The panellists and organisers of the session have also [published an editorial](#) summarising the key messages from the webinar.

You can watch the webinar here:

