

ACOSH & PHAA MEDIA RELEASE



ACOSH

Australian Council on Smoking and Health

HISTORIC TOBACCO PLAIN PACKAGING WILL HASTEN END OF SMOKING IN AUSTRALIA

The introduction of plain packaging for tobacco is a historic move that will make a crucial contribution to reducing smoking in Australia, according to two of the leading public health organisations.

President of the Australian Council on Smoking and Health (ACOSH) and Public Health Association of Australia (PHAA) spokesperson, Professor Mike Daube has welcomed the Government's plans to make cigarette packs as unattractive as possible, with the world's strongest legislation.

Professor Daube said, "This is a historic day for tobacco control globally. Plain packaging has been recommended by all the leading health authorities. We know from research that it will have a significant impact on children and adults. It will accelerate the decline in smoking. As part of a comprehensive approach, we can now expect smoking in Australia – currently at 16% - to go below 10% even before 2020."

"The tobacco industry's ferocious opposition to plain packaging shows that they know how effective it will be. They also know that once Australia has shown the way, other countries will follow. But their arguments are misleading and deceptive. On the one hand they claim that the warnings won't work; on the other hand they claim that the warnings will put retailers out of business. This lethal industry has been opposing action to reduce smoking for sixty years since we learned about the dangers of smoking. Their products kill one in two regular users – when used precisely as intended."

"Cigarettes still kill 15,000 Australians each year – and five million people a year around the world. The very strength of the tobacco industry's opposition shows that they know how effective plain packaging will be."

"This measure is part of a comprehensive approach that will prevent the premature deaths of hundreds of thousands of Australians. The Government, and Health Minister Nicola Roxon, are to be congratulated on their actions."

"Plain packaging has the strongest possible support from ACOSH and the PHAA. We urge all parties to support this life-saving legislation," said Professor Daube.

For further information/comment:

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