

40th Anniversary 1971 - 2011

ACOSH

Australian Council on Smoking and Health



Public Health Association  
AUSTRALIA

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## **TOBACCO PLAIN PACKAGING – A TRIUMPH FOR PUBLIC HEALTH**

The passage through the Senate of tobacco plain packaging legislation has been hailed as a triumph for public health by leading health groups.

The President of the Australian Council on Smoking and Health, Professor Mike Daube, who also chaired the Tobacco Expert Committee that recommended plain packaging, said:

“This is a huge achievement for public health – and the tobacco industry’s worst nightmare. We know the impact plain packaging will have from research – but even more from the desperation with which the global tobacco companies have opposed it.

“Plain packaging will remove the tobacco industry’s last means of promoting its products to adults and children in Australia. This is part of a comprehensive approach that means Australia now leads the world in tobacco control.

“Health Minister Nicola Roxon deserves the highest praise for pressing ahead despite the tobacco industry’s ferocious opposition. Credit is also owed to members of all parties, including Dr Mal Washer, the Liberal Member for Moore, who played a key role in ensuring smooth passage for the legislation and the Greens and Independent members who have also supported the Act.

“Smoking remains our largest preventable cause of death and disease – and we still need to take all the action we can.

“Plain packaging will contribute to fewer children starting to smoke, and a reduction in our largest preventable cause of death and disease.

“We also know that other countries will follow. That is why the tobacco companies are so worried – and why the legislation is doubly important.

“This is a day to celebrate – a triumph for tobacco control and for public health.”

Public Health Association of Australia (PHAA) CEO Michael Moore said:

“We congratulate the Government and the Parliament on passing this vital public health legislation.

“There is no doubt that this will make an important contribution to reducing smoking and to saving lives.

“Smoking still kills more than 15,000 Australians each year. This legislation is public health action by government at its very best – saving lives, and taking action despite the toughest possible opposition from the world’s most lethal industry.

“The PHAA and its colleagues in public health have been campaigning for this legislation for many years. We are delighted that it has passed the Senate and look forward to an era when no Australian child need see any tobacco advertising or promotion.”

### **For further details/comment contact:**

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