

# ACOSH

Australian Council on Smoking and Health

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## MEDIA RELEASE

### **AUSTRALIA LEADING THE WORLD - TOBACCO ON THE WAY OUT**

The Australian Council on Smoking and Health (ACOSH) has enthusiastically welcomed today's announcements on tobacco by the Australian Government, including a 25% increase in tobacco tax, plain packaging for tobacco products, a ban on internet tobacco advertising and a major increase in funding for tobacco media campaigns.

ACOSH President Professor Mike Daube, who chaired the Government's Prevention Taskforce committee on tobacco that made the recommendations, said, "This is the biggest day in tobacco control that we have known. Australia will undoubtedly now be the world leader in tobacco control, with action that will dramatically reduce smoking and save literally hundreds of thousands of lives"

"We can now confidently predict that smoking will decline from 16.6% nationally (14.8% in WA) to below 10% within a few years, and will then go into freefall."

"The Government should be congratulated on this superb and comprehensive approach to tobacco. Smoking has killed nearly one million Australians since we knew about its dangers. This action will not only reduce smoking, but will also reduce the appalling toll we face from cancer, heart disease and all the many other conditions caused by smoking. Cigarettes kill one in two regular users. The Government's approach will be most effective among those most at risk, including children and young people.

"There is overwhelming evidence supporting these measures. It is immensely rewarding that the Government has adopted the key recommendations on tobacco of the Prevention Taskforce. There is still much work to be done, but with this national action and WA's new Tobacco Products Control Act due for implementation in September, we will have the best tobacco control program in the world."

"This is a massive win for public health – more than we had expected, and an equally massive loss for tobacco companies, which will come up with the usual specious counter-arguments. It is clear that nobody trusts or believes the tobacco companies any more. They are peddling a lethal drug, and will soon be taxed and legislated out of existence. Tobacco is at last on the way out".

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