WINNING THE WAR – WHAT CAN OBESITY LEARN FROM THE LONG-TERM TOBACCO CAMPAIGN?

Mike Daube, Professor of Health Policy, Curtin University. Director, Public Health Advocacy Institute and McCusker Centre for Action on Alcohol and Youth.
Victorian Government gives cash for Mars expansion

March 5, 2013
Sophie Langley

The Victorian Liberal Coalition Government is contributing $2 million towards Mars Australia’s new expansion of its large manufacturing facility in Ballarat.

The Mars expansion, which will cost AU$52 million overall, and involves energy and water upgrades, such as pipe and plant insulation, stormwater capture and storage, wastewater treatment upgrades, refrigeration systems upgrades and installation of solar panels. The investment will ensure Mars Australia continues to manufacture Mars Bars, Snickers, M&Ms and other popular snack food products at its Ballarat plant.
I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have — Chesterfield mildness plus no unpleasant after-taste

Ronald Reagan

CHESTERFIELD CIGARETTES

Buy the beautiful Christmas-card carton
New Alpine 15's. They fit in anywhere.
Smoking causes peripheral vascular disease

Health Authority Warning

Gangrene

Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

Sale to underage persons prohibited
Prevalence of smoking in Australia, persons aged 14 years and over
Male lung cancer rates per 100,000 today as low as they were in 1963

Putin signs law to curb smoking, tobacco sales in Russia
Unprecedented levels of child obesity

Percentage of overweight children 2007

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<tr>
<td>North America</td>
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<td><strong>35</strong>%</td>
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<td>Australia</td>
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THREE COMMONALITIES

• MAGNITUDE OF PROBLEM

• COMMERCIAL INTERESTS

• EXPRESSIONS OF CONCERN
THREE DIFFERENCES

• TOBACCO HARMFUL WHEN USED AS INTENDED – NO BENEFITS TO USE

• ACCESS TO INDUSTRY DOCUMENTS

• WINNING THE WAR (DEVELOPED COUNTRIES)
Peter Jackson 30's. You're laughing!

30 of the best. At a popular 25¢ price.

AUSTRALIA DAY
Let's celebrate
Mick Dodson our top Aussie Page 4
Full Honours List Pages 9-11

Kim Deazley Heads WA Honours List Pages 2-3

Celebrate Australia Day with Australia's favourite fast chicken.
Red Rooster was born in Perth in 1972. How Aussie is that?

There's a reason you won't find Red Rooster in America.

Did you know that Red Rooster was created in Australia for Australians? Unlike the American chains that filched it here, Red Rooster was actually born right here in Perth. From a single Kelvin Grove store in 1972, we've grown to become Australia's favourite fast chicken, so the Aussie Day its gets the real.

red rooster. it's gotten to us.
1. OVERNIGHT SUCCESS TAKES TIME
SMOKING AND CARCINOMA OF THE LUNG
PRELIMINARY REPORT

BY
RICHARD DOLL, M.D., M.R.C.P.
Member of the Statistical Research Unit of the Medical Research Council

AND

A. BRADFORD HILL, Ph.D., D.Sc.
Director of Medical Statistics, London School of Hygiene and Tropical Medicine; Honorary Director of the Statistical Research Unit of the Medical Research Council

and Wales the phenomenal increase in the deaths attributed to cancer of the lung probably the most striking changes in the pattern of recorded by the Registrar-General. For example, whole explanation, although no one would deny that it may well have been contributory. As a corollary, it is right and proper to seek for other causes.
SMOKING
AND
HEALTH

A report of The Royal College of Physicians on smoking
in relation to cancer of the lung and other diseases
2. WORK IN COALITIONS
Better food, better health & wellbeing for all! Welcome.

APD + AN Online [CPD log]

Renew or reinstate your membership
3. CONSENSUS APPROACH
Guidelines for Smoking Control

2nd Edition

Edited by Nigel Gray and Michael Daube

International Union Against Cancer
Union Internationale Contre le Cancer

Geneva 1980
Controlling the smoking epidemic

Report of the WHO Expert Committee on Smoking Control

Technical Report Series
636

World Health Organization, Geneva 1979
Policy Objectives

• 1. Achievement of lower smoking rates in all age groups of the population. This implies the application of whatever downward pressures on smoking rates are practical. These might include health warnings on packets, taxation manipulation, restrictions on smoking opportunities, encouragement of the rights of the non-smoker, as well as measures such as are involved in political, publicity and education programmes.

• 2. The encouragement of non-smokers to remain non-smokers. The emphasis of this programme is on youth.

• 3. The cessation of all forms of tobacco promotion.

• 4. Those who have not yet stopped smoking, and therefore remain at high risk, should be encouraged to reduce, as far as possible, their exposure to harmful components of tobacco smoke.

• 5. To maintain liaison with other health organisations and authorities to ensure maximum effectiveness and avoid conflict of activities. To achieve public health control of relevant industrial and environmental factors which contribute to lung cancer.

• 6. To achieve public health control of relevant industrial and environmental factors which contribute to lung cancer.
4. COMPREHENSIVE POLICIES

Recognising that:

Each component of itself is not the solution
Demands for evidence of impact should not overrule commonsense
In less than ideal world we aim for as much as possible
Evaluation of specific measures is complex ("unwrapping gossamer with boxing gloves")
Tobacco – Comprehensive approach
11 components

1. Make tobacco products significantly more expensive
2. Increase the frequency, reach and intensity of social marketing campaigns
3. End all forms of advertising and promotion of tobacco products
4. Eliminate exposure to second hand smoke in public places
5. Regulate manufacturing and further regulate packaging and supply of tobacco products
6. Ensure all smokers in contact with health services are encouraged and supported to quit
7. Work in partnership with Indigenous groups to boost effort to reduce smoking and exposure to tobacco among Indigenous Australians
8. Boost efforts to discourage smoking in other highly disadvantaged groups
9. Assist parents and educators to discourage tobacco use and protect young people from second hand smoke
10. Ensure the public, media, politicians and other opinion leaders remain aware of the need for sustained and vigorous action to discourage tobacco use
11. Ensure implementation and measure progress against and towards targets

Infrastructure recommendations also included:

Establish a National Preventive Health Agency
Philip Morris Asia Limited

AGAINST

Internationally determined tax rates, which go counter to the International Monetary Fund's recommendation for local and regional cigarette tax rates

Encouraging signatory countries to forgo well-established legal systems and adopt American-style litigation tactics

Limits on free trade in tobacco products and rejection of long-held international trade principles.

Public smoking bans that fail to allow business owners to provide smoking areas for adult smokers

Total ban on marketing cigarettes to adult smokers

Use of "shock" images in health warning designed to disparage cigarette consumers.

PHILIP MORRIS ASIA EXECUTIVE CALLS FOR REASONABLE TOBACCO REGULATION AND COOPERATION WITH THE WORLD HEALTH ORGANIZATION (WHO) (Ellis Woodward, MANILA, Sept. 21, 2000)
WHO Framework Convention on Tobacco Control

Authors:
adopted by the Conference of the Parties to the WHO FCTC

Publication details
Number of pages: 42
Publication date: 2003
Languages: English, Arab, Chinese, French, Russian, Spanish
ISBN: 9241591013
5. UNDERSTAND PUBLIC POLICY
Figure 5.2: The full obesity system map with thematic clusters (see main text 5.1.2 for discussion). Variables are represented by boxes, positive causal relationships are represented by solid arrows and negative relationships by dotted lines. The central engine is highlighted in orange at the centre of the map.
6. INNOVATION IS ACCEPTABLE

(AND MAY EVEN BE A GOOD IDEA)
The Principle of the Dangerous Precedent

“Every public action which is not customary either is wrong, or if it is right it is a dangerous precedent. It follows that nothing should ever be done for the first time.”

F. W. Cornford

Microcosmographia Academica (1908)
WHAT DO WE WANT?
EVIDENCE-BASED CHANGE
WHEN DO WE WANT IT?
AFTER PEER REVIEW
7. TREATMENT IS NOT PREVENTION
8. PUBLIC EDUCATION – PROPERLY DONE
Something close to every smoker’s heart

Every cigarette is doing you damage
Impact of Tobacco Control Policies and Mass Media Campaigns on Monthly Adult Smoking Prevalence

Melanie A. Wakefield, PhD, Sarah Durkin, PhD, Matthew J. Spittal, PhD, Mohammad Siahpush, PhD, Michelle Scollo, Dip. Comm Health, PhD, Simon Chapman, PhD, Victoria White, PhD, and David Hill, PhD

Population-wide interventions that can reduce adult smoking prevalence are important for curbing the pandemic of tobacco-related disease. However, evaluating the effects of tobacco control policies and mass media interventions on populations is difficult. Generally, there are few comparable control populations to which policy or media interventions are not delivered. Tobacco policies and media campaigns often co-occur, complicating assessment of the relative contribution of each. In addition, most studies in which smoking prevalence

Objectives. We sought to assess the impact of several tobacco control and televised antismoking advertising on adult smoking prevalence.

Methods. We used a population survey in which smoking prevalence was assessed each month from 1995 through 2006. Time-series analysis assessed the impact of these policies on smoking prevalence of televised antismoking advertising (with rating points [GRPs] per month), cigarette costliness, monthly sales of nicotine replacement therapy (NRT) and bupropion, and smoke-free restaurants.

Results. Increases in cigarette costliness and exposure to tobacco control campaigns significantly reduced smoking prevalence. We found a 4% point reduction in smoking prevalence by either exposing the public to televised antismoking ads an average of almost 4 times per month or increasing the costliness of a pack of cigarettes by 0.03% of gross wages. Monthly sales of NRT and bupropion, exposure to NRT advertising, and smoking prevalence were also significantly lower.
Smoking Prevalence in Massachusetts and Remaining 48 States (Excluding California)
FROM A JUNK FOOD OUTLET NEAR YOU
GRABBABLE GUT
OUTSIDE...
MEANS TOXIC FAT INSIDE
YOU SURE YOU WANT
FRIES WITH THAT?

Too much junk food can lead to toxic fat around your vital organs.
9. CONTROL INDUSTRY MARKETING
Hi Michael

Something big is coming to KFC this week. A burger unlike any other. The type of burger that will demand so much attention that you can’t help but do a double take.

Introducing, The Double.
Supafun Playcentre
Blackboard and whiteboard all in one.
Reg. $59.94.

49.94

McDonald's Kitchen
Drive through centre.
100 x 69cm.
Realistic sounds and play food accessories.
Ages 3+.

NEW
68.84

BIG W
WE SELL FOR LESS
Mmm... I love Hot Nesquik on a cold day!
Marketing on the packaging

Ribena: 36g sugar / portion

Frosties: over 1/3 pure sugar
Marketing to children

Change them around to make three sets of four.
Count them. How many? Still twelve and no more!

3 sets
Three sets
Easy access to confectionery (below parent level!)
10. OPPOSE AND EXPOSE THE OPPOSITION
About the Collections

Master Settlement Agreement (MSA) Collections

Internal documents from the major US tobacco industry companies and organizations, brought by the National Association of Attorneys General (NAAG) that resulted in the Master Settlement Agreement (1998). For more information on the Master Settlement Agreement, see the Tobacco Control Archives Litigation section as well as the excellent analysis at the Tobacco Control Resource Center entitled Multistate Master Settlement Agreement.

As a result of the MSA, the following collections will continue to be updated and made available through the industry web sites:

- American Tobacco
- Brown & Williamson
- Council for Tobacco Research (CTR)
- Lorillard
- Philip Morris
- RJ Reynolds
- Tobacco Institute

Collections:

- Master Settlement Agreement Companies
- British American Tobacco
- Bliley
- CA Tobacco Control
- Canadian Trials
- Gallaher
- Liggett & Myers
Key messages

- Transnational corporations are major drivers of non-communicable disease epidemics and profit from increased consumption of tobacco, alcohol, and ultra-processed food and drink (so-called unhealthy commodities).
- Alcohol and ultra-processed food and drink industries use similar strategies to the tobacco industry to undermine effective public health policies and programmes.
- Unhealthy commodity industries should have no role in the formation of national or international policy for non-communicable disease policy.
- Despite the common reliance on industry self-regulation and public-private partnerships to improve public health, there is no evidence to support their effectiveness or safety.
- In view of the present and predicted scale of non-communicable disease epidemics, the only evidence-based mechanisms that can prevent harm caused by unhealthy commodity industries are public regulation and market intervention.

Panel 4: Recommendations of action for non-communicable diseases

For public health policy making, research, and programmes
- Unhealthy commodity industries should have no role in the formation of national or international policy for non-communicable diseases.
- Interactions with the tobacco industry should be restricted and made consistent with recommendations of the Framework Convention on Tobacco Control.
- Discussions with unhealthy commodity industries should be with government only and have a clear goal of the use of evidence-based approaches by government.
- In the absence of robust evidence for the effectiveness of self-regulation or private-public partnership in alcohol, food, and drink industry, rigorous, timely, and independent assessment is needed to show that they can improve health and profit.

For public health professionals, institutions, and civil society
- Highly engaged, critical action is needed to galvanise an evidence-based constituency for change to implement effective and low-cost policies, to place direct pressure on industry to change, and to raise public awareness of the unhealthy effects of these industries.
- Funding and other support for research, education, and programmes should not be accepted from the tobacco, alcohol, and ultra-processed food and drinks industries or their affiliates and associates.

For governments and international intergovernmental agencies
- Evidence-based approaches such as legislation, regulation, taxation, pricing, ban, and restriction of advertising and sponsorship should be introduced to reduce death and disability from non-communicable diseases.

For governments, foundations, and other funding agencies
- All approaches in the prevention and control of non-communicable diseases—ie, self-regulation, public-private partnerships, legislation, pricing, and other regulatory measures—should be independently and objectively monitored.
- Funding of policy development research into modes of regulation and market interventions should be accelerated and prioritised.
- A new scientific discipline that investigates industrial diseases and the transnational corporations that drive them, should be developed.

Is your industry reputation helping or hurting you?

- At a global level we see that the majority of industries have an average reputation. Only 3 industries stand out with a strong reputation: Consumer Products, Food – Manufacturing, and Beverage.

- At the bottom with weak reputations we find large important societal industries like Utilities, Telecom, and Financial Services. Being structural industries its concerning that they have such a low level of trust and respect with the general public.

- Looking at individual company reputation is remarkable that BMW breaks away from the industry with a reputation that is 12 points better than the industry.

- Do you have what it takes to stand out from your industry?

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0–100 scale).

2012 n = 287,338
2011 n = 278,377

RepTrak™ is a registered trademark of Reputation Institute. Copyright © 2012 Reputation Institute. All rights reserved.

Note: Data is based on Global RepTrak™ Pulse 2012 Study conducted in Jan-Feb.
Civil Society and the Private Sector

Civil society participation in the General Assembly High-Level Meeting (updated 11 August 2011)

On 10 August 2011, the NGO Branch of the UN Department of Economic and Social Affairs (DESA) emailed all non-governmental organizations, academia and private sector organizations that have been approved to participate in the High-Level Meeting on NCDs. Only those organizations approved in a specific General Assembly resolution (A/65/CRP.5) are able to nominate, by 30 August 2011, up to two representatives to participate in the High-Level Meeting. With over 280 organizations approved, this represents an unprecedented level of participation by civil society in a high-level meeting.

Further information on the arrangements for the High-Level Meeting on NCDs, including participation by approved civil society organizations, will be made available on the website of the President of the General Assembly.

- List of civil society representatives approved to attend the High-level Meeting on the Prevention and Control of Non-communicable Diseases
- Summary of the informal interactive civil society hearing (advanced unedited version)
- Programme - Civil Society Hearing and Draft Annotated Agenda - Civil Society Hearing
- Civil Society Participation and Online Consultation for Civil Society Organizations

Cardiovascular diseases, diabetes, cancers, chronic respiratory diseases
| Tackling NCDs: How can existing platforms be leveraged? | Desmond Tutu Center | Global Health Council  
American Society for Clinical Pathology  
Livestrong Foundation  
Medtronic  
MSH  
Novo Nordisk  
PATH  
Pfizer  
PSI | Caitlin Holliday  
Global Health Council  
cholliday@globalhealth.org |
| --- | --- | --- | --- |
| HLM Side-event: All together: Collaborating to Fight NCDs | Millennium Plaza | International Food and Beverage Alliance | Donna Hrinak  
PepsiCo  
donna.hrinak@pepsico.com |
| HLM Side-event: Exploring the intersection of Agriculture, Nutrition and Health | UN Dining Room | PepsiCo  
UN Foundation  
Business Council for the United Nations | Ryan Travers  
APCO  
rtravers@apcoworldwide.com |
| Global Diet and Physical Activity Communications Summit | Union League Club | International Food Information Council Foundation | Kimberly Reed  
reed@ific.org |
| HLM Side-event: Burden of Disease on Women and Smoking | UN Dining Room | Global Alliance for Women's Health Pfizer |  |
11. ADVOCACY WORKS
WHAT WORKS?
(adapted from Schroeder)

• ADVOCACY
• CLEAN INDOOR AIR
• PRICE/TAXATION
• LITIGATION
• MASS MEDIA/ADVERTISING
• CESSATION EFFORTS
• VERY LOW RATES IN HEALTH PROFESSIONALS (BUT MOST DON’T DO A GOOD JOB HELPING PATIENTS QUIT. WHY NOT?)
• ACTIVATING HEALTH PROFESSIONALS
• DRAMATIC PRODUCT LABELLING
12. THERE ARE ALWAYS NEW APPROACHES
Cancer Gold is the perfect fixer.
SMOKING CAUSES CANCER IN A LOT OF PLACES (INCLUDING THE BUTT).
COMMEMORATING 50 YEARS OF LIES AND DECEIT.

THEY SATISFY AND HOW!

AND NOW - CHESTERFIELD FIRST TO GIVE YOU VITAL FACTS IN SUPPORT OF SMOKING

Buy CHESTERFIELD, Much Milder

It is 50 years ago today since the publication of evidence unequivocally demonstrating that smoking causes cancer. On 30 September 1933 Dr Richard Doll and Dr Austin Bradford Hill published their landmark paper 'Smoking and Carcinoma of the Lung' in the British Medical Journal. Since 1950, smoking has caused the deaths of one million Australians. The advertisements above set 60 years ago. The tobacco companies are still selling their lethal products. When will you stop buying them?
Dowding firm on smokes move

Last gasp for tobacco

SMOKE ADS 'TARGET TEEN GIRLS'

Doctors mount graphic display of smoke perils

Smoke ads ban popular

Cigarette ads 'appeal' to teenagers

Organs on show in tobacco attack
CEO
ISSUES
BOOK

Murray Bring
Book 3

APRIL 15, 1996
CONFIDENTIAL
CEO ISSUES BOOK

FINAL DRAFT

TOBACCO OPERATIONS
BEER OPERATIONS
FOOD OPERATIONS
PMCC OPERATIONS
GENERAL OPERATIONS
ADVERTISING
CONTRIBUTIONS
ENVIRONMENT
EXECUTIVE COMPENSATION
HEALTH
HUMAN RESOURCES
LITIGATION
REGULATION / LEGISLATION
TAXATION
TRADE

CONFIDENTIAL
13. FIRST CATCH YOUR POLITICIAN
AND THEN SUPPORT THEM
14. STAY WITH IT
In Conclusion

• Tobacco campaigns have been running as campaigns for c. 40 years. They have had their fair share of learning experiences, and still have a long way to go. The main ingredients of success have been:
  • Coalitions and coordinated approaches
  • Consensus positions
  • Professional approach
  • Innovation
  • Focus on what works
  • Continuing advocacy
  • Political leaders who follow through
  • Persistence
The Plain Packaging Story
“(The Government)….. “will treat preventative health care as a first order economic challenge because failure to do so results in a long term negative impact on workforce participation, productivity growth and the impact on the overall health budget”.

K. Rudd, June 2008
Three Major Reviews

• Health and Hospitals Reform Commission

• National Preventative Health Taskforce

• Primary Care Review
Chair:  
Professor Rob Moodie  
(Chair, Alcohol C’ttee)

Deputy Chair:  
Professor Mike Daube  
(Chair, Tobacco C’ttee)

Members:  
Professor Paul Zimmet  
Professor Leonie Segal  
Dr Lyn Roberts (Chair, Obesity C’ttee)  
Mr Shaun Larkin  
Ms Kate Carnell  
Dr Christine Connors  
Dr Linda Selvey

The Taskforce was announced on 9 April 2008. 
Members have been appointed for three years.
Committees and Process

• Discussion Papers
• Many submissions
• Tobacco Industry submissions kindly offered assistance
• Expert reviews, etc.
We are very pragmatic in our approach to regulatory change, and would genuinely like to understand how we can work with the taskforce.

......

We are also keen to ensure that unintended consequences of regulation are minimised and well thought through.

Email from Bede Fennell, British American Tobacco
TOBACCO CONTROL AUSTRALIA in 2008 – Over-simplified summary (Note - mix of Federal and State activity)

Tobacco advertising bans since late 80s/early 90s
Continuing State legislation/action (leapfrog effect)
Bans on point-of-sale promotion
Strong measures to protect non-smokers – cars around kids, bars and restaurants, other public places (including some beaches)
National and State media campaigns
Strong, cohesive advocacy organisations, individuals, coalitions – Cancer, Heart, AMA, AMA, ASH, ACOSH, PHAA – and many others
Continuing new approaches to media and media coverage
Cessation support – NRT, Quitlines, etc

(Industry last 10 – 15 years – much lobbying and working through others but staying below parapet )
WHERE NEXT?
PLAIN PACKAGING - PASSING THE SCREAM TEST

Plain packaging/pack display – part of multi-focused Discussion Paper

Industry responses (BAT, Imperial, Philip Morris) – 43 out of 142 pages
Health Warnings and Contents Labelling on Tobacco Products

Review, Research and Recommendations
prepared by

Centre for Behavioural Research in Cancer

for
Ministerial Council on Drug Strategy Tobacco Task Force

on
Tobacco Health Warnings on Content Labelling in Australia

1992
## Section 2: Recommendations

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<tr>
<th>SPECIFIC RECOMMENDATIONS</th>
<th>RATIONALE</th>
<th>EVIDENCE</th>
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<tr>
<td>C1. Standard packaging</td>
<td>These flow from acceptance of General Recommendation 7</td>
<td>- Design of current packs distracts attention from written content, including health information (Beede et al., 1991; Zermer, 1986). - There is strong support among smokers for rules to make cigarette packets less colorful and attractive (Paper 11).</td>
</tr>
<tr>
<td>C2. That packs will contain all of the health and contents information specified in recommendations under sections A and B above.</td>
<td>- Nothing about plain labelling obviates the need for salient and detailed information to assist the consumer in choosing rationally.</td>
<td>Not applicable</td>
</tr>
<tr>
<td>C3. That the background colour for the remainder of the pack be specified.</td>
<td>- Drab packaging is likely to render the product less appealing, especially to adolescents.</td>
<td>Adolescents find plain packaging boring, unattractive and it discourages smoking (Beede et al., 1991; Paper 13).</td>
</tr>
<tr>
<td>C4. That the size, colour and font of the brand name and contents information be specified.</td>
<td>- Scope to create brand image should be restricted.</td>
<td>Not applicable</td>
</tr>
<tr>
<td>C5. That any other information required under existing trade regulations be included.</td>
<td>- Compliance with existing trade regulations.</td>
<td>Not applicable</td>
</tr>
<tr>
<td>C6. Such other information to be included on the pack would be for negotiation between the tobacco industry and the regulating authorities.</td>
<td>- The tobacco industry needs an opportunity to argue for the inclusion of other material they believe it is important for consumers to know.</td>
<td>Not applicable</td>
</tr>
</tbody>
</table>
Continuing research

- Australia (Wakefield et al)
- Canada (Hammond et al)
- New Zealand (Hoek et al)
- US (FDA et al)
- UK (Various….)
The case for the plain packaging of tobacco products

Becky Freeman¹, Simon Chapman¹ & Matthew Rimmer²

School of Public Health, University of Sydney, Australia¹ and Australian Centre for Intellectual Property in Agriculture, Australian National University College of Law, Australia²

ABSTRACT

Aims The Framework Convention on Tobacco Control (FCTC) requires nations that have ratified the convention to ban all tobacco advertising and promotion. In the face of these restrictions, tobacco packaging has become the key promotional vehicle for the tobacco industry to interest smokers and potential smokers in tobacco products. This paper reviews available research into the probable impact of mandatory plain packaging and internal tobacco industry statements about the importance of packs as promotional vehicles. It critiques legal objections raised by the industry about plain packaging violating laws and international trade agreements. Methods Searches for available evidence were conducted within the internal tobacco industry documents through the online document archives; tobacco industry trade publications; research literature through the Medline and Business Source Premier databases; and grey literature including government documents, research reports and non-governmental organization papers via the Google internet search engine. Results Plain packaging of all tobacco products would remove a key remaining means for the industry to promote its products to billions of the world’s smokers and future smokers. Governments have required large surface areas of tobacco packs to be used exclusively for health warnings without legal impediment or need to compensate tobacco companies. Conclusions Requiring plain packaging is consistent with the intention to ban all tobacco promotions. There is no impediment in the FCTC to interpreting tobacco advertising and promotion to include tobacco packs.
Why Plain Packaging?

• Not a magic bullet
• Not in isolation – part of comprehensive approach
• Supports rest of program
• Research evidence
• Industry documents evidence
• Campaign, response and coverage
• Industry opposition – passes the Scream Test
• International implications
• 2020 Targets

- Halt and reverse rise in **overweight and obesity**
- Reduce daily **smoking** from 16.6% to 10.0% or less
- Reduce the **proportion who drink** at short term harm from 20% to 14% and the proportion drinking at longer term harm from 10% to 7%
- Contribute to the ‘**Close the Gap**’ target for Indigenous people
AUSTRALIA:
THE HEALTHIEST COUNTRY BY 2020

Technical Report 2
Tobacco control in Australia: making smoking history
including addendum for October 2008 to June 2009

Prepared for the National Preventative Health Taskforce
by the Tobacco Working Group.
Tobacco – Comprehensive approach

11 components

1. Make tobacco products significantly more expensive

2. Increase the frequency, reach and intensity of social marketing campaigns

3. End all forms of advertising and promotion of tobacco products

4. Eliminate exposure to second hand smoke in public places

5. Regulate manufacturing and further regulate packaging and supply of tobacco products

6. Ensure all smokers in contact with health services are encouraged and supported to quit

7. Work in partnership with Indigenous groups to boost effort to reduce smoking and exposure to tobacco among Indigenous Australians

8. Boost efforts to discourage smoking in other highly disadvantaged groups

9. Assist parents and educators to discourage tobacco use and protect young people from second hand smoke

10. Ensure the public, media, politicians and other opinion leaders remain aware of the need for sustained and vigorous action to discourage tobacco use

11. Ensure implementation and measure progress against and towards targets

Infrastructure recommendations also included: Establish a National Preventive Health Agency
PACKAGING

ACTION PROPOSED

• REQUIRE ALL TOBACCO PRODUCTS TO BE SOLD IN PLAIN PACKAGING, THE EXACT APPEARANCE OF WHICH (PRECISE COLOUR, PAPER FINISH, SHAPE OF PACK ETC) COULD BE PRESCRIBED IN REGULATIONS UNDER THE TRADE PRACTICES ACT 1974.

• COMMISSION RESEARCH TO DETERMINE EXACTLY HOW PACKS SHOULD BE DESIGNED TO MINIMISE APPEAL TO YOUNG PEOPLE.
GOVERNMENT

• Release September 1\textsuperscript{st} 2009

• Minister – “By not acting we are killing people”
Action On Tobacco After Report

Current/further developing national and state programs – dealing with
• loopholes in ad ban legislation;
• bans on any display at point of sale;
• further protection for non-smokers;
• media campaigns;
• specific education and support for disadvantaged groups; etc.
Federal Government
Progressive Implementation of Taskforce recommendations – includes:

- 25% increase tobacco excise duty
- Established Australian National Preventive Health Agency
- Major, continuing funding for tobacco media
- Tackling Indigenous Smoking Initiative (over $100m over four years)
- Cessation supports – NRT, Quitlines, etc.
- Ban internet advertising
2020 - The last carton of cigarettes is deposited at the Reserve Bank.
APRIL 29, 2010
Smoking causes peripheral vascular disease

Health Authority Warning

XX BRAND CIGARETTES

Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

Sale to underage persons prohibited
THE POLITICS

• Minority Government – needed support of 2 of 3 Independents in Lower House
• Majority in Senate, with strong support from Greens
• Opposition oppositional….Opposing everything
• Opposition Federally still taking tobacco donations (not Government or Greens)

• Industry lobbying heavily

• Major, coordinated health lobbying campaign
• Aims – maintain support; secure and maintain independent s’ support; seek at least some Opposition members’ support; seek full bipartisan support.
Industry Arguments

- It won’t work
- It will put us out of business
- End to freedom
- Illegal
- International agreements
- It’s never been done before
- And so on……..
- BUT (note) – Ferocious, active opposition
Public support very high

• April 2011: A survey of 4,500 Victorians showed very strong support.
• 72% of all people approve of the policy - and 57% of smokers.
Massive industry campaigns

• Media – press, radio, TV
• Public relations – direct, indirect
• Social media
• Retailers
• Lobbying
• Dirty tricks
Health Coalition

- Major health groups and experts working nationally as cohesive coalition
- Cancer Councils, Heart Foundation, Australian Medical Association, QUIT campaigns, ASH, ACOSH, Public Health Association, and other health organisations
- Prominent experts, health/medical leaders
- Media, media, media - Proactive, reactive
- Responding to industry campaigns, exposing industry tactics, research, reports, surveys, advertisements…
- Active support from politicians of all parties
- Lobbying, lobbying, lobbying – all parties, all members
Industry came out in public – first time in decades
David Crow
@DavidCrow_BATA  Sydney, Australia
Chief Executive Officer, British American Tobacco Australia
http://www.bata.com.au

Tweets

DavidCrow_BATA  David Crow
Last week saw another good week of debate around #plainpack. We will continue to highlight our concerns about this flawed bill #auspol
22 Aug

DavidCrow_BATA  David Crow
Tomorrow, we will highlight our concerns with #plainpack in the national newspapers #auspol #plainpack
12 Aug

DavidCrow_BATA  David Crow
Big week on #plainpack. Hopefully the 1st of many weeks of transparency, due diligence and open consultation ➔ http://ow.ly/5TPlt #auspol
5 Aug
INDUSTRY APPROACH

• INSTANT AND CONTINUING
• INTERNATIONALLY DIRECTED
• LOBBYING, PR, MEDIA, ADVERTISING, FRONT GROUPS, SHONKY POLLS, LEGAL ACTION AND THREATS….
• BEST INDICATOR OF CONCERN – COMPANIES THEMSELVES GO PUBLIC
• INDUSTRY SPEND UNKNOWN – CERTAINLY TENS OF MILLIONS, PROBABLY MORE
Stop This Nanny State

TV

Radio

Sydney number one hot spot for illegal tobacco

A report by Deloitte commissioned by the tobacco industry estimates that the Federal seat of Sydney held by the Hon Tanya Plibersek MP is ranked first in terms of illegal tobacco sold in Australia.

The report showed that over 54,000 kilograms of illegal tobacco was sold in the Sydney electorate last year which in turn cost taxpayers over $22 million in lost tobacco excise.

The growing trade of illegal tobacco is spreading across the country with the second highest sales in the Federal Electorate of Melbourne and the third highest in Adelaide.

Overall, the illegal tobacco black market is equal to 16% of the legal market and cost taxpayers a staggering $1.1 billion last year in forgone excise.

British American Tobacco Australia (BATA) CEO, David Crow is concerned that illegal tobacco sales will only get worse in the Sydney electorate under the untested and unprecedented plain packaging legislation.

"The illegal tobacco black market has grown 150% over the last three years and plain packaging will only fuel the flames and allow criminals to profit further," Mr Crow said.

"It’s alarming to see tens of thousands of kilograms of illegal tobacco sold in Sydney. Of 150 electorates in Australia it’s the worst.

"Plain packaging will provide a blueprint for crime syndicates to reproduce counterfeit cigarettes as all packs will look exactly the same. It will make black market packs more difficult to identify.

"The Government needs to do more to stop organised crime gangs dealing in black market tobacco across our suburbs."

The Australia Crime Commission highlighted in its 2011 report on organised crime that "organised crime networks have been linked to the importation of counterfeit cigarettes and loose tobacco."

To assist the industry and authorities to deal with the rapid growth of illegal tobacco in Australia BATA developed a website which outlines the size and scope of the problem in each electorate.

The website ranks all electorates, shows the excise lost and the amount of illegal tobacco sold in each area as well as further information on the issue.

Visit the website to see the size of the problem in your electorate: www.ilegaltobacco.com.au

For media inquiries: Scott McIntyre on 02 9370 1222 or visit Twitter @Scott_BATA
In Australia, the trade in illicit tobacco including counterfeit cigarettes is equivalent to an estimated 16% of the legal market and is largely controlled by highly organised criminal networks in a multi million dollar black market. We believe the federal government’s policy for plain packaging of cigarettes will only make it easier for these criminals to sell cheap counterfeit cigarettes and make massive illegal profits at the expense of all Australians.

Why isn’t the government listening? Plain packaging is plain dangerous. Find out more at www.australianretailers.com.au
OPPOSITION: The proposed design for plain packaging of cigarettes released by health minister Nicola Roxon Canberra.
Source: Supplied

The tobacco industry has hit back at a plan to introduce plain packaging on cigarettes, launching its own campaign.

The campaign is aimed at stopping what the industry suggests is a nanny-state measure.

Imperial Tobacco Australia (ITA), which owns brands including Horizon and Camel, says a plan to remove all brand packaging on cigarettes strips away an adult’s right to use a legal product.

It claims the federal government is eroding personal freedoms and turning Australia into a nanny state.

ITA general manager Wayne Merrett on Tuesday launched a national media campaign urging Australians to contact MPs and protest the plain packaging legislation, which will be supported by both sides of parliament.

"The advertisements depict a draconian nanny staring down the camera, demonising a smoker for their legal lifestyle choice, while still demanding $7 billion in taxes per year," he said.

Legal arguments

Tobacco giants to fight threat to branding
Slobhain Ryan | April 18, 2009

ONE of the world's biggest cigarette companies, British American Tobacco, has foreshadowed a High Court challenge if the Rudd Government adopts ambitious anti-smoking measures proposed by its hand-picked health taskforce.

British American Tobacco Australia, alongside Phillip Morris, Imperial Tobacco and the US Chamber of Commerce, have launched a stinging attack on a National Preventative Health Taskforce proposal to make Australia the first country in the world to mandate plain packaging for cigarettes.

In submissions to the taskforce's technical papers, published on Wednesday, they warn the proposal to ban company branding on cigarette packs could breach Australian and international law.

BATA said such a prohibition could leave the Government exposed to a lawsuit in the High Court, arguing such an acquisition of property -- including brand logos and pack designs -- on unjust terms would breach the Australian Constitution.
Tobacco cash ban will hit Coalition

Sean Nicholls
STATE POLITICAL EDITOR

Tobacco companies will be banned from donating to political parties in NSW in the latest deal between the Greens and Labor on election funding reform.

The Greens MP John Kaye will move to include the ban in a bill already before Parliament that seeks to overhaul the system of political donations and election spending in the state.

The proposal is supported by the Premier, Kristina Keneally, meaning it is set to be in place before the state election in March. Labor has refused to accept donations from tobacco companies for several years, but the Coalition has not followed suit.

Election Funding Authority records reveal the NSW Liberals and Nationals have accepted $807,119 from tobacco companies since the 2003 state election. Most of the donations come from British American Tobacco Australia and Philip Morris.

The Opposition Leader, Barry O'Farrell, argues that the companies are legitimate corporate donors.

However, Mr Kaye said tobacco, while a legal product, killed 5000 people each year.

"Political parties have no excuse for taking money from an industry that profits from an addiction that all too often leads to death," he said.

"As long as the Coalition is addicted to tobacco money, progress towards eradicating the annual death toll from smoking will be difficult," he said.

A spokeswoman for Ms Keneally said: "The ALP does not accept donations from tobacco companies, and has not done so for over six years. We would be happy to support this Greens amendment to our election funding reform bill."

The move further isolates Mr O'Farrell on the issue of election funding. He critcised the original bill, agreed to after an earlier deal between Labor and the Greens, which allows trade unions to spend up to $3.55 million each during an election campaign.

The tobacco companies are fighting state and federal governments' efforts to curtail smoking, plain packaging and point-of-sale advertising restrictions.

From July 1, retailers in NSW have been required to keep cigarettes out of sight and reading machines must be operated by staff.

In April, the federal government announced plans for cigarettes to be sold in plain packaging from 2012, endorsed only with graphic health warnings and the

POLITICAL DONATIONS APRIL 2003 - JUNE 2010

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>LIBERALS</th>
<th>NATIONALS</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>British American Tobacco</td>
<td>$432,010</td>
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<tr>
<td>Philip Morris</td>
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<td>Others</td>
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<td>Total</td>
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Ref: 82563486
Don’t let the taxpayer foot the bill for a bad Bill

WELCOME

The purpose of this site is to provide an insight into the plain packaging debate. This site is not about promoting either smoking or tobacco brands.

If you enter this site you agree to be bound by the terms and conditions as outlined in the Conditions of Use, accessed via the home page. It is important that you read them.

Proceed >
The Tobacco Plain Packaging Bill could destroy brands that are worth millions, if not billions of dollars.

No company would stand for having its brands taken away and we’re no different. And it may infringe international trademark and intellectual property law.

The government could also end up spending millions in legal fees defending an idea unproven anywhere in the world.
WILL PLAIN TOBACCO PACKAGING COST TAXPAYERS BILLIONS?

Don’t let the taxpayer foot the bill for a bad Bill
PlainPack.com
Plain Packaging
Tobacco Industry Response – Campaigns

WILL PLAIN PACKAGING MAKE TOBACCO CHEAPER?

PLAIN PACKAGING IT JUST DOESN'T MAKE SENSE

14 year olds smoking?

It won't work so why do it?

Multimillion $ investment
Good policy requires more than good intentions.

Good policy requires more than good intentions. But governments can roll out policies without real evidence they'll work. There was no real evidence that fuel tax or grocery tax would bring down prices. There was no real evidence that the Alcopops tax would reduce binge drinking. Now, they say putting cigarettes in plain packaging will stop people smoking. The idea was rejected in the UK and Canada and there's no real evidence it will work. Think it through. Good policy requires more than good intentions.

Alliance of Australian Retailers
www.australianretailers.com.au

Written by D. Grimes, Alliance of Australian Retailers, Suite 402, Level 1, 15-29 Office Road, Lane Cove, NSW 2066.

We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.
ALLIANCE OF AUSTRALIAN RETAILERS

MEDIA RELEASE: Thursday, 5 August 2010

Australia’s retailers say abandon plain packaging for cigarettes

The Alliance of Australian Retailers today urged the government to abandon its policy to require plain packaging for cigarettes.

Alliance Spokesperson, Sherly Moon, said Australia’s corner stores, convenience stores, milk bars, newsagents and service stations have today placed an open letter in newspapers across the country telling Canberra they were fed up with excessive regulation that was making it harder for small businesses to run their businesses.

“The proposed plain packaging for cigarettes is the final straw for small businesses and we have created a new peak body to advocate against it,” she said.

“Representing around 15,000 mostly small businesses that employ almost 200,000 Australians, the Alliance is telling government that enough is enough.

“We believe reducing smoking is good for our community but good policy requires more than good intentions.

“There is no reliable evidence anywhere in the world that plain packaging will stop people from taking up smoking or help people quit. So if it won’t work, why do it?”

Ms Moon said plain packaging had been considered by the UK and Canada and rejected by both countries.

“With every state in Australia already moving to ban the display of tobacco products, customers won’t even be able to see cigarettes when they walk into our stores, so how will plain packaging make any difference?” she asked.

“The government should support hard-working Australians instead of pursuing an untested and unproven policy.

The Alliance of Australian Retailers comprises the following organisations: Australian Association of Convenience Stores, The Service Station Association, Australian Newsagents Federation and National Independent Retailers Association. We are supported by British American Tobacco Australia Limited, Philip Morris Limited and Imperial Tobacco Australia Limited.

Authorised by Sherly Moon, Alliance of Australian Retailers, Suite 403, Level 4, 18-20 Orion Road, Lane Cove, NSW 2066.
Midnight Emails
It won’t work so why do it?

The government plans to put all cigarettes in plain packaging. But this was rejected in the UK and Canada and there’s no real evidence it will work. Every state in Australia has already moved to make it illegal to have cigarettes on display. So if my customers can’t see them, how will plain packaging make any difference? Plain packaging: it won’t work so why do it?

Alliance of Australian Retailers
www.australianretailers.com.au

Authorised by A. Stehli, Alliance of Australian Retailers, Suite A60, Level 1, 10-20 Essex Road, Lower George St, NSW 2000.
We are supported by British American Tobacco Australia Limited, Phillip Morris Limited and Imperial Tobacco Australia Limited.
The Tobacco Files

A definitive conclusion to the debate over plain-packaging.

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The answer to the "tobacco funding question"

Alliance of Australian Retailers
Media Investment Reconciliation
August 30th 2010

Advanced to Ballyhoo, July 29th 2010

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<td>From BATA</td>
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<td>From PML</td>
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Media Expenditure, August 5th to September 12th 2010

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<th>Amount</th>
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<td>Regional TV</td>
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<tr>
<td>Subscription TV</td>
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<td>Outdoor Large Format</td>
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<td>Outdoor Digital</td>
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<td><strong>Net media total</strong></td>
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*Other credits may accrue after thorough checking of all placements.
Lateline has obtained evidence that big tobacco companies are driving a campaign which claims to be run by shopkeepers opposed to plain cigarette packaging.

Transcript

LEIGH SALES, PRESENTER: In August, Lateline revealed the existence of a tobacco industry-funded campaign against a looming ban on logos and branding on cigarette packets.

From 2012, cigarettes will be sold in plain standardised packages carrying large graphic warnings against smoking.

It's a world-first, hailed by anti-smoking advocates.
The campaign against plain cigarette packs.

Guess who’s pulling the strings.

The so-called Alliance of Australian Retailers is a sham created last month so global tobacco companies can pump a reported $5m into an ad campaign opposing Australia’s introduction of plain cigarette packaging. Both Coles and Woolworths hurriedly distanced themselves from it. Even the spokesperson for the campaign changed in the last week.

The ads say plain packaging won’t work. But if it won’t work, why spend millions hoodwinking the Australian public with a sham organisation opposing it?

Plain packaging will stop children taking up the habit. It will reduce smoking and save Australian lives. And Big Tobacco knows it. Next time you see ads with long-faced retailers saying we shouldn’t introduce it, remember who’s pulling the strings.

A public health message supported by

Authorized by Professor Mike brave Public Health Association of Australia 20 Negus House, Deakin ACT 2600
Libs in bed with tobacco industry to attack Labor

SIMON BENSON, PHILLIP HUDSON | The Advertiser | August 03, 2010 8:32pm | 109 comments

Tobacco industry prepares to f... Ticket to ride The new Dr. No

60 recommendations. Sign Up to see what your friends recommend.
Opposition Leader Tony Abbott has said he would support any move to curb smoking rates, but he has refused to back the government's proposal. "My anxiety with this [plain packaging proposal] is that it may end up being counterproductive in practice," he said.

But Liberal MP Mal Washer broke ranks with his leader when contacted by *The Sunday Age* last week. Dr Washer, who spent 26 years as a medical practitioner before moving into federal politics, gave a blunt assessment of the tobacco industry's strategy.

"All this talk of chop chop and crime gangs sounds like bullshit to me. The tobacco industry is jumping up and down because they're worried about their businesses. I support these reforms unequivocally and whatever my party decides to do, I don't give a shit," Dr Washer said.

He said smoking killed about 19,000 Australians each year, and governments had a moral responsibility to implement any measure that could stop young people from taking up the habit.

*The Age, May 22, 2011*
Abbott to back plain tobacco reforms

Gemma Jones From: The Daily Telegraph June 01, 2011 12:00AM
Tobacco Plain Packaging Bill 2011
First Reading

Bill, explanatory memorandum and draft Tobacco Plain Packaging Regulations 2011 presented by Ms Roxon.

Bill read a first time.

Second Reading

Ms ROXON (Gellibrand—Minister for Health and Ageing) (09:47): I move:

That this bill be now read a second time.

Today I am proud to be introducing the Tobacco Plain Packaging Bill.

This is a world-first initiative, designed to remove the last vestige of glamour from tobacco products. The bill will require that tobacco products be sold in plain, drab dark-brown packets.

The Gillard government is absolutely committed to reducing death and disease brought about by smoking. We want to help protect Australians. That is why we are prepared to lead the world on tackling smoking. Once enacted, these plain packaging laws will be the world’s toughest laws on tobacco promotion.

We are taking this action because tobacco is not like any other legal product. When used as intended, it is lethal. Despite Aus...
I am delighted that some of the public health experts and officials who have fought so hard over many decades to reduce the death and disease caused by tobacco products are in the public gallery watching the introduction of this historic legislation into the parliament today. Can I particularly say that it gives me great pleasure that the parliament has been able to accommodate Mike Daube on his 63rd birthday. I hope that this is a good birthday present for him.

Some of these experts sat on the national Preventative Health Taskforce—just one of the national health bodies who have joined the World Health Organisation in recommending plain packaging of tobacco as a means of reducing smoking rates.

The Preventative Health Taskforce was commissioned by the Australian government in 2008. Its report, released in September 2009, concluded that 'there can be no justification for allowing any form of promotion for this uniquely dangerous and addictive product'—including on the packaging.

In line with the international evidence, the taskforce said plain packaging would:

Tobacco Control, which recommends that plain packaging be considered as part of comprehensive bans on tobacco advertising and as a way of ensuring that consumers are not misled about the dangers of smoking.

Australia is the first signatory to the framework and the first country in the world to commit to implementing these recommendations on plain packaging—cementing our reputation as a world leader in tobacco control.

As well as being based on ample evidence and careful advice of the experts, this bill is the result of wide-ranging consultation:

- the Preventative Health Taskforce undertook detailed consultations on tobacco control reforms in the preparation of their report;
- since the government announced its intention to introduce plain packaging, the Department of Health and Ageing has undertaken targeted consultations with organisations representing large and small retailers, with cigarette and cigar importers and with the major tobacco manufacturers; and
ADJOURNMENT

The SPEAKER: Order! It being past the hour of 7 pm I propose the question:
That the House do now adjourn.

Mr Stephen Smith: Mr Speaker, I require that the question be put immediately without debate.
Question negatived.

BILLS

Tobacco Plain Packaging Bill 2011
Consideration in Detail

Debate resumed
Bill agreed to.

Third Reading
Ms ROXON: by leave—I move:
That this bill be now read a third time.
Question agreed to.
Bill read a third time.
Big tobacco loses High Court battle
Brisbane Times - Aug 14, 2012
The High Court has awarded costs against the tobacco companies that are estimated to run into hundreds of thousands of dollars. President of the Australian Council on Smoking and Health, Mike Daube, said the decision was "a massive win for public health" ...

Government wins on tobacco packaging
Herald Sun - Aug 15, 2012
President Mike Daube, who chaired the Government's expert committee that recommended plain packaging, said global tobacco companies opposed plain packaging ferociously because they knew other countries would follow Australia's lead. "We know ..."

Big tobacco loses High Court battle over plain packaging
......warra Mercury - Aug 14, 2012
President of the Australian Council on Smoking and Health, Mike Daube, said the decision was "a massive win for public health". "It is also the global tobacco industry's worst defeat," said Professor Daube, who chaired the federal government's expert ...

Landmark bill hailed
Sydney Morning Herald - Aug 15, 2012
"It's really good news". New Zealand gets most of its cigarettes from Australia so it would be easy for the country to use the same packaging, he said. The president of the Australian Council on Smoking and Health, Mike Daube, has said 17 European countries ...

Plain tobacco packaging upheld in Australia
Stuff.co.nz - Aug 14, 2012
It is also the global tobacco industry's worst defeat", the president of the Australian Council on Smoking and Health, Mike Daube, said. "The global tobacco companies have opposed plain packaging more ferociously than any other measure we have seen," ...
AND NOW….

- International industry protests, but can’t stop it
- New Zealand Government has announced it will follow
- UK, New Zealand, Norway, Turkey, South Africa….
- International action continues – Ukraine, Honduras, Dominican Republic – industry will continue, but for form’s sake
“By not acting we are killing people.”

Hon. Nicola Roxon MP, Minister for Health

1 September 2009
Smoking causes peripheral vascular disease

Health Authority Warning

Gangrene

Smoking damages your blood vessels, which can prevent blood circulation, particularly to your legs or feet. This can result in blood clots, infection, gangrene, even amputation.

You CAN quit smoking. Call Quitline 131 848, talk to your doctor or pharmacist, or visit www.quitnow.info.au

Sale to underage persons prohibited