

40th Anniversary 1971 - 2011

**ACOSH**

Australian Council on Smoking and Health



**Public Health Association**  
AUSTRALIA



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## **MEDIA RELEASE**

### **NEW PLAIN PACKAGING LEGISLATION A MILESTONE FOR TOBACCO CONTROL**

The Tobacco Plain Packaging Bill 2011, introduced in the Federal Parliament today by Health Minister Nicola Roxon, has been hailed as a milestone for tobacco control in Australia and a global precedent that will be followed by other countries.

President of the Australian Council on Smoking and Health (ACOSH), Professor Mike Daube said, "This is world's best practice for tobacco control. Plain packaging will protect children from tobacco promotion, encourage adults to quit and make a major contribution to saving thousands of lives.

"The evidence clearly shows that plain packaging will work – and the tobacco industry's ever-more desperate response shows how worried they are that this will reduce their sales.

"Once plain packaging is introduced in one country, other countries will follow. Cigarettes have killed one million Australians since the dangers of smoking were identified in 1950. It is high time to end all forms of tobacco promotion".

Todd Harper, CEO of Cancer Council Victoria also welcomed the introduction of the Bill, saying: "Cigarette packaging is the single most important advertising tool available to tobacco companies. The decision to introduce plain packaging is therefore a crucial step in further detracting from the desirability of a product that kills one in every two long-term users.

"We only need to look at the desperation of the tobacco industry's efforts to undermine plain packaging to understand how important this initiative is.

"The tobacco industry's fears are well founded because a comprehensive international evidence review undertaken by the Cancer Council Victoria indicates this initiative will be an important measure to help reduce the annual 15,000 person death toll from tobacco."

Michael Moore, CEO of the Public Health Association of Australia (PHAA) said, "We congratulate the Government and the Minister on standing up to Big Tobacco in the interests of the community.

"The Government's comprehensive approach to tobacco control shows just how much can be done when a government acts on the basis of the best evidence and has public health as a priority.

"Plain packaging will have the strong support of the public health community, as a crucial element of protecting the health of all Australians".

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