

40th Anniversary 1971 - 2011

ACOSH

Australian Council on Smoking and Health



Public Health Association  
AUSTRALIA

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## MEDIA RELEASE

### PLAIN PACKAGING A HISTORIC WIN FOR PUBLIC HEALTH

Public health leaders have hailed the passing of tobacco plain packaging legislation by the House of Representatives today as a momentous win for public health.

President of the Australian Council on Smoking and Health Professor Mike Daube, who chaired the Government's advisory committee on tobacco that recommended plain packaging said,

"This is the most important development in tobacco control for more than twenty years. Plain packaging is the measure the tobacco companies feared most, as it removes their last opportunity to advertise their products.

"This is world-leading legislation that will help prevent children from starting, and will encourage adults to quit. Other countries will now follow Australia's lead, making our legislation even more important."

"Health Minister Nicola Roxon deserves the highest praise for facing down Big Tobacco's desperate and misleading campaigns, and pressing ahead with this vital public health measure."

Chief Executive Officer of the Public Health Association of Australia Michael Moore said,

"The health of the community will be the true winner from this legislation. The Government and Minister Roxon have shown that the public health must take priority over the commercial interests of multinational tobacco companies."

"We are delighted that this crucial legislation has attracted such strong bipartisan support, despite the misleading campaigns of tobacco companies and their front organisations. This is a great day for anyone who supports action that will reduce the nation's toll of preventable death and disease."

ENDS

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