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PLAIN CIGARETTE PACKS WILL HELP TO REDUCE SMOKING

The Public Health Association of Australia (PHAA) is supporting moves to enforce generic packaging for cigarettes and tobacco products. Senator Steve Fielding's *Plain Labelling of Tobacco Packaging Bill*, introduced into Parliament today, would remove the design and colour elements from cigarette packs that are currently a significant promotional tool for tobacco companies.

"PHAA supports the proposed plain packaging which, combined with the current strong warnings, represent part of a comprehensive approach to reducing smoking rates in the community," said Michael Moore, Chief Executive Officer (CEO) of the PHAA.

"PHAA has long campaigned for legislation to require that all tobacco products be sold only in prescribed generic packaging with best practice health warnings. We hope that Senator Fielding's proposed legislation will receive cross-party support as part of a broader framework of measures designed to reduce smoking.

"Smoking is declining in Australia. Nevertheless, 16.6% of adult Australians are regular smokers, and tobacco remains our single largest cause of preventable death and disease, responsible for the deaths of one in two regular smokers.

"There is no case for allowing any promotions through packaging or any other means for this lethal product," said Mr Moore.

For further information/comment:

Michael Moore, CEO, Public Health Association of Australia:

0417 249 731