

Tobacco Plain Packaging – Landmark Measure Welcomed

The Public Health Association of Australia (PHAA) has welcomed enthusiastically news that the Australian Government will mandate plain packing for tobacco products from January 2012.

PHAA President Professor Mike Daube, who chaired the Federal Government’s Prevention Taskforce Tobacco committee that made this recommendations, said,

“This makes Australia the world leader in tobacco control, and will add a crucial contribution to the decline in smoking. This is the most important national development in tobacco control since tobacco advertising was banned in the 90s.”

“It is hard to overstate the importance of this measure, which removes the last crucial location for tobacco promotion, especially to children. It sends out a massive signal that cigarettes are on the way out.”

“The Government are to be congratulated for implementing this landmark measure. It is enormously encouraging that they are implementing the recommendations of the Taskforce, from health warnings and public education programs to a major investment in reducing Aboriginal smoking.”

“Tobacco kills one in two regular smokers when used precisely as intended. It is only fitting that the product should be treated like a poison – with only brand name and warning information as mandated by health authorities.”

“Any opposition from tobacco interests will show just how important their packaging is to them – and how right the Government was to make this decision.”

“This is a landmark decision - action by the Government that will protect young people and contribute to saving thousands of lives, and a massive win for public health.”

ENDS

For further information/comment:

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