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## Australia leading the way on World No Tobacco Day

Australia's world first laws on tobacco plain packaging came into effect on [1 December 2012](#) – a memorable day in the fight against tobacco. This World No Tobacco Day the World Health Organization (WHO) is calling all countries to follow Australia's lead and implement plain packaging for all tobacco products says World Federation of Public Health Associations (WFPHA) President Michael Moore.

Today is World No Tobacco Day 2016 with the theme 'Get ready for plain packaging'. The WHO Framework Convention on Tobacco Control are calling all countries to get ready for plain packaging of tobacco products.

"Australia has forged the way for the rest of the world by showing how much of an impact plain packaging has on improving public health. Australia has one of the lowest smoking rates in the world which can be attributed to the plain packaging laws, tobacco tax hikes and other public health initiatives," said Mr Moore also the CEO of the Public Health Association of Australia (PHAA).

"This World No Tobacco Day asks countries to take action and change to plain packaging. Australia has shown the rest of the world how much has been achieved in only four years. I call on all countries to take action on tobacco and helps save lives,"

Between 2010 and 2013, Australia's daily smoking rate, among people aged 14 years and older, declined from 15.1% to 12.8%.

"Statistics show plain packing has had an obvious effect on the prevalence of smoking in Australia. Not only is it helping to prevent chronic diseases but it is saving lives. Prevention initiatives like plain packaging is the first step in a creating a smoke free generation," said Mr Moore.

In January 2016, the [Cancer Institute New South Wales](#) research showed in the past 20 years, adolescent smoking rates have reduced by more than 70 per cent. In [Queensland the smoking rates](#) have dropped from 16.7% in 2010 to 15.2% in 2013.

People living in outer regional and remote areas of Australia had [higher rates of daily smoking](#) at 20.9% compared to people in inner regional areas at 16.7% and major cities at 13.0%; and 21.4% of people living in areas of most disadvantage smoked daily compared with 8% who live in areas of least disadvantage.

"The plain packaging laws have created a flow on effect, encouraging those currently smoking to quit and deterring potential smokers. The combination of high prices and graphic warning labels has helped tobacco products become less attractive to teens and young adults making it difficult for tobacco companies to generate income from new customers," said Mr Moore.

For more information on World No Tobacco Day is available here: <http://www.who.int/campaigns/no-tobacco-day/2016/en/>

**For further information/comment:**

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