



THE FIGHT AGAINST THE TOBACCO EPIDEMIC IS AT A CRITICAL STAGE. BOLDER, URGENT ACTION IS NEEDED.

AUSTRALIA

HARM

Every year more than 21,000 people in Australia are killed by tobacco-caused disease, while more than 17,000 children and more than 3.2 million adults continue to use tobacco each day. Comprehensive tobacco control policies, covering all forms of tobacco use, would reduce the death toll from tobacco, which otherwise would grow with each passing year. It will also help to ensure that the tobacco industry cannot run roughshod over the lives of the people of Australia. We encourage tobacco control advocates to reach out to other development communities to strengthen their efforts in this mortal fight.

DEATHS

% caused by tobacco, 2010

17%

OF MEN

Even though fewer men, on average, die from tobacco use in Australia compared with other high-income countries, still 259 men are being killed by tobacco every week, necessitating action from policymakers.

10.4%

OF WOMEN

Even though fewer women, on average, die from tobacco use in Australia compared with other high-income countries, still 144 women are being killed by tobacco every week, necessitating action from policymakers.

INDUSTRY

The combined revenues of the world's 6 largest tobacco companies in 2013 was USD342 Billion, equal to 23% of the Gross National Income of Australia. The industry is a powerful force that does not fear the actions of nation states because its resources are often much larger.

MARKET

ADULT SMOKING

% using tobacco daily, 2013

15.1%

OF MEN

Even though fewer men, on average, smoke in Australia compared with other high-income countries, still 1,726,500 men smoke cigarettes each day, the sign of an ongoing and dire public health threat.

11.6%

OF WOMEN

Even though fewer women, on average, smoke in Australia compared with other high-income countries, still 1,486,400 women smoke cigarettes each day, the sign of an ongoing and dire public health threat.

CHILDREN SMOKING

% using tobacco daily, 2013

1.8%

OF BOYS

Even though fewer boys, on average, smoke in Australia compared with other high-income countries, still 6,600 boys smoke cigarettes each day, the sign of an ongoing and dire public health threat.

3.2%

OF GIRLS

Even though fewer girls, on average, smoke in Australia compared with other high-income countries, still 11,200 girls smoke cigarettes each day, the sign of an ongoing and dire public health threat.

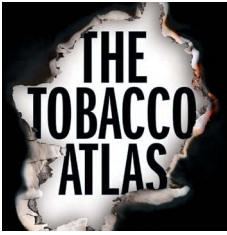
SMOKELESS

% currently using tobacco, 2013 or most recent

0.6%

OF ADULTS

Even though fewer people, on average, use smokeless tobacco in Australia compared with other high-income countries, still 110,300 people currently use smokeless tobacco, the sign of an ongoing and dire public health threat.



AUSTRALIA

Tobacco control policy is an excellent investment in the health of a country's population. According to the WHO, for less than 80c per person per year Australia will be able to pay for the four 'best buys' in tobacco control policy, raising tobacco excise taxes, enforcing a comprehensive national smoke-free law and a ban on tobacco advertising and promotion, and mandating large graphic warning labels appear on tobacco product packaging. This small investment will reap enormous dividends in health and prosperity.

SOLUTIONS

Current Policy in Australia

PROTECT FROM SMOKE

Smokefree Health Care Facilities	No
Smokefree Universities	No
Smokefree Government Facilities	No
Smokefree Indoor Offices	No
Smokefree Restaurants	No
Smokefree Pubs and Bars	No
Smokefree Public Transport	No
All Other Indoor Public Places Smokefree	N/A
Funds for Smokefree Enforcement	No

WARN ABOUT THE DANGERS TO TOBACCO USERS ON PRODUCT PACKAGING

Australia
(best practice)

Type of Warning Labels	
	Graphic
Percent of Pack Covered	
	83%
Graphic Warning Rounds	
	2
Has Plain/Standardized Packaging	
	Yes

OFFER HELP

Quitting Solutions	Both NRT and some cessation services cost-covered
National Quitline	Yes

RAISE TAXES

Excise Tax as a Percent of Cigarette Price	
WHO Benchmark	Australia
75% of Retail Price is Excise Tax	51% of Retail Price is Excise Tax

WARN ABOUT THE DANGERS TO WHOLE POPULATION IN A MEDIA CAMPAIGN

WHO Best Practice **Australia**

Ran a national anti-tobacco campaign during 2011 and 2012	
Yes	Yes
Part of a Comprehensive Tobacco Control Program	
Yes	Yes
Pre-Tested With The Target Audience	
Yes	Yes
Target Audience Research Was Conducted	
Yes	Yes
Aired On Television and/or Radio	
Yes	Yes
Utilized Media Planning	
Yes	Yes
Earned Media/Public Relations Were Used To Promote The Campaign	
Yes	Yes
Process Evaluation Was Used To Assess Implementation	
Yes	Yes
Outcome Evaluation Was Used To Assess Effectiveness	
Yes	Yes

ENFORCE BANS ON ADVERTISING

Number of Bans on Forms of Direct Advertising	2 of a possible 7 bans
Number of Bans on Forms of Indirect Advertising	5 of a possible 7 bans
Ad Ban Compliance Percent	30% self-rated compliance