



TOBACCO CONTROL IN AUSTRALIA

We interviewed over 30 experts working in tobacco- and nicotine-related policy and practice:



Tobacco control advocates and researchers



Addiction specialists



Politicians, policy-makers, and advisors

We asked them:

1. What are the challenges facing tobacco control in Australia?
2. What can we do about these challenges?
3. What tobacco control measures should we be prioritising?

This is what they told us...



OVERCOMING CHALLENGES

1

Increased and sustained investment in evidence-based measures

2

Advocate for tobacco control to be high on political agendas

3

Find new ways of repeating old messages to ensure tobacco control is given ongoing attention

4

Investigate the effectiveness of new approaches while still adopting evidence-based measures

5

Reduce tobacco industry influence and hold industry accountable for the harms it has caused

6

Implement approaches that are tailored to and developed with priority groups

7

Improve support for smoking cessation

PRIORITIES FOR POLICY AND PRACTICE

1. Strengthened tobacco control measures consistent with Australia's obligations under the World Health Organization's FCTC

Demand measures:

- Increase education and communication of smoking harms (powerful mass media campaigns, updated health warnings)
- Develop and implement a national strategy for smoking cessation that features:
 - Evidence-based guidelines for cessation
 - Easy and affordable access to cessation support
 - Health sector training
- Strengthen smoke-free policies
- Continue to increase tobacco excise

Supply measures:

- Regulate the design, contents, and labelling of tobacco products:
 - Prohibit menthol, additives, and filters that make cigarettes more palatable
 - Standardise pack sizes and design to prevent industry innovations that undermine existing tobacco control policies
- Implement positive licensing schemes across all Australian States and Territories to facilitate monitoring of compliance and enforcement

2. Greater resourcing for priority groups

3. Protect tobacco control efforts from vested interests