



MEDIA RELEASE

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The Cancer Council Tasmania has called for increased federal funding of anti-tobacco campaigns and the strengthening of tobacco control laws. The call came on the 28th anniversary of the banning of cigarette and tobacco advertising on Australian radio and television.

Council CEO, Lawson Ride, said the national bans in 1976 showed that effective Public Health legislation could reduce smoking rates and save lives.

“There has been a remarkable reduction in tobacco smoking rates in the years since 1 September 1976 as the paid advertising eventually disappeared from the airwaves, cinemas and billboards.

“Australian smoking habits have changed dramatically since the 1960s when just under 60% of men smoked.

“In the 70s around 45% smoked and today when we have around 19% of Australian adults smoking on a daily basis.

“That is a remarkable achievement in anyone’s language, and there is no reason that this trend cannot be continued with adequate Federal funding and strong national controls.

“Successive Australian Governments have taken their eyes off the ball and we are now falling behind.

“We could be making real inroads into reducing smoking rates if we injected a reasonable proportion of the \$5.5 billion collected each year in tobacco taxes into sustained national anti tobacco campaigns.

“Apart from killing about 19,000 people every year, Tobacco smoking costs the national health system about 1,049 million and the national economy about \$21 billion.

At the moment the Australian Government is only spending about \$2.5million a year on Quit and other anti tobacco campaigns.

ENDS

For comment please call Lawson Ride on 0418 129 757