

SmokeFree Tasmania is a coalition of Epilepsy Action, QUIT, Seventh Day Adventist Church, Australian Lung Foundation, Thoracic Society, Pharmaceutical Society, Asthma Foundation, Cystic Fibrosis, Public Health Association, Diabetes Association, Kidney Foundation, Liquor, Hospitality and Miscellaneous Workers' Union; The Cancer Council Tasmania; Heart Foundation; Menzies Research Institute and Australian Medical Association.



Smokefree

**Media Statement
1 March 2007**

Wall of death: one square metre too much

Health advocates say the Tasmanian government's proposed smoking restrictions do not go far enough to save children from tobacco product addiction.

SmokeFree convenor Cathy Beswick said that while the bans on smoking in cars carrying children and of fruit flavoured cigarettes were most welcome, the government had missed an important opportunity to prevent young Tasmanians taking up smoking.

"Allowing tobacco retailers one square metre of display space – enough to display 90 cigarette packets, down from 150 – is one square metre too much," Mrs Beswick said.

"The government has a moral responsibility to put the health needs of our children ahead of retailer commercial interests," she said.

Retailers are paid by tobacco companies to prominently display cigarettes at the front of their stores.

"We are very disappointed with this weak cigarette display half-measure because it is bound to fail in its purpose of deterring children from smoking.

"Research shows that children believe shop display of cigarettes normalises tobacco use and makes it acceptable. Smoking is not 'normal' or 'acceptable', it's a killer; it killed our former Labor premier Jim Bacon who was seduced at the impressionable age of 15 into smoking.

"At the very least the government must legislate for the display of one square metre of graphic warnings next to cigarette displays," Mrs Beswick said.

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