

Tobacco control in Australia

A case study of Healthy Public Policy



A lecture to Health Promotion practitioners,
managers and academics

Dr Avigdor Zask

Tel Aviv - 12 June 2017



Plain packaging of cigarettes

Enacted December 2012

Uniform package colour

Uniform font of brand names

In locked cabinets



Customers need to ask for their brand



Australian legal challenge

High Court rejects plain packaging challenge

Updated 15 Aug 2012, 8:39am



PHOTO: Examples of the packaging which sparked the High Court challenge (Supplied)

The High Court has rejected big tobacco's constitutional challenge to the Federal Government's plain packaging laws, clearing the way for the new-look packets to hit

[RELATED STORY: Australia inspires UK on cigarette plain packaging](#)

[RELATED STORY: NZ set to follow Australia's lead on plain packaging](#)

Legal challenges (cont.)

Australia wins international legal battle with Philip Morris over plain packaging

Tobacco giant fails in its bid to overturn laws using clause in 1993 Hong Kong bilateral trade deal after arbitration court rules it does not have jurisdiction



Almost there?

Australia wins landmark WTO tobacco packaging case - Bloomberg



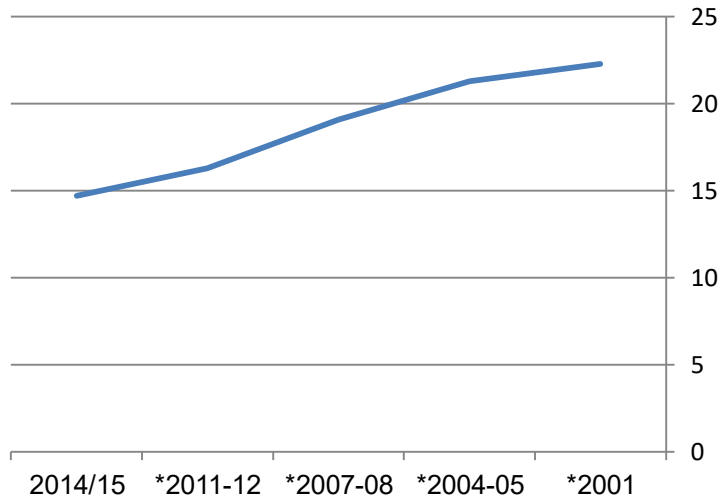
A photo illustration shows a smoker with a pack of cigarettes featuring restrictive tobacco packaging outside a Sydney office building in Australia, May 5, 2017. REUTERS/Jason Reed

1/2

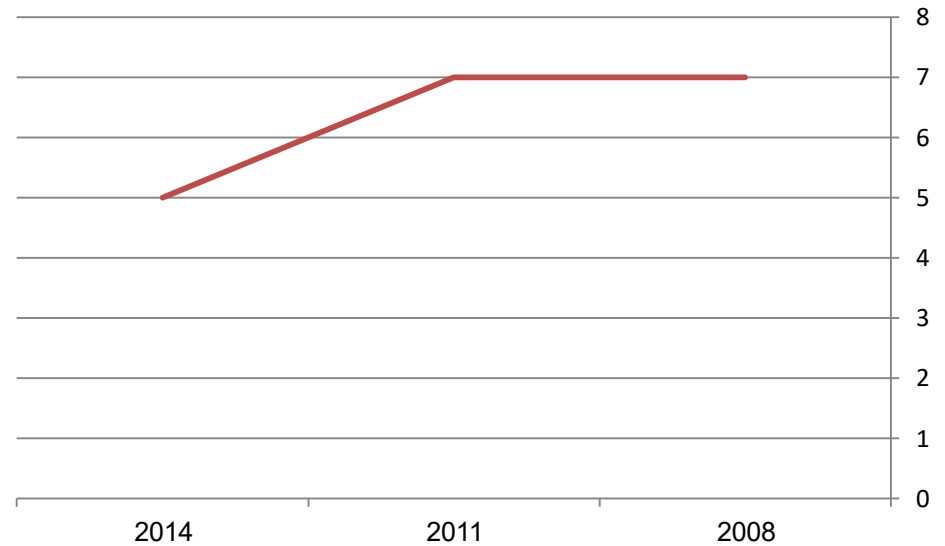
Final WTO decision in July

Promising indicators

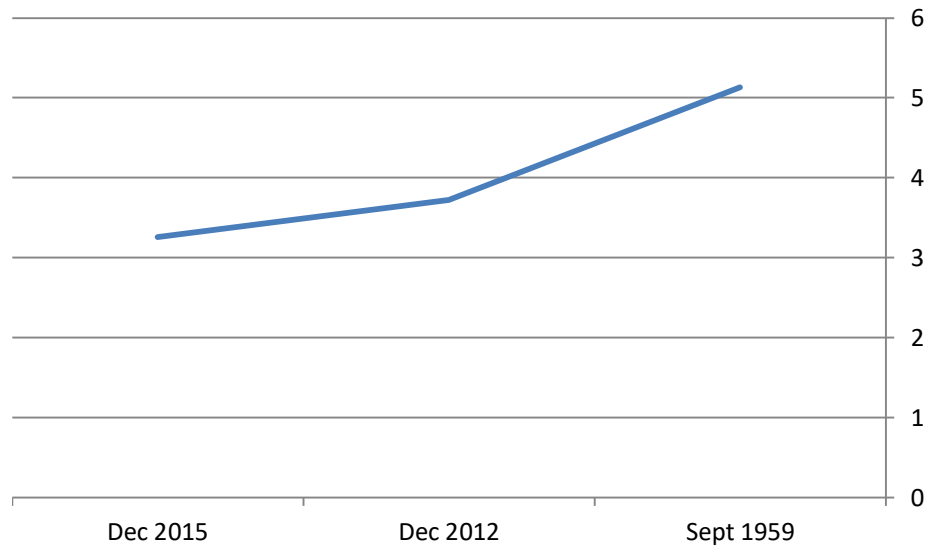
+Daily smokers - 18 %



% Current smokers - 12-17YO



Economic indicators



Decline in brand identity

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Smoke signals: The decline of brand identity predicts reduced smoking behaviour following the introduction of plain packaging

	M W1 (SD)	M W2 (SD)	t	df
Brand identification	3.53 (1.14)	3.23 (1.18)	-2.68**	148
Positive brand stereotypes	3.79 (1.21)	3.39 (1.08)	-3.38***	148
Cigarettes per day	14.13 (8.86)	11.41 (9.27)	-4.88***	148
Salience of health warning labels	2.86 (1.37)	3.01 (1.26)	1.18	148

** $p < 0.01$.

*** $p < 0.001$.



Product retrieval in small retailers

Product retrieval time in small tobacco retail outlets before and after the Australian plain packaging policy: real-world study

Melanie Wakefield, Megan Bayly, Michelle Scollo

[Author affiliations](#) +

Conclusions Retailers quickly gained experience with the new plain packaging legislation, evidenced by retrieval time having returned to the baseline range by the second week of implementation and remaining so several months later. The long retrieval times predicted by tobacco industry-funded retailer groups and the consequent costs they predicted would fall upon small retailers from plain packaging are unlikely to eventuate



E cigarettes



VS.



E cigarettes



E cigarettes dilemma

- Potential quitting aide?
- Harm reduction approach?
- Renormalising smoking?



E cigarettes and quitting

- Limited evidence (2/24 studies were RCTs) •
- Efficacy similar to NRT •
- Much more popular than NRT •

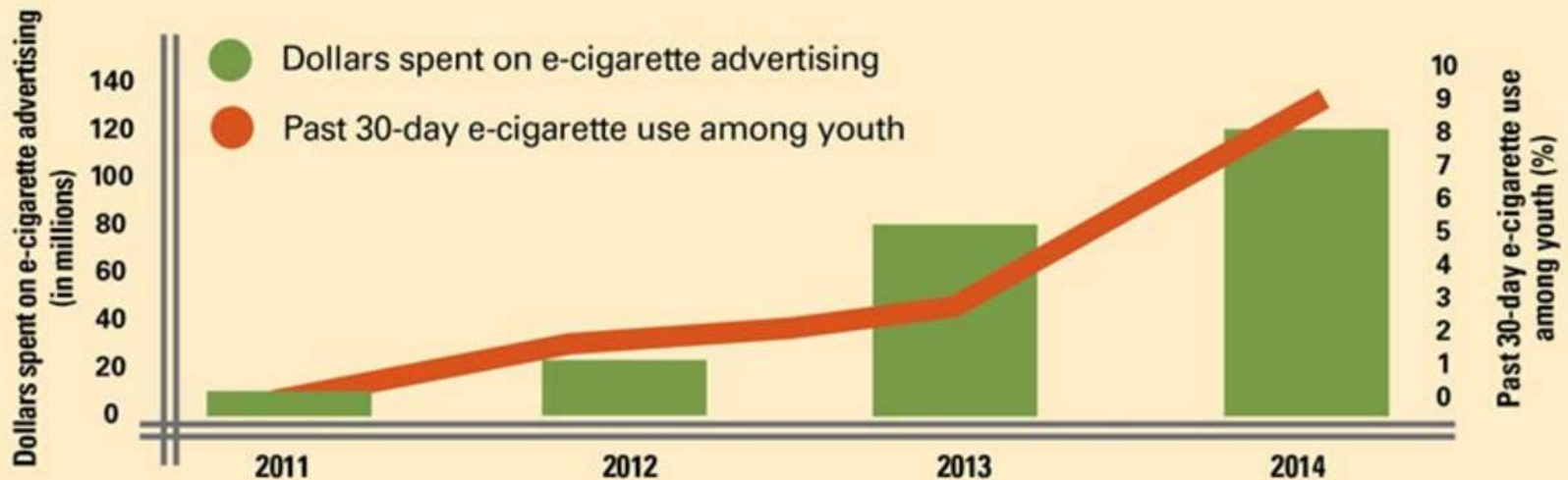


Renormalising smoking?

- Appealing to youth with many flavours and cool ads

Youth smoking rates up in the US, but not in the UK or -
Australia

E-cigarette use among youth is rising as e-cigarette advertising grows



SOURCE: National Youth Tobacco Survey, 2011-2014; Kim et al (2014), Truth Initiative (2015).



US Youth Exposure



More than **18 million** (7 in 10) US middle and high school youth were exposed to e-cigarette ads in 2014.

More than **1 in 2** middle and high school youth were exposed to e-cigarette ads in retail stores.

Nearly **2 in 5** middle and high school youth saw e-cigarette ads online.



E cigarettes

- Keep watching emerging evidence
- Support quitters who find them useful
- Severely restrict marketing, especially for youth
- Regulate 'vaping' in public



2PUR
The smoke has cleared.

CALL 1-800-327-1170
TO GET YOUR FREE
KIT

GET YOUR FREE KIT

TASTES & FEELS BETTER THAN A
REAL CIGARETTE!

YOU ONLY EXHALE PLEASANT VAPOR

- ✓ NO SMOKE
- ✓ NO TAR or YELLOW TEETH
- ✓ NO SMELLY CLOTHES

GET YOUR FREE KIT

The advertisement features a woman with long brown hair wearing a black beanie, exhaling a plume of white vapor from a silver e-cigarette. To her left, a collection of e-cigarette components is displayed. The background is a soft, light blue gradient.









NSW Smoke Free Environment Act

Enclosed public places

The *Smoke-free Environment Act 2000*  bans smoking in all enclosed public places for example shopping centres, cinemas, libraries, trains and buses.

Outdoor public places

The Act also bans smoking in the following outdoor public places:

-  Within 10 metres of children's play equipment in outdoor public places
-  Public swimming pools
-  Spectator areas at sports grounds or other recreational areas used for organised sporting events
-  Public transport stops and platforms, including ferry wharves and taxi ranks
-  Within 4 metres of a pedestrian access point to a public building
-  Smoke-free guide: No smoking within 4 metres of a pedestrian access point to a building provides information on which buildings are applicable
-  Commercial outdoor dining areas


Smoking bans in these outdoor public areas have been made because:



NSW Smoke free Environment Act

Display of 'No smoking' signs

Owners and occupiers of the following outdoor public places must ensure that adequate 'No smoking' signs are displayed in:


- swimming pool complexes (indoor and outdoor areas)
- light rail, railway platforms and ferry wharves
- commercial outdoor dining areas. See the  Hospitality guide for further information.

Signs which comply with the requirements under the Regulation are available to order free of charge from NSW Health. Otherwise, owners and occupiers can make their own signs which comply with the regulation.

Enforcement of smoking bans

NSW Health Authorised Inspectors conduct regular compliance monitoring and enforcement activity, including issuing cautions or on the spot fines of \$300 to people seen to be breaching outdoor smoking bans.

Authorised Inspectors also provide education to members of the public on smoking bans and work with property and building owners to display smoke-free signage and remove butt bins, where appropriate.

If you think a smoking ban has been broken, please let us know by completing the online reporting form .

Smoking in cars with children

 Smoking in cars with a child under the age of 16 years in the vehicle is an offence under the Act. NSW Police enforce this ban.

Using an  E-cigarette in a car with a child under the age of 16 years in the vehicle is an offence from 1 December 2015. NSW Police enforce this ban.



State wide campaign

- Print, TV and digital media campaign
- Direct communication with business owners
- Liaison of local HP staff with:
 - businesses
 - liquor accords
 - local councils
 - chambers of commerce
- Enforcement and fines



Enforcement

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Enforcement (cont.)



If you think an outdoor smoking ban has been broken, please let us know.

Information collected in this form will help to guide the enforcement of outdoor smoking bans by NSW Health Inspectors and assist health promotion efforts.

* Required fields

What did you see?

Type of area where smoking was seen*

- Transport stop or platform
- Spectator area of a sports ground
- Playground
- Swimming pool
- Within 4 metres of a pedestrian entrance to or exit from a public building
- Commercial outdoor dining area
- Other

Where did you see it?



Appeal to vanity and sexiness





Brand identity methods

1.2.1. Positive brand stereotypes

Three items drawn from research on plain packaging (Wakefield, Germain, & Durkin, 2008) were used to assess positive brand stereotypes at W1. Participants rated their level of agreement on a 1 (strongly disagree) to 7 (strongly agree) scale: “I feel that a typical smoker of (brand) is”: “trendy/stylish”; “confident/successful”; and “sophisticated” ($\alpha = 0.90$).

1.2.2. Brand identification

At W1, participants rated 7 items indicating their identification with their preferred brand on a Likert scale from 1 (strongly disagree) to 7 (strongly agree). These items were programmed so that smokers' previously selected brands were automatically incorporated into questionnaire wording. Scale items were based on widely used measures of identification with a social group (Leach et al., 2008; Postmes, Haslam, & Jans, 2012), for example “I feel a bond with other (brand) smokers”, “I identify with the group of (brand) smokers”, ($\alpha = 0.89$). At W2, all participants were asked the same questions.