

# DOES PREVENTION STAND A CHANCE? THE BATTLE AGAINST HARMFUL INDUSTRIES

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No conflicting interests

Acknowledgements – many colleagues (especially with slides!)



The West Australian (Dean Alston)



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## Shelter and the slums: capturing bleak Britain 50 years ago

**Jamie Doward**

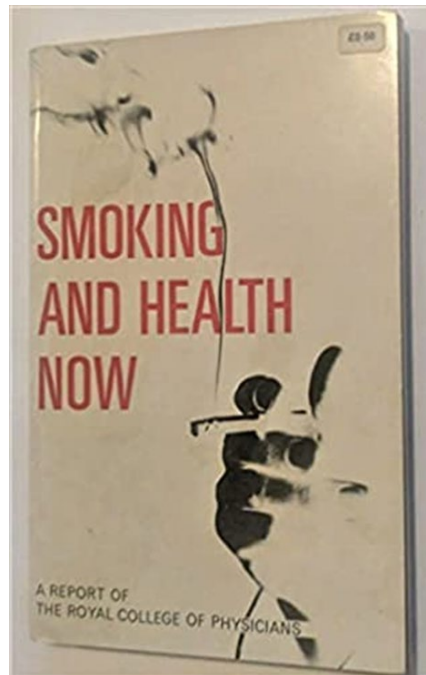
Sun 7 Feb 2016 11.02 AEDT



Childrens' bedroom Manchester 1971. Photograph: Nick Hedges for Shelter

# About ASH

Action on Smoking and Health (ASH) is a public health charity set up by the Royal College of Physicians to end the harm caused by tobacco.



Britain's finest

All the subtle tastes from the finest Virginia tobaccos

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No.3  
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PICCADILLY  
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The low tar cigarette.

Silk Cut King Size.

LOW TAR  
H.M. Government Health Department

Introducing  
Piccadilly King Size

PICCADILLY  
KING SIZE FILTER

30p

A long moment of pleasure.  
(Need we say more)

from the makers of Britain's finest cigarettes.

THE GREATEST NAME  
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All over the world, on six continents, in over 160 countries and on more than 100 airlines, the swag is to Rothmans King Size. The reason is not hard to find: Rothmans extra length, finer filter and the best tobacco money can buy give you true King Size flavour. Rothmans King Size really satisfies.

cool clean consulate

Enjoy tobacco's freshest flavour — Consulate's blend of selected leaf, smooth and cool with a touch of refreshing menthol. Cool as a mountain stream. Consulate — the world's first and Britain's largest selling, Menthol cigarette.

COOL AS A MOUNTAIN STREAM!

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and  
HEDGES  
CUP

Final at Lord's Cricket Ground, Saturday 19th July 1975.  
Official Souvenir Programme 25p.



Wherever you go... so much more to enjoy.

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Splashing surf. Sun. And summer fun. This is the world of Peter Stuyvesant — the world of the world's favourite, first-choice tobacco. Miracle filter. King Size. Wherever you go — so much more to enjoy.

The International Passport to Smoking Pleasure.

## ***Mild messiah of the world's lungs***

**"PLEASE** stop me if I'm becoming pompous", Mr Michael Daube said politely two or three times during Gang Gang's talk with him.

"Did you know that 15,000 Australians die prematurely each year from smoking-related illnesses?" he asked. "In the UK there are 50,000 deaths, in the USA 300,000.

"In Britain, 50 million working days are lost each year through smoking-induced sickness. This is four times the number of days lost through strikes".

The concern of Mr Daube, a British crusader in a blue pin-striped suit, is the lungs of the world.

Pushing away the used ashtray between us, he explained his visit to the

seriously. This ban had to accompany a campaign to lower smoking levels throughout the community.

The medical profession came in for the next broadside: "If they lobbied as





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SMOKING AND HEALTH

Monthly Report 310: December 1983

A: UNITED KINGDOM

19 JAN 1984

RET

460

## 1. Government and Politics

### a) Smoke signal

It was briefly reported in the Daily Mail and the Sun of 2 December that the Government was to launch a campaign to stop children smoking. The Junior Health Minister, John Patten, was to meet shopkeepers' representatives in an effort to prevent sales of cigarettes to youngsters under sixteen. He told MPs that 'special efforts' were also to be made to make children aware of the health risks in smoking.



















### b) A Government health warning

In the Observer on 4 December, an article by Adam Raphael, Political Editor, raised 'some disturbing questions about the cosy relations that exist between government and the tobacco industry'. He noted that on the same day as the Government was condemned by the Royal College of Physicians for failing to prevent 'an avoidable annual holocaust' of 100,000 premature smoking deaths, the Junior Minister of Health, Mr John Patten, met a delegation from FOREST. 'Mr Patten's choice of FOREST ... as a suitable body to meet casts a revealing light on the Government's real attitude towards smoking and health. Its complicity with the tobacco industry in perpetuating an epidemic that kills prematurely one in every young male smokers (sic) is rarely seen in its stark, true colours.'

He went on to say that 'another revealing chink of light came recently' with the rejection of Mr Mike Daube as a new head of public affairs for the Health Education Council because he was unacceptable to Ministers. 'As a former very energetic director of the anti-smoking campaign, Action on Smoking and Health, he was no friend of the cigarette manufacturers. And there is considerable evidence to suggest that the tobacco industry lobbied hard within the department in a determined attempt to block the appointment'.

# AFL Ladder

## AFL Ladder

RANK	TEAM	TO WIN	P	W	L	D	F	A	%	PTS
1	 COLLINGWOOD	\$4.50	9	8	1	0	822	634	129.7	32
2	 MELBOURNE	\$4.75	9	7	2	0	962	670	143.6	28
3	 BRISBANE	\$0.00	9	7	2	0	896	708	126.6	28
4	 PORT ADELAIDE	\$15.00	9	7	2	0	831	741	112.1	28
5	 ST KILDA	\$26.00	9	6	3	0	719	595	120.8	24
6	 BULLDOGS	\$17.00	9	6	3	0	695	678	102.5	24
7	 GEELONG	\$6.00	9	5	4	0	940	737	127.5	20
8	 ADELAIDE	\$17.00	9	5	4	0	842	736	114.4	20
9	 CARLTON	\$26.00	9	4	4	1	736	711	103.5	18
10	 ESSENDON	\$41.00	9	4	5	0	811	790	102.7	16
11	 GOLD COAST	\$81.00	9	4	5	0	731	720	101.5	16
12	 FREMANTLE	\$67.00	9	4	5	0	760	775	98.1	16
13	 RICHMOND	\$34.00	9	3	5	1	709	712	99.6	14
14	 SYDNEY	\$26.00	9	3	6	0	775	793	97.7	12
15	 GREATER WESTERN SYDNEY	\$151.00	9	3	6	0	723	847	85.4	12
16	 NORTH MELBOURNE	\$1001.00	9	2	7	0	584	928	62.9	8
17	 WEST COAST	\$1001.00	9	1	8	0	615	1016	60.5	4
18	 HAWTHORN	\$1001.00	9	1	8	0	540	900	60	4



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# THE LANCET



Volume 401, Issue 10383, 8–14 April 2023, Pages 1229–1240

Series

## Commercial determinants of health: future directions

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# PREDATORY INDUSTRIES

1. Predatory industries (defined as industries that knowingly sell harmful products with aggressive and extensive marketing, often targeting children, young people and vulnerable population groups)
2. Selling and marketing addictive products
3. Investing massive sums in marketing
4. Engage with governments to drive the policy agenda
5. Run by people who know exactly how much harm their products cause
6. Master survivors
7. Similar defence arguments
8. It's all about personal responsibility
9. Recent focus in both on developing new, addictive products, designed to get young people hooked

# Contemporary marketing of gambling

The full range of direct and indirect advertising, promotion, sponsorship, incentives, public relations, lobbying, and donations that are strategically used by the gambling industry to promote its products, gain publicity, attract new customers, shape social and cultural attitudes, and build corporate and product image and support.

Thomas, S, van Schalkwyk, MC, Daube, M, Pitt, H, McGee, D & McKee, M 2023, 'Protecting children and young people from contemporary marketing for gambling', Health Promotion International, 38(2), p. 1-14.

# PREDATORY INDUSTRIES -SIMILARITIES

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# Philip Morris/Miller Brewing CEO briefing book, 1996

## FOR

Drinks industry education programs  
Emphasis on illicit drugs and “the root causes of  
dysfunctional behaviour”  
Advertising tax deductibility  
Voluntary advertising guidelines  
Advertising in all media; sports sponsorship;  
marketing targeted to ethnic and other minority  
communities  
Enforcement of drunk -driving laws – but driving at  
levels up to .17 BAC

## AGAINST

**Lower BAC levels**  
**“Don’t drink and drive” message**  
**Legislated or any other restrictions on advertising,  
sponsorship, any other promotion**  
**Increased excise duties**  
**Strong enforced labelling**  
**Any limits on availability**  
**Significant government spend on public education**  
**Association of alcohol concerns with illicit drugs**

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*"The industry annually grants millions of dollars to foster and develop a wide range of sports at all levels. The damage that would be done to these sports without this support is almost impossible to calculate. In fact, it would be true to say that the income derived from this sponsorship is essential to their survival."*

## Someone could end up stumping our cricket.

Right now a vocal minority in Western Australia is threatening the future success of our cricket.

They're trying to force State Parliament to pass a law banning all tobacco advertising in the West.

The results of such a ban are best summed up by his latest book, "The Inside Edge". There has been much huffing and puffing about tobacco advertising and sport, particularly cricket. Let me say right from the outset that I'm for it.

Cricket in Australia has, in my experience, never been in a healthier position and one of the major contributing factors to this happy state of affairs is the tremendous financial contribution from the Benson and Hedges Company.

B&H pour more than a million dollars a year into cricket in this country. Without it, the game would suffer. And it would suffer most at grass-roots level.

Take a million-plus dollars from the coffers each year and the players would have to take a pay cut or cricket administration at all levels would have to take a cut in dividend.

Either way, it would upset the applecart. Cricket itself would suffer and slip down to the basic development level.

**THINK.**  
Is it best for the West?

The anti-lobby argues that tobacco advertising encourages young people - kids - to smoke. Rubbish, I say. Kids start smoking for a variety of reasons, but one of them is not because the words "Benson and Hedges Company" are displayed on cricket ground fences.

Don't let a small group of people bully you into the banning of tobacco advertising. If you care about the future of our cricket and your freedom of choice, do something about it now. Call your local MP at Parliament House on (09) 3221344.

And get our politicians to vote against the ban.

Without your help, someone might just stomp our cricket.

## THE BILL FOR THIS WORD COULD BE \$1000.



We all heard about the new bill. But who would've ever believed it could be as extreme as that? Banning tobacco advertising and sponsorship will not only cost Western Australians millions of dollars in lost advertising revenue, jobs, and sports funding.

It will deny you the freedom to read, hear, see what up till now we've always taken for granted.

No West Australian should stand for it. Telephone your local MP at Parliament House on (09) 3221344. And get our politicians to vote against the ban.

Before it's too late.

**DON'T BAN ADVERTISING AND SPONSORSHIP. (WE CAN'T AFFORD THE BILL.)**

**Brian Gapes, Director,  
Tobacco Institute of Australia**

## ADVERTISING BAN THREATENS BUSINESS FREEDOM IN WESTERN AUSTRALIA

In the Western Australian Parliament we are currently facing the prospect of legislation banning all forms of tobacco advertising.

If this move succeeds it will affect not only the tobacco companies, ability to market a legal product but also the viability of many smaller businesses which service the tobacco industry.

Cinemas, outdoor advertising contractors, sporting promoters, printers, sign-writers and media publishers will lose revenue and almost certainly jobs. And the retailers who sell cigarettes and tobacco will lose something equally as important - their right to run their own businesses as they wish.

An advertising ban will virtually purge the names of tobacco companies and their brands from our marketplace. Point of sale material, posters, stickers, dispensers, price lists, indeed, all forms of promotional material will not be permitted. This amounts to direct intervention in the way a retailer chooses to display his products for sale. Previous attempts to ban tobacco advertising have carried fines of up to two thousand dollars a day for the display of any tobacco related promotional material - even for lighters, pipes and other accessories.

Although an advertising ban will not result in any overall decrease in smoking, simply because advertising does not impel people to take up smoking, it will make it very difficult for the manufacturers to promote their brands in open competition and consumer choice will be limited.

We believe that basic commercial freedoms are threatened by the proposed tobacco advertising ban and that if it succeeds other prohibitions will follow. Alcohol is certainly next on the list for those who wish to impose their views upon others. The tobacco industry espouses the principle of free choice - the freedom of mature people to make up their own minds about whether they wish to smoke or not, the freedom for our industry to market a legally grown, manufactured and sold product and the freedom of retailers to offer this product to those who wish to buy it. The tobacco industry has made known its views to all Members of Parliament.

If you share our concern about the intrusion upon basic freedoms which this ban represents, may I suggest that you contact your local MP at Parliament House or record your concern in a letter to the Premier and the Leader of the Opposition.

Thank you.

## Compas is pro-sport

NON-BALISTOW-acting chairman COMPASS (Co-ordination of Major Particulars and Specifier Sports) was applauded by G. C. Reynolds (Letters, September 20) for challenging COMPASS to "come out of the shadows, get the word" and in the public face of the organization's philosophy.

COMPASS has nothing to hide. Members simply want to see the full range of sports which accompanied its formation, that the name is not a limitation.

COMPASS is a group of Western Australia's largest sporting bodies, founded on May 8, 1982. It represents the following:

Statewide Participants	Members
WA Football Federation	600,000
WA Tennis Association	60,000
Cricket Australia	400,000
WA Croquet Association	20,000
WA Soccer Association	100,000
WA Golf Association	40,000
WA Rugby Union	40,000
WA Motor Racing	20,000
WA Motor Cycling	20,000
Sport Leagues	220,000
<b>Total</b>	<b>1,220,000</b>

G. C. Reynolds is wrong to say we are a non-tobacco lobby. We are a pro-sport lobby and we want the health benefits of sport to be sustained at the highest level of our community.

For some time, members of COMPASS have received tobacco company sponsorship to varying degrees - depending on the individual sport. It is an essential source of funds because spectators do not cover all the costs of major sports.

While it is possible that some substantial sponsorship might be found, there is little evidence as to whether they have the right to maintain their own established organizations.

Our position is that, while people smoke, there is little harm in letting tobacco companies put their names on our sports and facilities as a sponsor to committed smokers.

This kind of reminder contains no permission to smoke and does not give benefits to being able to see only on long-term smokers from the tobacco companies.

I request Mr Reynolds that the administrators of sport continue to the welfare of people in this state by following strategies that maintain the interest in their sports right through to the lowest level.

They support the companies to produce people, especially children, not to smoke. People in training are constantly reminded to do so.

We believe the State Government's intention is to ban tobacco advertising. However, we also believe it needs to take a second look at the impact on sport and take care it does not do more harm than good.

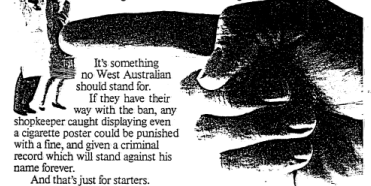
## Someone's trying to bully innocent West Australians.

Right now a vocal minority is trying to pass the bully act on every West Australian.

They're trying to force our State Parliament to pass a law banning all tobacco advertising in the West.

be more interested in fighting our rising unemployment and inflation, than having to push around innocent West Australians?

Don't let a small group of people bully you into a ban on tobacco advertising.



It's something no West Australian should stand for. If they have their way with the ban, any shopkeeper caught displaying even a cigarette poster could be punished with a fine, and even a criminal record which will stand against his name forever.

And that's just for starters. It'll be more like living in Russia than good old Western Australia.

In one fell swoop, this vocal minority will be killing our freedom of choice in the West. Shouldn't our State Government

Fight back now. Call your local MP at Parliament House on (09) 3221344. And get our politicians to vote against the ban.

For the sake of common sense.

**THINK.**  
Is it best for the West?

## Someone's putting the pressure on our sport.

If a vocal minority has its way, sport as we know it in Western Australia could be facing the axe.

They're trying to force our State Parliament to pass a law banning all tobacco advertising in the West.

If they succeed, cigarette companies will be banned from sponsoring sport. This means many of our sports will lose valuable dollars which they won't find easy to replace.

Imagine life with out the big stars in the Winfield Perth Cup, the Danhill WA Golf Championships, the Benson and Hedges Facing Cup, the Peter Jackson Diets Championship, or the Marlboro Hidden Dealer Team in the Wanneroo Motor Racing Championships.

Imagine no more Test cricket in Perth, no more one day Internationals, and no more money to develop the game.

You might never see your heroes battle out International cricket at the WACA again. No West Australian should stand for it.

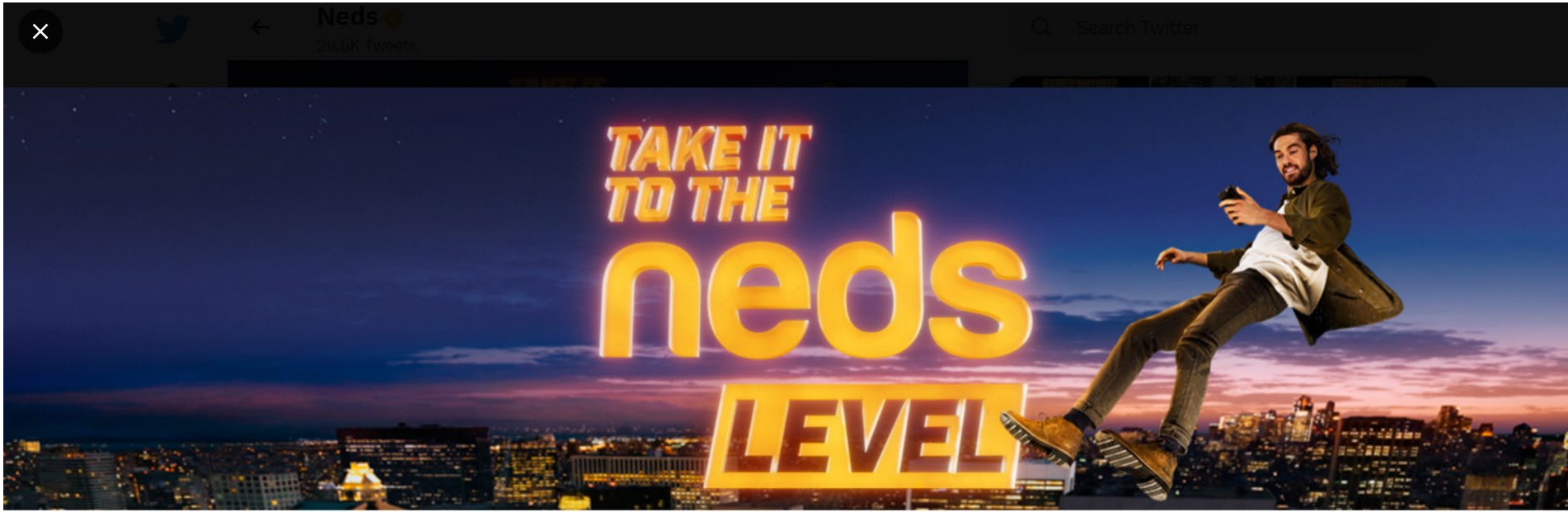
Don't let a small group of people bully you into a ban on tobacco advertising. If you care about the future of our sport, and your freedom of choice, do something about it now. Call your local MP at Parliament House on (09) 3221344. And get our politicians to vote against the ban.

That could be just the pressure we need to save our sport.

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Is it best for the West?

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**IMAGINE WHAT YOU COULD BE BUYING INSTEAD.**

For free and confidential support call 1800 858 858 or visit [gamblinghelponline.org.au](http://gamblinghelponline.org.au)

# BRITISH MEDICAL JOURNAL

LONDON SATURDAY SEPTEMBER 30 1950

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## SMOKING AND CARCINOMA OF THE LUNG PRELIMINARY REPORT

BY

**RICHARD DOLL, M.D., M.R.C.P.**

*Member of the Statistical Research Unit of the Medical Research Council*

AND

**A. BRADFORD HILL, Ph.D., D.Sc.**

*Professor of Medical Statistics, London School of Hygiene and Tropical Medicine; Honorary Director of the Statistical Research Unit of the Medical Research Council*

In England and Wales the phenomenal increase in the number of deaths attributed to cancer of the lung provides one of the most striking changes in the pattern of mortality recorded by the Registrar-General. For example,

whole explanation, although no one would deny that it may well have been contributory. As a corollary, it is right and proper to seek for other causes.

# Tobacco CEOs testifying to US Congress



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From reduced harm innovation  
To regulatory authorization.  
Developing alternatives for smokers 21+.  
Working within regulations to bring them forward.

[#MovingBeyondSmoking](#)  
Altria

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PHILIP MORRIS  
INTERNATIONAL

Philip Morris International: Delivering a Smoke-Free Future

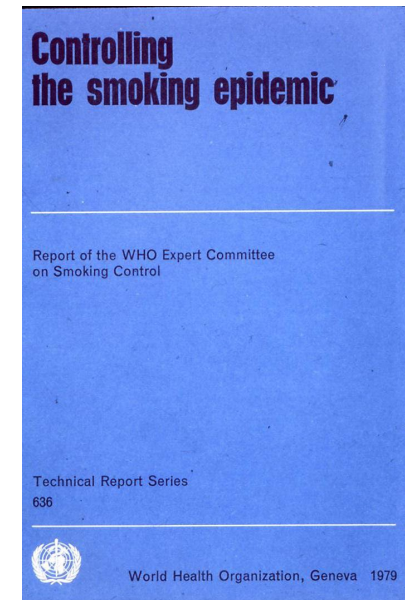
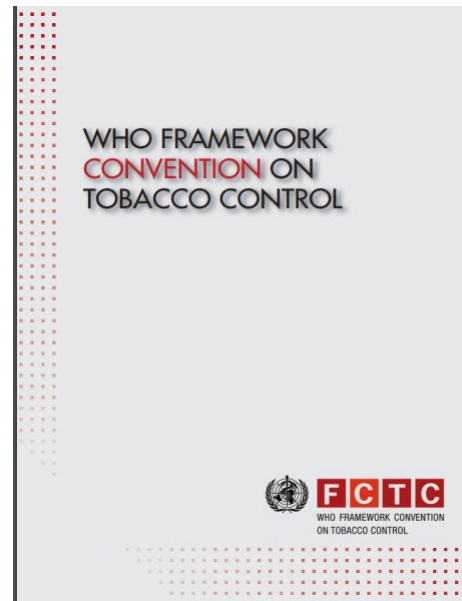
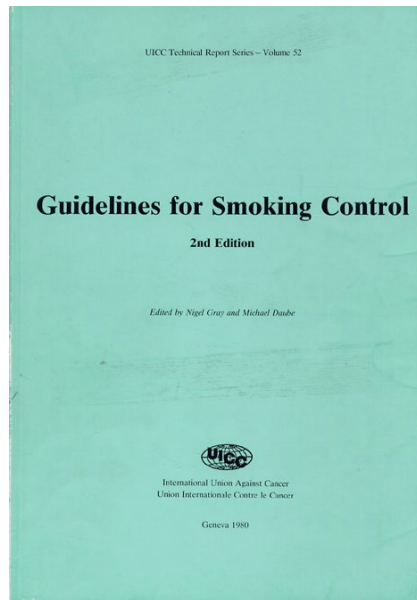
"PMI.....aims to enhance life through the delivery of seamless life experiences".



# Cigarette advertising aggressively targets kids in low- and middle-income countries, a new study finds

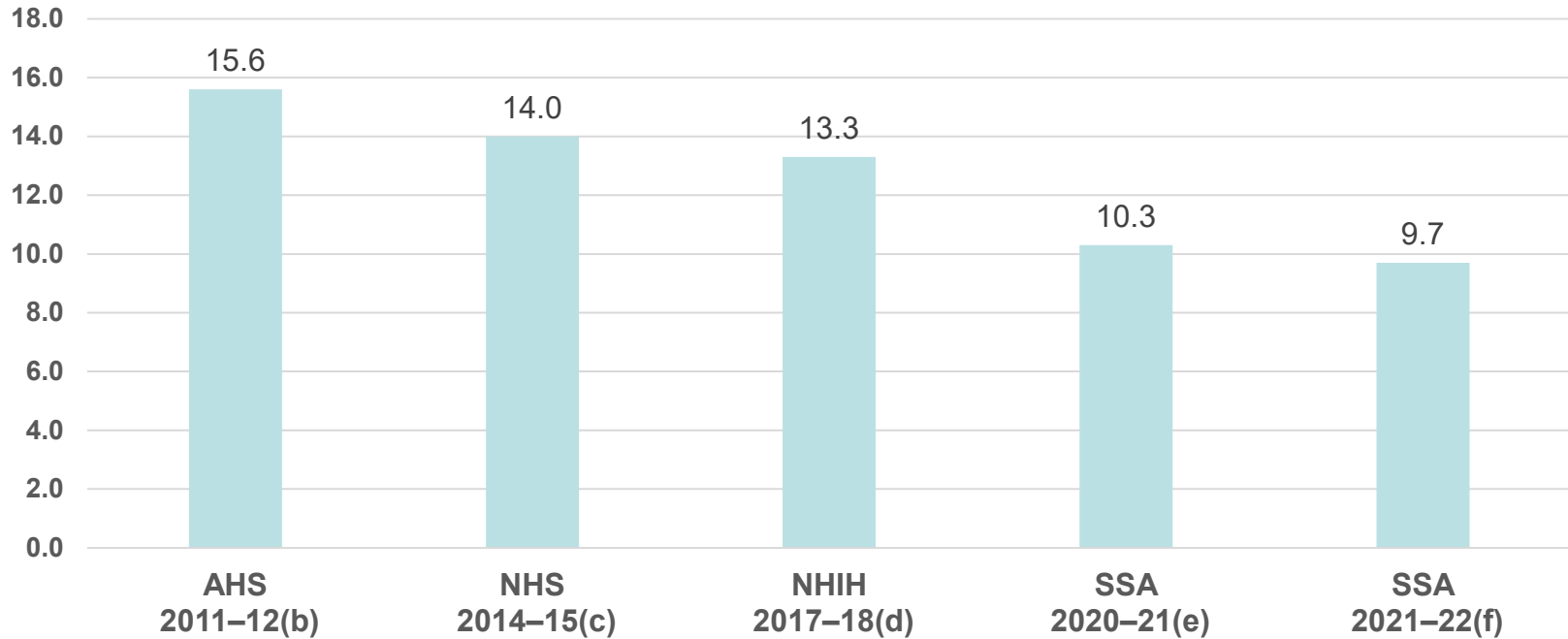
Published: August 10, 2022 10.16pm AEST

# We have known the action needed for forty years





# Prevalence of daily smoking, ABS surveys



(a) Smoker status analysis excludes chewing tobacco, electronic cigarettes (and similar vaping devices) and smoking of non-tobacco products.

(b) Australian Health Survey (AHS) 2011-12.

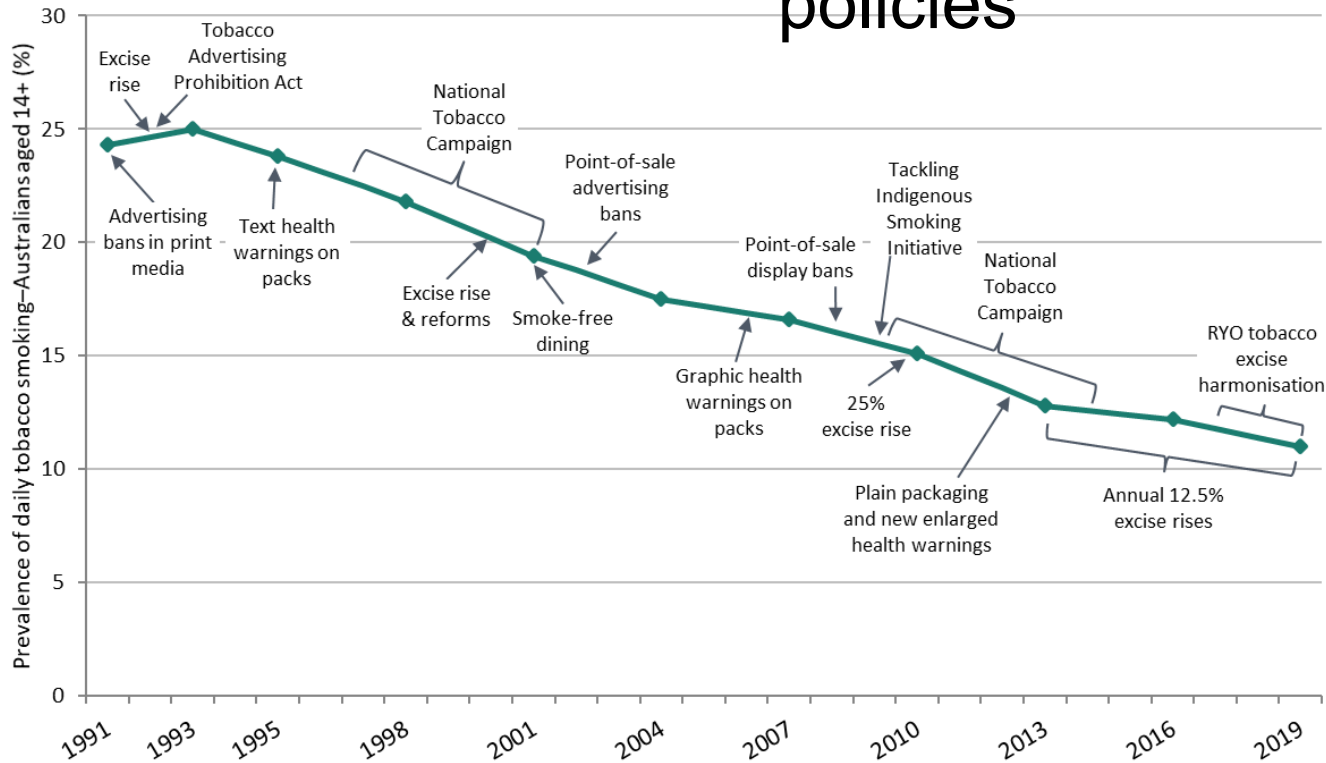
(c) National Health Survey (NHS) 2014-15.

(d) National Health Survey and Survey of Income and Housing Survey (NHIH), 2017-18

(e) Smoker Status, Australia 2020-21, includes data from the National Health Survey (NHS) 2020-21, General Social Survey (GSS) 2020, Survey of Income and Housing (SIH) 2020-21, Time Use Survey (TUS) 2020-21 and National Study of Mental Health and Wellbeing (NSMHW) 2020-21. Data for these surveys was collected during the COVID-19 pandemic, primarily via online, self-complete forms. The 2020-21 pooled smoking data is considered a break in series, and reflects the specific time point only. For more information, see Methodology.

(f) Smoker Status, Australia 2022, includes the National Health Survey (NHS) 2022, Survey of Disability Ageing and Carers (SDAC) 2022, Survey of Income and Housing (SIH) 2021-22 and National Study of Mental Health and Wellbeing (NSHWB) 2021-22.

# Prevalence of daily smoking vs major tobacco control policies



# Some key learnings from tobacco

1. Advocacy works
  2. We know what needs to be done
  3. Coalitions with consensus, evidence-based positions
  4. Keep finding new ways to get the message across
  5. Focus on kids – our primary concern
  6. Public education works – if properly done
  7. Control all forms of industry marketing through legislation  
(The Scream Test – and the Smile Test)
1. Learn about, oppose and expose the vectors
  2. Credit those who make it happen.
  3. We can achieve the impossible





Support Democracy is not a sport

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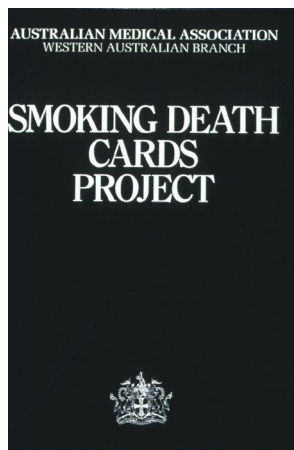
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# Some key learnings from tobacco

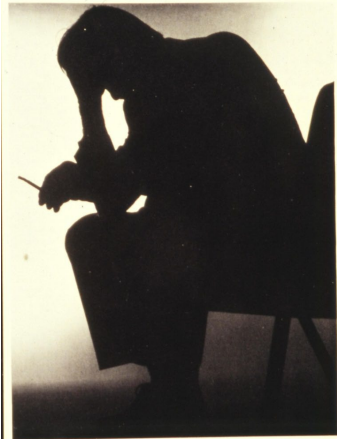
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# MAKE SMOKING HISTORY

Visit [makesmokinghistory.tips](http://makesmokinghistory.tips)



## People Behind the Statistics



## Smoking and Disease



**The campaign against plain cigarette packs.**  
**Guess who's pulling the strings.**

The so-called Alliance of Australian Retailers was created last month so global tobacco companies can pump a reported \$5m into an ad campaign opposing Australia's introduction of plain cigarette packaging. Both Coles and Woolworths humbly distanced themselves from it. Even the spokesperson for the campaign changed in the last week.

The ads say plain packaging won't work. But if it won't work, why spend millions hoodwinking the Australian public with a sham organisation opposing it? Plain packaging will stop children taking up the habit. It will reduce smoking and save Australian lives. And Big Tobacco knows it. Next time you see ads with kangaroo retailers saying we shouldn't introduce it, remember who's pulling the strings.



Adapted by Professor Mike Doble Public Health Association of Australia 20 Napa Close, Deakin VIC 3080

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WORLD LEADER



*Rothmans*  
**KING SIZE FILTER**



*Rothmans*  
**KING SIZE**

SPECIAL APPOINTMENT

# Some key learnings from tobacco

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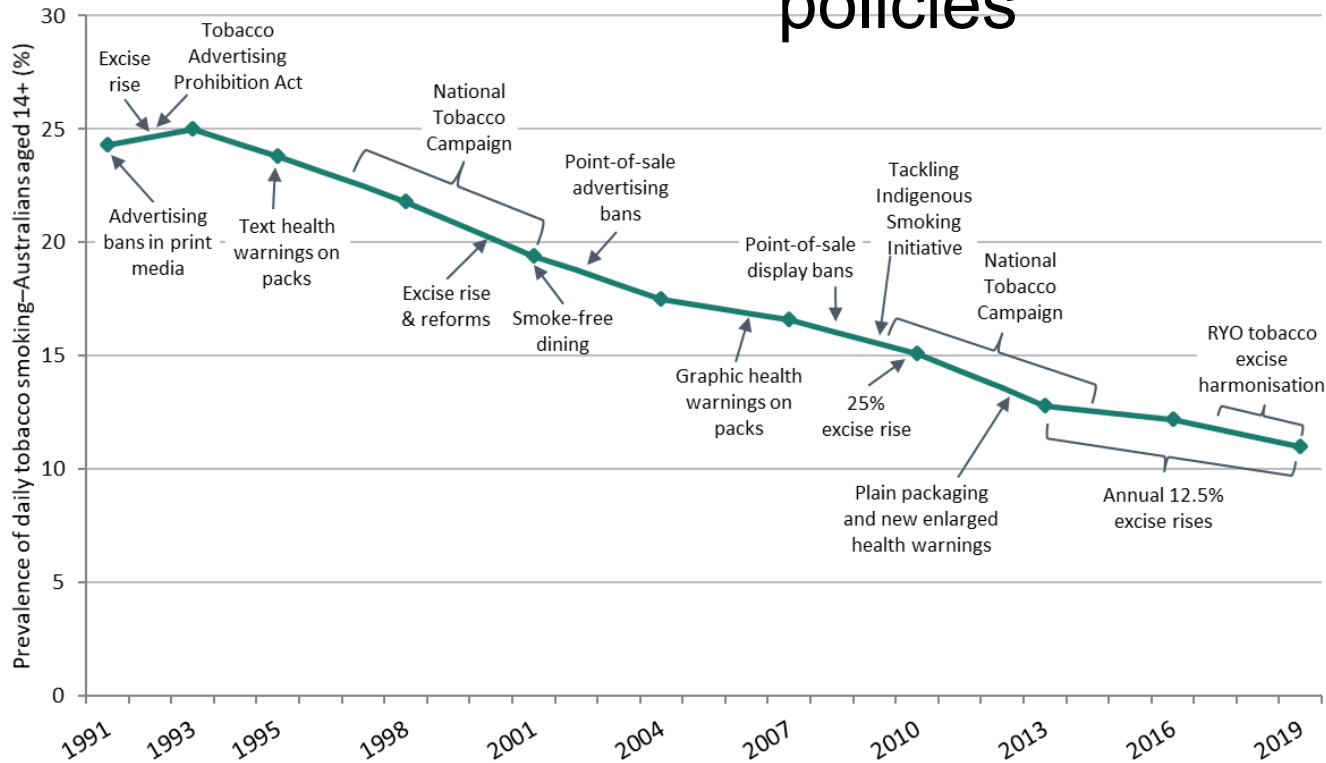
We don't get legislation without  
legislators



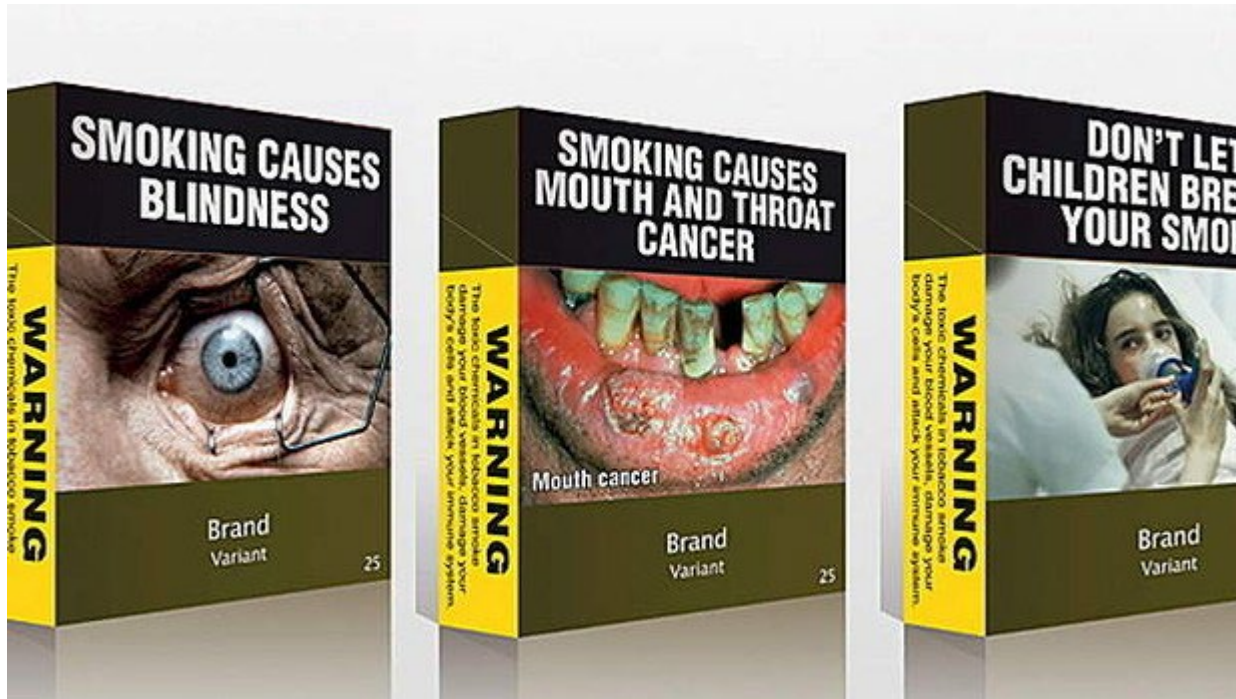
# Some key learnings from tobacco

1. Advocacy works
  2. We know what needs to be done
  3. Coalitions with consensus, evidence-based positions
  4. Keep finding new ways to get the message across
  5. Focus on kids – our primary concern
  6. Public education works – if properly done
  7. Control all forms of industry marketing through legislation  
(The Scream Test – and the Smile Test)
1. Learn about, oppose and expose the vectors
  2. Credit those who make it happen.
  3. We can achieve the impossible

# Prevalence of daily smoking vs major tobacco control policies



# FROM DECEMBER 2012





ELSEVIER

## Lung cancer mortality in Australia in the twenty-first century: How many lives can be saved with effective tobacco control?

Qingwei Luo<sup>a,b,\*</sup>, Julia Steinberg<sup>a</sup>, Dianne L. O'Connell<sup>a,b,c</sup>, Xue Qin Yu<sup>a,b</sup>, Michael Caruana<sup>a</sup>, Stephen Wade<sup>a</sup>, Francesca Pesola<sup>d</sup>, Paul B. Grogan<sup>b,e</sup>, Anita Dessaix<sup>f</sup>, Becky Freeman<sup>b</sup>, Sally Dunlop<sup>a</sup>, Peter Sasieni<sup>d,g</sup>, Tony Blakely<sup>h</sup>, Emily Banks<sup>i</sup>, Karen Canfell<sup>a,b</sup>

### Highlights

- Quantified the number of lung cancer deaths averted in Australia through tobacco control.
- Almost 2 million lung cancer deaths have already been prevented over the period 1956–2100.
- Lung cancer will continue to be a significant public health concern in Australia.
- Achieving zero smoking by 2025 would result in 360,000 more lung cancer deaths being averted by 2100.
- Highlighted the urgent need for more effective and targeted tobacco control strategies to be implemented.



**Australia** is ranked **20th** in the world for per capita expenditure on **preventive health**<sup>(2)</sup>

19  
**20**  
21

We call on all Australian governments to commit **at least 5%** of the health budget to **Health Promotion and Illness Prevention.**

**INVESTMENT** in a skilled and competent **HEALTH WORKFORCE** is vital<sup>(1,2)</sup>





# Australian Government Preventative Health Taskforce



Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

Technical Report 2  
Tobacco control in Australia: making smoking history  
including addendum for October 2008 to June 2009

Prepared by the job

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

and for urgent action  
October 2008 to June 2009

National Preventative Health Taskforce

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

Technical Report 1  
Personality related health risk factors in Australia:  
a roadmap for action  
including addendum for October 2008 to June 2009

Prepared by the National Preventative Health Taskforce

Australian Government  
Preventative Health Taskforce

## National Preventative Health Strategy – The roadmap for action 30 June 2009

prepared by the National Preventative Health Taskforce

Australian Government  
Preventative Health Taskforce

## AUSTRALIA: THE HEALTHIEST COUNTRY BY 2020

National Preventative Health Strategy – Overview  
30 June 2009

Prepared by the National Preventative Health Taskforce

## 2010: The best year for tobacco control

By Mike Daube

Posted Wed 12 Jan 2011 at 8:57am, updated Thu 6 Feb 2020 at 6:21am



# Imperial Brands, June 2016 (Results Centre)

## Australia: Market Opportunity Despite regulatory headwinds



### Context

- Darkest market in the world
- GDP growth since early 1990s
- Low unemployment, inflation
- High wage economy



### Opportunities

- Customer resilience
- Consumer affordability
- High barriers to entry
- Population growth

**“Australia is the darkest market in the world, and from a distance it’s easy to get dispirited by that.”**

# FOUR HURDLES

- Action fatigue
- Complacency
- New government – failure to follow up
- Resurgent industry

# "I switched to less tar."



*I wanted less tar, but I thought I'd have to sacrifice flavor... and isn't that what makes smoking enjoyable? Then I found Carlton... and I switched! Carlton is the lowest in tar and has a light,*

*mild taste I really enjoy. And I figure if you want less tar you might as well go with the lowest!*

**Carlton is lowest in tar and nicotine.**



1 mg. tar, 0.1 mg. nic.

© The American Tobacco Co. 1964.  
1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**



# ASH director attacks substitute cigarettes

The launch next July of two brands from Gallaher which use a tobacco substitute, with the announcement from two other cigarette firms that they too have marketing plans for cigarettes using a percentage of substitute wood cellulose, has led Action on Smoking and Health's director, Mike Daube, to say that the type of advertising for the product "worries the hell" out of him.

9395 Government's White Paper



(and safer) cigarette, when over 70 per cent still smoke a cigarette in the middle tar range according to Government figures.

Gallaher, when approached would not comment on its plans for the brands. Imperial Tobacco and Carreras Rothmans said they were in the market. Imperial Tobacco says that its marketing philosophy "tended towards new brands" rather than adapting the

Douglas Stuart interviewed Mike Daube of ASH. He pointed out that the Government had accepted less than half the recommendations on preventive medicine put forward by a Parliamentary Sub-Committee. In particular, it rejected one for a ban on advertising. Was the Government dragging its feet over this issue? Mike Daube thought that it was and had been doing so for some time. The proposal had occurred in various contexts - one by the Royal College of Physicians in 1962, and again this year; by the Expenditure Committee of the House of Commons; by the World Health Organisation; and by the British Medical Association. Moreover, the White Paper was not just about smoking; it was a re-affirmation of a commitment to preventive medicine. Yet it did not include perhaps the single most important step to reduce the largest avoidable hazard to health in this country. He thought that this was due to a lack of political nerve in the face of opposition from a major industry.

cigarette is an infringement of a manufacturer's

Report No. CJ-810 Transmitted on BBC Radio 2 - "Jimmy Young Show"  
 Length 3+20 Date 20th November 1978 Time 11.30 a  
 Short Title Cigarette Smoking Survey.

# ASH 'appalled' by expansion grants to cigarette companies

Government seems set for a further increase in its anti-smoking campaigns since the Royal College of Physicians report in 1962.

Under the terms of the 1972 Industry Act, the normal Government grant in a special development area such as Spennymoor is 22 per cent of the cost of new buildings and machinery - £5 million in the Carreras Rothmans case.

Action on Smoking and Health director Mike Daube is 'appalled' at the news and contrasts the £1 million of Government money currently being spent each year on anti-smoking campaigns with the huge sums being doled out to the tobacco giants.

The Government has got its wires crossed. It is quite absurd that the Government should be spending money to promote health on the one hand, while on the other it is spending far more to damage health.

In Mr Daube's view, the grants show 'that the political muscle of the tobacco industry is greater than the Department of Health.'

ASH has already discussed the Gallaher grant with Minister of State for Health Mr Roland Moyle, but now plans to take the matter further.

nings on the still being young people ng to our own ng people group, that's to start over cigarettes one. Now that almost a actually cigarettes talk about tudes of is Mike Daube Health.

as I say, fewer likely to start nrettes than

**CAMPBELL-JOHNSON LIMITED**  
 16 Bolton Street, London, W1Y 8HX 01-499 5511

## SMOKING AND HEALTH

Synopsis of Press, Radio and Television Coverage Received

Wednesday, 17th March, 1976

### A: NATIONAL

#### ASH and Imperial advertisements

Mike Daube, executive director of ASH, is reported to have just lodged a complaint under the new cigarette advertising code about Imperial Tobacco's recently launched More brand cigarette advertising. Rule 2, clause ii of the Code, which came into effect at the beginning of this month, says that "Advertisements should not encourage people to smoke more. . ."

(Times, 17th March)

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## SMOKING AND HEALTH

Synopsis of Press, Radio and Television Coverage

companies' drives to increase their markets in the Third World now is to control and eventually eliminate the tobacco habit (Therapy, 21 September)

# Publication on smoking 'totally irresponsible'

A new booklet prepared by Philip Morris (Europe) to reassure those in the retail tobacco trade that links between smoking and lung cancer have not been established, has caused a furore among anti-smoking campaigners. Mike Daube, director of ASH (Action on Smoking and Health) calls the publication the worst he has seen on smoking and totally irresponsible. "It twists and distorts the truth and quotes selectively in a desperate attempt to deny the evidence," he says.

He has sent a copy to Mr Roland Moyle, the Minister for Health, hoping the Government will take some sort of action. "It is this sort of thing that strengthens the case for tougher legislation on tobacco advertising." What also worries Mike Daube is that this kind of propaganda will find its way to Third World countries where the response will be far less sophisticated than here. Ronald Raven, one of Britain's leading cancer specialists, is also worried by the tobacco companies' drives to increase their markets in the Third World. "The close association between smoking and lung cancer has been sufficiently well established now and the evidence accepted by the medical profession," he told Therapy. He finds it appalling that anyone should attempt to neutralise all the medical effort to combat lung cancer.

## RADIO AND TELEVISION

### Smoking and Children

interviewed on local radio after the best ways of getting the young children. He said that the health risk: one "rather among primary schoolchildren smoking caused cancer but only it was harmful to health. "Therapy" would not do; new methods a lot of evidence that children can ever before, it also seemed trendy to give up at 15 or 16

# Products (national)

14-17yo ever vapers (n=995)		18-24yo current vapers (n=937)	
Disposable	76%	Disposable	77%
Refillable with a pod	9%	Tank or mod	10%
Refillable with e-liquid	15%	Pod device	11%
Other	1%	Heated tobacco product	2%

***“but the non-nicotine ones, no one buys them because they don’t give you head spins, so they are pointless. It’s almost like wasting money.” – Jay\*, 17yo, ever vaper***

***“imagine you are eating a lolly, but instead of eating it you’re like inhaling it.” – William\*, 17yo, ever vaper***



# Flavoured, nicotine, easy and fun, cheap





# Why young people vape?

- Flavours
- Fun
- Nicotine
- Product marketing
- Social media
- Social norms
- Mental health
- Addiction



# Strategic Aims

- Keep selling as many cigarettes as possible while opposing any measures that work
- Develop and sell as many novel products as possible
- Market as widely as possible
- Ignore declines in smoking over time – any declines result from vaping
- Redefine the tobacco industry as a public good
- Broaden out marketing and promotion

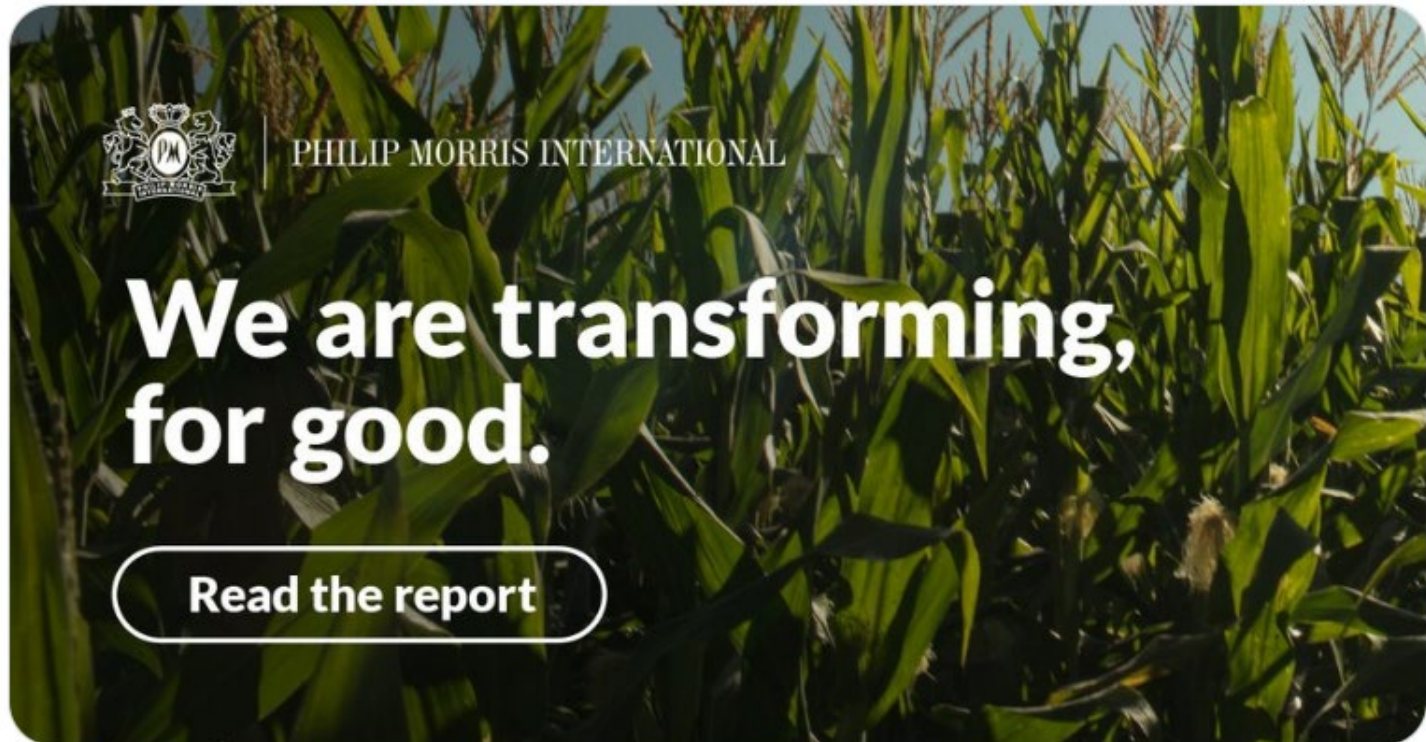
# Philip Morris International

Following

9,187 Tweets  
required.

Explore our progress in our Integrated Report 2022 [👉 spr.ly/6017OuqeH](https://spr.ly/6017OuqeH)

[#SustainableTransformation](#)



## Our Industry & Products

### [Australia's tobacco industry](#)

[Cigarettes & roll your own tobacco](#)

[Ingredients](#)

[The health risks of smoking](#)

[E-cigarettes and New Categories](#)

## Australia's tobacco industry



In Australia, cigarettes and tobacco products provide a reliable source of revenue and jobs.

# Tobacco.Stanford.edu



## Explore the SRITA Collections



[Cigarettes](#)



[Pipes & Cigars](#)



[Chewing Tobacco](#)



[Pouches & Gums](#)



[Marijuana](#)



[Anti-Smoking](#)



[e-Cigarettes](#)



[Pod e-Cigs](#)



[Disposable e-Cigs](#)



[Heated Tobacco](#)



[Hookah](#)



[Comparisons](#)



**Puff Bar**  
(336 images)



**Switch Mod**  
(43 images)



**HQD**  
(219 images)



**Moio**  
(221 images)



**MOTIPIIN**  
(139 images)



**Blow**  
(72 images)



**Vaporlax**  
(60 images)



**Hitt**  
(49 images)



**UNO Bar**  
(45 images)



**Posh**  
(112 images)



**bidi**  
(69 images)



**Unicig V2**  
(46 images)



**Cloud Bar**



**Cloud Bar**



**FOGG**



**FLIQ**

# E-CIGARETTES

## EVIDENCE ON HEALTH IMPACTS

Use of e-cigarettes (vaping) has increased rapidly in recent years and is greatest in young people. In 2019, around 5% of people aged 18-24 in Australia reported current vaping.

The global evidence shows that use of e-cigarettes can be harmful to health, particularly for non-smokers and youth. For most major health outcomes — like cancer, cardiovascular disease and mental illness — the impacts of e-cigarettes are not known, so their safety for these outcomes hasn't been established.

### NOT HARMLESS VAPOUR

There are 100s of chemicals in e-cigarettes, including formaldehyde, heavy metals, solvents, and volatile organic compounds.<sup>smoking</sup>



### CAUSES ADDICTION

Nicotine is highly addictive and exposure during adolescence can change the structure and function of the brain.



### A GATEWAY TO SMOKING

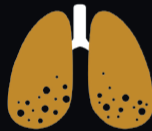
# 3x

Non-smokers who vape are three times as likely to take up regular smoking as non-smokers who don't vape.



### SMOKING CESSATION UNCLEAR

Evidence that e-cigarettes are effective for smoking cessation is limited. Most smokers who use e-cigarettes continue to smoke.



### CAUSES INJURY

Impacts include poisoning, seizures, burns, and lung disease.

### HARMFUL TO THE ENVIRONMENT

E-cigarettes contain single use plastics and lithium batteries, cause pollution and can start fires.



Knowledge translation and visualisation by the PHXchange



Australian  
National  
University

Banks E, Yazidjoglou A, Brown S, Nguyen M, Martin M, Beckwith K, Daluwatta A, Campbell S, Joshy G. Electronic cigarettes and health outcomes: systematic review of global evidence. Report for the Australian Department of Health, National Centre for Epidemiology and Population Health, Canberra: April 2022. The study was commissioned by the Australian Department of Health and was undertaken independently by researchers from the National Centre for Epidemiology and Population Health at the Australian National University.

Confirmed today **Responsible Vaping Australia** is funded by British American Tobacco. Read more



**RVA** Responsible Vaping Australia  
About Responsible Retailing Why it Matters Take Action News & Media Contact Us



#### About Responsible Vaping Australia



**Altria** @AltriaNews · May 1

We know that tobacco harm reduction can only be successful if smokers find less risky products satisfying. No single alternative product will satisfy all adult smokers looking to transition. Learn more about how Altria is [#MovingBeyondSmoking](#) at [altria.com/moving](https://altria.com/moving)



## Philip Morris International

9,203 Tweets



⋮ ✉ 🔄 Following

### Philip Morris International

@InsidePMI

We're delivering a [#smokefree](#) future. [#UnsmokeTheFuture](#)

📍 Worldwide 🔗 [pmi.com](https://pmi.com) 📅 Joined October 2012

## Reimagine a better Australia

Let's fight for a properly regulated system for vaping products. Join the movement now





# Targets and abuse: the price public health campaigners pay

Public health advocates are subjected to increasing levels of abuse, some of which may be orchestrated

**W**ith 40 books and some 800 publications, Professor Martin McKee is the United Kingdom's foremost public health academic. Professor Stanton Glantz of the University of California, custodian of millions of tobacco industry documents, has been a leading researcher and campaigner for decades. Professor Simon Chapman of the University of Sydney and I have been prominent tobacco control campaigners nationally and overseas since the early 1970s. Yet a prominent blogger who disagrees with us about e-cigarettes tweeted that we are the "world's top cigarette salesmen".<sup>1</sup>



There is a long history of companies and their allies as threats — in Australia, through rubbish bins of behind some of the social



## Ministers

Department of Health and Aged Care

[Home](#)

[Media centre](#)

[Mark Butler](#)

[Anika Wells](#)

[Ged Kearney](#)

[Emma McBride](#)

[Malarndirri McCarthy](#)

[Home](#) > [The Hon Mark Butler MP](#) > [Minister Butler's media](#)

# Taking action on smoking and vaping

The Albanese Government is taking strong action to reduce smoking and stamp out vaping – particularly among young Australians – through stronger legislation, enforcement, education and support.



**The Hon Mark Butler MP**  
Minister for Health and Aged Care

# What is happening with vaping among adolescents and young adults in Aotearoa?

17 May 2023  
Richard Edwards, Janet Hook,  
Andrew Waa, Jude Ball



## Summary

There is growing concern about the increasing prevalence of vaping among young people in Aotearoa New Zealand. In this article, we collate the latest data from available sources about the prevalence of vaping and related beliefs and patterns of behaviour among adolescents and young adults. We highlight the limited information available and the need for improved monitoring information for this key age group.

# METRO

- NEWS
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- ENTERTAINMENT
- SOAPS
- LIFESTYLE
- VID
- LONDON
- UK
- US
- WORLD
- TECH
- ROYAL FAMILY

Advertiser.com

## Number of teens trying vaping for first or second time rises by 50% in a year

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- Top Stories
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- Climate
- World
- Canada
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# INDEPENDENT

- NEWS
- SPORT
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- TRAVEL
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- MORE

News > Health

## Number of children vaping spikes 50% in a year

Health · Analysis

### Canada has some of the highest teen vaping rates in the world, new data shows



Almost 1 in 4 older Canadian high school students reported vaping in past month

Adam Miller · CBC News · Posted: May 17, 2023 4:00 AM EDT | Last Updated: May 17



PHILIP MORRIS  
INTERNATIONAL

**Philip Morris International: Delivering a Smoke-Free Future**

“With a strong foundation and significant expertise in life sciences, PMI announced in February 2021 its ambition to expand into wellness and healthcare areas and..... aims to enhance life through the delivery of seamless health experience.

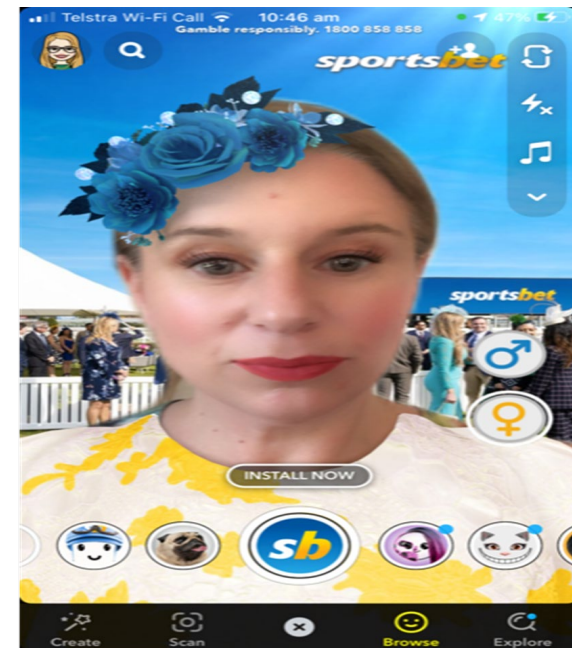
(From a Times/Sunday Times Breakfast Business Briefing promotion –May 11 2023 <https://times-event.com/drivingchange/#/sponsor>)

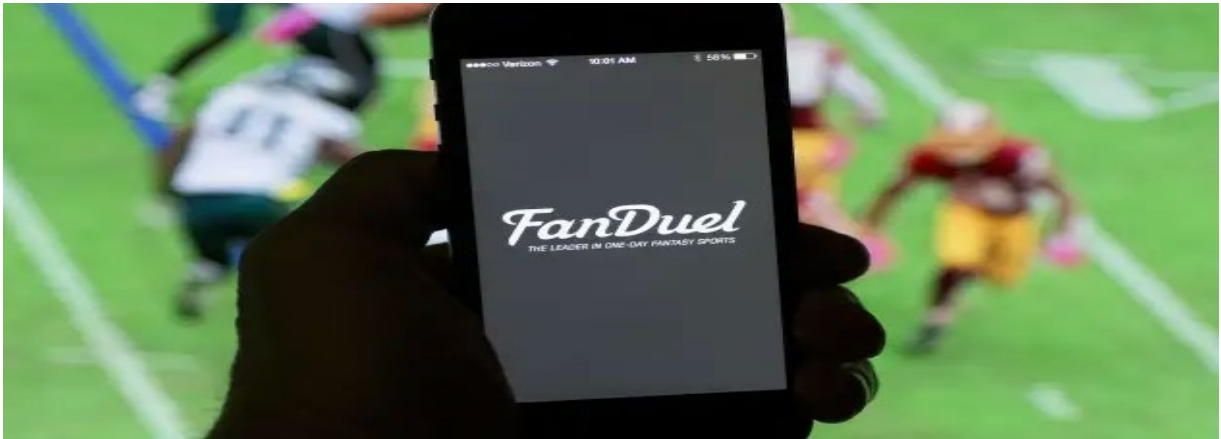


# Sportsbet

The Sportsbet brand is the market leader in online sports betting across Australia. Sportsbet combines innovative, easy to use products and high levels of targeted promotional generosity to form a leading customer proposition. We are well known for our dynamic marketing campaigns around national sports events.

**Socially and culturally acceptable, embedded in everyday life, encouraging regular use. [Thomas et al, 2020]**





**AUSSIE OPEN**  
**WEEK 1**  
**2 SETS UP**  
**YOU WIN!**

*If your player leads by 2 sets, we'll pay you out as a winner, straight away!*









## Million Dollar Lunch – Children’s Cancer Foundation

Through Sportsbet’s AFL partnership, it sponsored the Million Dollar Lunch to raise money for the Children’s Cancer Foundation. As part of a Million Dollar Lunch Virtual Giving Day, Sportsbet donated \$100,000 AUD towards the cause, contributing to the total of \$771,320 AUD raised throughout the event.

**\$100,000 AUD**

donated by Sportsbet to the Children’s Cancer Foundation

# Action on gambling

- Legislated ad bans – no voluntary agreements
- Independent research-based warnings
- Research-based public education (overseen by health departments, not regulatory agencies)
- No industry involvement in or influence over public policy or programs
- End to gambling industry political donations

# Towards a tobacco-free Australia

- Strong support for implementation of government program

- And next phases –

End all tobacco marketing

Litigation

Reduce sales outlets

Set date to end commercial sales

# Imperial Brands, June 2016 (Results Centre)

## Australia: Market Opportunity Despite regulatory headwinds



### Context

- Darkest market in the world
- GDP growth since early 1990s
- Low unemployment, inflation
- High wage economy



### Opportunities

- Customer resilience
- Consumer affordability
- High barriers to entry
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**“Australia is the darkest market in the world, and from a distance it’s easy to get dispirited by that.”**