

# Tobacco in Australia

## Facts & Issues

---

### Relevant news and research

#### 10.13 Industry efforts to discourage smoking

*Last updated February 2022*

Research:.....	1
10.13.1 Youth access programs .....	2
10.13.2 ‘Life skills’ programs.....	2
10.13.3 Anti-smoking advertising .....	3
News reports:.....	3
10.13.1 Youth access programs .....	4
10.13.2 ‘Life skills’ programs.....	4

#### Research:

Maani, N, van Schalkwyk, MCI, Filippidis, FT, Knai, C, & Petticrew, M. (2022). Manufacturing doubt: Assessing the effects of independent vs industry-sponsored messaging about the harms of fossil fuels, smoking, alcohol, and sugar sweetened beverages. *SSM Popul Health*, 17, 101009. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35036514>

Smyth C, Freeman B, and Maag A. Tobacco retail regulation: The next frontier in tobacco control? *Public Health Research & Practice*, 2015. Available from: <http://www.phrp.com.au/issues/july-2015-volume-25-issue-3/tobacco-retail-regulation-next-frontier-tobacco-control/>

DiFranza JR. Which interventions against the sale of tobacco to minors can be expected to reduce smoking? *Tobacco Control*, 2011:tobaccocontrol-2011-050145. <https://tobaccocontrol.bmj.com/content/21/4/436>

tobaccoinaustralia.org.au

Wakefield M, McLeod K, and Perry CL. 'Stay away from them until you're old enough to make a decision': Tobacco company testimony about youth smoking initiation. *Tobacco Control*, 2006; 15(suppl. 4):iv44–53. Available from: [http://tobaccocontrol.bmj.com/cgi/reprint/15/suppl\\_4/iv44](http://tobaccocontrol.bmj.com/cgi/reprint/15/suppl_4/iv44)

Knight J and Chapman S. 'A phony way to show sincerity, as we all well know': Tobacco industry lobbying against tobacco control in Hong Kong. *Tobacco Control*, 2004; 13(suppl. 2):ii13–21. Available from: [http://tobaccocontrol.bmj.com/cgi/reprint/13/suppl\\_2/ii13.pdf](http://tobaccocontrol.bmj.com/cgi/reprint/13/suppl_2/ii13.pdf)

White V and Scollo M. What are underage smokers worth to Australian tobacco companies? *Australian and New Zealand Journal of Public Health*, 2003; 27(3):360–1. Available from: [http://www.phaa.net.au/anzjph/journalpdf\\_2003/june\\_2003/p.%20360-61.pdf](http://www.phaa.net.au/anzjph/journalpdf_2003/june_2003/p.%20360-61.pdf)

Carter SM. From legitimate consumers to public relations pawns: The tobacco industry and young Australians. *Tobacco Control*, 2003; 12(suppl. 3):iii71–8. Available from: [http://tobaccocontrol.bmj.com/cgi/content/abstract/12/suppl\\_3/iii71](http://tobaccocontrol.bmj.com/cgi/content/abstract/12/suppl_3/iii71)

Carter S. From legitimate consumers to public relations pawns: The tobacco industry and young Australians. *Tobacco Control*, 2003; 12(suppl. 3):iii71–8. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/14645951>

Landman A, Ling PM, and Glantz SA. Tobacco industry youth smoking prevention programs: Protecting the industry and hurting tobacco control. *American Journal of Public Health*, 2002; 92(6):917–30. Available from: <http://www.ajph.org/cgi/reprint/92/6/917>

#### *10.13.1 Youth access programs*

Ling PM, Landman A, and Glantz SA. It is time to abandon youth access tobacco programmes [editorial]. *Tobacco Control*, 2002; 11(1):3–6. Available from: <http://tobaccocontrol.bmj.com/cgi/reprint/11/1/3.pdf>

Fichtenberg CM and Glantz SA. Youth access interventions do not affect youth smoking. *Pediatrics*, 2002; 109(6):1088–92. Available from: <http://pediatrics.aappublications.org/cgi/reprint/109/6/1088>

#### *10.13.2 'Life skills' programs*

Mandel L, Bialous S, and Glantz S. Avoiding 'truth': Tobacco industry promotion of life skills training. *Journal of Adolescent Health*, 2006; 39(6):868–79. Available from: <http://repositories.cdlib.org/postprints/1559/>

Sussman S. Tobacco industry youth tobacco prevention programming: A review. *Preventive Science*, 2002; 3(1):57–67. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/12002559>

Chapman S. Tobacco giant's antismoking course flops. *British Medical Journal*, 2001; 323(7323):1206. Available from: <http://www.bmj.com/cgi/content/full/323/7323/1206/a>

### 10.13.3 Anti-smoking advertising

Schmidt AM, Ranney LM, Pepper JK, and Goldstein AO. Source credibility in Tobacco Control messaging. *Tob Regul Sci*, 2016; 2(1):31–7. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27525298>

Wakefield M, Terry-McElrath Y, Emery S, Saffer H, Chaloupka FJ, et al. Effect of televised, tobacco company-funded smoking prevention advertising on youth smoking-related beliefs, intentions, and behavior. *American Journal of Public Health*, 2006; 96(12):2154–60. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/17077405>

Henriksen L, Dauphinee AL, Wang Y, and Fortmann SP. Industry sponsored anti-smoking ads and adolescent reactance: Test of a boomerang effect. *Tobacco Control*, 2006; 15(1):13–8. Available from: <http://tc.bmjournals.com/cgi/content/abstract/15/1/13>

Wakefield M, Szczypka G, Terry-McElrath Y, Emery S, Flay B, et al. Mixed messages on tobacco: Comparative exposure to public health, tobacco company- and pharmaceutical company-sponsored tobacco-related television campaigns in the United States, 1999-2003. *Addiction*, 2005; 100(12):1875–83. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/16367989>

Wakefield M, Flay B, Nichter M, and Giovino G. Effects of anti-smoking advertising on youth smoking: A review. *Journal of Health Communication*, 2003; 8(3):229–47. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/12857653>

Farrelly MC, Healton CG, Davis KC, Messeri P, Hersey JC, et al. Getting to the truth: Evaluating national tobacco countermarketing campaigns. *American Journal of Public Health*, 2002; 92(6):901–7. Available from: <http://www.ajph.org/cgi/reprint/92/6/901>

Biener L. Anti-tobacco advertisements by massachusetts and Philip Morris: What teenagers think. *Tobacco Control*, 2002; 11(suppl. 2):ii43–6. Available from: [http://tobaccocontrol.bmj.com/cgi/reprint/11/suppl\\_2/ii43.pdf](http://tobaccocontrol.bmj.com/cgi/reprint/11/suppl_2/ii43.pdf)

### News reports:

King, J. Cigarette company Philip Morris pledges to make Bristol smoke-free. *Bristol Live*, 2020. Jan 7, 2020. Retrieved from <https://www.bristolpost.co.uk/news/bristol-news/philip-morris-cigarettes-smoking-free-3710318>

Power, S. Unique London event will tackle major LGBTI killer: smoking. *Gay Star Health*, 2019. July 16, 2019. Available from: <https://www.gaystarnews.com/article/major-london-event-will-tackle-major-lgbti-killer-smoking/#gs.roqwch>

Bhuyan, A. Exclusive: A Tobacco Company-Funded Foundation Is Using a Contest to Target School Children. *The Wire*, 2019. June 12, 2019. Available from: <https://thewire.in/business/philip-morris-tobacco-smoking-school-children>

No authors listed. PMI Launches Online Hub Offering Inspiration to ‘Unsmokers’ *Business Wire*, 2019. June 13, 2019. Available from:

<https://www.businesswire.com/news/home/20190613005304/en/PMI-Launches-Online-Hub-Offering-Inspiration-%E2%80%98Unsmokers%E2%80%99>

Boyles, S. Juul Drops E-Cig Education Program for Schools. Medpage Today, 2018. Oct 25, 2018. Available from: <https://www.medpagetoday.com/pulmonology/smoking/75918>

Hope, K. Philip Morris accused of hypocrisy over anti-smoking ad. BBC News, 2018. Oct 22, 2018. Available from: <https://www.bbc.com/news/business-45932048>

Doward, J. Council's vaping project with British American Tobacco labelled 'a disgrace'. The Guardian, Sept 2018. Sept 9, 2018. Available from <https://www.theguardian.com/uk-news/2018/sep/09/birmingham-city-council-project-british-american-tobacco-a-disgrace>

Campbell, Denis. World's biggest tobacco firm under fire over 'disgraceful' PR stunt. The Guardian 2018. July 19, 2018. Available from: <https://www.theguardian.com/business/2018/jul/19/worlds-biggest-tobacco-firm-under-fire-over-disgraceful-pr-stunt>

Miller B. Tobacco industry ups plain pack campaign. Radio National, Australian Broadcasting Corporation, 2011; 17 May. Available from: <http://www.abc.net.au/worldtoday/content/2011/s3218995.htm>

Bill s-15, an Act to enable and assist the Canadian tobacco industry in attaining its objective of preventing the use of tobacco products by young persons in Canada. S-15 2001.

Bates C, Watkins P, and McNeill A. Pr in the playground: Tobacco company youth anti-smoking programs. London: ASH UK; Cancer Research Fund, 2000. Available from: <http://www.ash.org.uk/?advertising>.

### *10.13.1 Youth access programs*

No authors listed. Ontario convenience retailers recognize canada's non-smoking week NACS, 2015. Available from: <http://www.nacsonline.com/News/Daily/Pages/ND0120155.aspx#.VNgrjS6Fmu8>

Ministerial Council on Drug Strategy and Department of Health and Ageing. National Tobacco Strategy 2004-2009. Canberra: Commonwealth of Australia, 2005. Available from: <http://www.health.gov.au/internet/wcms/publishing.nsf/Content/phd-pub-tobacco-tobccstrat2-cnt.htm>.

US Department of Health and Human Services and Food and Drug Administration. Regulations restricting the sale and distribution of cigarettes and smokeless tobacco products to protect children and adolescents: Proposed rule analysis regarding FDA's jurisdiction over nicotine-containing cigarettes and smokeless tobacco products. Federal Register, 21 CFR Parts 801, 803, 804 and 897, 60 155. 1995. Available from: <http://library.findlaw.com/1996/Aug/1/129437.html>.

### *10.13.2 'Life skills' programs*

Ducharme, J. The Tobacco Giant That Won't Stop Funding Anti-Smoking Programs for Kids. *Time*, 2022. February 14, 2022. Retrieved from <https://time.com/6147912/altria-anti-tobacco-funding/>

World Health Organization. Building blocks for tobacco control: A handbook. World Health Organisation Tobacco free initiative. Geneva: WHO, 2004. Available from: <http://www.who.int/tobacco/resources/publications/general/HANDBOOK%20Lowres%20with%20cover.pdf>.

Metherell M. Smoke giant offers lesson for schools. Sydney Morning Herald, 2002; 21 Sept. Available from: <http://www.smh.com.au/articles/2002/09/20/1032054962835.html>