

Australia's experience in tobacco control

Adelaide, May 2016

Simon Chapman AO PhD FASSA
School of Public Health, University of Sydney



THE UNIVERSITY OF
SYDNEY

“Australia is a template for other countries ... our goal is ... to destroy that template” Nov 30 1993

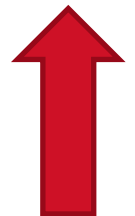
In Australia, smoking is a health issue.. There is almost universal acceptance that smoking causes disease and a very effective anti-smoking movement has a willing audience to which it appears credible and reasonable.

In contrast, the industry suffers from negative perceptions and cynical audiences. The industry and our smokers are isolated.

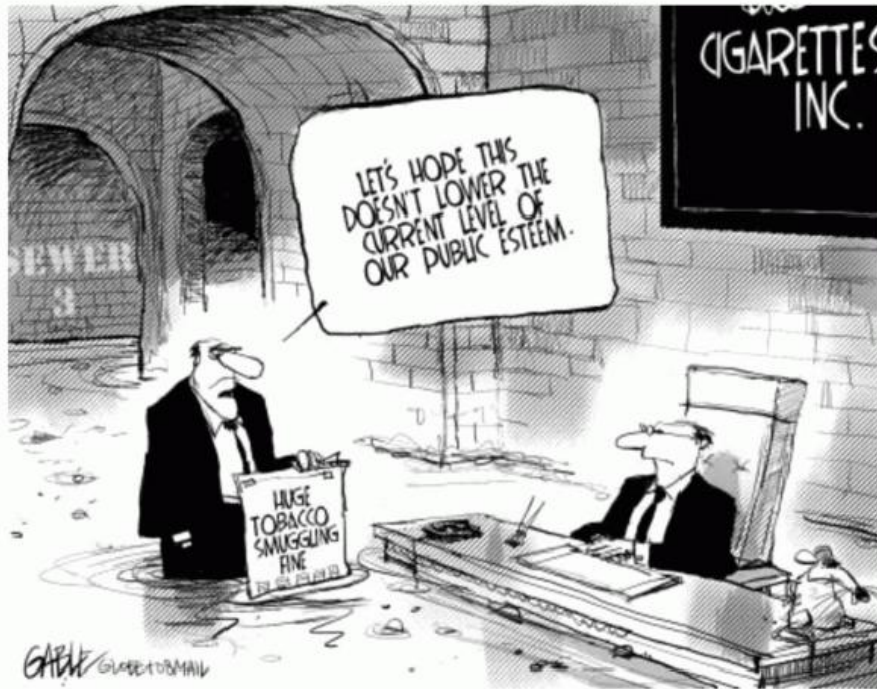
There is not an effective lobbying role among the legislature, the media or other opinion leaders. The isolation is exacerbated by significant legal exposure. Australia is a template for anti-smoking groups in other countries.

Recently, a prominent anti-smoking activist, Nigel Gray, said that the battles all had been won; that the tobacco industry had been defeated and was a spent force. Our goal is to prove that he is wrong and to destroy the template.

PM2500058016/18 David Davies PM Australia



Big Tobacco has lost EVERY policy battle it has contested since the 1970s



- › Plain packs (Dec 2012)
- › Tax (April 2010 +++)
- › Ad bans (1994)
- › Duty free limits (1 pack)
- › Retail display banned
- › Smoke free policies (all) 2006 bars last
- › Light & milds (banned 2008)
- › Graphic health warnings (2003)



Today...

- › Summarise progress made: where we are now
- › Highlight guiding principles, strengths
- › Future agenda challenges as smoking declines even further

Smoking prevalence now lowest ever recorded

New data later in 2016

Table 1: Tobacco smoking status, people aged 14 years or older, 1991 to 2013 (per cent)

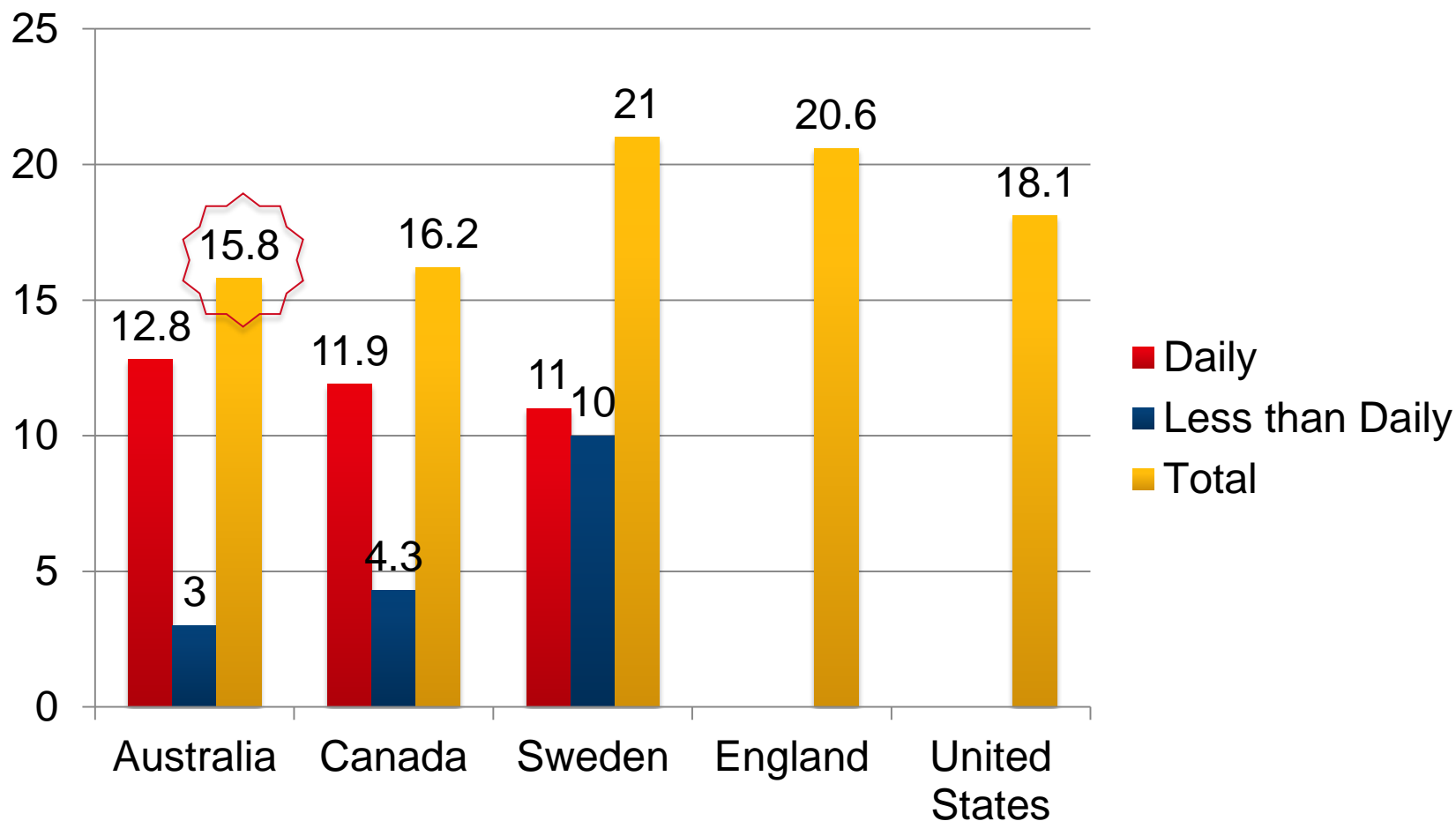
Smoking status	1991	1993	1995	1998	2001	2004	2007	2010	2013
Daily smoker	24.3	25.0	23.8	21.8	19.4	17.5	16.6	15.1	12.8#
Current occasional - weekly	2.8	2.3	1.6	1.8	1.8	1.6	1.3	1.6	1.4
Current occasional - less than weekly	2.4	1.8	1.8	1.3	2.0	1.6	1.5	1.4	1.6
Ex-smoker ^(a)	21.4	21.7	20.2	25.9	26.2	26.4	25.1	24.1	24.0
Never smoked ^(b)	49.0	49.1	52.6	49.2	50.6	52.9	55.4	57.8	60.1#

Statistically significant change between 2010 and 2013.

(a) Smoked at least 100 cigarettes (manufactured and/or roll-your-own) or the equivalent amount of tobacco in their life, and reported no longer smoking.

(b) Never smoked 100 cigarettes (manufactured and/or roll-your-own) or the equivalent amount of tobacco.

<http://www.aihw.gov.au/alcohol-and-other-drugs/ndshs/2013/tobacco/>



Date sources and year data collected:

Australia <http://www.aihw.gov.au/WorkArea/DownloadAsset.aspx?id=60129548089> (2013)

Canada http://tobaccoreport.ca/2014/adtu_sic_sp.cfm (2012)

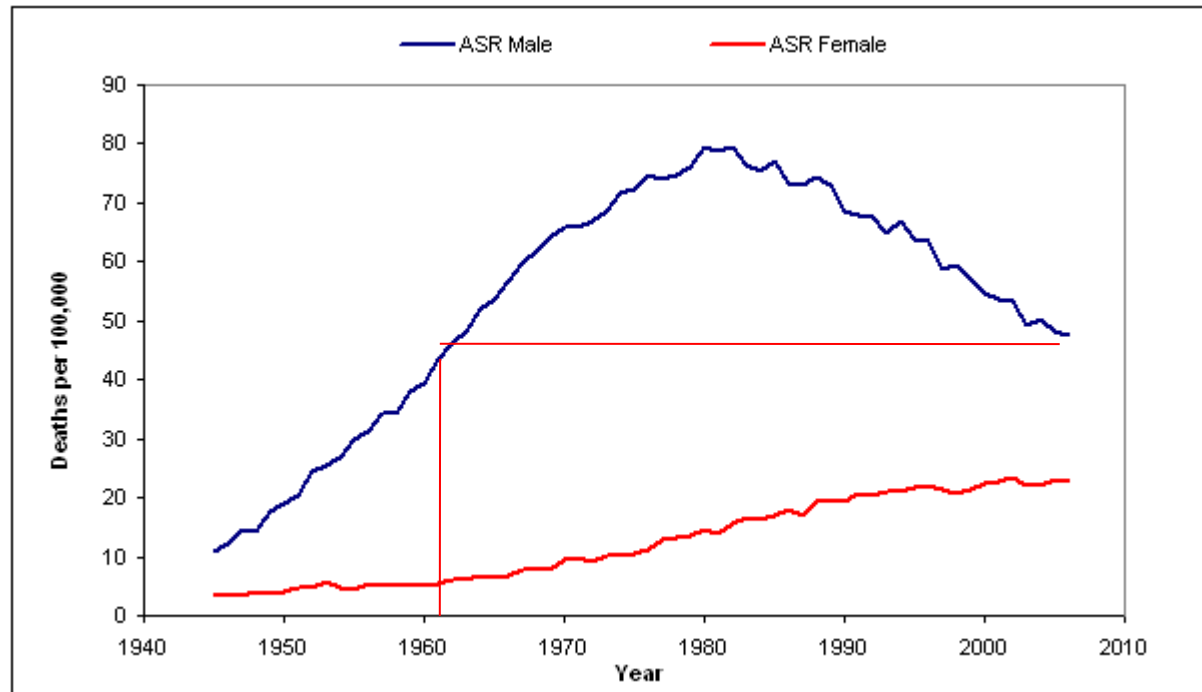
Sweden Swedish Ministry of Health and Social Affairs (2013)

US http://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/ (2012)

England <http://www.smokinginengland.info/downloadfile/?type=latest-stats&src=8> (2011)

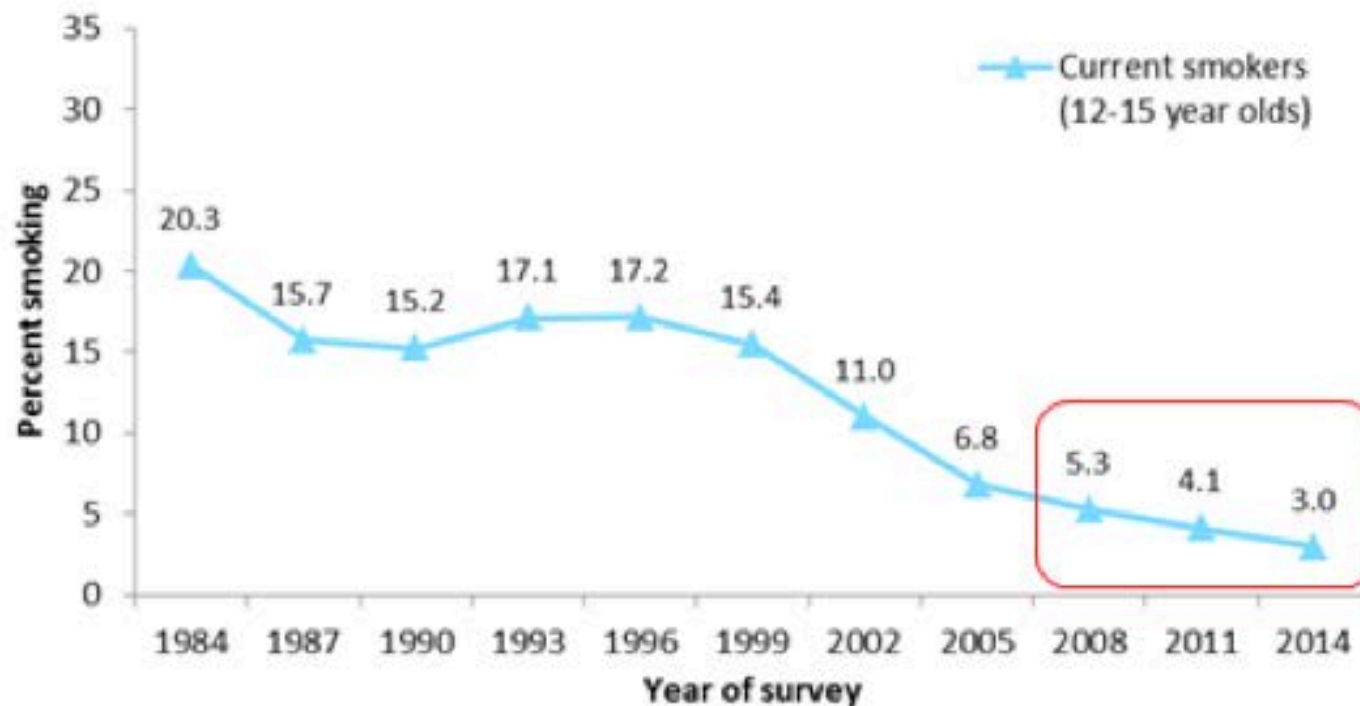


Lung cancer deaths 1945-2006, Australia



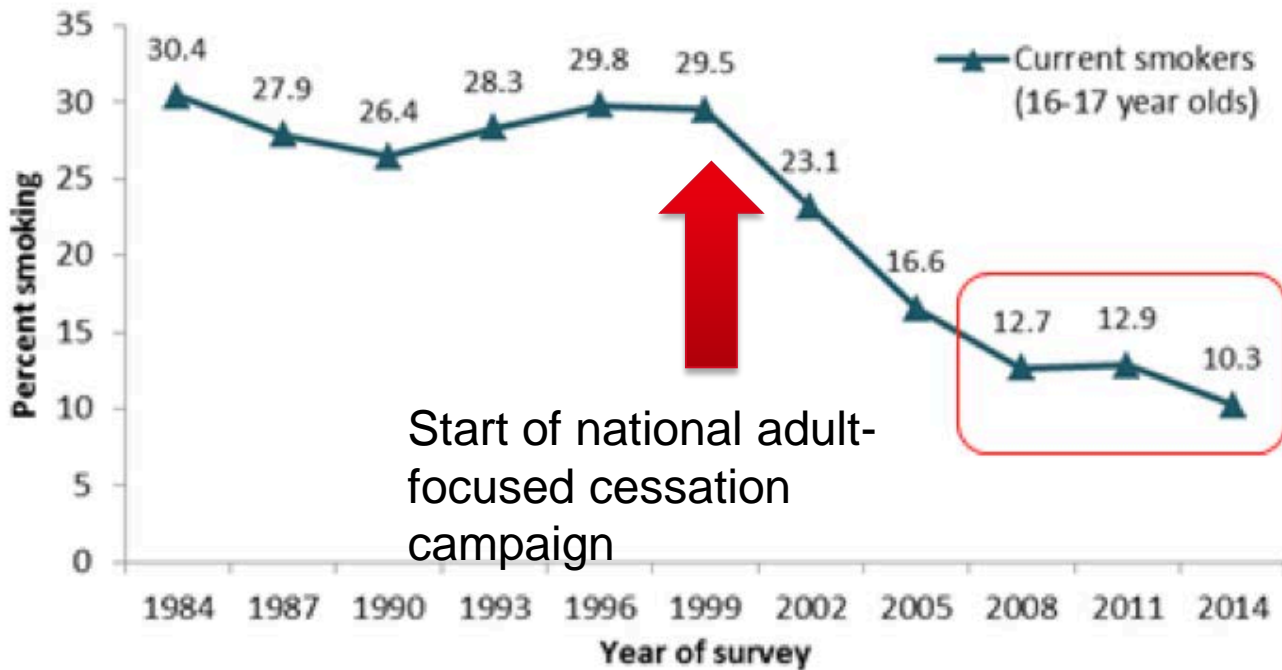
http://www.aihw.gov.au/cdarf/data_pages/mortality/index.cfm

Trends in smoking prevalence among 12-15 year olds, Australia



Significant decline 2008 to 2011; significant decline 2011 to 2014.

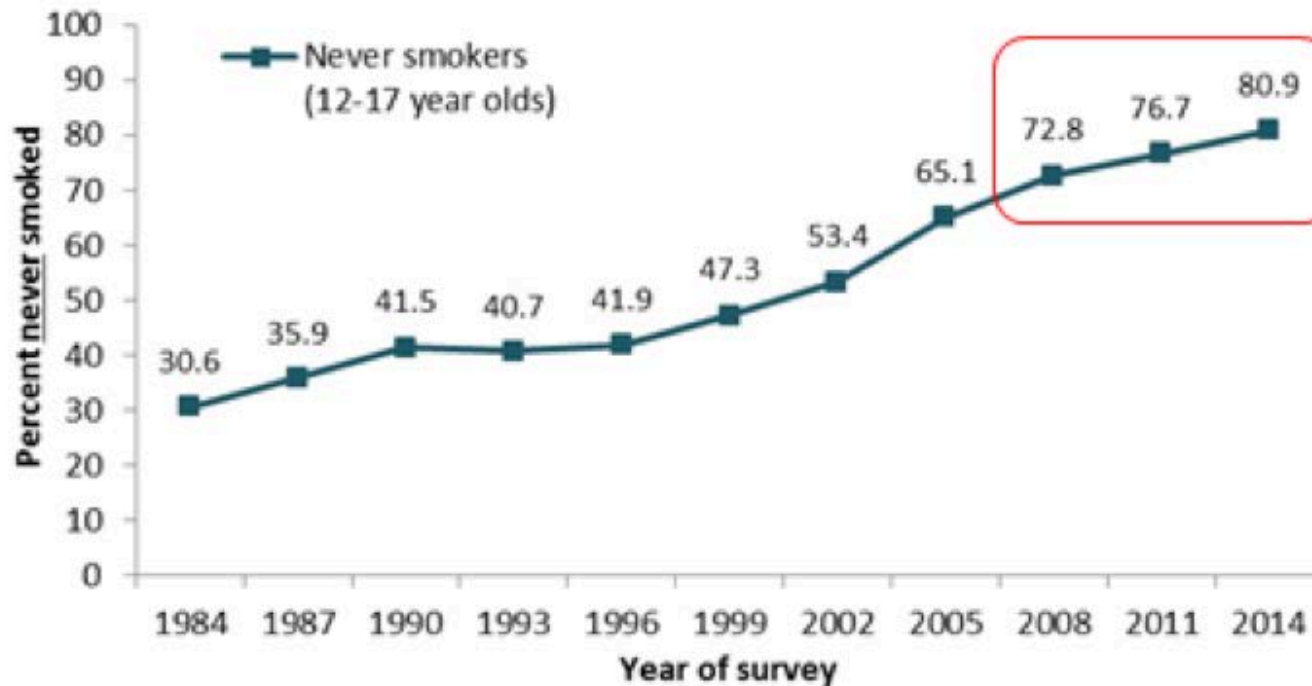
Trends in smoking prevalence among 16-17 year olds, Australia



No change 2008 to 2011; significant decline 2011 to 2014.



Trends in never smoking, Australia



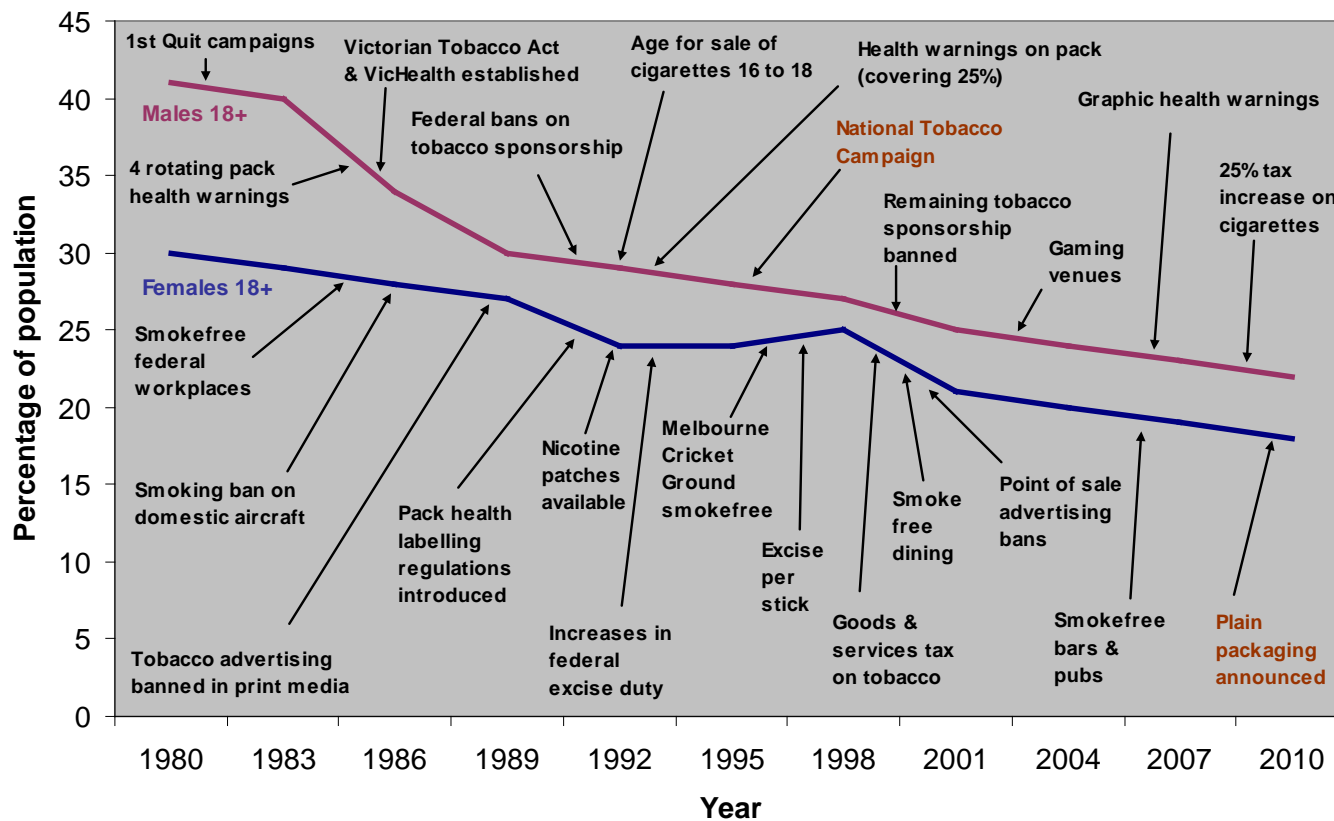
Significant increase 2008 to 2011; significant increase 2011 to 2014

White V, Williams T. Australian secondary school students' use of tobacco in 2014. Report prepared for Tobacco Control Taskforce, Australian Government Department of Health, October 2015.



Milestones in reducing smoking in Australia, 1980-2010

*Age standardised figures





Clinical vs Population perspective

Population: what delivers most prevention & cessation in a community



http://www.who.edu/cms/images/deadfish_Texas_400_83967.jpg

Clinical: what works best for an individual



<http://www.bannerhealth.com/NR/rdonlyres/3EAB7A4C-8BDA-4144-ADAB-63C63363D3D7/32816/femaledoctorwithpatient.JPG>



Don't be "prisoners of the proximate"



American Journal of EPIDEMIOLOGY

Volume 149
Number 10
May 15, 1999

Copyright © 1999 by The Johns Hopkins University
School of Hygiene and Public Health
Sponsored by the Society for Epidemiologic Research

COMMENTARY

Prisoners of the Proximate: Loosening the Constraints on Epidemiology in an Age of Change

A. J. McMichael

"Modern epidemiology" has a primary orientation to the study of multiple risk factors for chronic noncommunicable diseases. If epidemiologists are to understand the determinants of population health in terms that extend beyond proximate, individual-level risk factors (and their biological mediators), they must learn to apply a social-ecologic systems perspective. The mind-set and methods of modern epidemiology entail the following four main constraints that limit engagement in issues of wider context: 1) a preoccupation with proximate risk factors; 2) a focus on individual-level versus population-level influences on health; 3) a typically modular (time-windowed) view of how individuals undergo changes in risk status (i.e., a life-stage vs. a life-course model of risk acquisition); and 4) the, as yet, unfamiliar challenge of scenario-based forecasting of health consequences of future, large-scale social and environmental changes. The evolution of the content and methods of epidemiology continues. Epidemiologists are gaining insights into the complex social and environmental systems that are the context for health and disease; thinking about population health in increasingly ecologic terms; developing dynamic, interactive, life-course models of disease risk acquisition; and extending their spatial-temporal frame of reference as they perceive the health risks posed by escalating human pressures on the wider environment. The constraints of "the proximate" upon epidemiology are thus loosening as the end of the century approaches. *Am J Epidemiol* 1999;149:887-97.

Proximate VS distal effects on smoking

The Scream Test: what does the tobacco industry worry about?



- › **Tobacco tax**
- › **Plain packaging**
- › **Smoking bans and denormalisation**
- › **Advertising bans**
- › **Graphic health warnings**
- › **Retail display bans**
- › **Large mass reach campaigns (tough)**
- › **News publicity about smoking & health**

Source:
http://www.oxideradio.co.uk/shows/contemporary_scandinavian_music/TheScream.jpg

BATA boss begs Senate for more tax rises, not plain packs, 2011





David Crow, BATA CEO


› ***“There was a 25% increase in the excise and we saw the volumes go down by about 10.2% ... So there are ways of achieving the objectives that do not infringe on the property rights.. “***



Today: BATA's daily obsession to get tax rises stopped

 **BATA Media** @BATA_Media · 20h
Report from @theheraldsun claims ABF officers uncovered almost six million illegal cigarette sticks in Melbourne → ow.ly/TpVlh
← 2 2 ... [View summary](#)

 **BATA Media** @BATA_Media · 21h
.@theheraldsun reports that #illegaltobacco was seized in Melbourne following a four-month long operation by the ABF → ow.ly/TpVjE
← 1 ... [View summary](#)

 **BATA Media** @BATA_Media · 22h
.@theheraldsun: Recently, the amount of illicit chop chop and cigs smuggled into Australia has risen dramatically → ow.ly/TpKIL
← 1 ... [View summary](#)

 **BATA Media** @BATA_Media · 23h
A haul of \$2.7 million worth of illegal cigarettes has been uncovered in Melbourne's west → ow.ly/TpKhM #auspol
← 1 ... [View summary](#)

 **BATA Media** @BATA_Media · 23h
.@theheraldsun: Illegal cigarettes: \$2.7 million worth seized from Melbourne storage unit → ow.ly/TnFNC #auspol
← 1 ... [View summary](#)

 **BATA Media** @BATA_Media · Oct 13
In Dec 2009, Ireland's Fin. Minister Brian Lenihan explicitly blamed tax increases for the rise in #illegaltobacco → ow.ly/TkeLn
← 1 ... [View summary](#)

The Scream Test: what does the tobacco industry **not** worry about or even encourage?



- › **Sales to minors legislation & signage**
- › **School education programs**
- › **Most youth-directed campaigns**
- › **Quit smoking clinics**
- › **Quit lines**
- › **Text-based health warnings**
- › **Ecigarettes (vaping **and** smoking, not vaping **or** smoking)**

Source:
http://www.oxideradio.co.uk/shows/contemporary_scandinavian_music/TheScream.jpg

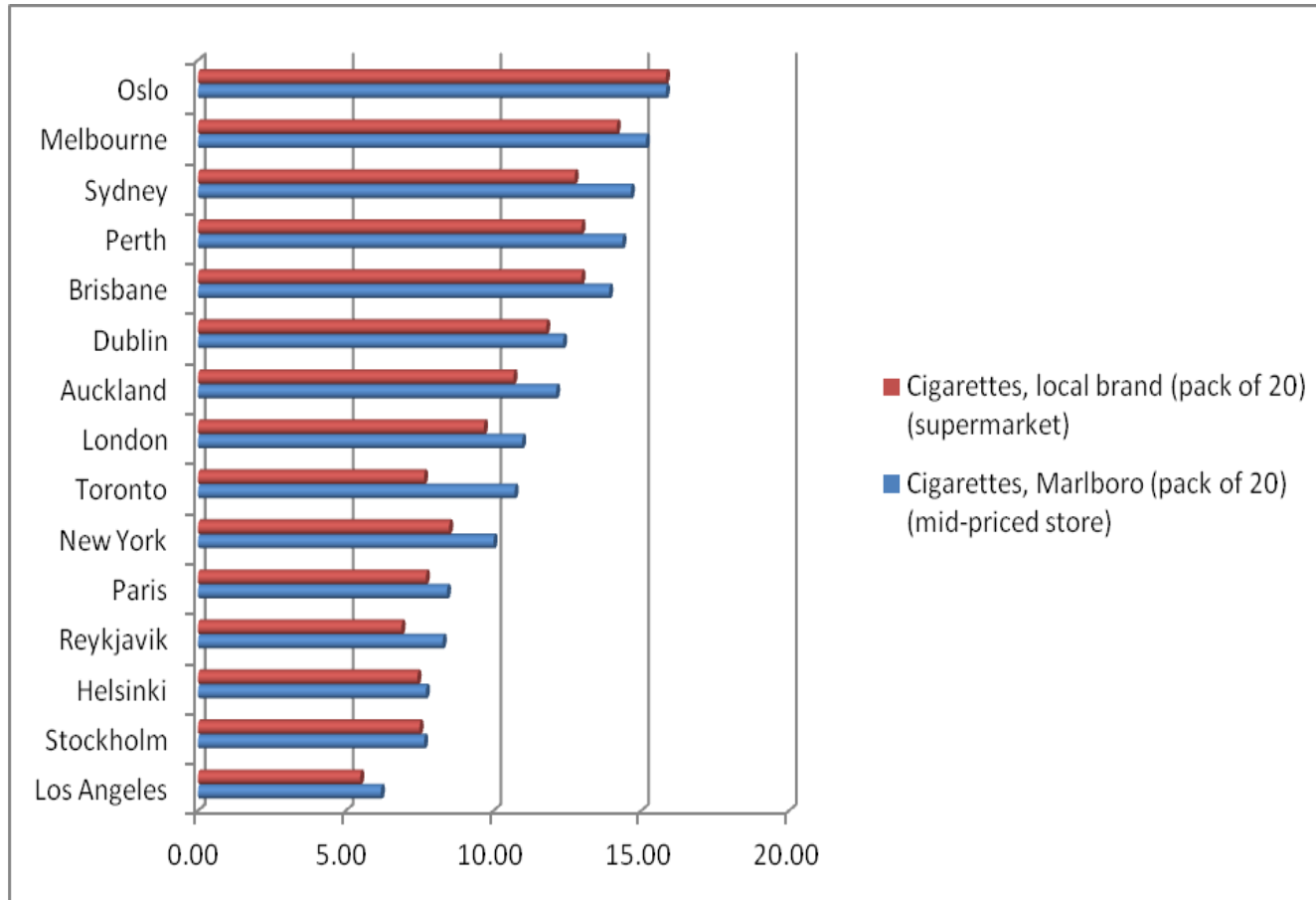


Scream Test #1: Tobacco tax (major factor in price)

“A high cigarette price, more than any other cigarette attribute, has the most dramatic impact on the share of the quitting population.”

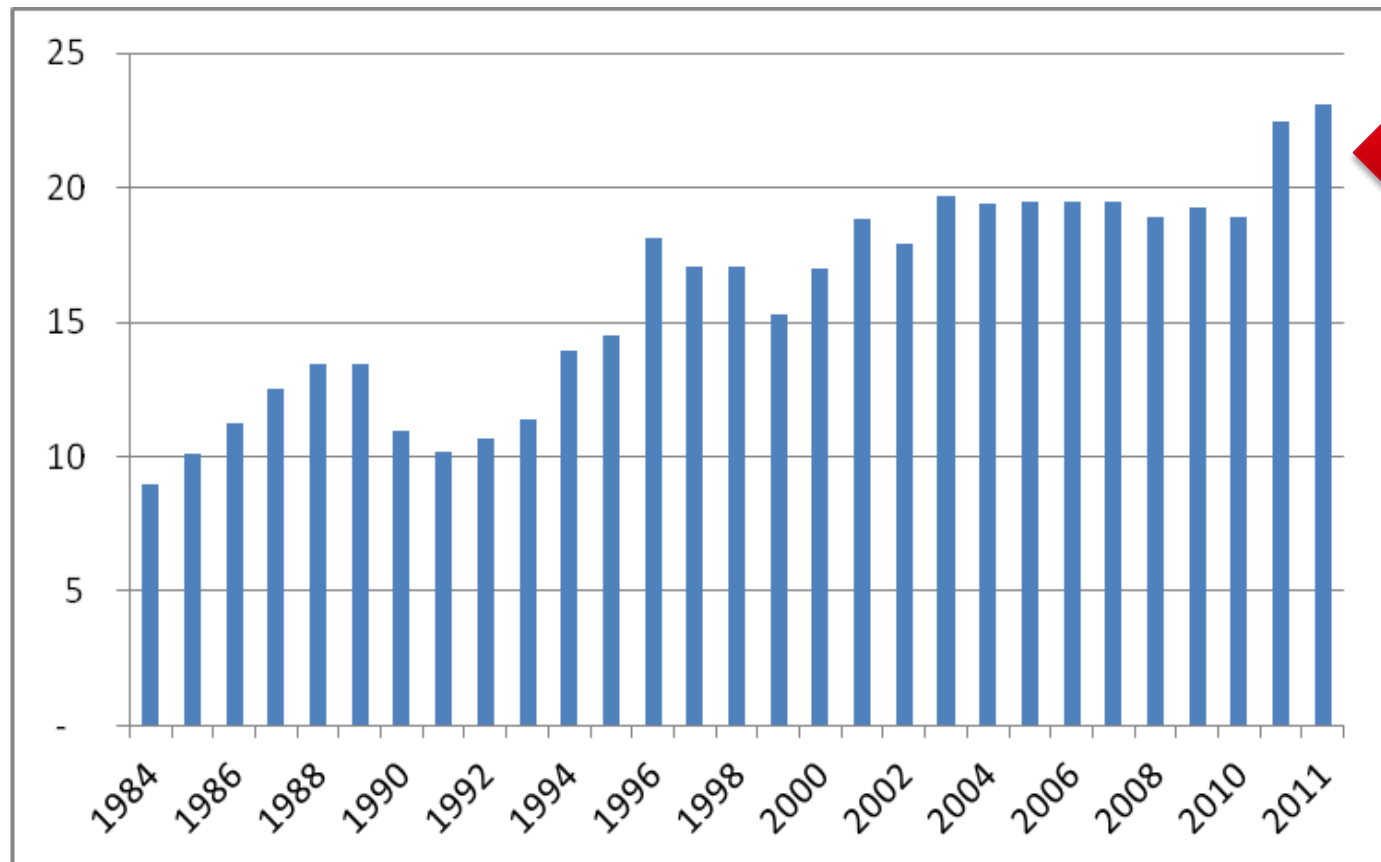
**Memo from Claude Schwab to John Heinenimas
(Philip Morris) 5 March 1993 PM doc 2045447810**

Prices of cigarettes sold in selected cities around world, 2011: standard pack Marlboro 20s in mod. priced stores & typical local brand, 20s, as sold in supermarkets



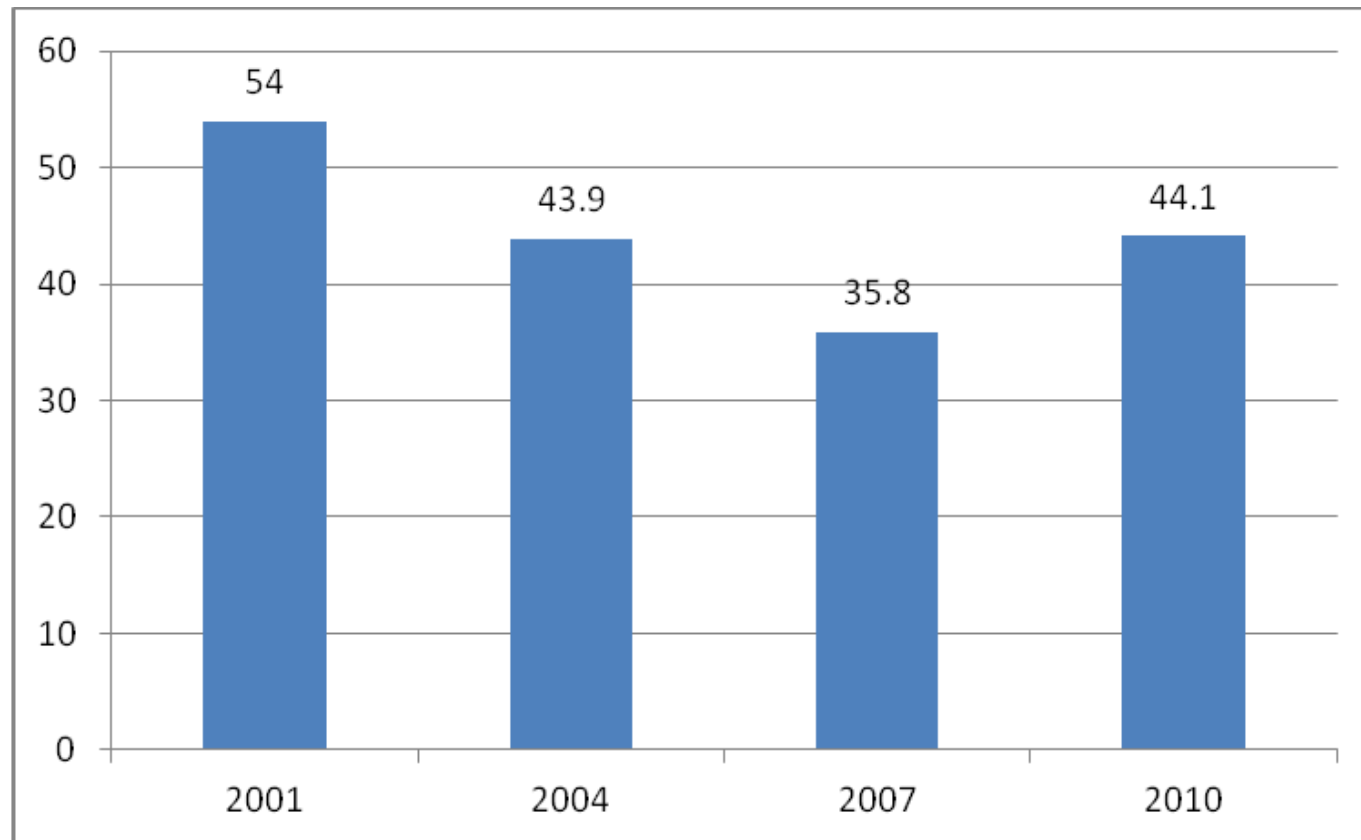
Source: Economic Intelligence Unit 2012

Time (in minutes) needed on AWE to earn enough to buy one day's worth of leading brand (between 15 & 21 cigarettes per day), 1984–2011



Sources: Australian Bureau of Statistics ABS 6306.0 Distribution & contribution of employee earnings & hours, ABS 6302.0 Average weekly earnings, February 1984 to 2011; Australian Retail Tobacconist price lists, February for each year

% of smokers & recent ex-smokers agreeing tobacco prices were an important factor motivating their recent attempts to change smoking behaviour





Iconographic transformation from this...



- › Entrancing smoking ritual
- › Seduction, style
- › Contemplation
- › Danger, edginess

Smoking area, University of Sydney



- › Exiled
- › Marginalised
- › Regretful
- › Dependent
- › Smoking = badge of low social status
- › Pollution

Smokefree areas... *nearly* all done

- › Theatres, cinemas, halls ✓
 - › Elevators ✓
 - › Buses, trains, airlines ✓
 - › Workplaces ✓
 - › Stadiums ✓
 - › Restaurants & bars ✓
 - › Homes (voluntary but very extensive) ✓ ..
 - › Cars carrying children under 16yrs ✓
 - › Casino high-roller rooms still exempt in 4 states **X**
-



Retail display bans

Before



After



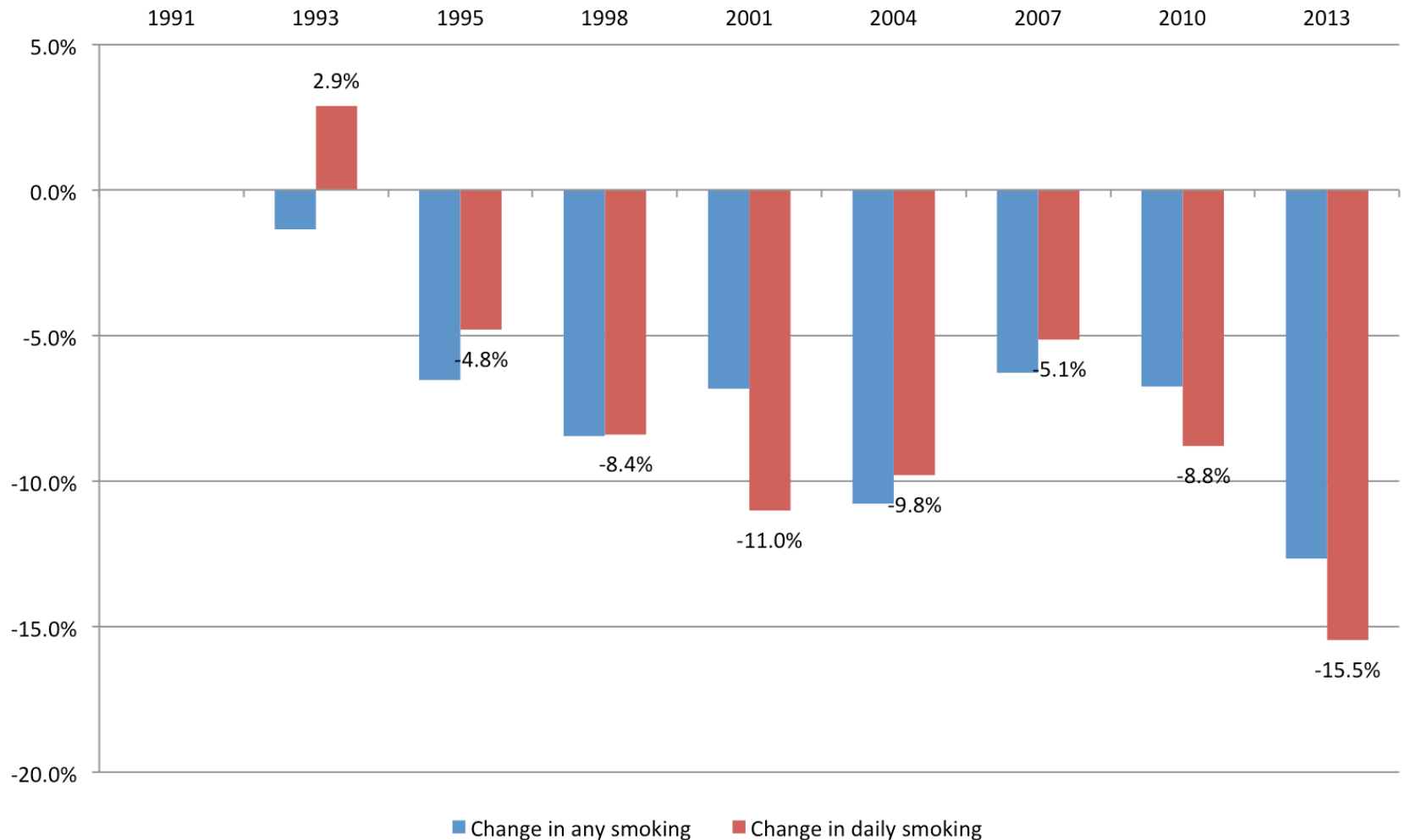


Plain packaging since Dec 2012



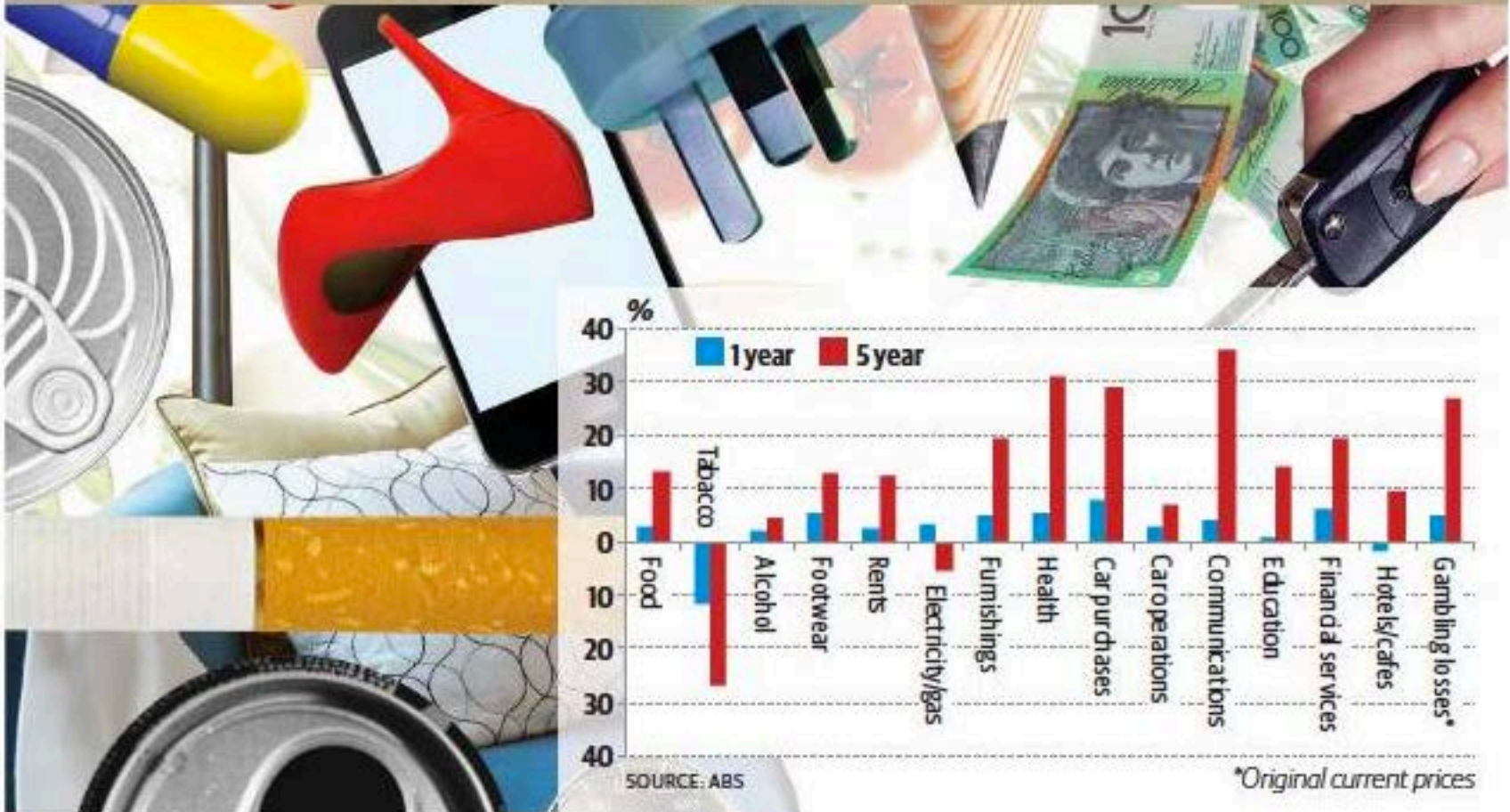
Bye bye, Brands. Hello smoking horrors.

Reductions in prevalence daily smoking— Australians 14+ 1991 to 2013





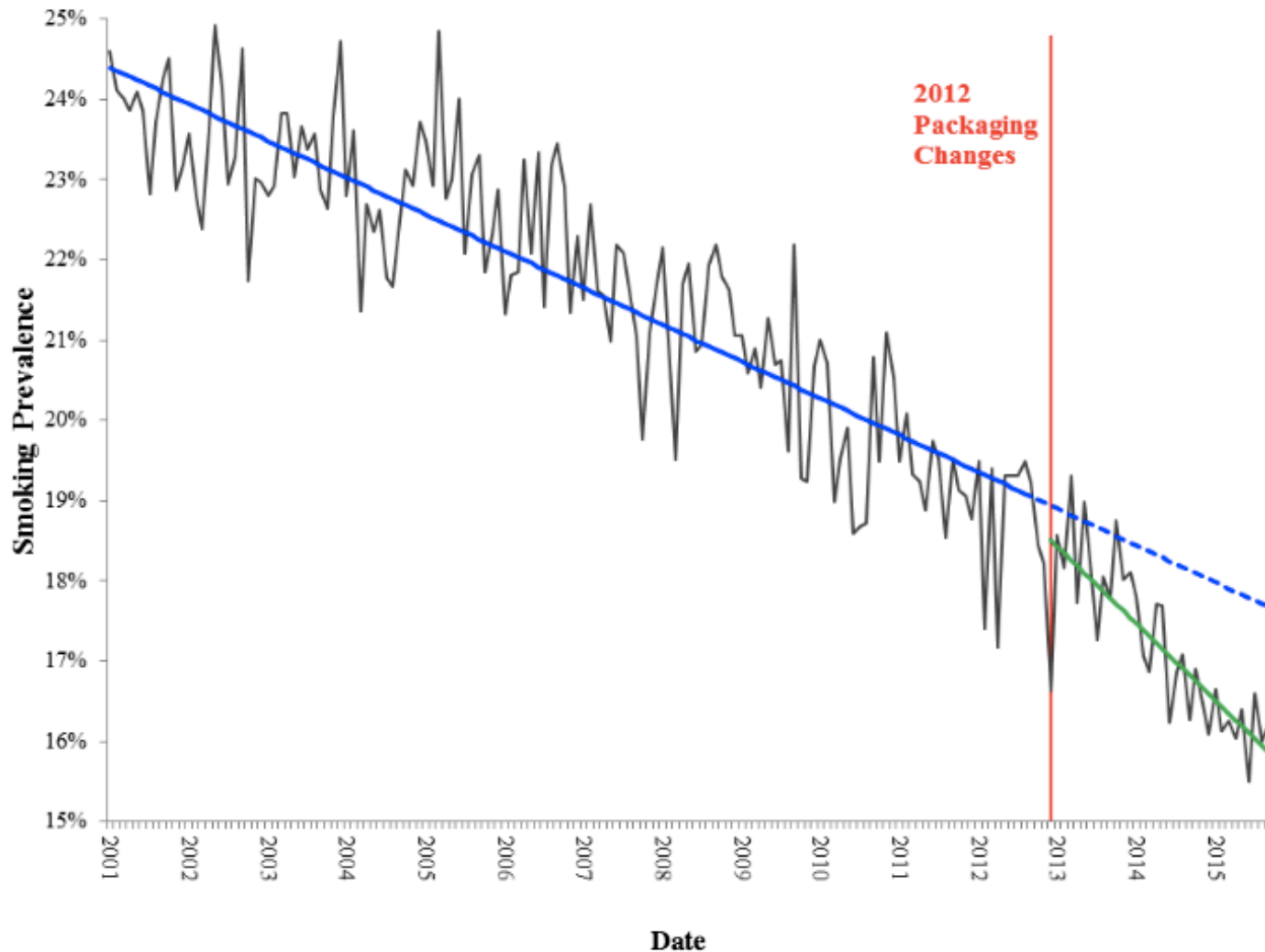
HOUSEHOLD SPENDING CHANGES OVER LAST YEAR AND PAST 5 YEARS





Monthly national data 2001-2015, Australia (Roy Morgan Research)

Figure 3: Overall Monthly Smoking Prevalence (January 2001 to September 2015)¹¹¹



Plain packs domino effect: 24 nations adopting



- › 5 Nations legislated
 - › Australia (Dec 2011, implemented Dec 2012)
 - › Ireland, UK (March 2015, implementing May 2016)
 - › Hungary (Oct 2015, implementing May 2016)
 - › France (Nov 2015, implementing May 2016)
 - ›
- › 11 Nations: legislation in early stages (not passed yet)
 - › Belgium, Chile, Gulf Cooperation Council nations ([Bahrain](#), [Kuwait](#), [Oman](#), [Qatar](#), [Saudi Arabia](#), [United Arab Emirates](#)), Iceland, New Zealand, Norway.
 - ›
- › 8 Nations planning legislation
 - › Canada, Finland, Lithuania, Nigeria, Pakistan, Panama, South Africa, Turkey
 - ›

Aces in the Australian pack?

- › Close-knit tobacco control community with **strong population-focused approach**
- › Negligible \$ in labour-intensive cessation
- › High profile national advocacy (news junkies, social media)
- › Resulting in:
- › Strong cultural antipathy to smoking
- › Many markers of denormalisation
- › Tobacco industry's pariah, ethical bottom-feeder status
- › Leading to: **Strong public support**



Strong political
support

Comprehensive tobacco control policy



Where to from here in Australia?

- › Has all the low hanging fruit now fallen from the tree? **NO**
 - › Are there only “hardened”, intractable smokers left? **NO**
 - › Has cessation stalled? **PERHAPS**
 - › Should Australia now embrace harm reduction, ecigs? **IF STRICTLY REGULATED**
-

Smoking prevalence falling mainly because of prevention

Table 3.1: Tobacco smoking status, people aged 14 years or older, 1991 to 2010 (per cent)

Smoking status	1991	1993	1995	1998	2001	2004	2007	2010	
Daily	24.3	25.0	23.8	21.8	19.4	17.5	16.6	15.1	↓
Weekly	2.8	2.3	1.6	1.8	1.8	1.6	1.3	1.5	
Less than weekly	2.4	1.8	1.8	1.3	2.0	1.6	1.5	1.4	
Ex-smokers ^(a)	21.4	21.7	20.2	25.9	26.2	26.4	25.1	24.1	↓
Never smoked ^(b)	49.0	49.1	52.6	49.2	50.6	52.9	55.4	57.8	↑

Very few are happy about being a smoker

- › 12.8% of 14+ Australians smoke daily
- › 90% of smokers regret ever having started ... leaving 10% of 12.8% who want to continue
- › **Just 1.28% of 14+ Australians are smokers who are happy about being smokers**
- › **Are there any more disloyal customers for *any* product?**
- › Approx 40% make “serious” attempt to stop each year
- › Still *huge potential* for effective policies (esp tax, media) to erode smoking

- › Fong et al. **The near-universal experience of regret among smokers in four countries: findings from the International Tobacco Control Policy Evaluation Survey.** [Nicotine Tob Res.](#) 2004 Dec;6 Suppl 3:S341-51.



It will never happen!



- › Pack warnings
- › Graphic warnings
- › Advertising bans
- › Sponsorship bans
- › Smokefree workplaces, restaurants, bars, cars with kids
- › Retail display bans
- › Cigs > \$20/pack
- › Duty free limits (1 pack)
- › Bans on political \$\$ donations
- › Plain packs

How many licensed drug users in the room?

Hands up!!

- › Antibiotic
- › Cholesterol control
- › Blood pressure
- › Strong pain medicine
- › Asthma
- › Steroids
- › Oral contraceptives
- › Malaria
- › Depression
- › Sleep
- › Insulin

