

Sent: Friday, 8 July 2011 11:35 AM
To: Committee, HAA (REPS)
Subject: Plain Packaging Submission

Submission No. 1
(Plain Packaging Bill)
Date: 8/07/2011

To whom it may concern,

You will likely receive much more detailed, eloquent or scientific submissions on plain packaging than anything I can offer.

I am not a researcher, smoker, executive or public figure.

I am just a person who, in the last 12 months, has seen two people close to me die of lung cancer.

And at 25 years of age I am a person who, God-willing, will be raising children in Australia within the next decade.

Working as I do in the health industry, I have read the evidence, I have read the reports, and I have listened to arguments from both sides.

But none of that compares to this simple truth:

I do not want my children to grow up in a world where cigarettes are "just another legal product" and where being a "Marlboro Man" is still considered masculine and cool.

If you ask me, as someone not-that-far-removed from teen years, I would say peer pressure is the #1 reason kids take up smoking.

But the aura, the "cool" factor and the sophistication of a gold-embossed, stylised and italicised packet cannot be entirely discounted.

This legislation addresses but one factor contributing to smoking uptake.

I offer it my full support, and urge you to reject the dubious arguments from an industry with a decades-long history of using misdirection to confuse and undermine public health measures.

Regards,
Shane Butler