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Sent: Monday, 17 May 2004 3:08 PM

To: Cochran, Jenny (REPS)

Cc: Klaus.Klaucke@health.gov.au

Subject JSCOT Request - Information on Tobacco Advertising

Jenny, as requested by JSCOT at the FCTC public hearing on 10 May 2004, please find attached a brief synopsis on the effects of tobacco advertising bans.

(See attached file: JSCOT para on Tobacco Advertising.doc)

Kind regards

Kerry Brooks
Drug Strategy Branch
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The link between advertising and tobacco consumption is firmly established in the public health literature. The 1999 World Bank publication *Curbing the Epidemic* reports that since 1972, most high-income countries have introduced stronger restrictions on tobacco advertising across more media and on various forms of sponsorship. A recent study of 22 high-income countries based on data from 1970— 1992 concluded that comprehensive bans on cigarette advertising and promotion can reduce smoking, but more limited partial bans have little or no effect. This has been reflected in our experience in Australia where there has been a continuous drop in prevalence since introduction of the ban in 1992, reflecting the combined effect of various tobacco control measures, including the advertising bans.

Econometric studies¹ consistently show evidence that tobacco advertising increases consumption of cigarettes. Bans on tobacco advertising also have a protective effect. Because we know tobacco advertising increases uptake and prevalence rates, there will be Australians who do not take up smoking because of our comprehensive ban on tobacco advertising.

It has also been shown that the marketing of tobacco products to youth has a major effect on increasing their level of uptake. Therefore the consensus of public health experts is that comprehensive bans on tobacco advertising, as part of a comprehensive tobacco control program, reduce the consumption of cigarettes in this age group.

¹ Winstanley, M. and Woodward, S. (1995) *Tobacco in Australia: Facts and Issues*, Chapter 15, Tobacco Advertising