

Senate Community Affairs Committee

ANSWER TO ESTIMATES QUESTION ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2014 - 15, 22 October 2014

Ref No: SQ14-001226

OUTCOME: 1 – Population health

Topic: Plain Packaging

Type of Question: Written Question on Notice

Senator: Leyonhjelm, David

Question:

The AIHW website refers to highlights from an unreleased 2013 survey, and states that daily smoking declined significantly between 2010 and 2013, from 15.1% to 12.8%.

What evidence does the Department have to indicate that plain packaging influenced this decline?

Answer:

The National Drug Strategy Household Survey (NDSHS) is conducted every two to three years by the Australian Institute of Health and Welfare (AIHW) and is commissioned and funded by the Australian Government Department of Health. The 2013 NDSHS data was collected after the introduction of tobacco plain packing with larger, updated health warnings, took effect on 1 December 2012.

This reduction in the adult daily smoking rate highlights the importance of Australia's broad range of tobacco control measures, of which tobacco plain packaging is a key component. Tobacco plain packaging is an investment in the long term health of Australians, and the full effects of the measure will be seen over the long term.