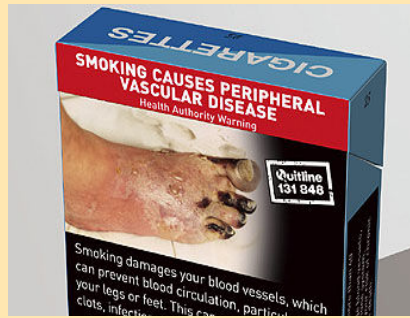




## Packaging



<http://content.answers.com/main/content/wp/en/1/1b/B-h.jpg>



## Most recent data (2004): n=29,445 national household survey

Table 3.1: Tobacco smoking status: proportion of the population aged 14 years and over, Australia, 1991 to 2004

Tobacco smoking status	1991	1993	1995	1998	2001	2004
	(per cent)					
Daily	24.3	25.0	23.8	21.8	19.5	17.4 #
Weekly	2.8	2.3	1.6	1.8	1.6	1.6
Less than weekly	2.4	1.8	1.8	1.3	2.0	1.6 #
Ex-smokers <sup>(a)</sup>	21.4	21.7	20.2	25.9	26.2	26.4
Never smoked <sup>(b)</sup>	49.0	49.1	52.6	49.2	50.6	52.9 #

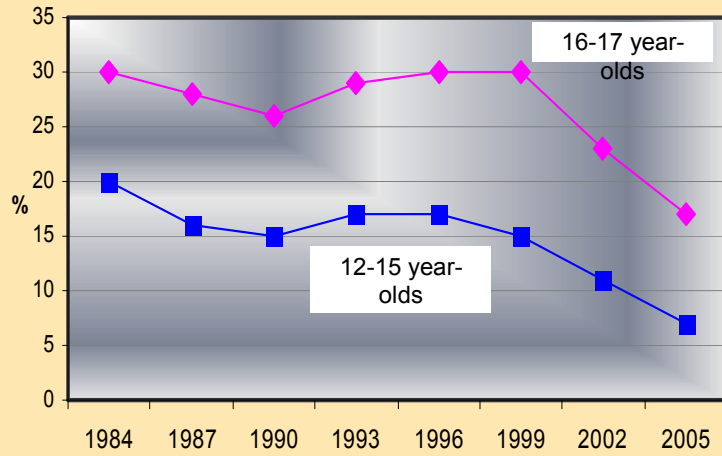
(a) Smoked at least 100 cigarettes (manufactured and/or roll-your-own) or the equivalent amount of tobacco in their life, and no longer smoke.

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

# 2001 result significantly different from 2004 result (2-tailed  $\alpha = 0.05$ ).



Past week smoking in 12-15 and 16-17 yrs, Australia



Source : Australian Secondary School Alcohol and Drug Surveys 1984-2005



What to do much less of...

What to do much more of ...



## Less of ...

- “the inverse effectiveness law” in public health
- small scale “interventionist” thinking driven by clinical & experimental mindsets ill-matched to population-wide challenges
- silver-bullet thinking





## Much more of ...

- “Upstream” policies which affect every smoker (tax, laws on smoking restrictions, ad bans, packaging/warnings)
  - Deep attention to framing evidence in ways that resonate with key community and political values
- 



- **“Politics is ... largely about the problem of multiple definitions of the same events.”**
  - Greenhalgh T, Russell J. Reframing evidence synthesis as rhetorical action in the policy making drama. Health Care Policy 2005;1:31-38.
-



## Much more of ...

- Vector control (study mosquitoes to control malaria; the tobacco industry to control lung cancer)



**“Politicians don’t like to stand next to a pariah in a photo opportunity.”**

John Seffrin CEO  
American Cancer Society

<http://publicaffairs.missouristate.edu/conference/PastConferences/2006/Photos%202006/8780.jpg>



### An “index case” of corporate malfeasance? Google: “just like the tobacco industry”

- “Critics claim the **cell phone industry**, just like the tobacco industry (Big Tobacco), seems determined to prevent and deny any suggestion that its products...”
  - “So-called **global warming sceptics** are referred to as “in denial just like the tobacco industry”
  - “... to find the results that will protect **business interests**, just like the tobacco industry scientists who said cigarettes don't cause cancer”
  - “... industries systematically concealed data and lied to regulators about the health effects of **automobile emissions** - just like the tobacco industry”
  - “So now you're looking at an industry [**gambling**], just like the tobacco industry, that's dependent on people with behavioural problems.”
  - “Just like the tobacco industry did with Joe Camel, marketing cigarettes to kids, the **video game industry** is marketing sex and violence and morally bankrupt”
  -
- 



### Survey: 527 MBA students at 12 top-ranked international business schools,

- “about two-thirds of surveyed students said they would never work for a tobacco firm. “



## Much more of ...

- Multi-disciplinary analysis & action (behavioural, sociological, legal, economic, IT, agricultural)
  - Commodification of solutions?? (unleash private sector power)
- 



## Public Health Advocacy and Tobacco Control

MAKING SMOKING HISTORY

Simon Chapman

