

Let's change the game



Stop ~~smoking~~ before it starts

Raise the age of purchase from 18 to 21

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Every year smoking related illnesses kill 15,000 Australians¹. That's enough to fill over half of this stadium. It's unacceptable, and to tackle the problem, we need a new game plan to stop smoking before it starts.

95% of adult smokers start under 21², but if they haven't used tobacco by then, it's unlikely that they ever will³.

We owe it to our kids to keep them healthy by keeping them away from cigarettes. So let's change the game by raising the age they can buy them from 18 to 21.

Register your support at StopSmokingBeforeItStarts.org.au



Sources: 1. Australian Bureau of Statistics, National Health Survey: First Results, 2014-15 (10 May 2017) Smoking. 2. Institute of Medicine, Public Health Implications of Raising the Minimum Age of Legal Access to Tobacco Products (The National Academies Press, 2015). 3. RJ Reynolds, Estimated Change in Industry Trend Following Federal Excise Tax Increase (20 September 1982).