

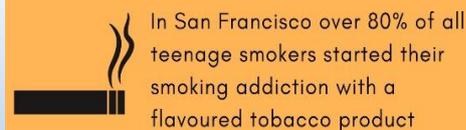
- Minderoo funded a comprehensive review of youth smoking marketing tactics and strategies used by Big Tobacco, with support and input from Cancer Council, Cancer Australia, Tobacco Free Kids, and other experts.
- The research conducted by Deakin Health Economics, the lead provider of tobacco health research Australia, presents overwhelming global evidence that tobacco firms are developing new ways to get kids hooked on nicotine products, and more needs to be done. That means putting a stop to marketing gimmicks like novelty flavours and e-cigarettes, and limiting point of sale opportunities for young people.
- The Australian National Tobacco Strategy 2018-2021 is currently under review. Under this strategy, the majority of tobacco legislation falls to states and territories.
- The Deakin Report highlights that urgent youth tobacco control reform is essential.

First full cigarette



Source: Australian Institute of Health and Welfare 2017. National Drug Strategy Household Survey 2016: Detailed findings.

U.S Teenage initiation



Source: https://www.tobaccofreekids.org/press-releases/2017_06_27_sanfrancisco

The reforms needed to protect Australian kids...

“Today’s teenager is tomorrow’s potential regular customer... the smoking patterns of teenagers are particularly important to Phillip Morris”

(Myron E. Johnston, Philip Morris USA, 1981)

E-Cigarettes (Product marketing)

E-cigarettes are the new marketing tactic for an industry that has been regulated out of existence. Big tobacco has been lobbying hard for them to be legalised in Australia, against advice from Cancer Council, Heart Foundation, AMA and tobacco health experts. Evidence shows E-cigarettes are a lethal pathway into a lifetime smoking addiction and countries around the world have seen a proliferation of opaque and dubious lobby groups campaign for their legalisation in recent years. In California, the state’s public health authority has waged a multi-year war to restrict the sale of these devices, reflecting a wave of opposition across the US to products health experts now agree are dangerously popular among teenage users. Australia, luckily, has never legalised these products but is now facing an onslaught of lobbying to open its market to tobacco companies.

The Deakin Report highlights:

- The tobacco industry remains the largest commercial investor in the e-cigarette market.
- There is a growing library of evidence demonstrating e-cigarette use is a gateway to cigarette use.
- E-cigarette devices such as the ‘Juil’ device, which look like a USB stick, are the most popular smoking device among youth in the US and are available online for Australian retail, with no age restriction.
- E-cigarettes are now the most commonly used form of tobacco by youth in the United States.
- E-cigarettes may expose users to chemicals and toxins such as formaldehyde, heavy metals and flavouring chemicals, at levels that can cause adverse health effects.
- E-cigarettes undermine advocacy efforts for evidence-based smoking cessation pathways.
- Tobacco companies are marketing e-cigarettes as a cheaper alternative to cigarettes, undermining price-control interventions in Australia.

All Governments need to maintain a strong stand on e-cigarettes and be aware of the tobacco industry’s lobbying efforts.

Product Flavouring (Product Marketing)

Product flavouring runs hand in hand with e-cigarettes as an innovative tool tobacco companies use to keep their foothold in the adolescent and young adult market. In the U.S this year the tobacco industry funded a referendum to reconsider the prohibition of flavoured products. Despite immense lobbying efforts by the industry, 68.4% of people voted to continue to prohibit the sale of flavoured tobacco products. In 2016, the EU banned menthol cigarettes and city councils in the US like San Francisco have followed suit.

The Deakin Report highlights:

- Young smokers are more likely to use menthol cigarettes than any other age group.
- Flavoured cigarettes are as harmful as normal combustible cigarettes.
- Menthol is a notorious tobacco industry marketing strategy that continues to lure young people to smoking.
- Regulations need to be broad enough to cover all types of flavouring technologies and all parts of smoking products.
- Tobacco companies are regaining their foothold in the adolescent and young adult market through innovative products and product flavouring for e-cigarette use.
- Elimination of menthol and other ingredients that mask tobacco would create additional motivation for smokers to consider quitting.



Source: National Institute for Public Health and the Environment (RIVM) May 2018, Centre for Health Protection, Netherland

T21 (point of sale)

In April this year, COAG considered raising the legal purchasing age of tobacco from 18 to 21. The nation's Health Ministers referred it the AHIW for further review. T21 is moving quickly in the US, with laws implemented in over 300 locations across 20 different states, covering close to 25% of the US population.

The Deakin Report highlights:

- Modelling on the impact of Tobacco 21 in the US by The National Academies Science predict an estimated 25% reduction in smoking initiation among teenagers 15 to 17 years.
- Data from Needham Massachusetts demonstrated a 47% reduction in high school smoking five years after T21 implementation.
- T21 works to comprehensively strengthen denormalization of tobacco in society.
- All states should embrace the opportunity to pilot T21.

Action

The Deakin Report highlights that there is a clear need for action based on tobacco industry marketing, health risks of products and supply control.

- ❖ Introduce new reforms to combat youth smoking in the National Tobacco Strategy 2018-2021.
- ❖ Implement T21 in all Australian states and territories.
- ❖ Continue the prohibition on the sale of e-cigarettes in line with the TGAs position.
- ❖ Prohibit menthol and other novelty flavourings and ensure regulations are enforced.

“Continuing progress requires a comprehensive approach to maintain momentum and ensure that government efforts and hard-won gains are not undermined by tobacco companies introducing new innovative products that appeal to young people.” Deakin Report, p.29