

# SMOKE LINES

## Kids' smoking - illegal sales

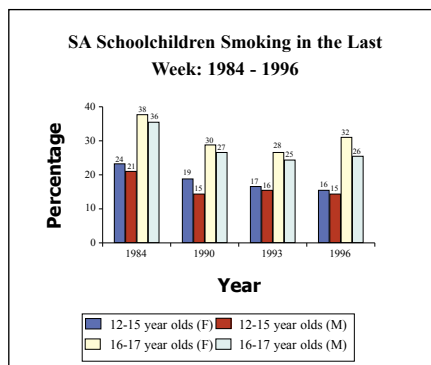
### Who profits?

- Over 23,000 secondary students in SA smoke cigarettes illegally supplied and worth an estimated \$6M
- Of the \$6M, \$4M is collected in taxes, with the remaining \$ to cigarette manufacturers and retailers\*

Figures from ASH Australia website [ashaust.org.au](http://ashaust.org.au)

### Underage smoking trends in SA

Smoking rates amongst school children in SA declined in the 1980's but has remained relatively stable since then.



From the SASHP Evaluation and Research Report No 5 1995-1998

### What can we do to stop people smoking?

There's no easy answer to this. But in other places, such as California, where enough money has been spent on the range of tobacco control strategies, smoking prevalence has been significantly reduced.

**While prevention strategies are necessary, the most effective way to reduce smoking prevalence and the costs associated with it in the short term is to focus strategically on getting adults to quit.**

### What does the law say?

From the South Australian *Tobacco Products Regulation Act 1997*

- It is illegal to sell tobacco to minors, or to people buying on behalf of a minor *Section 38(1)*
- Proof of age may be requested *Section 39(1)*
- Refusing to supply ID, or lying about your age, is an offence *Section 39(2)*

### Smoking myths

**Myth** I'm not addicted, I only smoke a few cigarettes a week.

**Truth** By the time most people have smoked 100 cigarettes, they will be addicted. Typically, this would take between 6 and twelve months.

**Myth** Quitting is easy. I can stop smoking any time.

**Truth** The process of quitting often involves multiple attempts. Young people experience the same difficulties with withdrawal as adults.

**Myth** The damage to my lungs and arteries doesn't happen till I'm older.

**Truth** It starts straight away. They can tell who has smoked by the state of your arteries from as young as 16.

**Myth** Cigars, bidis, herbal cigarettes are OK. It's only cigarettes that are the problem

**Truth** All these things contain tobacco. Anything that burns, gives off carbon monoxide and tar that you inhale. These damage your body.



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## A comprehensive tobacco control strategy includes:

- Well funded public information campaigns about the dangerous effects of both active and passive smoking
- Legislation (and accompanying enforcement) that protects the public from exposure to ETS - in public places, workplaces etc
- Enforced restrictions on sales to minors
- Support for smokers who want to quit, including hard to reach groups
- Taxation and pricing regimes that maintain/increase the cost of smoking
- Mandatory school education programs about tobacco
- Legislation restricting all forms of tobacco advertising and sponsorship

### What the tobacco industry has said about kids

Australian kids were targeted by tobacco companies according to previously secret documents now on the web following US court actions. Philip Morris lamented ...

*"The key problems seem to be its [Marlboro's] lack of appeal to younger smokers and this is the area which needs to be addressed. One possibility might be to concentrate on sampling and promotion, as many young smokers have never had any first hand experience with the product."*

*"....23% of the population is 15 years of age and under. 17% is 16-24 years of age. Given predisposition to try/adopt new brands, this segment represents significant market opportunity." (see [www.usyd.edu.au/tobacco/Ozdocs.html](http://www.usyd.edu.au/tobacco/Ozdocs.html))*

Other highlights from industry documents, this time from Brown and Williamson.

*"In the young smoker's mind, a cigarette falls into the same category with wine, beer, shaving, wearing a bra (or deliberately not wearing one), declaration of independence and striving for self-identity... Thus, an attempt to reach young smokers (starters), should be based, among others, on the following major parameters:*

- *Present the cigarette as one of the few initiations into the adult world*
- *Present the cigarette as part of the illicit pleasure category of products and activities*
- *In your ads create a situation taken from the day-to-day life of the young smoker but in an elegant manner have this situation touch on the basic symbols of the growing-up, maturity process*
- *To the best of your ability, (considering some legal constraints), relate the cigarette to pot, wine, beer, sex, etc."*



Find out more about tobacco at  
<http://www.OxyGen.org.au>