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## **PRESS RELEASE**

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### **SENATOR FIELDING WRONG ON TOBACCO CAMPAIGN**

The Service Station Association today claimed that Senator Fielding was pursuing the wrong strategy in proposing plain packaging of tobacco products.

“We all want to see tobacco consumption rates fall, particularly amongst young people, but Senator Fielding is going about it the wrong way,” said SSA CEO Ron Bowden. “There are already plans well underway to ban tobacco products display and tobacco products advertising has been banned for some time. These measures are working.”

The ABS today released its quarterly society snapshot which indicated that smoking rates are significantly in decline, particularly amongst young people. “The steps that successive governments have taken are clearly working, so, we need to identify the successful strategies and concentrate on making them more effective,” said Bowden who claimed that education, and restricting places where people can smoke have had the greatest impact.

“Society has made great progress in branding smokers as a type of pariah, and its that peer pressure, combined with a greater awareness of the health dangers that are producing these welcome results”, said Bowden. “The focus has to be to try to stop young people taking up smoking in the first place and peer pressure is the single biggest driver of attitude for kids.”

“Change the mindset in young people about smoking and success will be in sight – that’s what Senator Fielding should concentrate on. Plain packaging won’t work and would be a distraction to where the main effort needs to be directed,” said Bowden who also stated that proper and extensive community and industry consultation should always be a pre-cursor to any new policy settings.

Authorised by Ron Bowden

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