

Select stories in the media – May 2006

Date	Title	Journalist/Author	Page	Paper/Source	Summary
31 May 2006	SANFL chief's wife in smoking battle	Owen, Michael	1	Adelaide Advertiser	Anne Whicker designed cigarette packet sleeves being used to hide the new cigarette packet health warning labels in Crows and Power colours.
31 May 2006	Move to ban fruity smoke	Treccasi, Louise	26	Adelaide Advertiser	The South Australian government is set to introduce laws to ban fruit flavoured cigarettes.
31 May 2006	Smoking: full ban proposed to include outdoor cafes, bars	Cronin, Danielle	1	Canberra Times	The ACT will introduce new tobacco control laws to ban smoking at outdoor cafes and bars, colleges and children's playgrounds.
31 May 2006	United front to raise the alarm		50	Daily Telegraph	World No Tobacco Day story.
31 May 2006	Smokers flock to Quitline service		51	Daily Telegraph (Sydney)	Story about Quitline campaigns.
31 May 2006	Focus on graphic cigarette warnings		13	Hobart Mercury	The Heart Foundation in Tasmania marked World No Tobacco Day by drawing the public's attention to the new graphic health warnings on tobacco products.
31 May 2006	They're going to catch you – no butts	Pandaram, Jamie	3	Sydney Morning Herald	The City of Sydney Council is using plain-clothed undercover officers to police cigarette butt littering.
29 May 2006	'Failure' on tobacco		10	Adelaide Advertiser	Snippet on the Dirty Ashtray Awards noting that South Australia is the third worst performer in tightening tobacco control laws.
29 May 2006	Targeting smokers [letter to the editor]	DiCicco, Beryl	16	Adelaide Advertiser	Letter to the editor about the new graphic health warnings. Asserts alcohol causes more widespread problems than cigarettes and suggests alcohol should be labelled with health warning photos such as bloodied bodies pulled from car wrecks.
29 May 2006	NT wins the ashtray	Jones, Kate	24	Herald Sun (Melbourne)	The AMA has awarded the NT government the Dirty Ashtray Award.
29 May 2006	Brothels' cigarette plea	AAP	7	Sydney Morning Herald	Victorian brothels want prostitutes and their clients exempt from the workplace smoking ban.

29 May 2006	Big tobacco accused of sly display	Fyfe, Melissa	8	The Age (Melbourne)	Story about tobacco company reward programs for tobacco retailers. British American Tobacco Australia uses a <i>Top Traders</i> scheme that recognises the retailers who sold a lot of its brands. Philip Morris has a reward program for retailers, called Alliance, but does not use displays in the way its competitor does.
28 May 2006	Put diseased liver pictures on wine	Goers, Peter	34	Sunday Mail (Adelaide)	Peter Goers ranting about his democratic right to smoke and his thoughts on the new graphic health warnings. "My beef is that no other product is required to have such stringent, nanny-state warnings. Where will it end?"
28 May 2006	Campaign out to hit a nerve: labels define perils		87	Sunday Mail (Adelaide)	Report on the new anti-smoking campaign re: danger of developing peripheral vascular disease.
28 May 2006	Youth smoking rate drops to new record low		87	Sunday Mail (Adelaide)	SA data shows a reduction in smoking rates among individuals aged between 15 and 29 in South Australia during 2005. Prevalence is reported at 21.7 per cent compared to 27.9 per cent in 2004.
28 May 2006	Fear will fail, says quit guru	Vowles, Gill	5	Sunday Tasmanian (Hobart)	Gail Morris from Allen Carr's <i>Easy Way to Stop Smoking</i> believes fear campaigns do not assist in helping smokers to quit.
28 May 2006	Puff 'n' stuff	Kennedy, Georgia	8	Sunday Telegraph (Sydney) Body and Soul supplement	Piece on smoking cessation.
27 May 2006	Check this list to stop getting sick	Greve, Frank	47	Courier Mail (Brisbane)	Lists leading health preventative measures report on the website http://prevent.org/nccp .
27 May 2006	Diseases that kill us take new turn	Sommerfeld, Jeff	48	Courier Mail (Brisbane)	Draws on data from the ABS publication "Measures of Australia's Progress". Discusses scientific evidence linking smoking to lung cancer and heart disease and anti-smoking campaigns that have helped reduce smoking prevalence.
27 May 2006	Waitress helped Canada ban workplace smoking	Crowe, Heather	106	Courier Mail (Brisbane)	Story about passive smoking and workplace smoking bans.

27 May 2006	High price to pay for China's love affair with tobacco	Toy, Mary-Anne	20	Sydney Morning Herald	Story on smoking in China. Around 1.2 million Chinese die annually from smoking related diseases.
27 May 2006	First smoke tied to addiction		54	The West Australian (Perth)	Snippet about research that found children who take a drag on just one cigarette are twice as likely than those who have never tried to take up smoking.
27 May 2006	The Pulse: [nicotine patches]	White, Christine	31	Weekend Australian	Reports on research published in <i>Clinical Pharmacology and Therapeutics</i> about a new blood test that will assist doctors to predict which smokers will benefit from nicotine patches.
26 May 2006	New smokescreen: graphic health warning cover-up	Dunger, Karina; Tsavdaridis, Dora	13	Daily Telegraph (Sydney)	Reports that since the new graphic health warnings were implemented evidence is showing that the warnings are helping to motivate smokers to seek quitting advice. Conversely, some smokers are seeking means to cover the packaging but either investing in attractive cigarette cases or purchasing cigarettes with "less graphic" images.
26 May 2006	Row over smoking	Jones, Kate	31	Herald Sun	Quit Victoria has issued a complaint letter to the Australian Competition and Consumer Commission (ACCC) about Imperial Tobacco's easy to peel off health warning labels.
26 May 2006	Judge tries to smoke out reasons for lawyers' visit	Carson, Vanda	29	The Australian	Update on the pre-trial hearing in the NSW Dust Diseases Tribunal. British American Tobacco Australia Services' (BATAS) were asked by Judge James Curtis why it was necessary to bring three lawyers from Lovell White & Durant to execute the "document retention policy" at BATAS' scientific research library in Pagewood. BATAS has not called any witnesses to challenge testimony by whistleblower Fred Gulson.

26 May 2006	Wilson in to bat for tobacco giant	Carson, Vanda	29	The Australian	The Dust Diseases Tribunal was told that Brian Wilson, former chairman of Clayton Utz, may give evidence for British American Tobacco Australian Services (BATAS) in the trial that begins on 26 June 2006. In the 2002 Rolah McCabe case in Victoria, he was accused of being involved in the shredding of BATAS documents.
24 May 2006	Young women in drug danger	Norton, Clementine	4	West Australian (Perth)	Report on tobacco, alcohol and drug use by young women.
24 May 2006	Growing out of smoking	McKimmie, Marnie	4	West Australian (Perth)	Profile of a young woman, Adelina Pirone, who has quit smoking. She was previously smoking up to three packets a week.
20 May 2006	Tobacco firm accused of slogan deceit	O'Leary, Cathy	72	West Australian (Perth)	ACOSH director, Stephen Hall, writes to State and Federal governments complaining about Winfield cigarette packaging containing the familiar slogan "... anyhow have a Winfield" on the flip top of the cigarette packet.
19 May 2006	Policy failed the smell test: whistleblower	Carson, Vanda	24	The Australian	Whistleblower, Fred Gulson, alleges that BATAS destroyed scientific documents. Documents that were damaging to BATAS were destroyed. He alleges that BATAS told the public one thing about the health consequences of smoking while it knew otherwise.
19 May 2006	Smoke clearing on big tobacco as insurers fight	Carson, Vanda	24	The Australian	Update on the NSW Dust Diseases Tribunal case. The pre-trial case is worth only \$A200,000, but for the tobacco industry there are bigger issues at stake. The case is being taken very seriously by British American Tobacco Australia Services (BATAS) and lawyers, Clayton Utz. A former WD & HO Wills lawyer, Fred Gulson, has served a US inquiry as a whistleblower on tobacco company document destruction policies. On 15 May 2006 he told the tribunal that BATAS fraudulently destroyed documents. Judge James Curtis may require BATAS's law firms to release scientific documents considered relevant, which may make law suits easier for plaintiff lawyers

18 May 2006	BAT should butt out of smoking 'reforms'	Chapman, Simon	15	Canberra Times	The Butt Littering Trust is wholly supported by British American Tobacco.
17 May 2006	Men's smoke scare	Miles, Janelle	14	Courier Mail (Brisbane)	Reports on Australian research published in <i>Tobacco Control</i> that found men who smoked a packet of cigarettes a day or more have a 40 per cent increased risk of impotency.
16 May 2006	Heavy smokers have higher impotency risk			AAP Bulletins	Reports on Australian research published in <i>Tobacco Control</i> that found men who smoked a packet of cigarettes a day or more have a 40 per cent increased risk of impotency.
16 May 2006	Dangerous exposure: modern movies send the wrong message to youngsters	Miles, Janelle	19	Courier Mail (Brisbane)	Research analysing 87 of the most popular films of the last two decades found 68 per cent had actors smoking tobacco.
16 May 2006	Look who's butting in as though they actually care	Cubby, Ben	3	Sydney Morning Herald	The irony of the Butt Littering Trust being funded by British American Tobacco. Tobacco companies are providing funding to local councils to help clean up cigarette butts.
15 May 2006	Tobacco insiders to give evidence	Moran, Susannah	7	Australian Financial Review	Reports on a NSW Dust Diseases Tribunal case brought by Brambles Holdings. Brambles claim that BAT Australia Services should meet part of \$200,000 in damages paid to the wife of a motor mechanic who died of lung cancer. The mechanic inhaled asbestos fibres but he was also a smoker. Jeffrey Wigand and Fred Gulson will give evidence.
15 May 2006	Kids in smoke risk	Williams, Rachel	11	Courier Mail (Brisbane)	Reports on US research published in the journal <i>Cancer Epidemiology, Biomarkers and Prevention</i> . The study found babies had detectable levels of NNAL when family members smoked an average of 76 cigarettes per week in the presence of their babies.
14 May 2006	Kicking butts	Crawford, Patsy	20	Sunday Tasmanian	Snippet about the new graphic health warning showing an amputated gangrene foot.

10 May 2006	Lurid message [letter to the editor]	Panigiris, Craig	41	Daily Telegraph (Sydney)	Letter to the editor regarding the new graphic health warning message. "I applaud the initiative behind the new anti-smoking commercials ... The duplicity involved in spending money on anti-smoking messages via anti-cancer groups while smoking is still allowed in part of licensed premises is absurd."
9 May 2006	Graphic campaign: a grim warning for smokers		12	Adelaide Advertiser	Story about a new antismoking television advertisement showing a surgeon preparing to amputate a foot made gangrenous by peripheral vascular disease.
9 May 2006	TV anti-smoking horror ads show lead-up to amputation	Keim, Tony	18	Courier Mail (Brisbane)	Story about a new antismoking television advertisement showing a surgeon preparing to amputate a foot made gangrenous by peripheral vascular disease.
9 May 2006	'Quit' message kicks home	Paine, Michelle	13	Hobart Mercury	Story about a new antismoking television advertisement showing a surgeon preparing to amputate a foot made gangrenous by peripheral vascular disease.
9 May 2006	Ad shows smoking dangers	Rumble, Chantal	6	The Age	Story about a new antismoking television advertisement showing a surgeon preparing to amputate a foot made gangrenous by peripheral vascular disease.
7 May 2006	Refill tins foil tobacco warning	Chesterton, Andrew	29	Sunday Telegraph	Story about the new graphic health warnings introduced from March 1, 2006 and how British American Tobacco are packaging some cigarettes in tins that have peel off warnings.
7 May 2006	Smoking will drag on [letter to the editor]	Sanders, Stafford	90	Sunday Telegraph	Stafford Sanders (Smokefree Australia) responds to a news story about pub smoking bans.
5 May 2006	Apology for bad taste		2	Australian Jewish News	Philip Morris issued an apology to Maori people for using Maori images on cigarette packets sold in Israel.
4 May 2006	Where there's smoke, there's ire in politically correct times	Salt, Bernard	29	The Australian	Opinion piece on erosion of smokers' freedoms re: call to ban smoking in private vehicles in NSW.

3 May 2006	Tobacco firms' fear for our health	Pearlman, Jonathan	3	Sydney Morning Herald	Story on submissions to the NSW Parliament's Joint Select Committee on Tobacco Smoking by Philip Morris, British American Tobacco Australia and Imperial Tobacco Australia.
1 May 2006	Undermining a serious message [editorial]		16	Adelaide Advertiser	Editorial deploring cigarette packaging designed to hide the new graphic health warnings messages.