

Select stories in the media – August 2006

Date	Title	Journalist/Author	Page	Paper/Source	Summary
28 Aug 2006	Smoking gun		18	Herald Sun (Melbourne)	Editorial admonishing smokers that purchase cigarette packets with less offensive health warning images on them.
26 Aug 2006	Reprieve for anti-tobacco ad		8	Sydney Morning Herald	The mouth cancer antismoking advertisement has attracted a number of complaints,
25 Aug 2006	Restaurateurs fuming over proposed ban on smoking	Proult, Julien	26	Courier Mail (Brisbane)	Parisian story. The French health minister is pushing for smoking bans in public places, including restaurants, bars and cafes.
25 Aug 2006	Better ways to give it up	Cogdon, Kamahl	36	Herald Sun (Melbourne) Health Watch	Smoking cessation article, reporting that hypnosis is not a proven method to assist with quitting smoking.
25 Aug 2006	The trance to quit	Cogdon, Kamahl	36	Herald Sun (Melbourne) Health Watch	Smoking cessation story, reporting that not only are smokers using conventional methods to quit, such as counselling and nicotine gums and patches, but unproven techniques such as hypnosis are being tried.
24 Aug 2006	Trouble in big smoke: pubs pay up	Norrie, Justin	1	Sydney Morning Herald	Reports that some Sydney pub/hotel owners are purchasing surrounding property to create noise buffers in order to alleviate complaints about noisy smokers in hotel beer gardens.
24 Aug 2006	Teens get sucked in	O'Connor, Thea	6	Sydney Morning Herald	The NSW Cancer Council has developed an antismoking counter ad "Don't be sucked in" that is targeted to adolescents and is calling for the government to legislate so that such ads are screened before youth-targeted movies showing smoking.
23 Aug 2006	Mayhem ok, but Tom and Jerry quit smoking	Coombs, Roger	27	Daily Telegraph	Opinion piece commenting on the US regulator Ofcom editing the smoking scenes out of Tom and Jerry cartoons. <i>Note: Ofcom is the independent regulator and competition authority for the UK communications industries (www.ofcom.org.uk).</i> Opinion piece refers to Ofcom as US.

23 Aug 2006	Where there's smoke, no fire	Burke, Kelly	3	Sydney Morning Herald	An Australian standard for low fire risk cigarettes (RIP - reduced ignition propensity cigarettes) is being drafted and will be given to the Federal government by the end of 2006. Ruddock is reported to be keen to adopt a new standard for low-risk cigarettes. However, there was a correction published on 24 August 2006, which says Ruddock is "keen to prevent cigarette-related fire deaths".
21 Aug 2006	Smoking hits Tassie babies twice as hard	Paine, Michelle	5	Hobart Mercury	Reports that the number of women smoking whilst pregnant is higher in Tasmania than "their interstate counterparts".
20 Aug 2006	No to knit 'n' quit: program to help smokers gets flick	Carne, Lucy	39	Sunday Mail (Brisbane)	Queensland Health has decided not to implement the Knit and Quit smoking cessation program. The program runs for four weeks and was launched in Sydney and Melbourne in August 2006. This type of program has reportedly helped people to quit in London and New York.
19 Aug 2006	Bans for tobacco cover-up	Joshi, Jitendra	46	Courier Mail (Brisbane)	Reports on the outcome of the US racketeering case presided by judge Gladys Kessler.
19 Aug 2006	Smokes screens		17	Herald Sun (Melbourne)	Research by the Cancer Council of Victoria shows that the majority of Victorians support concealing tobacco under shop counters. Bede Fennel (BAT Australia, Public Affairs) reportedly argued that hiding cigarette packs would render graphic health warnings useless.
17 Aug 2006	Furnace to stop smoking	Sinclair, Lara	15	Australian	The federal government has allocated \$25 million to antismoking campaigns over the next three years. The advertising account has been won by Furnace. The new campaigns will be targeting 12 to 25 year olds.
17 Aug 2006	Bloomberg millions to help kick butt		24	Courier Mail (Brisbane)	New York Mayor, Michael Bloomberg, will make a personal donation of \$165 million to help antismoking efforts around the globe.
16 Aug 2006	New mums keep puffing	Jones, Kate	13	Herald Sun (Melbourne)	The AIHW has released a new report <i>Smoking and Pregnancy</i> . Figures for 2003 show that 23,405 women kept smoking during their pregnancy.
15 Aug 2006	Greens support public puff ban	Smith, Linda	10	Hobart Mercury	The Green Party has backed a proposal to introduce more smoking bans in public places in Tasmania, including playgrounds, shopping centres and beaches.
14 Aug 2006	Be aware this is a non-smoker-free zone	Hildebrand, Joe	15	Daily Telegraph (Sydney)	Opinion piece about The Mounties Bowling Club's plans for an outdoor terrace area for smokers only.

13 Aug 2006	It's the ashtray!: how smokers are casting a pall over our city mall	Murtagh, Catriona	23	Sunday Mail (Brisbane)	Smokers are congregating in Brisbane's Queen St Mall and subsequently, there are calls for the Mall to become smokefree.
12 Aug 2006	Quit for sake of harmony	Rogers, Derek	11	Hobart Mercury	Smoking during pregnancy story.
10 Aug 2006	Car smoking ban in doubt	McGarry, Andrew	5	Australian	Re: the plans to ban smoking in cars carrying children. The Police have questioned whether it would be a good use of police resources to issue on the spot fines.
8 Aug 2006	Smokers face fine if child is in car	Kelton, Greg	3	Adelaide Advertiser	The SA government agreed to new tobacco control measures on August 7. The measures include fines for drivers if they are caught smoking in cars in which children are passengers; retailers have to display health warnings where cigarettes are sold; on-the spot fines for retailers caught selling cigarettes to individuals under the age of 18 and retailers will be only permitted three square metres for tobacco displays.
8 Aug 2006	Ads show the horrors of smoking		18	Adelaide Advertiser	Editorial about community complaints over the new Quit antismoking advertisements.
8 Aug 2006	The letters		4	Bulletin with Newsweek	Letters to the editor about the Don Laurie story.
8 Aug 2006	Running with the pack	Blair, Tim	74	Bulletin with Newsweek	Includes a small segment on the new graphic health warning label.
8 Aug 2006	Tobacco giants may be fined over pub, club rights	Houston, Cameron; Moncrief, Marc	3	The Age	The Victorian government investigates the financial deals made by Tobacco companies with hotels and bars.
8 Aug 2006	Community clubs fume at lack of State aid to support smoking ban		14	West Australian	Clubs WA complain about the lack of government funds to help licensed premises in Western Australia adjust to the new smoking bans. The AHA secured \$2.5 million in government funding.
7 Aug 2006	Smoking crusade a real drag	Raghavan, Karen	15	Daily Telegraph (Sydney)	Opinion piece.
6 Aug 2006	Gory smoke ad a turn-off in SA	Castello, Renato	33	Sunday Mail (Adelaide)	The new Quit mouth cancer antismoking advertisement has generated a number of complaints in SA but on the up-side the number of calls to Quitline has almost doubled since the ad launch.
5 Aug 2006	Big tobacco flicks cash at pub ban	Houston, Cameron	1	Age (Melbourne)	Cover story. Tobacco companies are making financial deals with hotels and bars to ensure smokers are accommodated.

5 Aug 2006	Smoking ban causes chaos among hotels	Curtis, Jennifer	7	West Australian (Perth)	Curtis reports on the impact of the new WA smokefree laws on publicans.
5 Aug 2006	New pub 'stub out' laws put to the test	Curtis, Jennifer	7	West Australian (Perth)	Curtis set out to test the policing of the new smokefree pub laws.
5 Aug 2006	Government should police smoking ban		18	West Australian (Perth)	Editorial on enforcement of the new WA smokefree laws.
2 Aug 2006	Disgusting commercial [letter to the editor]	Linnett, Heather	16	Adelaide Advertiser	Letter to the editor about the new Quit antismoking advertisement.
1 Aug 2006	Smoked out	Davies, Julie-Anne	14-	Bulletin with Newsweek	Story about Don Laurie, an Australian living in the US, who recently died of smoking related lung cancer. Laurie set legal wheels in motion to sue British American Tobacco Australia Services (BATAS) before his death. Laurie accused BATAS of deliberately encouraging people, including children and adolescents, to smoke despite knowing that tobacco was addictive and caused cancer and additionally that BATAS operated under a policy of document destruction for the sole purpose of preventing damaging evidence becoming public and used in litigation against the company.

1 Aug 2006	The insiders		21	Bulletin with Newsweek	<p>Story about the position change of tobacco companies on smoking from 1997 to 2006. Henry Goldberg, head of Philip Morris Australia in 1997 was adamant that no link between smoking and disease had been “proved yet by scientists” and that smoking was “habit forming” but not addictive like “the way heroin or cocaine is”. Stuart Watterton (BAT) was just as emphatic “I am not aware of any causal relationship with lung cancer and heart disease and smoking”.</p> <p>Today (2006), the response by Bert Van Gossum of Philip Morris: “Tobacco is not just another consumer goods product; it is a product that is addictive and dangerous”. And that “There is no such thing as a safe or safer cigarette. If anyone is concerned about the health effects of smoking, the best thing to do is to give up altogether.”</p> <p>Brendan Brady from BAT Australia Services accepts that “along with the pleasures of smoking come real risks of serious disease”.</p>
1 Aug 2006	Smoking guru hit by cancer: vows to fight for life	Hale, Beth	16	Daily Telegraph (Sydney)	Former chain smoker and smoking cessation businessman, Allen Carr, has been diagnosed with lung cancer.