History in the Making
The first 10 years of the Make Smoking History Campaign
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Gatecrasher Advertising designed and produced the booklet.
Ten years ago, in May 2000, our Target 15 – Make Smoking History program was publicly launched. An astonishing amount has been achieved by the program since then, and the campaign has had a great impact on the Western Australian community as well as achieving national and international recognition.

In 2000, almost one in four adults were smokers and the prevalence of smoking in Western Australia had barely changed for the best part of a decade. Mike Daube, as Chief Executive Officer of Cancer Council Western Australia, saw the need for a renewed effort in tobacco control in the State. Health Minister John Day agreed, and Target 15 – Make Smoking History was born, jointly funded by the Cancer Council and the Department of Health, Western Australia. Target 15 referred to the goal of reducing the prevalence of adult smoking to 15% by 2010—and we are well within range. These significant reductions in smoking prevalence mean that in years to come, there will be many Western Australian lives saved, and families spared the appalling tragedy of having loved ones die from tobacco use.

The achievements of these past 10 years are great testament to the enormous efforts and expertise of our Tobacco Programs Division which has been so capably led by the Director, Denise Sullivan. We have worked hand in hand with our advocacy partners and owe much to our funders, the Department of Health, Western Australia, and Healthway, and to our wonderful donors.

We are very proud of what the Make Smoking History program has achieved in the past 10 years and we know it will achieve much more into the future. There are still far too many Western Australians who die prematurely because of smoking and we remain fully committed to changing that.

Susan Rooney
Chief Executive Officer
Target 15 is officially launched on May 13, 2000, by Health Minister the Hon John Day MLA. Significantly, this year marks the 50th anniversary of the crucial British Medical Journal paper by Sir Richard Doll and Sir Austin Bradford Hill ‘Smoking and carcinoma of the lung’ which, for the first time, provides clear and unequivocal evidence of the link between smoking and lung cancer.

Target 15 is quickly up and running, kicking off with a press campaign. ‘Nice People’ is the most highly awarded television commercial ever created in Western Australia and is amongst the most highly awarded anti-tobacco advertisements nationally.
Highlights

Despite significant declines in WA smoking rates due to the successes of public education programs such as the Quit Campaign during the 1980s, trends in smoking stagnated during the 1990s and by 1998, 23.6% of adults (aged 18+) in the State continue to smoke.

At its launch in May 2000, Target 15 has the bold aim of reducing the prevalence of smoking among adults in WA to 15% or less by 2010.

The program is jointly funded by Cancer Council Western Australia and the Department of Health, Western Australia, and is the biggest public education campaign ever to have been undertaken by Cancer Council WA.

As part of its publicity strategy, Target 15 uses tactical press advertisements to comment on topical aspects of smoking, keeping its messages novel, relevant and up-to-the-minute. The aim is to capture the attention of the public and the media, and raise community awareness about important smoking and health issues. Themes covered include the toll of death and disease caused by smoking, the underhand tactics of the multinational tobacco industry, and the economics of smoking. A tax increase on tobacco products provides a tongue-in-cheek opportunity to remind smokers that cigarettes are not only deadly, but extremely expensive. On a more poignant note, in the lead up to Father’s Day an advertisement points out that many people will be remembering their fathers by laying a wreath.

Cancer Council WA commissions internationally renowned health economists Professor David Collins and Ms Helen Lapsley to quantify the social costs of smoking in WA, and the financial impact of reducing the prevalence of adult smoking in this State to 15% by 2010.

The results are staggering with the report revealing that, based on analysis of 1992 data, tobacco use costs WA more than $1 billion annually; and that reducing the prevalence of smoking to 15% by 2010 would save the WA economy an estimated $360 million over a twenty year period.
In 2001, 20.8% of Western Australians aged 18 and over are daily smokers. Healthway joins Cancer Council WA and the Department of Health, WA, in funding Target 15, enabling development and consolidation of the campaign. It is the year of a State election and as part of its election advocacy Cancer Council WA unites with other peak health bodies in releasing a ten-point ‘election manifesto’ to reduce tobacco use in WA. During the year, the spotlight is turned on tobacco products, and initiating a campaign which will gather momentum in the course of the decade, Cancer Council WA urges bars and gambling venues throughout the State to become smoke-free to protect the public’s health and avoid potential claims for damages from patrons and staff.

Didn’t Listen

One of Perth’s leading cardiothoracic surgeons joins Target 15 in urging smokers to quit while they still have the chance.

In a graphic television commercial, Mr Mark Newman is shown during a real operation on a lung cancer patient. It also shows the actual lung cancer tumour removed during surgery.

In the ‘Didn’t Listen’ commercial, Mr Newman explains that when he tells his patients that their disease is due to smoking, they all wish that they had listened to advice to quit.

“This commercial is very hard-hitting and direct because smokers need to face the reality that they may end up on my operating table one day because of their addiction,” Mr Newman says.

“But more often than not, by the time they reach the stage at which I am performing surgery on them, it is already too late.”

Overview

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Cigarette smoke has been found to contain thousands of chemicals. Many of which are known to be poisonous and 43 are known to cause cancer or other genetic damage. Think about that next time you put a filter to your lips.

Make Smoking History.

CIGARETTES CONTAIN CYANIDE, ARSENIC AND DDT.

AND THIS DOESN'T PROTECT YOU FROM THEM.

**Highlights**

With a State election in February, the year begins with the launch of an election manifesto outlining a strategy to reduce tobacco use in WA. Jointly released by Cancer Council WA, the Australian Council on Smoking and Health and the WA divisions of the Australian Medical Association and the Heart Foundation, the manifesto calls for increased funding for tobacco control efforts, a complete ban on all forms of marketing and promotion of tobacco products, support for stronger health warnings and bans on smoking in all enclosed public places and workplaces. All WA politicians receive estimates of the numbers of deaths from tobacco in their electorate, so that they can be in no doubt about the impact of smoking on their constituents.

In a number of press advertisements throughout 2001, Target 15 turns its attention to tobacco products themselves. Themes covered include flavourings in cigarettes which make them more palatable to smokers and the misleading nature of tobacco industry terms such as “light” or “ultra light” and “mild” which fool smokers into believing that some cigarettes are less dangerous than others.

Keeping up the pressure on the tobacco companies and in response to the Commonwealth Government’s review of health warnings on cigarette packs, Cancer Council WA coordinates both state-based and national media advocacy campaigns calling for stronger and more graphic health warnings on tobacco packaging.

Cancer Council WA commissions an opinion poll to gauge public support for smoke-free licensed premises in the first step in a campaign to see bars and gambling venues in WA become smoke-free. It is clear from results that the WA public is ready for more smoke-free venues, with 75% of respondents stating that they would support hospitality venues becoming smoke-free.

*Above* This year’s press advertisements show that sweet flavours and filters do not make cigarettes any safer and that lower tar cigarettes still cause lung cancer.
Overview  The new quit course, Fresh Start, is launched in 2002 in a partnership between Cancer Council WA, the Heart Foundation (WA Division) and the Drug and Alcohol Office, with funding provided by Healthway. The courses offered are an important partner to Target 15 in giving smokers the support they need to quit. The personal and emotional impact that smoking-caused illnesses have on the lives of smokers and their families is the focus of a campaign aimed at parents. Throughout the year, Cancer Council WA keeps up the pressure for smoke-free public spaces.

It is also the year in which Target 15 is renamed Make Smoking History to reflect the broader agenda of the campaign.

Highlights  The year begins with Cancer Council WA and other tobacco control organisations calling on the State Government to use the review of the Health (Smoking in Enclosed Public Places) Regulations 1999 as an opportunity to place a total ban on smoking in hotels, nightclubs and the Burswood Casino. The Health Minister, the Hon Bob Kucera, signals his interest in maintaining the effectiveness of the regulations.

To help inform debate, Cancer Council WA and the Heart Foundation (WA Division) commission Curtin University’s Centre for Behavioural Research in Cancer Control to survey the attitudes of patrons of hotels, bars and nightclubs in Bunbury to a possible total ban on smoking in such venues.

The results show that a majority of Bunbury residents likely to visit these kinds of venues do not smoke, and are in favour of smoking bans.

Giving further weight to calls for a smoking ban in licensed venues, the majority regard smoking bans as inevitable.
The fight for stronger and more effective health warnings continues into 2002 as Cancer Council WA coordinates a national campaign supported by Cancer Council Australia, the Heart Foundation and the Australian Medical Association. The campaign calls for pictorial health warnings on tobacco packages, similar to those introduced in Canada.

‘You should have been there’ is the tagline of powerful and emotional television and press advertisements aired by Make Smoking History, raising the prospect with parents who smoke that they may not be around for important milestones in their children’s lives. The television advertisement is one originally developed by Quit Victoria and Quit South Australia.

In 2002, approximately ten Western Australian children under 18 lose a parent to smoking every month.

At the launch Professor D’Arcy Holman says, “Illness as a result of smoking leads to the loss of everyday life experiences, family providers and carers. Parental smoking also has a significant impact on the uptake of smoking by children, and their health through exposure to environmental tobacco smoke in the home.”

A bold new campaign developed by Quit Victoria is launched across Australia to focus attention on tobacco industry conduct. Make Smoking History airs the ‘Recall’ campaign in which television satirist John Clarke impersonates a “head honcho” for a fictitious tobacco company, announcing a complete cigarette recall “until we can guarantee the Australian public that our product poses absolutely no threat to your health.”

The humorous campaign targets opinion leaders and the wider community, inviting viewers to reflect on the conduct of the tobacco industry and the inherently dangerous products it sells.

**Fresh Start**

Quit Victoria kindly approves the adaptation of its highly successful Fresh Start course and materials for use by Cancer Council WA. The program is introduced in this State in the knowledge that although many smokers manage to quit successfully without assistance, some find that the help and support provided by a quit course gives them the extra motivation they need to give up smoking and remain smoke-free.

**Fresh Start** provides cessation courses which take a non-judgemental and friendly approach to encouraging smokers to quit, look at the reasons why people smoke, and provide strategies and build the confidence needed to help people on the path to becoming non-smokers. Courses are tailored to suit community and workplace settings.

**Fresh Start** is also established with the intention of providing best practice training for health professionals to help them better support their clients to quit. Courses for this clientele are to be introduced in 2003.
Overview

In 2003 Make Smoking History turns its attention to women. With figures showing that lung cancer will soon overtake breast cancer as the leading cause of cancer death for Australian women, it is time for a campaign aimed at female smokers. A young mother called Jenny comes forward to tell her heartbreaking story of being diagnosed with lung cancer. On the international front, after almost four years of negotiations, the World Health Organization (WHO) adopts the Framework Convention on Tobacco Control—the world’s first global health treaty with the aim of combating death and disease caused by the tobacco epidemic.

Highlights

Cardiothoracic surgeon, Mr Mark Newman, again lends his weight to Make Smoking History, taking his appeal for smokers to quit directly to the streets of Perth.

Mark and his surgical team, which operates on lung cancer patients, appears on billboards around Perth with the caption “We get through 16 smokers a day, but we want to cut down.”

In media statements, Mark highlights that not only does tobacco-related illness place a considerable burden on the health system but also comes at an enormous human cost.

“It is distressing to have to operate on someone whose serious health condition has been self-inflicted. Smoking is pointless self-injury. It is important for people to know that lung cancer is almost always fatal,” he says.

Smoke-free advocacy remains a priority for peak tobacco control agencies. Cancer Council WA and the Heart Foundation (WA Division) join forces in a press campaign timed to coincide with the review of WA’s Health (Smoking in Enclosed Public Places) Regulations 1999. Both organisations urge their many donors and supporters around the State to support the call for action.

Jenny

When the Make Smoking History team meets Jenny, she is a mother of three young boys, and at just 42 is dying from lung cancer caused by smoking.

Jenny started smoking as a teenager. Despite quitting as a young Mum and remaining smoke-free for two years, Jenny found herself drawn back to smoking and clearly remembers the one cigarette that saw her slip easily and quickly into being a regular smoker again.

It was another five years until she managed to quit again but it was too late—in her early forties she was diagnosed with advanced lung cancer.

As a mother, Jenny’s biggest regret is that she wasn’t able to quit sooner. She generously agrees to tell her story in a series of television advertisements aimed at young female smokers to raise awareness of the very real health risks they face as smokers and to bring home the urgency to quit or never start.

Sadly Jenny loses her cancer battle in December 2004. But her message strikes a chord with young women, including this 31 year old:

“I was a smoker for about 12 years, and never thought I would be able to give up. I have been smoke-free now for almost 6 months, thanks to your TV ads. The one that really did it for me was the recent one with the woman who says that if you can give up don’t kid yourself that one [cigarette] will not hurt.”

Post-campaign research reveals that the advertisements have evaluated well not only among the primary target group of young women, but also with the broader target group of all adult smokers 18 to 50.

Above Jenny, who shares her story in 2003’s television campaign targeting young female smokers
The State Government announces its intention to embark on a ‘phased-in’ approach to smoking bans in enclosed public places. Cancer Council WA and the Heart Foundation (WA Division) condemn the Government’s response as inadequate and half-hearted. Lobbying on this issue looks set to continue for some time.

Denise Sullivan, Director of Cancer Council WA’s Tobacco Programs and Chair of Cancer Council Australia’s Tobacco Issues Sub-Committee, represents Australia when the WHO’s Framework Convention on Tobacco Control is endorsed at the World Health Assembly in Geneva. Denise describes the treaty as “historic” and “one of the biggest milestones in the history of tobacco control.”

Early evaluations of Fresh Start show that it is successful in helping smokers to quit and stay smoke-free, with 25% of participants who have completed the course remaining smoke-free after 6 months.

A wide range of workplaces from both public and private sectors—including local governments, the WA Police, the Water Corporation and mining giants BHP and Woodside—sign up for cessation courses for employees or adopt Fresh Start health professional training for their occupational health staff.

“I was a smoker for 40 years before doing the Fresh Start course and finally giving up. It was great to be there with other people who are in the same boat and knowing you are not alone.” - Graham

“What I liked about the course was that it was gentle without any bullying and it gave me the information I needed to decide when and how I would give up.” - Ronnie

Contrary to popular myth, going smoke-free doesn’t mean going out of business. In fact, quite the opposite. Research has confirmed that most Western Australians prefer smoke-free bars and clubs. In fact, more Western Australians would visit, and spend their money, in bars and clubs that were smoke-free. Even industry research confirms that patrons don’t like smokey venues.

The ‘Smoking in Enclosed Public Places Regulations’ have been reviewed by the State Government. This is your chance to join us in demanding a total ban on smoking in all enclosed public places, including pubs, clubs and the casino.

To make your voice heard, complete this coupon and send it to your local MP. You’ll find their address in the White Pages or visit www.parliament.wa.gov.au. Alternatively, call or write to them directly.

Smoking and good business just don’t mix.

Signed

[Name]

[Address]
Longer term smokers are more likely to lack confidence in their ability to quit. They are also more inclined to believe that if they have come this far without any obvious health problems, then they are ‘bullet-proof’; or conversely, that the damage from smoking is already done and there’s no point in stopping now.

**Social costs of smoking report**

A major report commissioned by Cancer Council WA reveals that the costs of smoking borne by the State are now a massive $1.6 billion per year, and that an estimated $700 million of these costs could have been avoided through robust and effective tobacco control policies.

In a follow-up to their economic analysis from 2000, Professors David Collins and Helen Lapsley also provide new data on the costs of second-hand smoking, tobacco-attributable workplace absenteeism and fires started by cigarettes. The report highlights that infants and children aged up to 14 bear the brunt of illness due to second-hand smoke. Of the $4.7 million in hospital costs associated with second-hand smoke, 96% is spent on treating babies and children aged under 14 years. The costs of smoking-caused fires are estimated to be $5.7 million, and lost productivity in the workforce and the household sector is valued at almost $250 million.

If you’re over 45 and still smoking, you are dramatically increasing the odds of suffering a major debilitating disease such as emphysema. For professional help to stop, ask about our Fresh Start courses which are a new proven way to help people quit. If you would like further information, call the Cancer Helpline on 13 11 20.

**Above** Campaign press advertisement urging older smokers to quit
Overview

In an important milestone, the prevalence of smoking among WA adults drops to 16.2%, well below the national average of 18.2%. However the job is far from over. Make Smoking History continues its efforts to drive smoking rates down further with a new appeal to long-term smokers to quit. The national campaign for graphic health warnings on tobacco products escalates as Cancer Council WA joins 19 other health organisations in a bid to convince Federal Members of Parliament of the need to better inform smokers about the dangers of smoking.

Highlights

Smokers over the age of 45 are targeted in a Make Smoking History campaign focussing on the disability smoking can cause later in life.

Longer term smokers are more likely to lack confidence in their ability to quit. They are also more inclined to believe that if they have come this far without any obvious health problems, then they are ‘bullet-proof’; or conversely, that the damage from smoking is already done and there’s no point in stopping now. ‘Don’t blow the years ahead’ encourages and empowers older smokers to quit now to give them the best chance of a healthier future.

The ‘Armchair’ press advertisement which is part of the campaign later features on the cover of the international journal *Tobacco Control*.

In October, Australia affirms its commitment to combating death and disease caused by smoking by ratifying the World Health Organization’s Framework Convention on Tobacco Control, becoming the 34th country to do so.

Given that the tobacco industry’s major contribution to Western Australians is death and disease, health groups highlight that it is inappropriate for political parties to receive donations from tobacco companies. Cancer Council WA and the Heart Foundation (WA Division) challenge political parties to reject tobacco money, and to donate any which has been received to help support victims of tobacco-caused disease.
Overview

As an election year begins, Cancer Council WA rolls out its advocacy agenda with a report commissioned on the human toll of smoking, detailing statistics for each electoral district in WA. Smokers are warned that they face the risk of the debilitating lung condition, chronic obstructive pulmonary disease (COPD), and Cancer Council WA joins forces with dentists to encourage smokers to have regular check-ups and to quit. In a major development, the Government introduces the Tobacco Products Control Bill 2005, which contains many of the measures for which Cancer Council WA and its non-government coalition partners have lobbied in previous years.

Highlights

Cancer Council WA starts the year with the release of a ten-point election policy document setting out the political action needed to reduce the impact of smoking in WA. ‘Tobacco Control Priorities for 2005 and Beyond’ has been developed by Cancer Council WA in partnership with key non-government agencies, including the Telethon Institute for Child Health Research, the Australian Council on Smoking and Health, the State divisions of Diabetes Australia, SIDS and Kids, the Asthma Foundation, the Heart Foundation, the Australian Medical Association and the Public Health Association of Australia.

The manifesto is backed by a Cancer Council WA-commissioned report which makes the alarming forecast that there will be almost 8,000 smoking-related deaths in WA over the next four years. The report, prepared by epidemiologist Professor D’Arcy Holman and his research team at the University of Western Australia, clearly demonstrates to each Member of Parliament and prospective politician the true cost of smoking, by estimating the number of deaths, years of life lost, hospitalisations and other costs due to tobacco use for every electoral district in the State.

Once again, real doctors and patients from a Perth hospital talk about their experiences to help promote a new campaign aired by Make Smoking History which focuses on lung disease and the...
disability it causes. The ‘Bubblewrap’ campaign, originally developed by Quit Victoria, vividly illustrates the irreversible damage which smoking does to the tiny air sacs in the lungs by showing a lit cigarette burning through the individual air pockets in plastic bubblewrap.

Dr Martin Phillips, consultant respiratory physician at Sir Charles Gairdner Hospital, adds his years of experience treating patients with COPD to the campaign. “If a person has considerable lung damage they can find it difficult to do even the simplest activities. Living with a chronic long-term disability such as emphysema seriously impairs your quality of life,” Dr Phillips says.

In June 2005, the Health Minister the Hon Jim McGinty introduces the Tobacco Products Control Bill 2005, which will replace the Tobacco Control Act 1990 and certain provisions of the Health Act 1911. If passed, its wide ranging provisions will further restrict the display, sales and promotion of tobacco and related products. Mr McGinty calls the proposed legislation “a gigantic step forward in tobacco control in this State.”

For ‘World No Tobacco Day’, Cancer Council WA joins with the Australian Dental Association (ADA WA) in encouraging smokers to get regular dental check-ups and to quit. Dr Lena Lejmanoski, Chair of the ADA’s Oral Health Committee, warns that smokers are much more likely than non-smokers to develop serious oral diseases, such as periodontitis and oral cancers. “The impact of gum disease on a person’s quality of life can be devastating as it may lead to significant pain and tooth loss.” Mr Frank Caddy, who has had treatment for oral cancer caused by smoking, kindly shares his story in interviews to help drive home the real-life impacts of this disease.

In a resounding endorsement of the effectiveness of Fresh Start, the Royal Australian College of General Practitioners approves a training module as part of its members’ Continuing Professional Development program.
Overview

This year belongs to Zita Roberts—a young mother of three who is dying from lung cancer due to smoking. Zita tells her heartbreaking story in a series of television commercials, and her honesty and openness about the devastating effects of her illness makes this campaign the most successful ever run by Make Smoking History. This is a landmark year for legislative reform with prominent new graphic health warnings on tobacco packaging mandated by Federal law and State legislation further limiting sales and advertising of tobacco. New regulations requiring all enclosed public places including pubs, clubs and bars to be smoke-free also come into effect.

Zita’s Story

Cancer Council WA first meets Zita Roberts, a 36 year old mother with three children aged 12 and under, in 2005. Tragically, Zita is dying from lung cancer caused by her smoking. She would like to share her story in the hope she can help others.

Cancer Council WA works with Zita on getting her voice heard, first through a story which airs on television program ‘Today Tonight’ in 2005. Then, in 2006, Zita’s powerful story is made into a series of Make Smoking History television commercials featuring Zita and her young family. Footage on which these advertisements are based is kindly provided by Channel Seven.

In the advertisements, Zita talks with raw honesty and emotion about the impact that smoking has had on her and her loved ones, especially her three children Alicia, Mika and Jed, husband Chris, and her parents.

Zita and her family help to launch the new campaign. Her three children face the media and answer questions about their mother’s illness with courage and maturity.

‘Zita’s story’ resonates deeply with the WA community. Evaluation of the reaction among smokers finds that over a third of survey respondents try to quit over the course of the campaign with a quarter being successful. Cancer Council WA estimates that this could equate to as many as 19,000 Western Australians quitting during the ‘Zita’s Story’ campaign. In the words of one quitter:

“After seeing Zita’s ads on TV, she inspired me to quit smoking after nine years. I quit on Mother’s Day and found out a few days later that baby number two is on its way. If it wasn’t for Zita I may not be around to see my little girl grow up.” - recent quitter

Zita passes away in February 2007 aged just 38, less than a year after her story inspires record quit attempts in WA. Her family generously allows ‘Zita’s story’ to be used in other States, ensuring that her message will live on to help others quit, just as Zita had wished.
At a national level, prominent new graphic health warnings on tobacco packages are introduced, a substantial win for public health policy. To reinforce the new messages, Cancer Council WA commissions bold advertisements for billboards and bus shelters which use the new health warnings.

**Highlights** In April, WA politicians are congratulated for passing the *Tobacco Products Control Act 2006*, considered to be the strongest and most comprehensive tobacco control legislation in Australia. The passage of this legislation marks the culmination of many years of advocacy by Cancer Council WA and its health agency partners.

In regulations gazetted under the new Act in July, smoking is banned in enclosed public places, including in pubs and clubs. However, there are important gaps in the regulations. For example, smoking is still permitted in Burswood Casino’s international room, in crowded outdoor sporting stadiums and alfresco dining areas. Cancer Council signals that the battle is not over to ensure safe environments for employees and patrons of these facilities.

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The ‘Echo’ campaign, developed by the Cancer Institute NSW and launched by Make Smoking History in September, addresses the excuses which smokers commonly use for delaying quitting and prompts them to take action right now, before it’s too late.

Cardiothoracic surgeon Mr Mark Newman, now a familiar advocate for Make Smoking History, gets behind the message, encouraging smokers to quit while they still have the chance. “A disease like lung cancer, caused mostly by smoking, can often be quite advanced when a patient presents for treatment. Hence the outlook can often be fairly grim,” he says. “The message is simple; the best way to prevent serious smoking-related illness is to quit smoking.”

The year’s hard-hitting campaigns produce a surge of interest in *Fresh Start* courses, both among people wanting help to quit and health professionals keen to improve their skills in helping patients and clients to quit.
Overview
Smoking prevalence among adults in WA falls further in 2007 to 15.6%, below the national average of 17.5%. Parents and carers are encouraged to keep their cars and homes smoke-free so that children are not exposed to tobacco smoke, and a thought-provoking series of press advertisements addresses the complexities of smoking addiction. Health advocates from around the State are brought together in the inaugural WA Tobacco Control Summit.

Highlights
Contrary to fears raised about bans on smoking being bad for business, a Cancer Council WA-commissioned survey finds that the new smoke-free laws have not made smokers abandon pubs and clubs. The survey shows that almost 80% of smokers have not been deterred by smoking restrictions in the enclosed areas of pubs and clubs. In fact, non-smokers have been encouraged to go out more often. The bans also cause smokers to reconsider their smoking behaviour. More than 20% of smokers surveyed say they are more likely to quit and more than one third say they actually smoke less as a result of the new laws.

Smokers’ relationships with cigarettes form the focus of new press advertisements offering insights into addiction and providing empathic, constructive advice about strategies for successful quitting. With most smokers well aware of the health effects of smoking, this new Make Smoking History campaign looks at the psychological relationship people have with cigarettes, reminding smokers that they can overcome the hurdles and successfully quit. Headlines such as ‘How to kill your best friend’ and ‘How cigarettes poison a smoker’s mind’ ensure that the advertisements capture the attention of smokers. The campaign highlights the support available for quitters through the Quitline and Fresh Start.

Fresh Start is now fully funded by Cancer Council WA. Evaluation shows that between 2004 and 2007, an average six-month quit rate of 25% has been achieved among participants. The effectiveness of
Honey, cocoa and liquorice are just a few of the flavourings added to cigarettes that mask the noxious taste of tobacco, the bitterness of nicotine, and the harsh sensations of smoke on the throat.

_Fresh Start_ is further acknowledged as brief intervention training is included in course work for final year masters students in the School of Pharmacy at UWA.

Cancer Council WA calls for a ban on sweeteners and flavourings added to cigarettes which are known to make them taste better and easier to smoke. Honey, cocoa and liquorice are just a few of the flavourings added to cigarettes that mask the noxious taste of tobacco, the bitterness of nicotine, and the harsh sensations of smoke on the throat and airways.

Mr Bill King, a leading tobacco researcher at the VicHealth Centre for Tobacco Control, lends his expertise to the campaign. “Cigarettes would not be nearly as enjoyable to smoke without these things added,” he says. “We know that these additives can make cigarettes more appealing to smoke, especially to those just starting to smoke, usually children and adolescents.”

Cancer Council WA brings together individuals with expertise and interest in tobacco control from around the State for a special summit to discuss latest research, policy and strategy. The Tobacco Control Summit, the first of its kind to be held in WA, is an opportunity for those in the field to meet face to face, share ideas and update their knowledge. Cancer Council WA provides ten bursaries to assist Aboriginal and regional health professionals to attend the meeting.

The Summit hears from Professor Melanie Wakefield from Cancer Council Victoria, who discusses her groundbreaking international research on tobacco industry strategies to undermine health education programs. The Summit acknowledges that the biggest achievement in tobacco control over the past decade is that smoking is no longer the social norm, but that major challenges remain for reducing smoking in the Aboriginal population and within marginalised communities such as clients of mental health services and prison inmates.
Health lobby pushes for tough anti-smoking laws

WA’s leading health groups come together in 2008 to call on the State Government to introduce widespread bans on smoking in outdoor public places and for a ban on smoking in cars carrying children.

Cancer Council WA forms a coalition with the Australian Council on Smoking and Health, the Telethon Institute for Child Health Research, the WHO Collaborating Centre for Research on Children’s Environmental Health, Curtin University’s Centre for Behavioural Research in Cancer Control, the Public Health Advocacy Institute, and the WA divisions of the Australian Medical Association, the Heart Foundation, Diabetes Australia, the Asthma Foundation and the Public Health Association of Australia. The coalition endorses proposals which would extend smoking bans to outdoor eating areas, between the flags at beaches, in parks, sporting arenas including swimming pools, children’s playgrounds, transport waiting areas, outdoor markets, entertainment venues and cars carrying children.

The Minister for Health, the Hon Jim McGinty, is urged to make changes to legislation as soon as possible. The Minister welcomes the hard-hitting proposals promising that the Government will give them early consideration. Cancer Council WA and its coalition partners appeal to all parliamentarians, local governments and a range of key enforcement and industry groups to lend their support. Following the change in Government after the State election in September, Independent Liberal Member for Alfred Cove, Dr Janet Woodland introduces a private member’s bill which would see smoking bans extended to include outdoor eating and drinking areas, children’s playgrounds, patrolled areas of beaches and cars carrying children. It also includes provisions to remove tobacco products from view in retail outlets. Cancer Council WA urges all Members of Parliament to support this important bill.

Overview

In 2008, Cancer Council WA and other leading health groups keep up the pressure on State government to extend its action on smoking in pubs and clubs by introducing widespread bans on smoking in outdoor areas and in cars carrying children; and to ensure that tobacco products are stored out of sight at retail outlets.

In another important collaboration, Cancer Council WA documents the progress of tobacco control in WA over the past 25 years in a special monograph.

Make Smoking History campaigns throughout 2008 continue to urge smokers to think about the impact of their smoking on others, as well as the potentially devastating health consequences for them personally.

Highlights

In a third report on the economics of smoking in WA, Professors David Collins and Helen Lapsley estimate that smoking costs workplaces an astonishing $357 million per year in lost productivity and absenteeism, and that the total economic burden of tobacco use costs the State $2.4 billion per year.

While the prevalence of smoking in WA continues to fall and deaths from smoking are declining, the lagged effects of past smoking on the population mean that the financial impact of smoking continues to rise.

Professor Collins says it will take some time before the costs of smoking begin to come down, comparing it to “turning around an ocean liner.”

“As long as government maintains an anti-smoking line there will be a decline in the costs of smoking over time. The rate of return on tobacco prevention will be very significant.”

Fresh Start courses continue to help businesses combat the costs of smoking, and to improve the health of employees.
A smoke-free workplace results in lower absentee rates and increases productivity because of less time spent on cigarette breaks.

There is also the potential to minimise tension in the workplace arising from resentment among non-smokers over time smokers spend out of the office.

The City of Stirling is one major employer to see the benefits of Fresh Start, running courses for staff as an extension of its health and wellbeing program.

A Cancer Council WA monograph entitled ‘The progress of tobacco control in Western Australia: achievements, challenges and hopes for the future’ acknowledges the campaigns, the people and the science which have contributed to the decline in the smoking prevalence in WA over the past 25 years.

The publication is a collaborative effort of some of the State’s leading experts in tobacco control and public health, bringing together a wealth of information and providing fascinating insights into what has come to be regarded as one of the most effective areas of public health advocacy in the State.

Protecting children from cigarette smoke continues to be an important theme in Make Smoking History’s television campaign. An advertisement developed by Quit Victoria shows a father smoking in the kitchen while his daughter is watching television in a nearby room, and reminds viewers that “it’s not only smokers who get sick.”

Mark Bin Bakar—now WA Australian of the Year—helps launch a radio version of ‘Bubblewrap’ targeting Aboriginal communities.
Overview

After months of intense lobbying by health agencies, the WA Parliament passes some of the toughest anti-tobacco laws in the country in the Tobacco Products Control Amendment Act 2009.

In a compelling new television campaign, two young Perth brothers who have recently lost their father to lung cancer urge smokers to consider those who will be left behind if they die early from smoking-related disease.

Health economists Professors David Collins and Helen Lapsley contribute a further report, this time investigating tobacco industry claims that it is a significant contributor to the Australian economy.

Highlights

Advocacy in support of the Tobacco Products Control Amendment Bill 2008 intensifies throughout 2009. Cancer Council WA publicises new survey results which demonstrate strong public support for components in the Bill: 88% of non-smokers and 80% of smokers support bans on smoking in cars carrying children; and 77% of non-smokers and 57% of smokers are in favour of putting cigarettes out of public view in retail outlets.

In follow up to a written submission outlining evidence in support of the Bill, Cancer Council WA addresses the Inquiry conducted by the Education and Health Standing Committee in February. The following month, cancer survivors Mary Thornton and George Oakley hand over a petition coordinated by Cancer Council WA which presents almost one thousand signatures in support of the Bill, most of which were collected at Cancer Council WA’s Perth Relay for Life event.

The landmark legislation is passed in September 2009 and Cancer Council WA congratulates Dr Janet Woollard on her leadership on this important issue, and all parliamentarians, particularly Health Minister the Hon Dr Kim Hames, who personally supports the new legislation and ensures that it receives strong, all party support. The Act will become operational in September 2010.

The ‘Who will you leave behind?’ campaign features brothers Luke and Ben Eliot, who speak candidly about losing their father Neil to lung cancer in 2007 at the age of 52.

The brothers came to the attention of the Make Smoking History team in 2008, when Luke, a journalist at The West Australian, wrote an article about his father’s death.

Neil had been a pack-a-day smoker from his late teens until his late 30s, when he quit for eight years, only relapsing due to the pressures of his work as a press photographer.

In the article, Luke talked openly about how his father’s battle with lung cancer affected him and his family, and especially how Neil missed out on meeting his first grandchild by just one month.

For the first time, Make Smoking History bases a campaign on the experiences, thoughts and emotions of family members left behind by those who have died from smoking-related disease.

The men tell the story of their devastating loss in a series of powerful television advertisements, asking smokers “Is it worth it?” and to “Give up for the people who care about you and the people who are going to miss you.”

Above: Brothers Ben (left) and Luke Eliot (right) talk about losing their father to lung cancer, in this year’s television campaign ‘Who will you leave behind?’

Above: Ben (left) and Luke Eliot (right) at the media launch for the ‘Who will you leave behind?’ campaign.

Right: Cancer never tasted this good. ‘Deceptively Delicious’, a press advertisement from the ‘Sugar, Sugar’ campaign.
A new report commissioned by Cancer Council WA debunks tobacco industry arguments that higher tobacco taxes would be detrimental to the Australian economy. The report reveals that the economic contribution of the tobacco industry is around $1 billion a year, a tiny proportion of the estimated social costs of smoking of $31 billion a year.

‘Weighing the evidence: evaluating the social benefits and costs of the Australian tobacco industry’, by health economists Professors David Collins and Helen Lapsley, is the first independent analysis of economic arguments the tobacco industry has used in its defence over many decades.

Overall, the study finds that the tobacco industry provides no net gains to the Australian economy, and that tobacco control measures do not cause economic harm. The report adds weight to public health arguments for tobacco tax increases and other policy measures to reduce tobacco use being considered by the Federal Government.

The 1960s pop hit ‘Sugar, Sugar’ by The Archies is the theme music for a new Make Smoking History television advertisement highlighting flavourings such as sweeteners which are added to cigarettes and make them more palatable. The upbeat music creates an uncomfortable juxtaposition with images depicting people suffering from different smoking-related health conditions.

The advertisement features former truck driver and long-term smoker, John Van Hamersveld, who has had a total laryngectomy after being diagnosed with cancer of the larynx. Mr Van Hamersveld now breathes through a hole in the base of his neck and has had to learn to talk again using a voice prosthesis.

“If I can help prevent one or two people from going through what I’ve been through by quitting,” says Mr Van Hamersveld, “I would feel a great sense of achievement.”
In 2000, the Cancer Council WA conceived a bold plan when it set about reviving flagging interest in an issue many mistakenly thought was done. Creative thinking, a preparedness to take risks, dogged determination and the faith and support of a broad church of supporters over the decade has resulted in an extraordinary turnaround.

The last decade has seen a redoubling of efforts to consign smoking to the past—and the return for Western Australians has been great. Between 2000 and 2007, the number of smokers declined by more than 57,000 and the ranks of ex- and never-smokers swelled by over 267,000.

The Department of Health, WA estimates that changes in trends in smoking over the decade have saved 158 lives, prevented 3,870 hospitalisations for conditions caused by smoking and averted $32.6 million in hospital costs.

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<tbody>
<tr>
<td></td>
<td>%</td>
<td>95% CI</td>
<td>Population Estimate*</td>
<td>%</td>
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<tr>
<td>Current smoker</td>
<td>22.5 (21.1 - 23.9)</td>
<td>313254</td>
<td>16.0  (14.5 - 17.6)</td>
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<tr>
<td>Ex-smoker</td>
<td>38.4 (36.8 - 40.1)</td>
<td>534197</td>
<td>37.1  (35.1 - 39.2)</td>
<td>594317</td>
</tr>
<tr>
<td>Never smoked</td>
<td>39.1 (37.4 - 40.7)</td>
<td>543293</td>
<td>46.9  (44.7 - 49.1)</td>
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Table 1: Smoking status for adults (aged 18 years and over) in Western Australia, 2000 and 2007

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<tr>
<th></th>
<th>Males</th>
<th>Females</th>
<th>Persons</th>
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<tbody>
<tr>
<td>Deaths</td>
<td>93</td>
<td>66</td>
<td>158</td>
</tr>
<tr>
<td>Hospitalisations</td>
<td>2411</td>
<td>1459</td>
<td>3870</td>
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<tr>
<td>Hospital costs ($mil)</td>
<td>22.0</td>
<td>10.6</td>
<td>32.6</td>
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Table 2: Estimates of lives, hospitalisations and hospital costs saved from 2002 to 2007 by decreasing smoking prevalence since 2000

The Department of Health, WA estimates that changes in trends in smoking over the decade have saved 158 lives, prevented 3,870 hospitalisations for conditions caused by smoking and averted $32.6 million in hospital costs.
That Western Australia continues to be a pioneer in effective tobacco control is further reinforced by national surveys on tobacco use, with this State on track to making smoking history: Western Australians, it seems, are rejecting smoking at a greater rate than has been the national trend.

Cancer Council WA is proud of the role it has played in spurring action on tobacco. In looking to the future, however, we are mindful of how much is still to be done and of the need to rejuvenate our efforts. The simple fact is that tobacco continues to be a major killer, and while the end may be in sight for tobacco smoking, it will only be achieved if we succeed in infusing the same passion and commitment to public health in the next generation of community leaders.

2010 marks the gestation of the next bold plan. This year we dare the community and political leaders to think about a future without tobacco; to stir the next generation to activism on tobacco; to lose tobacco from the Australian lexicon.

An end to smoking is within our grasp—making it happen depends on what we—and you—do now!

Denise Sullivan
Tobacco Programs Director
Cancer Council WA
Postscript on Making Smoking History

To future generations the decline in tobacco will seem straightforward and inevitable. But even as late as 2000, and even in WA—for so long a national and international leader in tobacco control—the campaign needed reinvigorating. There was a danger of complacency; the decline in smoking was nowhere near fast enough; and WA campaigns needed more support to maintain their edge.

Cancer Council WA challenged the Government. For the first time, Cancer Council WA would put significant funding into tobacco campaigns if the Government would match it. To our delight the Health Minister, John Day, rose to the challenge and further ensured that Cancer Council WA would have the freedom to run dynamic campaigns without interference.

So Target 15 was born—and the ambitious target of reducing smoking prevalence among adults to 15% by 2010 seemed an almost unachievable aim.

In 2010 we have hit our target, and the dramatic decline in smoking among 12-17 year olds (under 5%) also undoubtedly owes much to the work of adult campaigns such as this.

While Cancer Council WA is far from being the only player—part of the excitement of tobacco control is that so many organisations are part of a wonderful coalition—it has been fundamental to WA’s continuing leadership in tobacco control. Denise Sullivan is an outstanding leader of a strong, cohesive team. Their work is always evidence-based and meticulously planned. They are team players in the coalition. They focus resolutely on areas where they can be of most use, leaving aside soft, ‘popular prevention’ options. They have made the best possible use of paid and unpaid media, complemented
by appropriate support activities. Crucially, their campaigns have been innovative, dramatic and Outstandingly effective both in the broader community and with key target groups such as Aboriginal populations.

So, where to next? Denise and her team rightly decided to be much more ambitious than ‘Target 15’. The aim now is, as it should be, to Make Smoking History. Cancer Council WA alone cannot achieve this. Even now tobacco control campaigns attract much less funding than is merited by both the magnitude of the problem and the evidence-based certainty that well-run, sustained, hard hitting campaigns come second only to tax increases in the tobacco control hierarchy. Smoking is close to becoming history among better-educated Australians and most young people. To maintain the impetus we need more campaigns, more advocacy, more funding, more innovation—more Make Smoking History.

Professor Mike Daube
President
Australian Council on Smoking and Health
'Nice people' - Cancer Council WA

2001 Awards
• Silver Lion - Cannes International Festival.
• Silver - Social Marketing/Charity TV/Cinema, Annual Perth Advertising & Design Club (PADC) Awards.
• Bronze - Direction (Cyclops Films), Annual PADC Awards.

2002 Awards
• 'Perth's Best Television Advertisement', Campaign Brief Awards.
• Bronze, Clio Awards (international)
• Included in the British Design and Art Direction Annual – an international "best of" compendium.

Interstate/International Use:
Aired by Quit Tasmania and Cancer Council Queensland.

'Didn't listen' - Cancer Council WA

Interstate/International Use:
Aired by Quit Tasmania and included on 'The Critics' Choice 200B' DVD for use within Australian schools. Included in the 'Review & Rate' Program (similar to 'The Critics' Choice') by Manitoba Health, Canada, and aired by New York State Department of Health Tobacco Control Program.

'Jenny' - Cancer Council WA

Interstate/International Use:
Aired by Quit Victoria, Quit SA, Quit Tasmania and NSW Health.

'Don't blow the years ahead' - Cancer Council WA

2005 Awards
• "Armchair" press – finalist, "Best of Year" Press category, WA Campaign Brief awards.
• "Armchair" press – Silver, Annual PADC Awards.

Interstate/International Use:

'You should have been there' - Quit Victoria & Quit SA

Interstate/International Use:
Aired by Quit Victoria, Quit SA, Quit Tasmania and NSW Health.

'Recall' - Quit Victoria

Interstate/International Use:
Aired by Cancer Council Queensland.

'Didn't listen' - Cancer Council WA

Interstate/International Use:
Aired by Quit Victoria, Quit SA, Quit Tasmania and NSW Health.

Other awards & accomplishments
Cancer Council WA (then Cancer Foundation of WA) awarded "Advertiser of the Year", Campaign Brief.
'Thirty' (press) – Silver, Social Marketing/Charity Print, Annual PADC Awards.
'Thirty'/'Syringe'/'Butt' (press) – Bronze, Social Marketing/Charity Print, Annual PADC Awards.

'Butt Man' poster featured in British Columbia Ministry of Health Planning's GASP Magazine (distributed to over 200,000 schools).
'Butt Man' image adapted for use in youth-focused anti-tobacco publication produced by People Against Drug Dependence & Ignorance (Nigeria).

'Butt Man' poster featured in a newspaper advertisement (in local language) by the Environmental Action Network Limited (TEAN), based in Kampala, Uganda.
Make Smoking History posters featured in anti-smoking campaign in Czech Republic.

Selection of Make Smoking History TV advertisements included on DVD of “Stop Smoking Advertisements from around the World”, distributed at World Conference on Tobacco or Health (produced by the Global Dialogue for Effective Stop Smoking Campaigns).

‘Finger’ and ‘Needle’ appeared in Issues magazine and on its website.

‘Additives’ press advertisement (from the ‘Let’s Talk About Quitting’ Fresh Start press series) featured on cover of Tobacco Control.

‘Smoke free home and car’ - Cancer Council WA

Interstate/International Use:
Aired by Cancer Institute NSW, Quit Victoria and Quit Tasmania.
Used by the Singapore Health Promotion Board on its Fresh Air website and in local awareness raising activities. Select campaign advertisements also featured in:
• A Bloomberg Initiative funded research study to test suitability for use in priority tobacco control countries.
• Manitoba Health’s ‘Review & Rate’ Program (Canada).
• Joint Northwest Territories, Nunavut and Yukon ‘Smoke Screening’ Program (Northern Canada).

‘Everybody knows’ - Cancer Institute NSW

‘Who will you leave behind?’ - Cancer Council WA

Interstate/International Use:
Aired by Quit Victoria.

‘Finger’ and ‘Needle’ appeared in Issues magazine and on its website.

‘Additives’ press advertisement (from the ‘Let’s Talk About Quitting’ Fresh Start press series) featured on cover of Tobacco Control.

‘Smoke free home and car’ - Cancer Council WA

Interstate/International Use: