History in the Making

The first 10 years of the Make Smoking History Campaign

MAKE SMOKING HISTORY®

TEN YEARS OF FIGHTING TOBACCO

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Cancer Council Western Australia

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Department of Health

healthway

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The booklet was written by Bridget Egan and Margaret Winstanley.

Bridget Egan advised on the approach and content for the booklet. Margaret Winstanley undertook background research and assisted with editing drafts of the booklet.

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Gatecrasher Advertising designed and produced the booklet.

Foreword

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

Dedication In commemorating its achievements in tobacco control, Cancer Council Western Australia would like to dedicate this booklet to the memory of Professor Konrad Jamrozik who died on March 23, 2010, after a long illness. A distinguished clinician and academic, he was also a dedicated and passionate campaigner for public health. He is fondly remembered for his generous support of organisations and individuals working in cancer and tobacco control especially. His outstanding contribution to the advancement of public health will be greatly missed, especially by those who benefited from his wise advice and friendship.

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.

Above Some of Target 15's eye-catching new press advertisements

Left 'Nice people but you don't want to meet them'; Dr Martin Phillips, respiratory physician (left); Mr Mark Newman, cardiothoracic surgeon (centre); final still from the television commercial.

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.

Nice people, but you don't want to meet them!

Target 15's first television campaign, 'Nice People,' airs in October 2000 and conveys the grim realities of smoking and its consequences. It features real doctors, health professionals and counsellors who work at the front line treating diseases caused by smoking and carries the line "Nice people, but you don't want to meet them. Keep smoking and you just might."

The advertisement is filmed inside Sir Charles Gairdner Hospital, where a large proportion of the State's cancer patients receive their treatment. The Minister for Health, the Hon John Day, and many of the health professionals who volunteered their time to appear in the advertisement, attend the advertisement's official launch in Room 9, Ward B11.

The reality and directness of the 'Nice People' advertisement proves effective, with 55% of people surveyed after the campaign reporting that they had attempted to quit or cut down their smoking, 70% of whom did so successfully.

'Nice People' also catches the eye of the advertising industry, picking up local and international industry awards over the next two years, and becoming the most highly-awarded advertisement in Western Australian history.

Right This year's press coverage includes the launch of a joint campaign by ACOSH, the Heart Foundation, the AMA and Cancer Council WA calling for stronger tobacco control measures and Target 15's Director, Denise Sullivan, exposing misleading tobacco industry marketing tactics. (Courtesy: *The West Australian*)

Big four turn up anti-smoke heat

■ Reports by Jean Perkins

THE State Government should sue tobacco companies to recover some of the $1 billion cost to the community of tobacco use each year, according to four of WA's big health organisations.

The Cancer Foundation of WA, the Australian Medical Association, the Australian Council on Smoking and Health and the Heart Foundation have called on all political parties to reinvigorate tobacco control action in WA.

The non-government groups have joined in the lead-up to the State election to call for support for a 10-point program which they say could save thousands of WA lives.

Cancer Foundation chief executive Mike Daube said tobacco smoking was the single biggest cause of preventable death and disease in WA.

More than 1000 West Austra-

Quit quartet: Clockwise from top, Mr Edwards, Maurice Swanson, of the National Heart Foundation, Dr Simon Towler, of the Australian Medical Association, and Mr Daube. PICTURE: TONY ASHBY

mitments such as a significant increase in the funding allocated to tobacco control to $10 per head of population and ending all remaining forms of marketing

recovered the many millions dollars lost to the health syste each year because of tobacco us

He said the money could used to subsidise programs help people quit, and produc

Nicotine level in light cigarettes misleading

■ By Kristen Wolfe

'Smokers need to satisfy a craving so they change the way they smoke.'

Joondalup's loyal, ma'am

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.

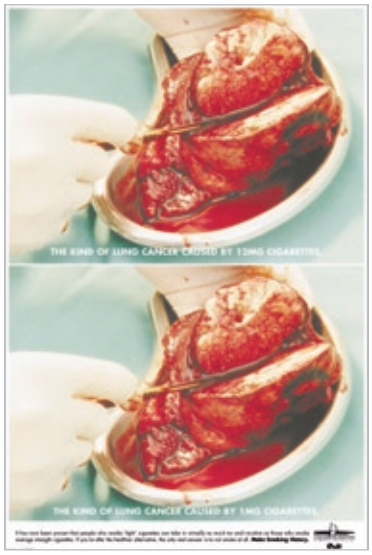
"This commercial is very hard-hitting and direct because smokers need to face the reality that they may end up on my operating table one day because of their addiction," Mr Newman says.

"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."

Above Mr Mark Newman, cardiothoracic surgeon, fronts the 'Didn't Listen' television campaign

Overview 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.

Above Press advertisement advocating for stronger and more graphic health warnings



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.

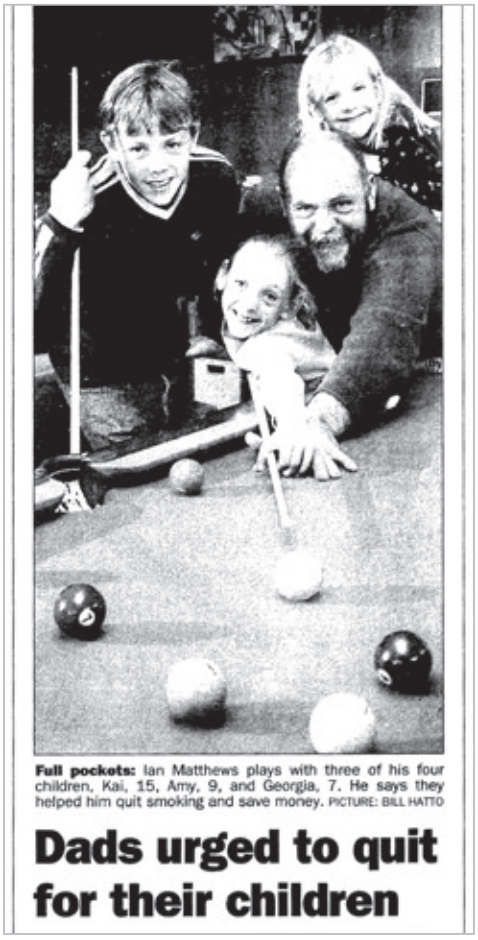
Keeping up the pressure on the tobacco companies and in response to the Commonwealth Government's review of health warnings on cigarette packs, Cancer Council WA coordinates both state-based and national media advocacy campaigns calling for stronger and more graphic health warnings on tobacco packaging.

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

Left Scene from the spoof 'Recall' television advertisement (Courtesy: Quit Victoria)

Right Smokers who die early miss out on special family occasions - 'You should have been there' press advertisement



Full pockets: Ian Matthews plays with three of his four children, Kai, 15, Amy, 9, and Georgia, 7. He says they helped him quit smoking and save money. PICTURE: BILL HATTO

Dads urged to quit for their children

Above 'You should have been there': article encouraging fathers to quit, featuring Ian Matthews and three of his four children Kai, Amy and Georgia (Courtesy: *The West Australian*)

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.

Right Some find it easier to 'butt out' in a group – posters promoting the new *Fresh Start* quitting courses

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.

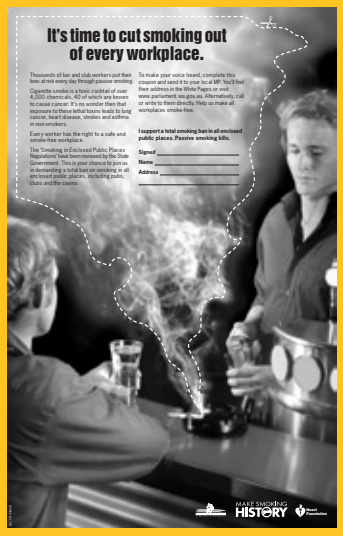
Fresh Start

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.

Above Jenny, who shares her story in 2003's television campaign targeting young female smokers



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.

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.

Left Joint Cancer Council WA and Heart Foundation (WA Division) press advertising calling for smoke-free enclosed public places

Above Mr Mark Newman, cardiothoracic surgeon, pictured in front of the Make Smoking History billboard (Courtesy: *The West Australian*)

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.

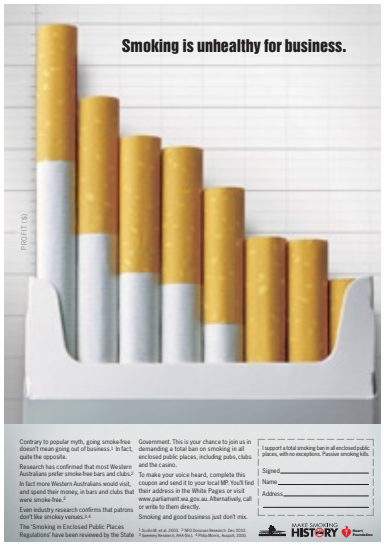
Denise Sullivan, Director of Cancer Council WA's Tobacco Programs and Chair of Cancer Council Australia's Tobacco Issues Sub-Committee, represents Australia when the WHO's Framework Convention on Tobacco Control is endorsed at the World Health Assembly in Geneva. Denise describes the treaty as "historic" 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



Top Poster supporting the campaign targeting young female smokers

Above Joint Cancer Council WA and Heart Foundation (WA Division) press advertising calling for smoke-free enclosed public places

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.

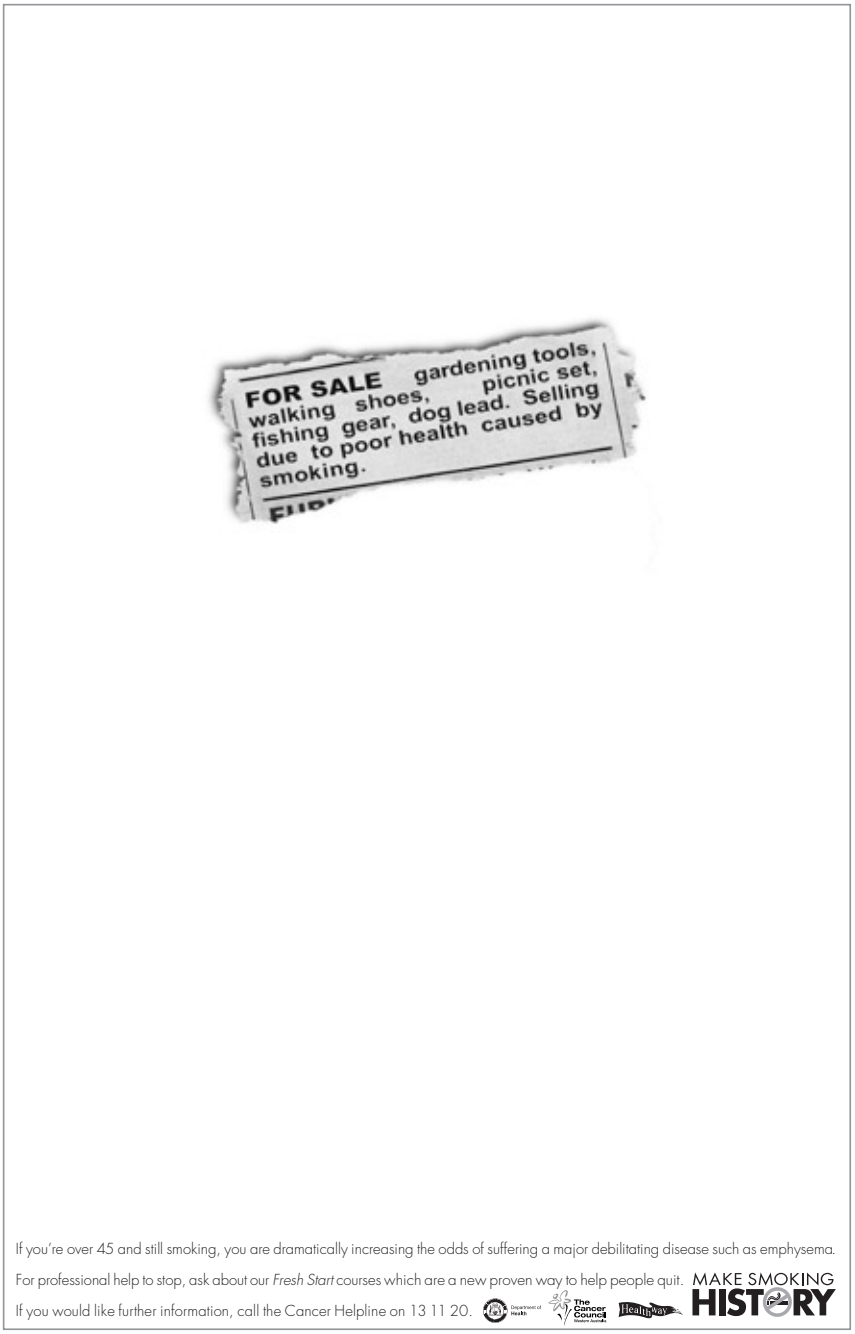
Social costs of smoking report

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.

Above Leading health economists, Professors David Collins and Helen Lapsley



Above Campaign press advertisement urging older smokers to quit

Left Campaign press advertisements 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.

Right Smoking damages the tiny air sacs in the lungs. Scene from the 'Bubblewrap' television campaign (Courtesy: Quit Victoria)

Research continues to inform policy development and advocacy for Cancer Council WA

The Centre for Behavioural Research in Cancer Control (CBRCC) is commissioned to investigate how tobacco companies market their products in WA through shop displays, and how they reach young people by promoting their brands at music festivals.

Despite comprehensive advertising bans on tobacco products in Australia, the majority of retail outlets surveyed engage in promotional activities which undermine current legislation; and cigarette companies are sponsoring themed tobacco tents at youth music events, staffed by young people dressed in brand colours.

Both surveys provide further evidence that current laws controlling tobacco promotion are outdated and no longer appropriate to keep a check on tobacco industry marketing, underscoring the need for changes to the *Tobacco Control Act 1990*.

Other research by the CBRCC shows that there is strong community support for bans on smoking in cars carrying children. Most respondents, including smokers, are in favour of a ban. Cancer Council WA calls for public education as an effective first step, with legislation a future option.

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, and 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

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News Election '05

$10-a-head bid to stop smoking epidemic

CATHY O'LEARY
MEDICAL EDITOR

Health groups want $10 for every
est Australian to stop the epidemic
t will kill 8000 people and
's clogged health system
t four years.
revention
mpari-
ble

UP IN SMOKE
Predicted smoking-caused deaths and hospital costs in WA for 2005-08

	DEATHS	COST
WA Total	7991	$274m
Geoff Gallop's electorate (Victoria Park)	221	$6m
Colin Barnett's electorate (Cottesloe)	206	$5m

Left Cancer Council WA and its health advocacy partners keep tobacco in the spotlight in the lead up to the 2005 State Election (Courtesy: *The West Australian*)

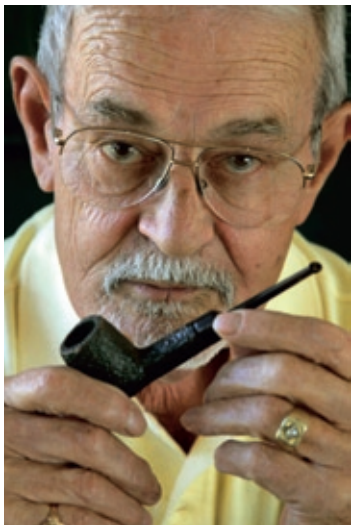
disability it causes. The 'Bubblewrap' campaign, originally developed by Quit Victoria, vividly illustrates the irreversible damage which smoking does to the tiny air sacs in the lungs by showing a lit cigarette burning through the individual air pockets in plastic bubblewrap.

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.



Above Mr Frank Caddy shares his story to help promote 'World No Tobacco Day' (Courtesy: *The West Australian*)

Left Scene from 'Zita's Story' featuring Zita Roberts.

Far left Zita (centre) with her three children Mikaela (left), Alicia-Kim (back, centre) and Jed-Pierre (right) (Courtesy: *The West Australian*)

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.

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.

Above Federal legislation mandating bold, graphic tobacco warnings provides an opportunity for striking new billboards

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.

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.

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.

Above Smokers may come up with lots of reasons not to quit... but not quitting is harder. Scenes from this year's 'Echo' television campaign (Courtesy: Cancer Institute NSW)

Scenes showing Aboriginal families feature in this year's major Make Smoking History campaign, which encourages parents and carers to make their homes and cars smoke-free to protect children from the dangers of second-hand smoke.

The campaign aims to counter a lack of awareness in mainstream and Aboriginal communities about second-hand smoke and its impact on the health of young children.

At the campaign launch, Aboriginal health advocate Lyn Dimer says it is important that Aboriginal people are included in these advertisements.

"Aboriginal people spend a lot of time travelling in vehicles and don't always understand the risks—they think it will be OK if they have the windows down."

Comedian Mark Bin Bakar's well-known alter-ego 'Mary G' features in radio advertising, taking the message to Aboriginal people across the state.

The campaign is successful in raising awareness and in changing behaviour across the wider community.

Prior to the campaign, 50% of smokers report smoking in their car, but following the first phase of advertising this drops to about 38%.

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

Left Smokers and carers are reminded of the need to protect children in the 'Smoke Free Home and Car' television campaign

Far left Poster supporting the 'Smoke Free Home and Car' campaign

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.

Top Press advertising informing smokers about some of the more surprising ingredients in their cigarettes

Above A new take on smoking: one of the press advertisements focussing on smokers' relationships with cigarettes

Health lobby pushes for tough anti-smoking laws

DEBBIE GUEST and TIFFANY LAURIE

Tough new smoking laws, including a ban on lighting up in a wide range of outdoor areas and in cars carrying children, need to be urgently introduced in WA, leading health organisations say.

The alliance of 11 health groups has called for smoking to be banned within five metres of entrances to all non-residential buildings and within 10m of ventilation ducts.

The proposals have been sent to Health Minister Jim McGinty with a call to make them laws.

In addition to the five-metre ban, the submission called for smoking to be prohibited in any outdoor eating or drinking area as part of a business, beaches, parks, sporting arenas, children's playgrounds, cars carrying children and transport waiting areas.

"You only have to look at the situation outside the doors of the Perth domestic and international airports to see why smoking near the entrances of all buildings should be banned," Denise Sullivan, from the Cancer Council WA, said.

According to the submission, Tas-

Support: Minister Jim McGinty welcomed the proposals. Picture: Sandra Jackson

"People are also accustomed to smoke-free environments and, increasingly, the community is demanding more public spaces to be smoke free."

Australian Medical Association State President Geoff Dobb said passive smoking had serious health implications for children. He said parents should be banned from smoking in cars with their children. "Evidence

mission include the Telethon Institute for Child Health Research, the Heart Foundation and the Australian Council on Smoking and Health.

ACOSH president Mike Daube said at least 88 per cent of all West Australians were now non-smokers. "When we know so much about the dangers of passive smoking, it's unacceptable that a small minority should be able to put the health of the vast majority at risk," he said.

Mr McGinty welcomed the sub-

hard-hitting proposal, that's something which we will elevate and announce the Government's response to that," he said.

Meanwhile, the State Government faces increased pressure to close legal loopholes allowing tobacco companies to target children after ACOSH vowed to make the display of cigarettes an election issue.

Anti-smoking lobbyists yesterday welcomed a decision by all States and Territories to ban the sale and advertisement of fruit-flavoured cigars by December 2009 but said the fight still risked being left behind in the fight against tobacco.

Parliamentary secretary for health John Hyde said the cigarettes were "aimed squarely at fashion-conscious youth, making a pungent cancer stick taste sweet and appealing".

WA already bans advertising of flavoured cigarettes, but members of the Ministerial Council on Tobacco Strategy agreed yesterday to ban importing them across State borders.

Professor Daube said WA's action on fruit-flavoured cigars was a welcome step. WA was the first State behind States such as Tasmania to have already introduced a ban on banning cigarette displays.

"Tobacco is still the leading preventable cause of death in the world and if a product kills one in three regular users, then it should not be displayed," he said.

Left Health Minister Jim McGinty responds positively to calls for an extension on smoking bans, including in cars carrying children (Courtesy: *The West Australian*)

Right Some of the City of Stirling employees participating in *Fresh Start* workplace courses

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 Woollard 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.

Right Cancer Council WA launches a new publication on tobacco control in WA

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.

Above Mark Bin Bakar in Mary G character lends his support to Make Smoking History for a second year (Courtesy: Mary G Enterprises)

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?'

Right Cancer never tasted this good. 'Deceptively Delicious', a press advertisement from the 'Sugar, Sugar' campaign

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 Ben (left) and Luke Eliot (right) at the media launch for the 'Who will you leave behind?' campaign

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.

Left WA man John Van Hamersveld features in the 'Sugar, Sugar' television advertisement

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."

Above Cancer survivors George Oakley (left) and Mary Thornton (front, centre) presenting Dr Janet Woollard (right) and members of the Education and Health Standing Committee with a petition supporting the Tobacco Products Control Amendment Bill 2008

Fighting for a tobacco free

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.

Table 1: Smoking status for adults (aged 18 years and over) in Western Australia, 2000 and 2007

	2000			2007		
	%	95% CI	Population Estimate*	%	95% CI	Population Estimate*
Smoking status						
Current smoker	22.5	(21.1 - 23.9)	313254	16.0	(14.5 - 17.6)	255579
Ex-smoker	38.4	(36.8 - 40.1)	534197	37.1	(35.1 - 39.2)	594317
Never smoked	39.1	(37.4 - 40.7)	543293	46.9	(44.7 - 49.1)	750641

Table 1:
*Is derived by multiplying the Estimated Resident Population of that year by the prevalence estimate.
^This information is based on responses from 10,059 adults in 2000 and 6,629 adults in 2007
Source: WA Health and Wellbeing Surveillance System, Epidemiology Branch, Department of Health, Western Australia

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.

Table 2: Estimates of lives, hospitalisations and hospital costs saved from 2002 to 2007 by decreasing smoking prevalence since 2000

	Males	Females	Persons
Savings			
Deaths	93	66	158
Hospitalisations	2411	1459	3870
Hospital costs ($mil)	22.0	10.6	32.6

Table 2: Source: Epidemiology Branch, Department of Health, Western Australia

future

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.

Table 3: Prevalence of smoking amongst West Australians and Australians aged 18 years and over, 1998 to 2007

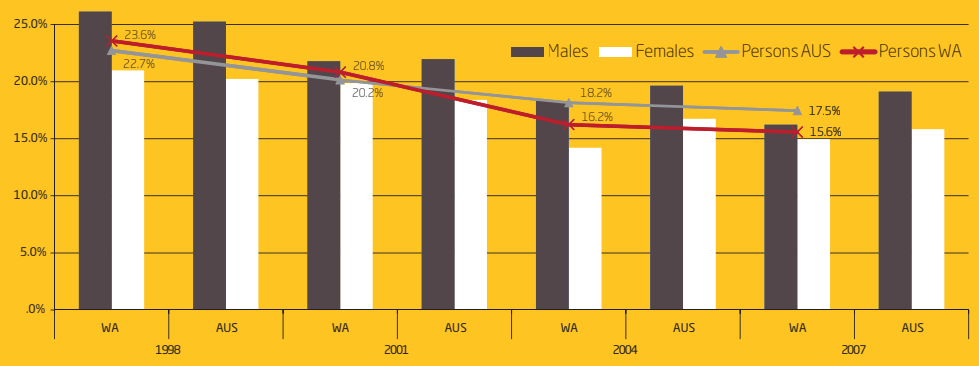


Table 3: Source: National Drug Strategy survey, Drug Surveys and Services Unit, Australian Institute of Health and Welfare

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

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

History

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

	00	01	02	03	04
Campaign chronology	**'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 BritishDesign and Art Direction Annual – an international "best of" compendium. **Interstate/ International Use:** Aired by Quit Victoria, 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 2008' 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.	**'You should have been there' - Quit Victoria & Quit SA** **'Recall' - Quit Victoria**	**'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:** Aired by Cancer Council Queensland. "Armchair" poster featured on cover of December 2005 issue of prestigious international journal ***Tobacco Control.***
Other awards & accomplishments	Cancer Council WA (then Cancer Foundation of WA) awarded "Advertiser of the Year", Campaign Brief. 'Finger' (press) – Silver, Social Marketing/Charity Print, Annual PADC Awards. 'Finger'/'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-focussed 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.

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'Zita's story' - Cancer Council WA

2007 Awards

- Finalist, Campaign Effectiveness category, Campaign Brief Awards.

2008 Awards

- Selected to appear in Reel Lives: The Cancer Chronicles Film Festival organised by the International Union Against Cancer (UICC). One of only 33 selected from a field of 250 competing campaigns to take part in the festival.

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).

'Smoke free home and car' - Cancer Council WA

Interstate/ International Use:
Featured in 'The Critics' Choice 2009' DVD resource for use within Australian schools. Included in the 'Review & Rate' Program, Manitoba Health, Canada.

'Smoke free home and car' - Quit Victoria

'Everybody knows' - Cancer Institute NSW

'Who will you leave behind?' - Cancer Council WA

Interstate/ International Use:
Aired by Quit Victoria.

'Sugar, Sugar' - Cancer Council WA

'Bubblewrap' - Quit Victoria

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.***

TEN YEARS OF FIGHTING TOBACCO

Cancer Council
Western Australia