

Strategic Plan

advocacy in **action.**

A photograph of a discarded cigarette butt with a white filter and a brown end, resting on a small pile of ash.

Our Goal:

To significantly reduce the impact of the health consequences of smoking

Who We Are

We are an independent, non-government, not for profit coalition of prominent West Australian health, education, community, social service and research bodies with a shared concern about smoking and health.

We work closely with:

- Australian Medical Association Western Australia
- Cancer Council Western Australia
- Department of Health Western Australia
- Healthway
- National Heart Foundation-WA Division
- Our member organisations

And many others

Our Objectives

We work through advocacy and collaboration on a comprehensive strategy to reduce the health consequences of smoking by:

1. Reducing the prevalence of smoking in Western Australia, including in those groups with a high prevalence of smoking and
2. Limiting the tobacco industry's ability to advertise, promote and sell its products in Western Australia.

Our Strategies

We act to remove the tobacco industry's financial incentive to trade in WA.

- We press for tobacco excise increases
- We lobby for further restrictions on licensing of tobacco retailers
- We promote the end of duty-free concessions on tobacco products

We work to ensure that tobacco control legislation and policy is adopted, implemented, monitored and enforced.

- We monitor and press for appropriate implementation, monitoring and enforcement of tobacco control legislation and policies at local, state, and national levels
- We monitor and participate in the review of relevant legislation
- We support the implementation of the recommendations of the National Preventative Health Taskforce

We lead in formulating and establishing a consensus vision and associated strategy with respect to the end of the commercial viability of tobacco products.

- We lead, coordinate and promote a discourse and strategy on the end of the ready availability of tobacco products

We advocate to end all forms of tobacco advertising and promotion.

- We advocate for plain packaging legislation
- We campaign to remove all point of sale displays of tobacco products in retail outlets
- We support a ban on internet advertising of tobacco products
- We advocate for continued controls on the marketing, promotion and introduction of new tobacco products
- We monitor tobacco industry actions and advocate to prohibit other forms of tobacco advertising and promotion, including public relations activities, lobbying and incentive-based promotion of tobacco products geared to retailers
- We work toward ending the promotion of smoking in motion pictures

We strive to establish a wide and diverse range of smoke free places in Western Australia.

- We work to expand smoke-free alfresco policies and legislation among West Australian local government authorities, including buffer zones around entrances and air conditioning intakes in alfresco eating areas
- We advocate for smoke-free policies in outdoor areas and events
- We work to expand smoke free policies and ensure appropriate implementation of the smoke-free policies adopted by health facilities; prisons; and tertiary educational institutions in Western Australia
- We are vigilant to opportunities for further expansion of smoke-free areas in WA
- We work to protect non-smokers, particularly children, from the effects of second hand smoke

We work to ensure that the broad community is aware of the harm caused by tobacco and the benefits of quitting.

- We develop and fully utilize an effective, efficient and comprehensive communications strategy
- We promote the National Tobacco Control Scoreboard

We work to achieve reductions in smoking prevalence among key populations.

- We focus our efforts on those populations with a high smoking prevalence, including Aboriginal people; people with a mental illness; rural and remote communities; and economically, socially or educationally disadvantaged groups

We lobby Government to increase its investment in public education, community programs, school education, teacher training and other forms of tobacco education and control.

- We advocate for significantly increased resources to be allocated to public education on smoking
- We develop and implement campaign strategies to improve Government support for funding comprehensive tobacco control action plans
- We work to ensure that health and physical education programs are mandatory in all schools and incorporate tobacco education in the curriculum

We hold the tobacco industry publicly accountable for its motives and irresponsibility.

- We campaign for a ban on tobacco industry donations to political parties
- We demand greater regulation of corporate conduct of the tobacco industry, including mandatory reporting and disclosure of donations, hospitality, sponsorship or other forms of funding
- We monitor and expose misleading and deceptive tobacco industry actions

ACOSH is a growing, diverse and committed membership and resource.

- We tailor our strategies to actively involve our members and suit their needs
- We provide information and discussion platforms for tobacco control issues for our Members, utilizing their expertise and input

We develop the next generation of tobacco control advocates.

- We seek out opportunities to involve students and early career public health professionals in our work
- We ensure that membership of ACOSH includes and supports the next generation of tobacco control advocates

We are a source of expert tobacco control advice and information.

- We stay informed and provide expert advice about the latest in tobacco research and policy
- We work as a coalition with our members and other groups
- We fully and broadly utilize media opportunities
- We anticipate and confront new and emerging issues
- We lead and coordinate a range of initiatives to achieve our objectives

2011	Plain Packaging legislation
2010	Perth Zoo goes smoke-free Fed Govt commits \$100m to 'Tackling Indigenous Smoking' 25% increase in tobacco excise Ban on internet tobacco advertising Fire-safe cigarettes compulsory in Australia.
2009	<i>Tobacco Products Control Amendment Act 2009</i> --prohibits smoking in cars carrying children --makes patrolled beaches and children's playgrounds smoke free --makes al fresco dining areas smoke-free
2008	Dept of Health goes smoke-free Perth Royal Show goes smoke-free
2007	City of Fremantle makes alfresco dining smoke-free City of Joondalup makes its 17 kms of beaches smoke-free
2006	Hotels, nightclubs and clubs go smoke-free
2005	WA introduces the <i>Tobacco Products Control Bill</i> ACCC rules against Tobacco relative to "lights and milds"
2004	Graphic warnings on 30% of the front and 90% of the back of cigarette packs
2000	Burswood implements smoke-free policies Make Smoking History is launched
1997	National campaign: <i>Every cigarette is doing you damage</i> Fed Govt removes tobacco sponsorship on all events WA establishes a task force on passive smoking
1995	New, stronger health warnings on cigarette packets
1994	Tobacco sponsorship of sports and arts is banned
1992	WA taxis are smoke free NRT available for sale
1991	WA public schools go smoke-free. TAB agencies in WA go smoke-free Tobacco advertising in shops/ public places prohibited
1990	<i>Tobacco Control Act 1990</i> passes in WA Increases tobacco tax Healthway is established to replace tobacco sports sponsorship -- Ends free cigarette samples and competition Billboard and media tobacco advertising banned
1989	The WA Public Service becomes smoke-free Tobacco advertising in print media is banned
1987	Stronger health warnings on cigarette packs
1986	Smoking is prohibited on all domestic aircraft Smoking is phased out in federal workplaces
1985	National Drug Summit emphasizes health hazards of smoking WA libraries go smoke free Rotating health warnings on packs
1983	Increase in cigarette tax imposed QUIT campaign begins
1975	Federal law bans cigarette advertising on radio and TV
1974	Metro trains, buses and ferries in Perth are smoke-free
1973	Bans on tobacco advertising on radio and television
1972	'Smoking is a Health Hazard' compulsory on packs
1971	ACOSH formed in WA

"Many of the threats to us arise from concerns which have lost touch with common sense and reality. People-and politicians-do need causes, and in a world which is generally more peaceful and affluent than ever before, there's a shortage of big causes. That's why we hear so much about really rather little causes like smoking..."

Hamish Maxwell, Chairman and CEO, Philip Morris, Washington DC 8/9/1986

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