

Tobacco in Australia

Facts & Issues

Relevant news and research

10.17 Public attitudes to the tobacco industry

Last updated May 2024

Research:.....	1
10.17.1 Public opinions about tobacco companies	3
10.17.2 Denormalisation of tobacco use and the tobacco industry.....	3
News reports:.....	5
10.17.2 Denormalisation of tobacco use and the tobacco industry.....	6

Research:

Cloutier, A, Tremblay-Antoine, C, Dufresne, Y, & Frechet, N. (2021). Highs and downs: A scoping review of public opinion about cannabis, alcohol and tobacco in Canada. *Drug Alcohol Rev.* Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/34374140>

Gilliam, M, Hill, BJ, Jaworski, E, Sparrow, A, Jones, IB, Jagoda, P. Increasing Anti-tobacco Industry Attitudes Among Youth: A Pilot Study of a Multiplayer Educational Board Game. *Games Health J*, Aug 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30156430>

Schmidt AM, Ranney LM, Noar SM, and Goldstein AO. Development of the FDA Tobacco credibility scale (FDA-tcs). *Tob Regul Sci*, 2017; 3(1):47–55. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28638857>

Schudson M and Baykurt B. How does a culture of health change? Lessons from the war on cigarettes. *Social Science & Medicine*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27085743>

Moodie C, Sinclair L, Mackintosh AM, Power E, and Bauld L. How Tobacco companies are perceived within the United Kingdom: An online panel. *Nicotine & Tobacco Research*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27179262>

Livingood WC, Jr., Allegrante JP, and Green LW. Culture change from Tobacco accommodation to intolerance: Time to connect the dots. *Health Educ Behav*, 2016. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26936279>

Johnson SE, Coleman BN, and Schmitt CL. It's complicated: Examining smokers' relationships with their cigarette brands. *Psychol Addict Behav*, 2016. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/27831717>

Castaldelli-Maia JM, Ventriglio A, and Bhugra D. Tobacco smoking: From 'glamour' to 'stigma'. A comprehensive review. *Psychiatry Clin Neurosci*, 2016; 70(1):24–33. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26449875>

Saebo G. Tobacco denormalisation and representations of different tobacco users in norway: A cross-sectional study. *Sociol Health Illn*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26385741>

Lykke M, Pisinger C, and Glumer C. Ready for a goodbye to tobacco? - assessment of support for endgame strategies on smoking among adults in a Danish regional health survey. *Preventive Medicine*, 2015. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/26592689>

Evans-Polce RJ, Castaldelli-Maia JM, Schomerus G, and Evans-Lacko SE. The downside of tobacco control? Smoking and self-stigma: A systematic review. *Social Science & Medicine*, 2015; 145:26–34. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26439764>

Antin TM, Lipperman-Kreda S, and Hunt G. Tobacco denormalization as a Public Health Strategy: Implications for sexual and gender minorities. *American Journal of Public Health*, 2015:e1–e4. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26469677>

Toghianifar N, Sarrafzadegan N, and Gharipour M. Women's attitude toward smoking: Effect of a community-based intervention on smoking-related social norms. *Int J Evid Based Healthc*, 2014; 12(4):262–6. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25478675>

Peretti-Watel P, Legleye S, Guignard R, and Beck F. Cigarette smoking as a stigma: Evidence from france. *Int J Drug Policy*, 2014; 25(2):282–90. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24315503>

Burns D. How far we have come in the last 50 years in smoking attitudes and actions. *Annals of the American Thoracic Society*, 2014; 11(2):224–6. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/24575990>

Malone R. Changing Tobacco control's policy on tobacco industry-funded research. *Tobacco Control*, 2013; 22(1):1–2. Available from: <http://tobaccocontrol.bmj.com/content/22/1/1.long>

Matt G, Quintana P, Hovell M, Chatfield D, Ma D, et al. Residual tobacco smoke pollution in used cars for sale: Air, dust, and surfaces. *Nicotine & Tobacco Research*, 2008; 10(9):1467–75. Available from: <http://www.informaworld.com/smpp/content~db=all?content=10.1080/14622200802279898>

Chapman S and Freeman B. Markers of the denormalisation of smoking and the tobacco industry. *Tobacco Control*, 2008; 17(1):25–31. Available from: <http://tobaccocontrol.bmj.com/cgi/reprint/17/1/25.pdf>

Young D, Borland R, Siahpush M, Hastings G, Fong G, et al. Australian smokers support stronger regulatory controls on tobacco: Findings from the ITC four-country Survey. *Australia and New Zealand Journal of Public Health*, 2007; 31(2):164–9. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/17461008>

Hammond D, Fong GT, Zanna MP, Thrasher JF, and Borland R. Tobacco denormalization and industry beliefs among smokers from four countries. *American Journal of Preventive Medicine*, 2006; 31(3):225–32. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/16905033>

Durkin SJ, Germain D, and Wakefield M. Adult's perceptions about whether tobacco companies tell the truth in relation to issues about smoking. *Tobacco Control*, 2005; 14(6):429–30. Available from: <http://tobaccocontrol.bmj.com/cgi/content/full/14/6/429-a>

Wilson N and Thomson G. The decline of smoking in British portraiture. *Tobacco Control*, 2004; 13(1):3–5. Available from: <http://tobaccocontrol.bmj.com/cgi/content/abstract/13/1/3>

Wakefield M, Miller C, and Woodward S. Community perceptions about the tobacco industry and tobacco control funding. *Australian and New Zealand Journal of Public Health*, 1999; 23(3):240–4. Available from: <http://www3.interscience.wiley.com/journal/120141553/abstract>

Wakefield M, Miller C, and Woodward S. Community perceptions about the tobacco industry and tobacco control funding. *Australian and New Zealand Journal of Public Health*, 1999; 23:240–4.

10.17.1 Public opinions about tobacco companies

Koval, R, Dorrlor, N, & Schillo, B. (2022). Tobacco industry advertising: efforts to shift public perception of big tobacco with paid media in the USA. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/35577402>

10.17.2 Denormalisation of tobacco use and the tobacco industry

Yao, Y, Cheung, YTD, Wu, YS, Guo, Z, Chan, SK, Zhao, SZ et al. (2024). Association between tobacco industry denormalisation beliefs and support for tobacco endgame policies: a population-based study in Hong Kong. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38458757>

Saetta, S, Kivits, J, Frohlich, K, & Minary, L. (2020). [Stigmatization and public health: The dark-side of anti-smoking interventions]. *Sante Publique*, 32(5), 473-478. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/33723952>

Ahmad, MH, Ibrahim, MI, Ab Rahman, A, Musa, KI, Mohd Zain, F, Mohd Zain, R et al (2020). Tobacco Denormalization Indicator in the Prevalence of Positive Smoker Identity and Its Associated Factors. *Int J Environ Res Public Health*, 17(7). Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32244417>

Wilson, GL, Grogan, S, Powell, S, Gee, I, Porcellato, L, & Keenan, J. (2020). A thematic analysis of smokers' and non-smokers' accounts of E-cigarettes. *J Health Psychol*, 1359105320909877. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32113210>

East, KA, Hitchman, SC, McNeill, A, Ferguson, SG, Yong, HH, Cummings, KM et al. (2019). Trends in social norms towards smoking between 2002 and 2015 among daily smokers: Findings from the International Tobacco Control Four Country Survey (ITC 4C). *Nicotine & Tobacco Research*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31532483>

Helweg-Larsen, M, Sorgen, LJ, & Pisinger, C. (2019). Does It Help Smokers If We Stigmatize Them? A Test of the Stigma-Induced Identity Threat Model among U.S. And Danish Smokers. *Soc Cogn*, 37(3), 294-313. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31303688>

Bostic, C, Huber, L, & Romeo-Stuppy, K. (2019). A holistic approach to human rights and the tobacco epidemic. *Nicotine Tob Res*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31219600>

McCready, G, Glenn, NM, & Frohlich, KL. (2019). "Don't smoke in public, you look like trash": An exploratory study about women's experiences of smoking-related stigmatisation and the connection to neighbourhood-level deprivation. *Health Place*, 58, 102142. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31203033>

Choi, J, & Noh, GY. (2019). The Effects of a Stigmatizing Anti-Smoking Campaign on Autonomous Vs. Controlled Motivation: The Case of South Korea. *Health Commun*, 1-8. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31131635>

Cortland, CI, Shapiro, JR, Guzman, IY, & Ray, LA. (2019). The ironic effects of stigmatizing smoking: Combining stereotype threat theory with behavioral pharmacology. *Addiction*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/31140666>

Amigo Vazquez, I, Alvarez Fernandez, M, Secades-Villa, R. The influence of cigarette-smoking when choosing a partner for a casual, intimate relationship. *Adicciones*. 2018 Jul 13;0(0):1118. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30059592>

Lozano, P, Thrasher, JF, Forthofer, M, Hardin, J, Reynales Shigematsu, LM, Arillo Santillan, E, Fleischer, NL. Smoking-related stigma: a public health tool or a damaging force? *Nicotine Tob Res*, Jul 2018. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/30053141>

Wilson N and Tucker A. Die another day, James Bond's smoking over six decades. *Tobacco Control*, 2017; 26(5):489–90. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/5/489.full.pdf>

Swift A. In U.S., majority of smokers feel discriminated against. Gallup Organization, 2017. Available from: http://www.gallup.com/poll/214205/majority-smokers-feel-discriminated-against.aspx?g_source=Well-Being&g_medium=newsfeed&g_campaign=tiles

Steinberg ML. Harms and benefits of stigmatizing smoking. *Nicotine & Tobacco Research*, 2017. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/29136198>

Kennedy RD, Douglas O, Stehouwer L, and Dawson J. The availability of smoking-permitted accommodations from airbnb in 12 canadian cities. *Tobacco Control*, 2017. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/28219974>

Carroll B and Freeman B. Content analysis of comments posted on Australian online news sites reporting a celebrity admitting smoking while pregnant. Public Health Research and Practice, 2016; 26(5). Available from: <http://www.ncbi.nlm.nih.gov/pubmed/27997939>

News reports:

Nelson B. People 'don't trust' the tobacco industry. The Northern Echo, 2015. Available from: http://www.thenorthernecho.co.uk/news/13215957.People_don_t_trust_the_tobacco_industry/

listed Na. Only government and tobacco have worse industry reputations than financial services Harris Interactive, 2015. Available from: <http://www.harrisinteractive.com/NewsRoom/PressReleases/tabid/446/mid/1506/articleId/1568/ctl/ReadCustom%20Default/Default.aspx>

Campbell J. Tobacco industry quietly influencing california legislators. Uncover Michigan 2015. Available from: <http://www.uncovermichigan.com/content/24985-tobacco-industry-quietly-influencing-california-legislators>

Calefati J. California legislators side with tobacco industry. Times- Herald News, 2015. Available from: <http://www.timesheraldonline.com/general-news/20150718/california-legislators-side-with-tobacco-industry>

No authors listed. Logo up for smokers - study. Radio New Zealand News, 2014. Available from: <http://www.radionz.co.nz/news/national/257145/logo-up-for-smokers-study>

Kokell J. New survey reveals what match.Com members think about smoking cigarettes and dating. Yahoo! Finance, 2014. Available from: <http://finance.yahoo.com/news/survey-reveals-match-com-members-150000964.html>

Sanders E. Chain-smoking young activists rattle brotherhood. Gulf News, 2013. Available from: <http://gulfnews.com/news/region/egypt/chain-smoking-young-activists-rattle-brotherhood-1.1205653>

Cooper C. UK medical journals will no longer consider research funded by tobacco industry. The Independent, 2013. Available from: <http://www.independent.co.uk/life-style/health-and-families/health-news/uk-medical-journals-will-no-longer-consider-research-funded-by-tobacco-industry-8882303.html>

Australian Health News Research Collaboration and Australian Council on Smoking and Health. Media release: Global survey shows tobacco is world's least reputable industry, 2010, Australian Health News Research Collaboration University of Sydney: Sydney. Available from: <http://tobacco.health.usyd.edu.au/assets/pdfs/AHNRC-Media-Releases/Global-industry-survey-16-June.pdf>.

Daube M. West Australians are unlikely to believe statements made by the tobacco industry [media release from the office of the director]. Perth: Health Promotion and Education Services Branch, 1988.

10.17.1 Public opinions about tobacco companies

No authors listed. How the tobacco industry uses sponsored content in major media outlets to shift public perception. *Truth Initiative*, 2022. May 16, 2022. Retrieved from <https://truthinitiative.org/research-resources/tobacco-industry-marketing/how-tobacco-industry-uses-sponsored-content-major>

Truth Initiative. Majority of adults surveyed want non-profits to reject Big Tobacco money. *The American Public's Opinion of Big Tobacco*, 2021. Retrieved from https://truthinitiative.org/sites/default/files/media/files/2021/04/Industry%20Microbrief_Non-profits%20Big%20Tobacco_v9.pdf

10.17.2 Denormalisation of tobacco use and the tobacco industry

Michalopoulos, S. Public health activists say eradicating tobacco must be a human right. Euractiv, 2019. Mar 22, 2019. Available from: <https://www.euractiv.com/section/health-consumers/news/public-health-activists-say-eradicating-tobacco-must-be-a-human-right/>