

Tobacco in Australia

Facts & Issues

Relevant news and research

14.2 The role of mass media campaigns within a comprehensive smoking control program

Last updated January 2021

Research:

World Health Organization. WHO report on the global tobacco epidemic 2019. Geneva: World Health Organization, 2019. Available from: https://www.who.int/tobacco/global_report/en/.

Durkin S. Designing and delivering mass media campaigns to enhance equity. in *Oceania Tobacco Control Conference*. Sydney, Australia. 2019.

Sugden C, Phongsavan P, Gloede S, Filiai S, and Tongamana VO. Developing antitobacco mass media campaign messages in a low-resource setting: Experience from the kingdom of tonga. *Tob Control*, 2017; 26(3):344-8. Available from: <http://tobaccocontrol.bmj.com/content/tobaccocontrol/26/3/344.full.pdf>

Centers for Disease Control and Prevention. Designing and implementing an effective tobacco counter-marketing campaign. Atlanta, Georgia: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2003.

Gray N and Daube M. Guidelines for smoking control. UICC technical report series no. 52, Geneva: International Union Against Cancer, 1980.

Royal College of Physicians. Smoking and health: Report of the royal college of physicians on smoking in relation to cancer of the lung and other diseases. London: Pitman Medical Publishing Co Ltd., 1962.

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14.2.1 The Framework Convention on Tobacco Control

14.2.2 The National Tobacco Strategy 2004–09

14.2.3 The National Tobacco Strategy 2012–2018

News reports:

Davey M. Tobacco companies should advertise lethality of smoking, say health experts The Guardian, 2017. Available from: <https://www.theguardian.com/society/2017/oct/15/tobacco-companies-should-advertise-lethality-of-smoking-say-health-experts>

Dean J. The smoking gun in tobacco companies' latest adverts. The Times, 2017. Available from: <https://www.thetimes.co.uk/article/the-smoking-gun-in-tobacco-companies-latest-adverts-rcbhd13fg>

14.2.1 The Framework Convention on Tobacco Control

Conference of the Parties to the World Health Organization Framework Convention on Tobacco Control. Draft elaboration of guidelines for implementation of article 12 of the convention. Provisional agenda item 5.3 (FCTC/COP/4/7 for Uruguay 15–22 November 2010) 15 August: World Health Organization, 2010. Available from: http://apps.who.int/gb/fctc/PDF/cop4/FCTC_COP4_7-en.pdf.

Australian Government Department of Health and Ageing. Framework Convention on Tobacco Control. Canberra: Government of Australia, 2004. Last update: Viewed Available from: <http://www.health.gov.au/internet/wcms/publishing.nsf/Content/phd-tobacco-fctc.htm>

WHO Framework Convention on Tobacco Control. New York: United Nations, 2003. Available from: http://www.who.int/tobacco/framework/WHO_FCTC_english.pdf.

14.2.2 The National Tobacco Strategy 2004–09

Ministerial Council on Drug Strategy. Meeting the challenges of the next five years: Ideas and resources for increasing promotion of Quit and smokefree messages. National Tobacco Strategy, supporting documents, Canberra: Department of Health and Ageing, 2005. Available from: <http://www.health.gov.au/internet/wcms/publishing.nsf/Content/phd-pub-tobacco-tobccstrat2-cnt.htm/>.

14.2.3 The National Tobacco Strategy 2012–2018

Intergovernmental Committee on Drugs. National Tobacco strategy 2012–2018. Canberra: Intergovernmental Committee on Drugs, 2012. Available from: https://www.health.gov.au/sites/default/files/national-tobacco-strategy-2012-2018_1.pdf.