

INQUIRY INTO TOBACCO SMOKING IN NEW SOUTH WALES

Organisation: University of Sydney
Name: Professor Simon Chapman
Position: School of Public Health
Date Tabled: 22/3/06
Hearing Number: 2
Hearing Location: Jubilee Room

Document Title:

14. *Tobacco Control* journal, December 2003, Vol 12, Supplement III : can be found at www.tobaccocontrol.com
15. Slides of presentation to the Committee (see attached)

Prof Simon Chapman

School of Public Health

University of Sydney

Editor, Tobacco Control

Today

- Project future trends in declining smoking prevalence
- Stress importance of population-wide strategies for reducing consumption
- Best bets today for NSW
- Caution about tobacco industry engagement

Global deaths & DALYS, 2002 (WHO)

Disease	Deaths 2002 (m)	DALYS (m)
Tobacco	4.9	59.0
HIV/AIDS	2.7	84.5
Diarrhoea	1.8	61.2
Malaria	1.3	46.5
Road deaths	1.2	38.7
Suicide	0.9	20.8
Violence/war	0.7	27.7

Most recent data (2004): n=29,445 national survey

Table S1: Tobacco smoking status: proportion of the population aged 14 years and over, Australian states and territories, 2004

Smoking status	N&W	Vic	Qld	WA	SA	Tas	ACT	NT	Aus
	(per cent)								
	Males								
Daily	17.2	18.8	21.5	17.0	17.3	22.0	18.7	28.6	18.6
Weekly	2.0	2.6	1.5	1.9	1.7	1.6	3.1	1.8	2.0
Less than weekly	2.1	2.2	1.7	1.4	1.6	1.5	1.9	2.3	1.9
Ex-smoker ^(a)	26.8	28.0	32.6	31.7	32.9	29.8	26.2	28.3	29.2
Never smoked ^(a)	52.0	48.4	42.7	48.0	46.5	45.1	50.0	39.0	48.2
	Females								
Daily	15.8	16.1	18.1	14.0	15.7	21.0	13.7	25.9	16.3
Weekly	1.1	1.3	1.4	1.7	0.9	1.1	1.6	1.4	1.2
Less than weekly	1.4	1.3	1.3	1.2	1.1	1.1	2.5	1.7	1.3
Ex-smoker ^(a)	22.8	23.2	23.4	26.2	24.7	26.6	25.0	22.9	23.6
Never smoked ^(a)	58.9	58.2	55.8	56.9	57.6	50.2	57.3	48.0	57.5
	Persons								
Daily	16.6	17.4	19.8	15.5	16.5	21.5	16.1	27.3	17.4
Weekly	1.6	1.9	1.4	1.8	1.3	1.3	2.3	1.6	1.6
Less than weekly	1.7	1.7	1.5	1.3	1.3	1.3	2.2	2.0	1.6
Ex-smoker ^(a)	24.8	25.6	27.9	28.9	28.8	28.2	25.6	25.7	26.4
Never smoked ^(a)	55.6	53.4	49.4	52.5	52.1	47.7	53.7	43.4	52.9

Figure 1 Trends in current and committed smoking among boys 12-15 years

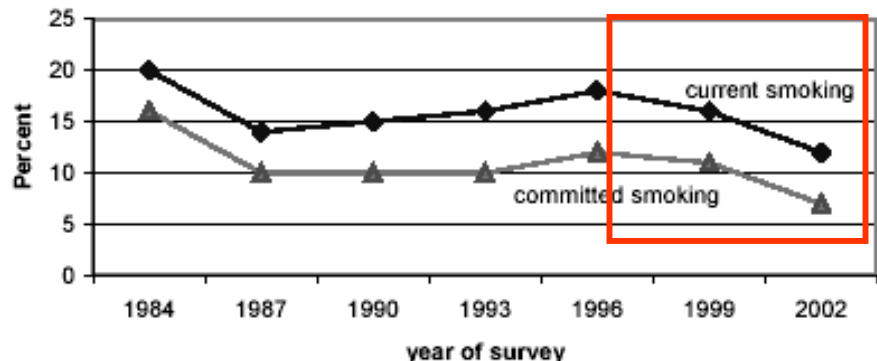


Figure 3 Trends in current and committed smoking among boys 16-17 years

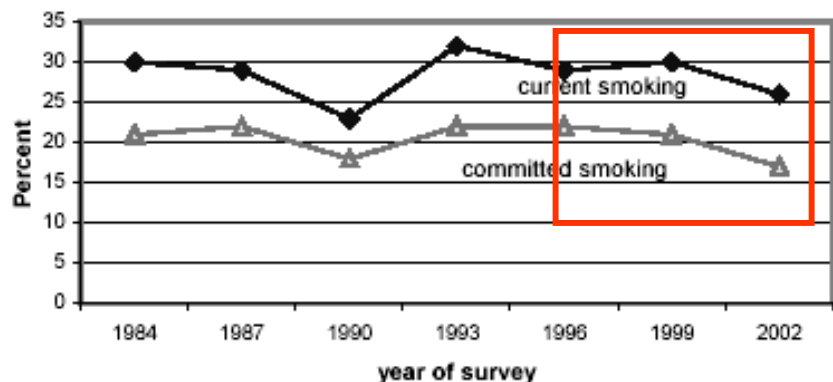


Figure 2 Trends in current and committed smoking among girls 12-15 years

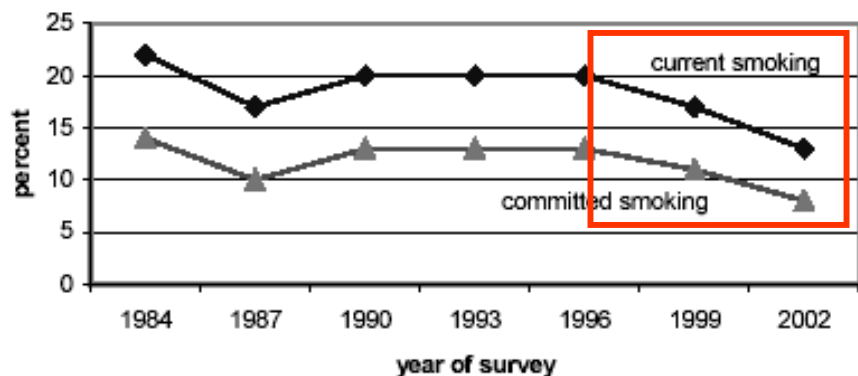
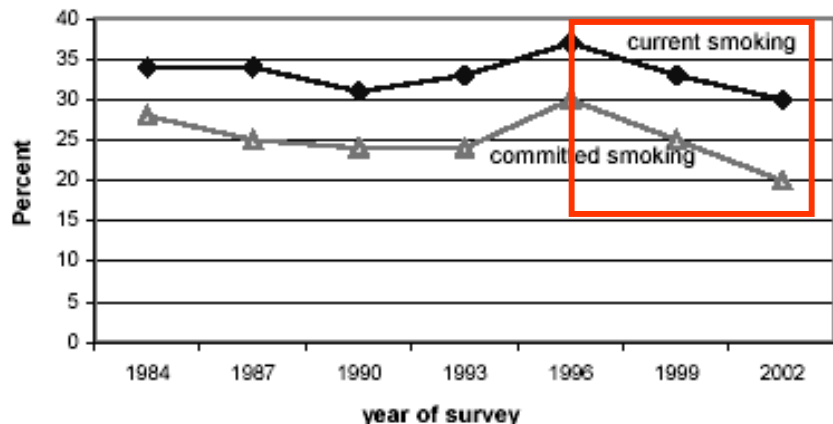


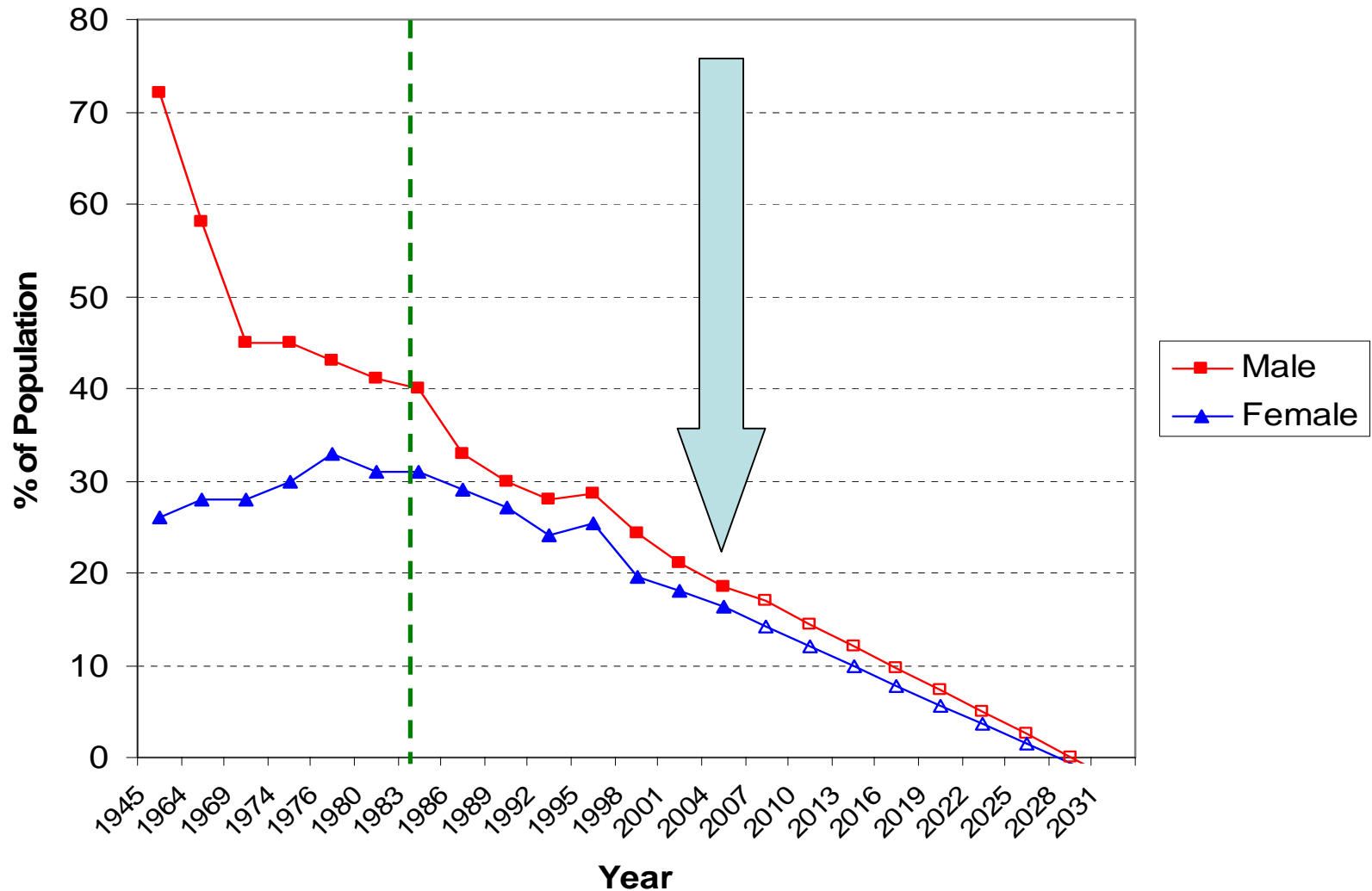
Figure 4 Trends in current and committed smoking among girls 16-17 years



Sub-populations with much higher prevalence

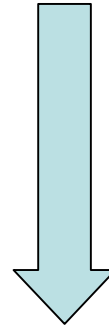
• Professionals v Blue-collar	16.8% 30.3%
• Uni graduates v no degree	11.3% 23.3%
• Mothers w partners v Single mothers	19.8% 34.4%
• Indigenous v Whole population	51% 19.5%

Prevalence of smoking in Australia, Persons aged 14 years and over

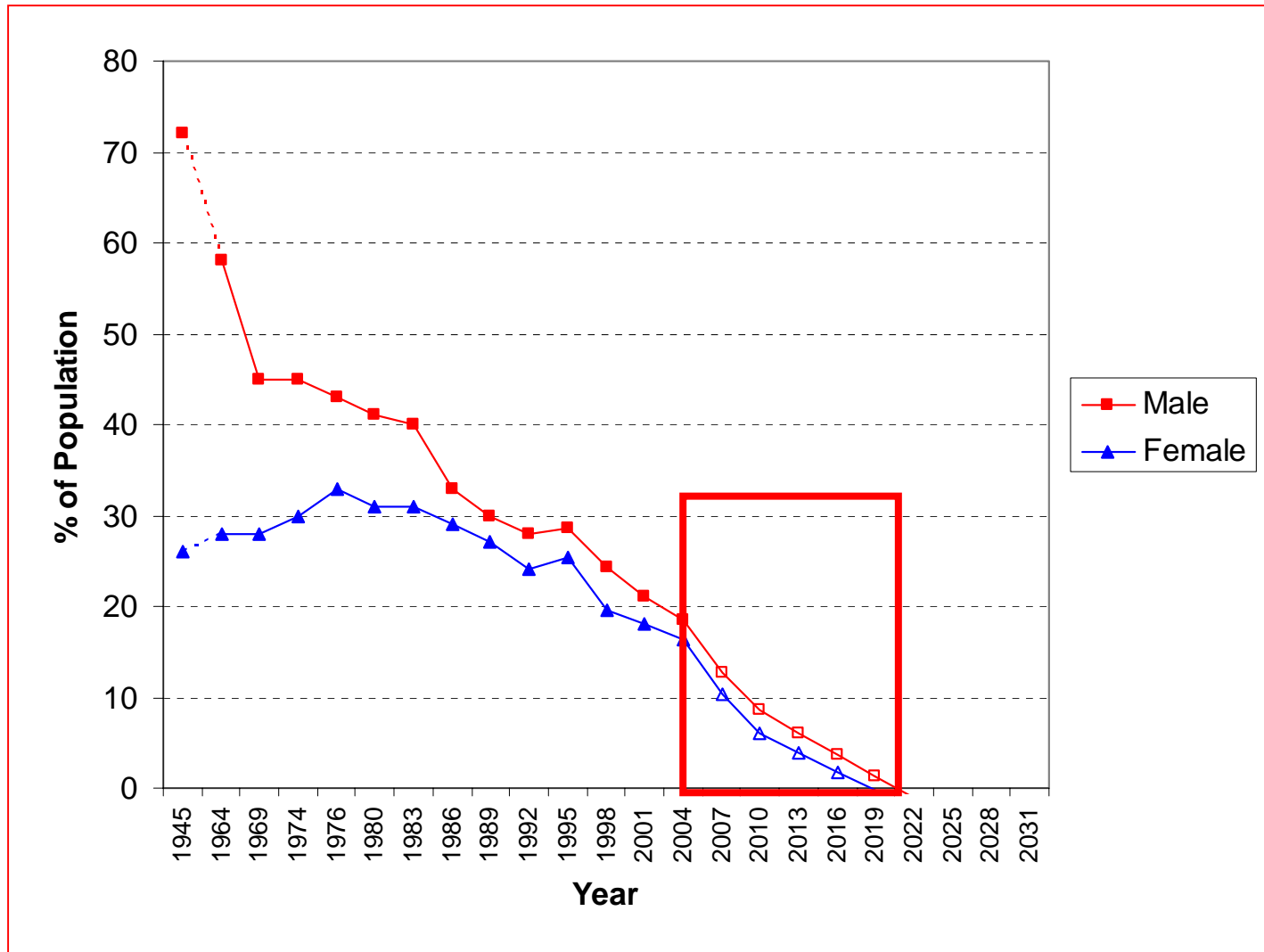


But the gradient of the decline is increasing

- 1993-1995: 6.95%
- 1995-1998: 7.2%
- 1998-2001: 10.6%
- 2001-2004: 9.95%
- And to come ...
- 2005-8: \$24m in fed campaign money
- 2006: \$6m NSW campaign
- 2006: grisly pack warnings
- End of grand prix
- Out-of-site retail display?
- 2006-7: pub bans ...



Projections if 2% annual reduction between 2004 and 2007, then as before



Intention to quit, Australia 2005

- In next month: 11.5%
- In next 6 months: 23.4%
- After 6 months: 39.5%
- Total: 74.4%

Source: Diezen, Fong, Borland et al ITC Wave 3, 2005

Smoking in Australia today

Total smokers now	3,000,000
Add: New young smokers this year	45,000
Add: Smokers immigrating	110,000 x 10% = 10,100
Add: Non smokers relapsing	27,300
Less: Smokers dying	63,260
Less: Quitting	181,900
Smokers at end of 2005	2,837,240 (less 5.4%)

Population perspective

- Asks what works for large numbers of people throughout the population
- More concerned with numbers than with rates
- 50% success rate with 500 people = 250
- 1% success rate with 5 million people = 50,000
- Consider case of smoking cessation

Smoking cessation

- 4.1 ex-smokers in Australia
- >90% have quit without intensive help of any sort
- Most smokers do not wish to attend any form of quit smoking group
- Only 6% of smokers have ever called the quitline

Hardening and the hard-core smoker: concepts, evidence, and implications

Kenneth E. Warner, David M. Burns

Hard core smokers?

- Little evidence that the smoking population is “hardening”: cessation rates have not decreased
- Truly hard core smokers comprise a small fraction of smokers
- Quitting susceptible smokers continue to dominate the smoking population

Best bets

- Mass reach motivational campaigns
- Further “de-normalisation” of smoking
- Finishing the job on pub bans
- Smoking in cars with children
- Educational campaigns about smoking inside homes
- Free NRT as part of big campaign
- “vector control” (shaming & regulating tobacco industry)

Effectiveness of a large-scale distribution programme of free nicotine patches: a prospective evaluation

Nancy Måler, Thomas R Frieden, Sze Yan Liu, Thomas D Matte, Farzad Mostashari, Deborah R Deitcher, K Michael Cummings, Christina Chang, Ursula Bauer, Mary T Bassett

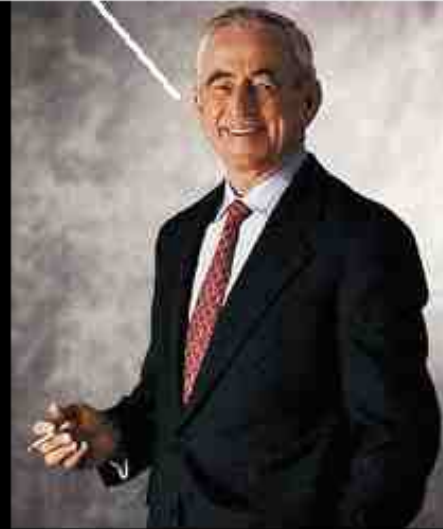
Lancet 2005; 365:1849-54

See Comment page 1831

- 34 090 smokers who phoned a toll-free quitline sent 6-week course of nicotine patches
- Estimated 5% of all adults in New York City who smoked > ten cigarettes received NRT
- At 6 months, more NRT recipients than comparison group members successfully quit smoking (33% vs 6%, $p < 0.0001$),
- At least 6038 successful quits were attributable to NRT receipt. Cost was US\$464 per quit.

**Philip Morris' CEO
Geoff Bible advises ...**

So you smokers in the room can take heart: your lungs are as pink and pretty as those of the non-smoker sitting next to you.



Extremely high pesticide residue levels have been found
in all samples submitted by PM-Australia, e.g. DDT group :
>100 ppm; HCH-group : up to 100 ppm; Dieldrin : up to
22 ppm !

**1978: Extremely high pesticide residues in all samples
PM2501185697**

In 1984, Philip Morris in Australia thought it best to change the way they formulated Marlboro to “make it harder for existing smokers to leave the product” (translation: to make it more addictive)

As was presented to you in October, the two key areas where we think we can make positive changes are the blend and the advertising. With the former, our aim is to move Red and Special Mild as close as possible to the U.S.A. blend and thus make it harder for existing smokers to leave the product. At the same time we are working on making the advertising more appealing to younger smokers who are in the process of forming brand preferences but have no taste perceptions of Virginian nor blended cigarettes.

PM 2023265662/5664

Harm reduction (lights & milds)



"Low tar" cigarettes showing ventilation holes in the filters

1972: industry knew that machines did not smoke like humans

602

PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. A. Holtzman Date: April 14, 1972

From: Ilona Shemer

Subject: Cigarette Smoking and Plasma Levels of Nicotine Nature April 7, 1972

This is a most interesting article on the methods and results of measuring nicotine levels in man.

The University of Melbourne investigators make the following important statements:

On the difference between human and machine smoking:

"The amount of nicotine abstracted from a cigarette by a smoker may be considerably different from the nicotine yield of the same brand of cigarette as measured with a standard smoking machine. In the experiments with smokers, the puff size, "puff profile" and butt length differed from those with the smoking machine."



Derek Irwin
02/05/2000 15:48

26

To: Graham Read/Southampton/GB/BATCo@BAT
cc: Erwin Kausch/Southampton/GB/BATCo@BAT, Richard
Baker/Southampton/GB/BATCo@BAT
Subject: Costing the Earth - BBC programme.

The transcript of this programme was circulated to everyone in R&D. I have restricted circulation of my concerns to specific managers.

I disagree with just about every point made by every speaker, including our own.

Our main problem appears to be the notion that "the technology exists to make cigarettes which are appreciably less lethal and that many tobacco companies appear to be looking for any excuse not to use it."

The technology does not exist, despite the impression given by the patent record or Star Scientific. It will not exist. All four BAT R&D Centres have overstated to the Company what they can do in terms of product innovation. This has gone on over a number of years. This is now being picked up by outside pressure groups, through patents etc. It is being exacerbated by statements by BAT personnel such as those in this programme. Internal overstatement is one thing, externally it is even less in the Company's interests.

We should tone down future expectations. Firstly, it is not ethical and secondly we shall be asked to explain our failures at some point in the future.

1990: "SIGNIFICANT MARKET OPPORTUNITY"

✓ OF AUSTRALIA'S TOTAL POPULATION, NEARLY HALF IS UNDER 25

-- 23% OF THE POPULATION IS 15 YEARS OF AGE AND YOUNGER*

-- 17% IS 16-24 YEARS OF AGE

✓ GIVEN PREDISPOSITION TO TRY/ADOPT NEW BRANDS, THIS SEGMENT REPRESENTS SIGNIFICANT MARKET OPPORTUNITY

✓ FURTHER, THIS SEGMENT OF CONSUMERS APPEARS TO BE AT THE FOREFRONT OF A TRANSITION

-- IMAGE: OLDER/FOR OLD PEOPLE/BORING

● BELIEF THAT MARLBORO'S BRAND IMAGE/COWBOY NOT ASPIRATIONAL TO YOUTH

“A phony way of showing sincerity”

Harry Paul:

I agree with Sylvester's point and I think this is one of the proposals that we shall initiate to show that we as an industry are doing something about discouraging young people to smoke. This of course is a phony way of showing sincerity as we all well know. This in itself would be a matter which the Committee will gladly accept.

- **“This is one of the proposals that we shall initiate to show that we as an industry are doing something about discouraging young people to smoke. This of course is a phony way of showing sincerity as we all well know”
(2024950089/0098).**